JOURNALISM, ADVERTISING, AND MEDIA STUDIES

The Department of Journalism, Advertising, and Media Studies offers a major or minor in journalism, advertising, and media studies that emphasizes the study of the social implications and responsibilities of the mass media, an understanding of the processes of communication, and a fundamental knowledge of media communication techniques and procedures. The program provides students with a broad background in the liberal arts and sciences, which are vital aspects of contemporary life and essential to those entering careers in media communication.

Cross-listed Courses

The following courses offered by the Department of English may be used to fulfill curricular requirements of the undergraduate major or minor in journalism, advertising, and media studies:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ENGLISH 430</td>
<td>Advanced Writing Workshop</td>
<td>3</td>
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<tr>
<td>ENGLISH 435</td>
<td>Rhetoric and Professional Writing, Professional and Technical Communications</td>
<td>3</td>
</tr>
</tbody>
</table>

Related Course

The following course offered by the Department of English may be of interest to JAMS students but may not be used to fulfill curricular requirements of the JAMS major or minor:

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>ENGLISH 206</td>
<td>Technical Writing</td>
<td>3</td>
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</table>

Programs

- Journalism, Advertising, and Media Studies, BA (http://catalog.uwm.edu/letters-science/journalism-advertising-media-studies/journalism-advertising-media-studies-ba)
- Journalism, Advertising, and Media Studies, Minor (http://catalog.uwm.edu/letters-science/journalism-advertising-media-studies/journalism-advertising-media-studies-minor)
- Media Studies, MA (http://catalog.uwm.edu/letters-science/journalism-advertising-media-studies/media-studies-ma)

Journalism, Advertising, and Media Studies Courses

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 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

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 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

JAMS 112 Global Media
3 cr. Undergraduate.
How media function in other countries and cultures from a perspective informed by Western and non-Western conceptual, philosophical, and cultural frameworks.
Prerequisites: none.
Course Rules: No cr for students w/cr in JAMS 620.
Current Offerings: http://uwm.edu/schedule

JAMS 113 Internet Culture
3 cr. Undergraduate.
Social, cultural, and historical dimensions of the Internet.
Prerequisites: none.
General Education Requirements: HU
Current Offerings: http://uwm.edu/schedule

JAMS 114 Media and Popular Culture
3 cr. Undergraduate.
Critical perspectives on media and popular culture (including television, comic books, new media); how media and popular culture structure everyday life.
Prerequisites: none.
Last Taught: Spring 2009.
Current Offerings: http://uwm.edu/schedule

JAMS 115 Introduction to Media and Politics
3 cr. Undergraduate.
Preparation to be informed, critical consumers of political messages in wide range of mass media; applying research on political content and effects of mass media.
Prerequisites: none.
Course Rules: No cr for students w/cr in JAMS 615.
General Education Requirements: SS
Last Taught: Fall 2008.
Current Offerings: http://uwm.edu/schedule

