JOURNALISM, ADVERTISING,
AND MEDIA STUDIES (JAMS)

JAMS 101 Introduction to Mass Media
3 cr. Undergraduate.
Overview of mass media from the printing press to the internet. Focus on media technologies, industries, content, and critical approaches.
Prerequisites: none.
General Education Requirements: SS
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 111 Gender and the Media
3 cr. Undergraduate.
How gender representations in popular media inform and construct our understandings of the world; gender in popular culture, including new media; critical analysis of representations.
Prerequisites: none.
Course Rules: No cr for students w/cr in JAMS 460.
General Education Requirements: HU
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 113 Internet Culture
3 cr. Undergraduate.
Social, cultural, and historical dimensions of the Internet.
Prerequisites: none.
Course Rules: DAC 113 and JAMS 113 are jointly offered and count as repeats of one another.
General Education Requirements: HU
Last Taught: Summer 2021, Spring 2021, Fall 2020, Summer 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 116 Journalism, Documentary, and Democracy
3 cr. Undergraduate.
The role of journalism and documentary in democracy examined through a variety of media products.
Prerequisites: none.
Last Taught: Fall 2016, Summer 2015, Summer 2014, Fall 2012.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 192 First-Year Seminar:
3 cr. Undergraduate.
The specific topics are announced in the Schedule of Classes each time the class is offered.
Prerequisites: none.
Course Rules: Open only to freshmen. Students may earn cr in just one L&S First-Year Sem (course numbers 192, 193, 194).
General Education Requirements: HU
Last Taught: Fall 2015, Fall 2014, Fall 2013, Fall 2007.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 193 First-Year Seminar:
3 cr. Undergraduate.
Specific topics announced in Schedule of Classes each time course is offered.
Prerequisites: none.
Course Rules: Open only to freshmen. Students may earn cr in just one L&S First-Year Sem (course numbers 192, 193, 194).
General Education Requirements: SS
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 199 Independent Study
1-3 cr. Undergraduate.
For further information, consult dept chair.
Prerequisites: 2.5 GPA; consent of instructor, department chair, and Assistant Dean for Student Academic Services.
Course Rules: May be retaken to 6 cr max.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 201 Media Writing
3 cr. Undergraduate.
Techniques and strategies for writing that can communicate effectively with media audiences; emphasizes innovation and creativity within the constraints of good grammar and style.
Prerequisites: satisfaction of OWC-A GER
General Education Requirements: OWCB
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 204 News Writing
3 cr. Undergraduate.
Writing for print/online, audio, and video journalism.
Prerequisites: a grade of C or better in JAMS 101(P) and JAMS 201(P).
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 207 Introduction to Advertising and Public Relations
3 cr. Undergraduate.
A practical approach to developing, implementing, and evaluating advertising and public relations strategies.
Prerequisites: C or better in JAMS 101(P) and JAMS 201(P).
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 212 Introduction to Corporate Communication
3 cr. Undergraduate.
The profession of corporate communication; focus on the variety of mass communication strategies in the field.
Prerequisites: none.
Last Taught: Fall 2017, Fall 2016, Fall 2015, Fall 2014.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 214 Advertising in American Society
3 cr. Undergraduate.
A critical survey of advertising’s development and current practices as well as its impact on knowledge, attitudes, and behaviors.
Prerequisites: none.
General Education Requirements: HU
Current Offerings: https://catalog.uwm.edu/course-search/
JAMS 231 Publication Design
3 cr. Undergraduate.
Principles of print layout and design.
Prerequisites: none.
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 232 Photojournalism
3 cr. Undergraduate.
The history of photography and the practice of photojournalism, including aesthetic, conceptual, and technical developments. Digital production and distribution.
Prerequisites: soph st.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 262 Principles of Media Studies
3 cr. Undergraduate.
Central issues and concerns in the field of media studies. Cultural study of media industries and production practices. Analysis of media texts and audiences.
Prerequisites: C or better in JAMS 101(P) and JAMS 201(P).
