Communication Arts Major

Major Discovery Week
The Communication Arts Major Offers:

• **Liberal Arts Approach:** Gain a deep understanding of communication theory, history, research, and criticism.

• **Flexibility:** Learn to apply these principles in different contexts and with a variety of different media.

• **Opportunities:** Prepare for a wide range of jobs and careers, including those that don’t exist yet.
The Communication Arts Major Offers Two Different Tracks:

Communication Science & Rhetorical Studies

or

Radio-TV-Film

Students may only choose one of these tracks to major in (cannot major in both tracks)
Communication Science & Rhetorical Studies

• Study the social, psychological, and practical aspects of communication and human behavior.

• Focus on public, mass, online, organizational, group, and interpersonal communication.

• Develop qualitative and quantitative research skills, conceptual and analytical thinking, and effective oral and written communication.
Radio-Television-Film

- Study the history, theory, criticism, cultural uses, and production practices of television, film, radio, and digital media.
- Media production course requirement, Comm Arts 355, gives you a concrete understanding of the possibilities of this medium. Advanced production courses are offered.
- Emphasis on critical analysis, creative expression, and an understanding of how media functions in our society.
Communication Arts Major Requirements

Students complete 10 courses, 30-31 credits, including:

- Fundamentals
- Core
- Applied
- Theory, History, Criticism
- Course from the other track of the major
- Two Comm Arts electives numbered 200 and above

The recommended first course is the fundamentals course of your intended track:

- Comm Arts 250, if interested in Radio-TV-Film
  
  or

- Comm Arts 260, if interested in Communication Science & Rhetorical Studies

Specific courses and requirements (hyperlinks below):

- Major Course Handout
- Comm Arts Website
Guidance on Declaring the Major

L&S Students:
Click on the link below if you would like more information on how to declare the major:
https://commarts.wisc.edu/undergraduate/declaring/

Non-L&S Students:
Information to consider below if you would like to declare the major (hyperlink below):

- Students need to transfer into L&S or have permission from their school or college to pursue an additional major in Comm Arts.
- Instructions for transferring into L&S are available on the L&S Student Academic Affairs website.
Frequently Asked Questions Answered
(hyperlinks below)

Can I earn a certificate in Comm Arts?

The Communication Arts Department offers the Digital Cinema Production certificate. Several Comm Arts courses also meet requirements for the Digital Studies certificate. Students also choose other certificates to explore. For a complete list of certificates, click here: https://www.wisc.edu/academics/certificates/
Where can I find out what types of careers people typically pursue with a Comm Arts major?

- The careers section of the Comm Arts website provides you with a list of some of the occupations Comm Arts alumni have pursued. Meet with Media, Information, and Career Advisor Pam Garcia-Rivera and/or SuccessWorks at the College of Letters and Science to discuss different career opportunities for liberal arts students.

See a complete list of Frequently Asked Questions on our FAQ page below:

https://commarts.wisc.edu/undergraduate/faq/
Resources on the Comm Arts Website
(hyperlinks below)

- Academic Advising
- Comm Arts Scholarships (WiSH)
- Student Organizations
- Internships
  - Opportunities and Resources
  - Credit
- Careers
  - Alumni
  - Career Advising
Have more questions? Schedule an advising appointment with a Comm Arts advisor!
(hyperlinks below)

Steffie Halverson
Schedule through: Starfish

Mary Rossa
Schedule through: Starfish

Additional Advising Information: Comm Arts Advising