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: http://uwm.edu/schedule
### JAMS 142 Television and Radio in American Society
3 cr. Undergraduate.
Current issues in broadcasting in the United States, including ratings, programming, audience research, and effects.
**Prerequisites:** none.
**Course Rules:** Not open for cr to students who have cr in JAMS 250.
**General Education Requirements:** SS
**Last Taught:** Spring 2016, Fall 2015, Spring 2015, Fall 2014.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### 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:** SS
**Last Taught:** Fall 2015, Fall 2014, Fall 2013, Fall 2007.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### 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:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### JAMS 199 Independent Study
1-3 cr. Undergraduate.
For further information, consult dept chair.
**Prerequisites:** 2.5 gpa; writ cons instr, dept chair, & asst dean for SAS.
**Course Rules:** May be retaken to 6 cr max.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### 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:** OWC
**Last Taught:** Spring 2018, Fall 2017, Spring 2017, Fall 2016.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### JAMS 204 News Writing and Technology
3 cr. Undergraduate.
Writing, storytelling, digital editing and production for journalism.
**Prerequisites:** declared JAMS major or minor.
**Last Taught:** Spring 2018, Fall 2017, Spring 2017, Fall 2016.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### 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:** declared JAMS major or minor.
**Last Taught:** Spring 2018, Fall 2017, Spring 2017, Fall 2016.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### JAMS 210 Jewish and Ethnic Narratives and Identities in Media
3 cr. Undergraduate.
Jewish and ethnic media; comparative analysis of narrative and identity constructions in photography, television, film, and convergent media.
**Prerequisites:** none.
**Course Rules:** May be retaken to 6 cr max.
**General Education Requirements:** SS
**Last Taught:** Spring 2018, WinteriM 2018, Fall 2017, Spring 2017.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### 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.
**General Education Requirements:** HU
**Last Taught:** Spring 2018, UWinteriM 2018, Fall 2017, Spring 2017.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### 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
**Last Taught:** Spring 2018, Fall 2017, Fall 2016, Fall 2015, Fall 2014.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### JAMS 216 Strategic Media Analysis
3 cr. Undergraduate.
Overview of new and traditional forms of non-fiction media such as documentaries, web sites, and reality television.
**Prerequisites:** none.
**General Education Requirements:** SS
**Last Taught:** Spring 2018, Fall 2017, Fall 2016, Fall 2015, Fall 2014.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### JAMS 217 Media Production
3 cr. Undergraduate.
Principles of print layout and design.
**Prerequisites:** none.
**Course Rules:** may be retaken to 6 cr max.
**Last Taught:** Spring 2018, Fall 2017, Spring 2017, Fall 2016.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### JAMS 220 Copy Editing
3 cr. Undergraduate.
Training in print editing; introduction to basic layout principles.
**Prerequisites:** grade of B or better in JAMS 201(P).
**Last Taught:** Spring 2010, Fall 2009, Spring 2009, Spring 2008.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### JAMS 230 Copy Editing
3 cr. Undergraduate.
Training in print editing; introduction to basic layout principles.
**Prerequisites:** grade of B or better in JAMS 201(P).
**Last Taught:** Spring 2010, Fall 2009, Spring 2009, Spring 2008.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### JAMS 231 Publication Design
3 cr. Undergraduate.
Principles of print layout and design.
**Prerequisites:** none.
**Last Taught:** Spring 2018, Fall 2017, Spring 2017, Fall 2016.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### 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.
**Last Taught:** Summer 2015, Summer 2014, Summer 2013, Summer 2012.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)

### JAMS 260 Contemporary Non-Fiction Media
3 cr. Undergraduate.
Overview of new and traditional forms of non-fiction media such as documentaries, web sites, and reality television.
**Prerequisites:** none.
**General Education Requirements:** SS
**Last Taught:** Fall 2012, Spring 2012, Summer 2011, Spring 2011.
**Current Offerings:** [http://uwm.edu/schedule](http://uwm.edu/schedule)
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: declared JAMS major or minor.
Last Taught: Spring 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

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: http://uwm.edu/schedule

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: 2.5 gpa; cons supervising faculty member.
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: Fall 2017, Fall 2016, Spring 2016, Fall 2015.
Current Offerings: http://uwm.edu/schedule

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: http://uwm.edu/schedule

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.
Current Offerings: http://uwm.edu/schedule

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: http://uwm.edu/schedule

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 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

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 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

JAMS 320 Integrated Reporting
3 cr. Undergraduate.
Multimedia reporting and writing in an integrated newsroom setting.
Prerequisites: declared JAMS major or minor; grade of C or better in JAMS 204(P).
Last Taught: Spring 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

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.
Current Offerings: http://uwm.edu/schedule

JAMS 332 Introduction to Digital Documentary
3 cr. Undergraduate.
How to film and edit quality documentary footage fit for client use, broadcast television, or film festival entry.
Prerequisites: declared JAMS major or minor; grade of C or better in JAMS 203(P), 204(P), 242(P) or 307(P).
Current Offerings: http://uwm.edu/schedule