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 280 Selected Topics in Mass Communication:
3 cr. Undergraduate.
Selected topics not addressed in regularly-approved courses.
Prerequisites: soph st; add'l prereqs, if any, announced in the Schedule of Classes.
Course Rules: May be retaken w/chg in topic to 6 cr max.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 289 Internship in Journalism and Media Communication, Lower Division
1-6 cr. Undergraduate.
Application of basic principles of journalism and media communication in a business, organizational, educational, political, or other appropriate setting.
Prerequisites: GPA of at least 2.5; a grade of C or better in JAMS 204(P), JAMS 207(P), or JAMS 262(P); declared JAMS major or minor; and consent of the department internship committee.
Course Rules: Students earn one academic credit per 40 hours of internship placement. Does not count toward JAMS major or minor. Cr/no cr only. May be retaken to 6 cr max.
Last Taught: Summer 2018, Fall 2017, Fall 2016, Spring 2016.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 296 UROP Apprenticeship
1-3 cr. Undergraduate.
Undergraduate research participation in a project developed with a supervising member of the faculty or staff.
Prerequisites: acceptance into UROP; prior or conc reg in UROP seminar.
Last Taught: Spring 2011, Fall 2010, Fall 2009, Spring 2009.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 297 Study Abroad:
1-12 cr. Undergraduate.
Designed to enroll students in UWM sponsored program before course work level, content and credits are determined and/or in specially prepared program course work.
Prerequisites: acceptance for Study Abroad Prog.
Course Rules: May be retaken w/chg in topic.
Last Taught: Spring 2020, Fall 2019, Spring 2019, Fall 2018.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 299 Ad Hoc:
1-6 cr. Undergraduate.
Course created expressly for offering in a specified enrollment period. Requires only dept & assoc dean approval. In exceptional circumstances, can be offered in one add'l sem.
Prerequisites: none; add'l prereqs may be assigned to specific topic.
Course Rules: May be retaken w/chg in topic.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 301 Ad Hoc:
1-6 cr. Undergraduate.
Can be offered in one add'l sem.
Prerequisites: none.
Course Rules: Course created expressly for offering in a specified enrollment period.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 302 Video Storytelling
3 cr. Undergraduate.
Introduction to video producing, recording, editing and writing for journalism, advertising, public relations and social media.
Prerequisites: grade of C or better in JAMS 201(P).
Course Rules: Counts as a repeat of JAMS 380 with the same topic.
Last Taught: Spring 2021, Fall 2020, Spring 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 304 News Literacy
3 cr. Undergraduate.
Assessing the quality and trustworthiness of news sources and analyzing coverage of current events using investigative tools, fact checking and critical thinking skills.
Prerequisites: none.
Course Rules: Not open for credit to students with credit in JAMS 356.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 306 Feature and Magazine Article Writing:
3 cr. Undergraduate.
Using interviews, analysis and/or observation to produce feature and profile stories.
Prerequisites: jr st; declared JAMS major/minor or English major.
Course Rules: May not be retaken for cr.
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 307 Persuasive Media Writing and Production:
3 cr. Undergraduate.
Writing, design, and production of persuasive media elements through individual and group work and skills-based activities.
Prerequisites: declared JAMS major/minor; grade of C or better in JAMS 207(P).
Course Rules: May not be retaken for cr.
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/
JAMS 320 News Reporting
3 cr. Undergraduate.
Reporting in a newsmroom setting using digital distribution tools to reach audiences.
Prerequisites: JAMS major or minor and a grade of C or better in JAMS 204(P).
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 325 Audio Storytelling
3 cr. Undergraduate.
Analysis of audio storytelling techniques and impact; audio storytelling production.
Prerequisites: jr st.
Course Rules: Counts as repeat of JAMS 380 w/similar topic.
Last Taught: Spring 2020, Fall 2019, Spring 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 332 Introduction to Digital Documentary
3 cr. Undergraduate.
