



COMMUNICATION

UW-EAU CLAIRE UNDERGRADUATE FACT SHEET

Communication is the means by which human relationships such as friendships, families, groups, organizations, cultures and governments are established and maintained. It is the process by which a common purpose and coordination of effort is established. It is also the means by which individuals and groups explain themselves. The UW-Eau Claire communication program prepares you to be a more effective communicator.

WHY STUDY COMMUNICATION?

Because of its role in sharing and challenging values and information, communication is an essential element of a democratic society. Communication helps you to:

- Enhance your oral, written and visual communication skills – the first skills at which employers look.
- Develop research and information skills and strengthen your capacity for critical and analytical thinking.
- Understand communication processes in diverse cultural, social, legal and ethical contexts.

THE EAU CLAIRE ADVANTAGE

- The Accrediting Council on Education in Journalism and Mass Communication nationally accredits the advertising, broadcast journalism, print journalism and public relations emphases.
- The student newspaper, *The Spectator*, has won awards from the Society of Professional Journalists and the Wisconsin Newspaper Association and provides opportunities for reporters and for advertising staff members in hard copy form and in its new online edition.

- Students can join our award-winning Forensics Team, which ranked 10th in the nation during the 2005 National Forensics Association competition and 7th nationally during the 2005 American Forensics Association competition.
- Student participation in WUEC-FM activities (affiliated with National and Wisconsin Public Radio) and a CATV (cable TV) studio also provide excellent leadership opportunities and experience.
- Through our on-campus International Association of Business Communicators organization, students network with professionals, develop internships and shadow professionals from businesses in and around the upper Midwest.

UW-EAU CLAIRE FACTS AT A GLANCE

- Location: Eau Claire, Wis.; city pop. 64,000, metro. pop. 151,000
- Average enrollment: 10,500
- Undergraduates: 10,063
- Graduate students: 503
- International students: 124
- Multicultural students: 485
- Average men-women ratio: 2-to-3
- Students who spend at least a semester studying abroad: 24%
- Students doing undergraduate research with faculty/staff: 710+
- ACT composite average: 24+
- Average high school rank: 77%
- Average class size: 28
- Faculty-student ratio: 1-to-20
- Computers-student ratio: 1-to-9
- Student organizations: 224
- Walk across campus: About 10 minutes
- Nickname: Blugolds
- Colors: Navy and old gold

- Internships provide valuable, hands-on experience for dedicated students.
- UW-Eau Claire classes, unlike those at many other public universities, are not taught by teaching assistants. Students work alongside interesting professors who inspire learning.
- Small classes, individual attention.

CAREER OPTIONS

- Corporate or political communicator or developer
- Instructional materials developer
- Internet communicator
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UNDERGRADUATE PROGRAMS

The UW-Eau Claire communication and journalism department offers majors and minors in communication, journalism and mass communication (see separate Fact Sheets for journalism and mass communication) with the following areas of emphasis:

Communication majors/minors

- Organizational Communication
- Public Communication

Journalism majors/minors

- Broadcast Journalism
- Print Journalism

Mass communication majors/minors

- Advertising
- Public Relations

Special department admission requirements

No student may have both a major and a minor from the department of communication and journalism. Nearly all upper division courses (numbered 300 and above) required in major and minor programs are available only to

students who have completed prerequisite courses with grades of C or above and whose total and resident grade-point averages are 2.5 or above.

HIGH SCHOOL PREPARATION

- Students interested in the communication programs need a strong background in written and oral communication. Students also are encouraged to be involved in extracurricular activities such as their high school newspaper, yearbook or forensics.
- All students who enroll at UW-Eau Claire are required to have a minimum of 17 college preparatory units including:
 - 4 years of English (at least 3 composition and literature)
 - 2 years of a single foreign language
 - 3 years of math (algebra, geometry, 1 advanced college preparatory math)
 - 3 years of natural science
 - 3 years of social science (1 must be world or American history)
 - 2 additional units in the areas already mentioned or other academic areas

FRESHMAN COURSE WORK

Most students take 30 credits (15 per semester) their freshman year. For communication majors/minors courses commonly include:

- Engl 110, Introduction to College Writing
- CJ 105, Communication in the Information Age
- CJ 201, Introduction to Interpersonal Communication or CJ 250, Introduction to Organizational Communication
- CJ 202, Fundamentals of Speech
- General education

FOR MORE INFORMATION

For more information about UW-Eau Claire's programs in communication, contact:

COMMUNICATION AND JOURNALISM

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UW-Eau Claire
Eau Claire, WI 54702-4004
715-836-2528
www.uwec.edu/commjour

For more information about campus including costs, housing, admission requirements and tours:

ADMISSIONS

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Experience the Eau Claire Advantage.