Communication Studies
Major: Broadcast and Digital Media Emphasis - Bachelor of Arts (BA)

Major requirements

Admission requirements (http://catalog.uwlax.edu/undergraduate/communicationstudies/#communication-admission)

(All colleges, excluding teacher certification programs)

39 credits

Core requirements

CST 190  Introduction to Communication Studies  3
CST 301  Theories of Communication  3
CST 498  Research Methods in Communication  3
CST 499  Senior Project in Communication Studies  3

Required

CST 271  Contemporary Media in Everyday Life  3
CST 274  Television Production  3
CST 370  Broadcast Media Writing  3
CST 374  Television Workshop  3
CST 471  Broadcast and Digital Media Management  3

Select nine credits of electives, one from each emphasis area (see below)

Select a minimum of six credits of electives from any CST course  6

Total Credits  39

1 excluding CST 110

Areas of emphasis:

Interpersonal communications

CST 230  Interpersonal Communication  3
CST 330  Nonverbal Communication  3
CST 332  Intercultural Communication  3
CST 333  Lying and Deception in Human Interaction  3
CST 334  Gender Communication  3
CST 336  Family Communication  3
CST 337  Communication and Race  3
CST 338  Sexuality and Romance in Media  3

Advocacy & communication criticism

CST 210  Presentational Speaking  3
CST 215  Influence, Advocacy and Social Responsibility  3
CST 310  Debate  3
CST 315  Communication Criticism  3
CST 410  Advocacy and Argumentation  3
CST 412  Advocacy and Persuasion  3
CST 413  Advocacy and Persuasive Campaigns  3
CST 415  Advanced Topics in Advocacy and Communication Criticism  3
CST 419  Communication, Media and Identity  3

Degree requirements

All students must complete the general education, college core, major/minor, and university degree requirements in order to qualify for a degree. The easiest way to track all of these requirements is to refer to the Advisement Report (AR) found in the Student Information System (WINGS) Student Center. All enrolled students have access to the AR.

• General education (http://catalog.uwlax.edu/undergraduate/generaleducation)
• College core (p. 1)
• Baccalaureate degree requirements (p. 2)

College of Liberal Studies (CLS/SAC)
Bachelor of Arts core requirements

The following conditions apply to one or both Bachelor of Arts and Bachelor of Science degrees:

1. Students majoring in English or in a modern language must earn a Bachelor of Arts degree (education majors earn a Bachelor of Science degree).
2. Students majoring in other CLS programs may choose either a B.A. or a B.S. degree.
3. Language courses (CHI, FRE, GER, RUS, SPA, MLG) used to fulfill general education requirement: “Mathematical/logical systems and modern languages” (GE 02, category 2) may also be used to meet the B.A. and B.S. language requirements.
4. All other courses used to meet the requirements below must be in addition to the minimum 39 credits required in the General Education Program.
5. At least one course in the B.A. or B.S. college degree program (core requirements) must be a CLS designated diversity course.
6. Applicable courses may be found on the CLS B.A./B.S. Degree Option Course List (http://www.uwlax.edu/uploadedFiles/Academics/Colleges_Schools/CLS/BA%20and%20BS%20Core%20Courses.pdf) or in the Advisement Report (AR) when the degree has been declared.

Courses used to fulfill general education requirements will not apply to core requirements except for language courses (CHI, FRE, GER, RUS, SPA, MLG) that count in the general education requirement: “Mathematical/logical systems and modern languages” (GE 02, category 2).
Declare ONE of the following tracks in the CLS Academic Services Office in 260 Morris Hall:

A. Language track

1. Native speakers of English complete:
   Select one of the following:
   - CHI 202 Intermediate Chinese II
   - FRE 202 Intermediate French II
   - GER 202 Intermediate German II
   - RUS 202 Intermediate Russian II
   - SPA 202 Intermediate Spanish II

2. Two additional courses outside of the student’s major in two of the following: humanities, social sciences or fine arts.

B. Humanities track

1. One modern language course 102 or higher or an Office of International Education (OIE) approved semester long study abroad experience combined with the INS 250, INS 251, INS 252 sequence; and
2. Two additional courses outside the department of the student’s major from two different departments chosen from: history, English, philosophy; and
3. One additional course in social sciences or fine arts.

C. Fine arts track

1. One modern language course 102 or higher or an Office of International Education (OIE) approved semester long study abroad experience combined with the INS 250, INS 251, INS 252 sequence; and
2. Two additional courses outside the department of the student’s major from two different departments chosen from: art, communication studies, music, theatre; and
3. One additional course in social sciences or humanities.

In addition to all other College of Liberal Studies core requirements, all students in CLS must complete a second major, minor, or program option by satisfying one of the following:

1. Complete a minor (or second major) outside of the student’s major program, consisting of at least 18 credits; or
2. Complete an emphasis, program or concentration of at least 18 credits outside the student’s major program. General education courses may apply provided they are not being used to fulfill minimum general education requirements; or
3. Complete 18 credits in two or more departments or programs (at least 12 credits earned at the 300/400 level). These courses must be outside the student’s major department and can be from any college. General education courses may apply provided they are not being used to fulfill minimum general education requirements.