JAMS 336 Media Graphics
3 cr. Undergraduate.
Production and analysis of mass media graphics, photographs, and illustrations.
Prerequisites: jr st; JAMS major/minor or Digital Arts and Culture (DAC) status; grade of C or better in JAMS 113(P) or grade of C or better in ART 118(P).
Last Taught: Spring 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

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 204(P).
Last Taught: Spring 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule
JAMS 356 Media Literacy
3 cr. Undergraduate. Application of general semantics and other critical thinking principles to reporting methodology and news judgment.
Prerequisites: jr st.
Last Taught: Fall 2017, Spring 2015, Fall 2014, Spring 2014.
Current Offerings: http://uwm.edu/schedule

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.
Current Offerings: http://uwm.edu/schedule

JAMS 399 On-Campus Internship
3 cr. Undergraduate.
Professional internship in journalism, public relations, advertising, or other media.
Prerequisites: jr st, declared JAMS major, & cons dept internship committee.
Course Rules: May be retaken to 6 cr max in combination with JAMS 600.
Current Offerings: http://uwm.edu/schedule

JAMS 407 Persuasive Media Strategies and Tactics
3 cr. Undergraduate. Exploration and analysis of advertising media buying and planning, and PR media relations.
Prerequisites: jr st; grade of C or better in JAMS 207(P); or cons instr.
Current Offerings: http://uwm.edu/schedule

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: http://uwm.edu/schedule

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: http://uwm.edu/schedule

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: jr st.
General Education Requirements: HU
Current Offerings: http://uwm.edu/schedule

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.
Current Offerings: http://uwm.edu/schedule

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: 2.5 gpa; cons supervising faculty member.
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.
Current Offerings: http://uwm.edu/schedule

JAMS 491 Honors Seminar:
3 cr. Undergraduate. Selected topics.
Prerequisites: soph st; Honors 200(P); cons Honors College dir.
Course Rules: May be retaken w/chg in topic.
Last Taught: Fall 2014, Spring 2011, Fall 2007, Fall 1996.
Current Offerings: http://uwm.edu/schedule

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: http://uwm.edu/schedule

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: http://uwm.edu/schedule

JAMS 500 Advanced Integrated Reporting
3 cr. Undergraduate. Long form multimedia story production.
Prerequisites: jr st; declared JAMS major or minor; grade of C or better in 320(P).
Last Taught: Spring 2017, Fall 2016, Spring 2016, Fall 2015.
Current Offerings: http://uwm.edu/schedule
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: Spring 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

JAMS 503 Environment and the Media
3 cr. Undergraduate.
Analysis of environmental reporting in a variety of media; confluence of science, health, business, and political influences in environmental coverage.
Prerequisites: jr st
Course Rules: Counts as a repeat of JAMS 660 with similar title.
Current Offerings: http://uwm.edu/schedule

JAMS 504 Critical and Opinion Writing
3 cr. Undergraduate.
Training in editorial research and preparation of background and opinion articles.
Prerequisites: jr st.
Current Offerings: http://uwm.edu/schedule

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 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

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 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

JAMS 544 Advanced Television News Production
3 cr. Undergraduate.
Newscast production; advanced reporting, writing and storytelling techniques.
Prerequisites: jr st; declared JAMS major or minor; grade of C or better in JAMS 342(P).
Last Taught: Spring 2016, Fall 2015, Spring 2015, Fall 2014.
Current Offerings: http://uwm.edu/schedule

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.
Current Offerings: http://uwm.edu/schedule

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: http://uwm.edu/schedule

JAMS 600 Off-Campus Internship
3 cr. Undergraduate/Graduate.
Professional internship in journalism, public relations, advertising, or other media.
Prerequisites: jr st & declared JAMS major, or grad st; cons internship committee.
Course Rules: May be retaken to 6 cr max in combination with JAMS 399.
Current Offerings: http://uwm.edu/schedule

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: Fall 2017, Spring 2016, Fall 2015, Spring 2015.
Current Offerings: http://uwm.edu/schedule

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: Spring 2016, Fall 2014, Spring 2013, Fall 2012.
Current Offerings: http://uwm.edu/schedule