Analyzing, filming and editing a quality documentary for client use, broadcast television, or film festival entry.
Prerequisites: junior standing and a grade of C or better in JAMS 302(P).
Last Taught: Spring 2021, Spring 2020, Fall 2011, Spring 2011.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 336 Media Graphics
3 cr. Undergraduate.
Production and analysis of mass media graphics, photographs, and illustrations.
Prerequisites: junior standing; JAMS major/minor or Digital Arts and Culture (DAC) status; grade of C or better in ART 118(P) or JAMS 113(P).
Course Rules: DAC 336 and JAMS 336 are jointly offered and count as repeats of one another.
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 342 Television News Reporting
3 cr. Undergraduate.
Reporting, writing, and editing television news, including field camera operation and video editing.
Prerequisites: declared JAMS major or minor; grade of C or better in JAMS 302(P).
Last Taught: Fall 2020, Fall 2019, Spring 2019, Fall 2018.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 370 Introduction to Social Media and Search Engine Optimization
3 cr. Undergraduate.
Principles of professional social media management and content creation; search engine optimization for online media.
Prerequisites: junior standing.
Course Rules: Counts as repeat of JAMS 380 with similar topic, including ‘Professional Social Media & Online Audience Growth’.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 380 Special Topics in Journalism, Advertising, and Media Studies:
3 cr. Undergraduate.
Special topics not addressed in regularly-approved courses.
Prerequisites: jr st; any add'l prereqs announced in Schedule of Classes.
Course Rules: May be retaken w/chg in topic to 9 cr max.
Last Taught: Summer 2021, Spring 2021, Fall 2020, Summer 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 399 On-Campus Internship
3 cr. Undergraduate.
Professional internship in journalism, public relations, advertising, or other media.
Prerequisites: GPA of 2.5 or higher; a grade of C or better in JAMS 204(P), JAMS 207(P), or JAMS 262(P); declared JAMS major or minor; and consent of department internship committee.
Course Rules: Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 600.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 407 Media Planning and Relations
3 cr. Undergraduate.
Exploration and analysis of advertising media buying and planning, and PR media relations.
Prerequisites: junior standing; a grade of C or better in JAMS 207(P); or consent of instructor.
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 450 Race and Ethnicity in the Media
3 cr. Undergraduate.
How popular media representations of race inform understandings of past and contemporary society; race in popular culture, especially new media; critical analysis of media content and forms.
Prerequisites: jr st.
Course Rules: Counts as repeat of JMC 660 w/similar topic.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 460 History of Mass Media
3 cr. Undergraduate.
Evolution of mass media in the United States; how technological, cultural, political and economic changes have affected the media.
Prerequisites: jr st.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 461 Media Ethics
3 cr. Undergraduate.
Practical application of ethical principles to controversies in print and broadcast journalism, advertising, public relations, and new technologies of mass communication.
Prerequisites: junior standing.
Course Rules: Previously JAMS 361.
General Education Requirements: HU
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 481 Topics in Social Media:
3 cr. Undergraduate.
Topics examining social media’s use, influence and/or development.
Prerequisites: May be retaken w/chg in topic to 6 cr max. Prereq: jr st.
Not open for cr to students w/ cr in JAMS 380 w/ similar topic.
Last Taught: Spring 2020, Fall 2019, Spring 2019, Fall 2018.
Current Offerings: https://catalog.uwm.edu/course-search/
JAMS 489 Internship in Journalism and Media Communication, Upper Division
1-6 cr. Undergraduate.
Application of basic principles of journalism and media communication in a business, organizational, educational, political, or other appropriate setting.
Prerequisites: GPA of 2.5 or higher; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.
Course Rules: Students earn one academic credit per 40 hours of internship placement. A three-credit internship, therefore, requires the student to complete at least 120 hours. Does not count toward JAMS major or minor. Cr/no cr only. May be retaken to 6 cr max.
Last Taught: Summer 2021, Spring 2021, Fall 2020, Summer 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 497 Study Abroad:
1-12 cr. Undergraduate/Graduate.