Baccalaureate degree requirements

Candidates for the Bachelor of Arts or the Bachelor of Science degrees must accomplish the following:

1. Fulfill the general education requirements.
2. Complete at least one ethnic studies (diversity) course.
3. Complete the courses prescribed by the Undergraduate Curriculum Committee for the degree desired in the respective school or college. (No substitutions for graduation may be made in course requirements for a major or minor after the fourth week of the last semester of the senior year.)
4. Earn a minimum of 120 semester credits with at least a 2.00 cumulative GPA. At least 40 credits must be earned in 300/400 (senior college) level courses. Courses earned at the 100/200 level that transferred to UW-L as 300/400 level courses do not apply to this requirement nor do courses from two-year schools.
5. Complete major and minor requirements with at least a 2.00 GPA in each major and minor (and concentration or emphasis, if selected).
6. A minimum of 30 semester credits in residence at UW-L is required for graduation. (See undergraduate resident requirement (http://catalog.uwlax.edu/undergraduate/academicpolicies/graduation/
#undergraduate-residence-requirement).)
7. File a completed "Apply for Graduation" form via the WINGS Student Center as soon as the student has registered for his or her final semester or summer term in residence. December and winter intersession graduates should file by May 1. May and summer graduates should file by December 1.

No degree will be awarded unless all requirements are fulfilled and recorded within 30 days after the official ending date of each term.

Sample degree plan

Below is a sample degree plan that can be used as a guide to identify the courses required to complete the major and other requirements needed for degree completion. The actual degree plan may differ depending on the course of study selected (second major, minor, etc.). This sample plan also assumes readiness for each course and/or major plan. Actual degree plans may differ. Some courses may not be offered every term. Review course descriptions or the class timetable for course offering information.

The sample degree plans represented in this catalog are intended for first-year students entering UW-L in the fall term. Students should use the Advisement Report (AR) in WINGS (https://wings.uwlax.edu/psp/csprod/?cmd=login&amp;languageCd=ENG&amp;) and work closely with their faculty advisor(s) and college dean’s office to ensure declaration and completion of all requirements in a timely manner.

General Education Program

General education (Gen Ed) is the common educational experience for all undergraduates at UW-L. Sample degree plans include Gen Ed
placeholders to ensure completion of the general education curriculum. Courses may be rearranged to fit the needs or recommendations of the student’s program of study. Gen Ed courses may be taken during winter term (January between the semesters) and summer to reduce the course load during regular terms (fall and spring). Consult with your advisor and/or the assistant to the dean in your college for assistance with course and schedule planning. Refer to the general education requirements (http://catalog.uwlax.edu/undergraduate/generaleducation) for more specific details.

Note: at least 40 credits of the 120 credits required must be earned at the 300/400 level.

This sample degree plan does not establish a contractual agreement. It identifies the minimum requirements a student must successfully complete, to qualify for a degree, in a format intended to assist the student plan their academic career.

### Year 1

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CST 110 (Gen Ed Literacy-Oral)</td>
<td>3</td>
<td>CST 190</td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed Self &amp; Society</td>
<td>3</td>
<td>ENG 110 or 112 (Gen Ed Literacy-Written)</td>
<td>3</td>
</tr>
<tr>
<td>HIS 101, 102, or ARC 200 (Gen Ed World Hist)</td>
<td>3</td>
<td>102+ Level Gen Ed SAC Core Language</td>
<td>3-4</td>
</tr>
<tr>
<td>Gen Ed Arts</td>
<td>2-3</td>
<td>Gen Ed Arts</td>
<td>2-3</td>
</tr>
<tr>
<td>Gen Ed Math</td>
<td>4</td>
<td>Gen Ed Health &amp; Well-Being</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>15-16</td>
<td></td>
<td>14-16</td>
</tr>
</tbody>
</table>

### Year 2

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CST 271</td>
<td>3</td>
<td>CST 274</td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed Natural Lab Science</td>
<td>4</td>
<td>Organizational &amp; Professional Comm. Emphasis Elective</td>
<td>3</td>
</tr>
<tr>
<td>Interpersonal Communication Emphasis Elective</td>
<td>3</td>
<td>Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>University Elective</td>
<td>3</td>
<td>SAC Core Course</td>
<td>3</td>
</tr>
<tr>
<td>CST 370 or 374</td>
<td>3</td>
<td>University Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

### Year 3

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CST 301</td>
<td>3</td>
<td>CST Elective</td>
<td>3</td>
</tr>
<tr>
<td>Minor Course</td>
<td>3</td>
<td>CST 498</td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed Elective</td>
<td>3</td>
<td>Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>SAC Core Course</td>
<td>3</td>
<td>University Elective</td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed Hum-Lit</td>
<td>3</td>
<td>CST 471</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

### Year 4

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CST 499</td>
<td>3</td>
<td>Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>Minor Course</td>
<td>3</td>
<td>Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>Gen Ed Minority Cultures</td>
<td>3</td>
<td>Gen Ed Global Studies</td>
<td>3</td>
</tr>
<tr>
<td>CST Elective</td>
<td>3</td>
<td>Gen Ed Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

Advocacy & Cultural Criticism Emphasis Elective | 3 |

SAC Core Diversity Course | 3 |

Total Credits: 120-123

1 SAC Core Humanities and Fine Arts Tracks require 102+ level language. SAC Core Language Track requires 202 level language. Students unprepared for 202 level will need to complete prerequisite course work.