JAMS 620 Seminar in Global Media
3 cr. Undergraduate/Graduate.
Economic, regulatory, and cultural characteristics of national and global mass media.
Prerequisites: jr st.
Last Taught: Spring 2018, Fall 2017, Spring 2014, Fall 2013.
Current Offerings: http://uwm.edu/schedule

JAMS 645 Seminar in Health and the Media
3 cr. Undergraduate/Graduate.
Theoretical frameworks for examination of media representations of health, illness, health care; impact of media consumption on health, illness; use of media in health promotion.
Prerequisites: jr st.
Course Rules: Counts as a repeat of JAMS 660 w/ health-related subtitle.
Current Offerings: http://uwm.edu/schedule
JAMS 659 Seminar in Comparative Media Law
3 cr. Undergraduate/Graduate.
Critical thinking and research about different countries’ approaches to freedom of expression and legal issues relating to journalism, advertising, and other aspects of the media.
Prerequisites: jr st, JAMS 559 or cons instr.
Last Taught: Fall 2011, Fall 2007.
Current Offerings: http://uwm.edu/schedule

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 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

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: jr 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: http://uwm.edu/schedule

JAMS 699 Advanced Independent Study
1-6 cr. Undergraduate.
For further information, consult dept chair.
Prerequisites: jr st, 2.5 gpa, & writ cons instr, dept chair & asst dean for SAS.
Course Rules: May be retaken w/chg in topic to 6 cr max.
Current Offerings: http://uwm.edu/schedule

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 2017, Fall 2016, Fall 2015, Fall 2014.
Current Offerings: http://uwm.edu/schedule

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 2017, Fall 2016, Fall 2015, Fall 2014.
Current Offerings: http://uwm.edu/schedule

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: Fall 2014, Spring 2013, Fall 2011, Fall 2007.
Current Offerings: http://uwm.edu/schedule

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.
Current Offerings: http://uwm.edu/schedule

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: http://uwm.edu/schedule

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.
Retakable w/chg in topic to 9 cr max.
Current Offerings: http://uwm.edu/schedule

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: http://uwm.edu/schedule

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: http://uwm.edu/schedule

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: http://uwm.edu/schedule

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: http://uwm.edu/schedule
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: Spring 2017, Fall 2015, Spring 2014, Fall 2009.
Current Offerings: http://uwm.edu/schedule

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 2018, Fall 2017, Spring 2015, Fall 2013.
Current Offerings: http://uwm.edu/schedule

JAMS 888 Candidate for Degree
0 cr. Graduate.
Available for grad students who must meet minimum cr load requirement.
Prerequisites: grad st.
Course Rules: Fee assessed for 1 cr.
Last Taught: Fall 2017, Summer 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

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 2018, Fall 2017, Spring 2017, Fall 2016.
Current Offerings: http://uwm.edu/schedule

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.
Last Taught: Spring 2017, Fall 2016, Spring 2015, Fall 2014.
Current Offerings: http://uwm.edu/schedule

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.
Current Offerings: http://uwm.edu/schedule

Faculty

<table>
<thead>
<tr>
<th>Name</th>
<th>Rank</th>
<th>Degree</th>
<th>School</th>
<th>Graduate Faculty</th>
<th>Emeritus Faculty</th>
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<tr>
<td>David Allen</td>
<td>Professor</td>
<td>PhD</td>
<td>University of Minnesota</td>
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<tr>
<td>Jackie Bradway</td>
<td>Lecturer</td>
<td>MA</td>
<td>Webster University</td>
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<tr>
<td>Xiaoxia Cao</td>
<td>Assistant Professor</td>
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<td>Jane Hampden Daley</td>
<td>Senior Lecturer</td>
<td>MSJ</td>
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<td>Elana Levine</td>
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<td>University of Wisconsin-Madison</td>
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<td>Jessica McBride</td>
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<td>University of Wisconsin-Milwaukee</td>
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<td>Michael Newman</td>
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<td>Joette Rockow</td>
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<tr>
<td>Marc Tasman</td>
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<td>The Ohio State University</td>
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<tr>
<td>Lia Wolock</td>
<td>Assistant Professor</td>
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