Designed to enroll students in UWM sponsored program before course work level, content and credits are determined and/or in specially prepared program course work.
Prerequisites: jr st; acceptance for Study Abroad Prog.
Course Rules: May be retaken w/chg in topic.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 497G Study Abroad:
1-12 cr. Undergraduate/Graduate.
Designed to enroll students in UWM sponsored program before course work level, content and credits are determined and/or in specially prepared program course work.
Prerequisites: jr st; acceptance for Study Abroad Prog.
Course Rules: May be retaken w/chg in topic.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 499 Ad Hoc:
1-6 cr. Undergraduate.
Course created expressly for offering in a specified enrollment period. Requires only dept & assoc dean approval. In exceptional circumstances, can be offered in one add’l sem.
Prerequisites: jr st; add’l prereqs may be assigned to specific topic.
Course Rules: May be retaken w/chg in topic.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 500 Advanced Integrated Reporting
3 cr. Undergraduate.
Advanced reporting and writing in an integrated newsroom setting.
Prerequisites: junior standing; declared JAMS major or minor; a grade of C or better in JAMS 320(P).
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 502 Specialized Reporting:
3 cr. Undergraduate.
Overview of the problems and challenges of specialized reporting in an area such as social science, science, the humanities and the arts.
Prerequisites: jr st; declared JAMS major or minor; grade of C or better in JAMS 320(P).
Course Rules: May be retaken w/chg in topic to 9 cr max. Not open for cr to student w/cr in JAMS 602 w/similar topic.
Last Taught: Fall 2020, Spring 2020, Fall 2019, Spring 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 504 Critical and Opinion Writing
3 cr. Undergraduate.
Opinion, column and review writing for multiple platforms.
Prerequisites: junior standing.
Last Taught: Summer 2021, Fall 2019, Spring 2019, Summer 2018.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 505 Research for Advertising and Public Relations
3 cr. Undergraduate/Graduate.
Examination of the research process through hands-on projects; how to formulate research questions, design questionnaires, collect data, and report and interpret answers to these questions.
Prerequisites: jr st; grade of C or better in JAMS 207(P); or cons instr.
Last Taught: Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 505G Research for Advertising and Public Relations
3 cr. Undergraduate/Graduate.
Examination of the research process through hands-on projects; how to formulate research questions, design questionnaires, collect data, and report and interpret answers to these questions.
Prerequisites: jr st; grade of C or better in JAMS 207(P); or cons instr.
Last Taught: Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 524 Advertising and Public Relations Campaigns
3 cr. Undergraduate.
Advanced course in advertising and public relations; emphasis on applying integrated practices and principles.
Prerequisites: jr st; grade of C or better in JAMS 222(P), 224(P), or 307(P); declared JAMS major or minor.
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 559 Freedom of Expression in the Digital Age
3 cr. Undergraduate/Graduate.
First Amendment, copyright, privacy, libel, and other legal issues in contemporary news, media, persuasive communication, and social communication.
Prerequisites: jr st.
Last Taught: Spring 2021.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 559G Freedom of Expression in the Digital Age
3 cr. Undergraduate.
First Amendment, copyright, privacy, libel, and other legal issues in contemporary news, media, persuasive communication, and social communication.
Prerequisites: jr st.
Last Taught: Spring 2021.
Current Offerings: https://catalog.uwm.edu/course-search/
JAMS 562 Media Studies and Culture
3 cr. Undergraduate/Graduate.
Mass media and the production of culture; media industries, content, and audiences; focus on contemporary issues.
Prerequisites: jr st; grade of C or better in JAMS 262(P).
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 562G Media Studies and Culture
3 cr. Undergraduate/Graduate.
Mass media and the production of culture; media industries, content, and audiences; focus on contemporary issues.
Prerequisites: jr st; grade of C or better in JAMS 262(P).
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 600 Off-Campus Internship
3 cr. Undergraduate.
Professional internship in journalism, public relations, advertising, or other media.
Prerequisites: GPA of 2.5 or greater; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.
Course Rules: Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 399.
Last Taught: Summer 2021, Spring 2021.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 600G Off-Campus Internship
3 cr. Undergraduate.
Professional internship in journalism, public relations, advertising, or other media.
Prerequisites: GPA of 2.5 or greater; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.
Course Rules: Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 399.
Last Taught: Summer 2021, Spring 2021.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 614 Seminar in Media and Public Opinion
3 cr. Undergraduate/Graduate.
Preparation to be critical consumer of polls and media coverage of them; theories and findings regarding propaganda and media influence on public opinion.
Prerequisites: jr st.
Last Taught: Spring 2021, Fall 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 614G Seminar in Media and Public Opinion
3 cr. Undergraduate/Graduate.
Preparation to be critical consumer of polls and media coverage of them; theories and findings regarding propaganda and media influence on public opinion.
Prerequisites: jr st.
Last Taught: Spring 2021, Fall 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 615 Seminar in Media and Politics
3 cr. Undergraduate/Graduate.
How news media cover politics; role of traditional and new media in political campaigns; political content and effects of entertainment media and documentaries.
Prerequisites: jr st.
Last Taught: Fall 2020, Spring 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 615G Seminar in Media and Politics
3 cr. Undergraduate/Graduate.
How news media cover politics; role of traditional and new media in political campaigns; political content and effects of entertainment media and documentaries.
Prerequisites: jr st.
Last Taught: Fall 2020, Spring 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 660 Seminar in Contemporary Issues in Media Studies:
3 cr. Undergraduate/Graduate.
Research-oriented approaches to theoretical and social issues in mass communication.
Prerequisites: jr st.
Course Rules: May be retaken w/chg in topic to 6 cr max.
Last Taught: Spring 2021, Fall 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 660G Seminar in Contemporary Issues in Media Studies:
3 cr. Undergraduate/Graduate.
Research-oriented approaches to theoretical and social issues in mass communication.
Prerequisites: jr st.
Course Rules: May be retaken w/chg in topic to 6 cr max.
Last Taught: Spring 2021, Fall 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 661 Seminar in Media Communication and Society:
3 cr. Undergraduate/Graduate.
Topics related to the mass media; the research process; development of a seminar paper based on original research.
Prerequisites: junior standing; additional prerequisites, if any, announced in the Schedule of Classes.
Course Rules: May be retaken with change in topic to 6 cr max.
Last Taught: Spring 2020.
Current Offerings: https://catalog.uwm.edu/course-search/
JAMS 661G Seminar in Media Communication and Society:
3 cr. Undergraduate/Graduate.
Topics related to the mass media; the research process; development of a seminar paper based on original research.
Prerequisites: junior standing; additional prerequisites, if any, announced in the Schedule of Classes.
Course Rules: May be retaken with change in topic to 6 cr max.
Last Taught: Spring 2020.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 699 Advanced Independent Study
1-6 cr. Undergraduate.
For further information, consult dept chair.
Prerequisites: jr st, 2.0 GPA, consent of instructor, department chair, and Assistant Dean for Student Academic Services.
Course Rules: May be retaken with change in topic to 6 cr max.
Last Taught: Spring 2020, Fall 2019, Fall 2019, Fall 2018.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 700 Approaches to Media Studies
3 cr. Graduate.
Review and analysis of research in media studies; preparation for scholarly writing.
Prerequisites: admis to MA prog in Media Studies or cons instr.
Last Taught: Fall 2019, Fall 2018, Fall 2017, Fall 2016.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 701 Media Studies Research Design
3 cr. Graduate.
Qualitative and quantitative research methods in media studies; preparation of a research proposal.
Prerequisites: admis to MA prog in Media Studies or cons instr.
Last Taught: Fall 2019, Fall 2018, Fall 2017, Fall 2016.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 810 Media Effects
3 cr. Graduate.
Cross-disciplinary examination of theoretical approaches, research methods, and findings in the study of mass media effects on beliefs, opinions, behavior, and policy; design and execution of a research project.
Prerequisites: grad st.
Last Taught: Spring 2019, Fall 2014, Spring 2013, Fall 2011.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 815 Media and Cultural Studies
3 cr. Graduate.
Cultural approaches to the study of media; design and execution of a research project.
Prerequisites: grad st.
Last Taught: Fall 2020, Fall 2016, Spring 2007, Fall 2005.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 820 Persuasion in Media
3 cr. Graduate.
Examination of theoretical approaches, research methods, and findings in the study of persuasive media; design and execution of a research project.
Prerequisites: grad st.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 830 Topics in Media History:
3 cr. Graduate.
Historical approaches to the study of media; design and execution of a research project.
Prerequisites: grad st.
Course Rules: Retakable w/chg in topic to 9 cr max.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 835 Politics and the Media
3 cr. Graduate.
In-depth examination of the relationships between the media and politics in the United States, with a special focus on political campaigns.
Prerequisites: grad st.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 840 Topics in Media Law and Ethics:
3 cr. Graduate.
In-depth study and discussion of law and ethics as they relate to the mass media; development of original research for publication in scholarly journals.
Prerequisites: grad st.
Course Rules: Retakable w/chg in topic to 6 cr max.
Last Taught: Spring 2017, Fall 2015, Fall 2013, Spring 2013.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 845 Topics in Gender, Sexuality, and Media:
3 cr. Graduate.
Analysis of gender, sexuality, and other aspects of identity in and related to media.
Prerequisites: grad st.
Course Rules: Retakable w/chg in topic to 9 cr max.
Last Taught: Spring 2016.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 850 Global Media and Local Cultures
3 cr. Graduate.
Seminar covering major theories and critiques of globalization, with a particular emphasis on the study of media and culture.
Prerequisites: grad st.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 855 Topics in New Media:
3 cr. Graduate.
History, theory, and/or criticism of new media.
Prerequisites: grad st.
Course Rules: Retakable w/chg in topic to 9 cr max.
Last Taught: Fall 2020, Spring 2017, Fall 2015, Spring 2014.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 860 Seminar in Media Studies:
3 cr. Graduate.
In-depth study and discussion of a current topic in media studies. Specific topics announced in the Schedule of Classes.
Prerequisites: grad st.
Course Rules: Retakable w/chg in topic to 6 cr max.
Last Taught: Spring 2020, Fall 2019, Fall 2018, Spring 2018.
Current Offerings: https://catalog.uwm.edu/course-search/
JAMS 888 Candidate for Degree
0 cr. Graduate.
Available for grad students who must meet minimum cr load requirement.
Prerequisites: graduate standing.
Course Rules: Fee for 1 cr assessed; unit does not count towards credit load for Fin Aid. Repeatable. Satisfactory/Unsatisfactory only.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 990 Research and Thesis
1-6 cr. Graduate.
Production of a thesis under the supervision of the student's major professor with the consultation of the degree committee.
Prerequisites: grad st; cons instr.
Last Taught: Spring 2021, Fall 2020, Spring 2020, Fall 2019.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 991 Professional Project
1-6 cr. Graduate.
Preparation and execution of a project which applies mass communication research and theory in a professional setting.
Prerequisites: grad st; cons instr.
Course Rules: Students enroll under major prof with consultation of degree committee.
Current Offerings: https://catalog.uwm.edu/course-search/

JAMS 999 Graduate Independent Study
1-3 cr. Graduate.
Supervised research of a particular topic area either not covered by other courses or at a level of sophistication beyond that of courses which cover the topic.
Prerequisites: grad st; 3.00 grad gpa; writ cons grad dir.
Course Rules: Retakable to 6 cr max.
Last Taught: Fall 2020, Spring 2020, Fall 2019, Summer 2019.
Current Offerings: https://catalog.uwm.edu/course-search/