



# MASS COMMUNICATION

## UW-EAU CLAIRE UNDERGRADUATE FACT SHEET

Mass communication prepares you to research, analyze, interpret, evaluate and present content effectively through various channels of communication. Each day mass communicators provide the public with information, persuasive material and entertainment content that helps make up the fabric of society. The UW -Eau Claire mass communication program prepares you to use the various media channels effectively.

### WHY STUDY MASS COMMUNICATION?

- Because of its role as an essential element in our society, mass communication helps you to:
- Enhance your oral, written and visual communication skills – the first skills at which employers look.
- Develop research and persuasive skills and strengthen your capacity for critical and analytical thinking.
- Understand mass 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.

- 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.
- Students gain valuable information and experience by joining the on-campus American Advertising Federation and the campus chapter of the International Association of Business Communicators. In both groups, students network with professionals on and off of the campus.
- Through our on-campus Public Relations Student Society of America organization, students

develop internships and have the opportunity to network with or shadow professionals from businesses in and around the upper Midwest.

- 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 dedicated professors who inspire learning.
- Small classes, individual attention.

### CAREER OPTIONS

Below are just a few examples:

- Advertising or marketing-related strategic communication
- Corporation and political communication or administration
- Public relations planning or administration
- Event planning or administration

### UNDERGRADUATE PROGRAMS

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

#### Mass communication majors/minors

- Advertising
- Public Relations

#### Journalism majors/minors

- Broadcast Journalism
- Print Journalism

#### Communication majors/minors

- Organizational Communication
- Public Communication

### 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

## 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 mass 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 or yearbook, Junior Achievement or DECA organizations.
- 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 mass communication majors/minors, courses commonly include:

- Engl 110, Introduction to College Writing
- CJ 105, Communication in the Information Age
- CJ 202, Fundamentals of Speech
- CJ 265/CJ 270, Fundamentals of Advertising/Public Relations
- General education

## FOR MORE INFORMATION

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

### COMMUNICATION AND JOURNALISM

Hibbard Hall 152  
UW-Eau Claire  
Eau Claire, WI 54702-4004  
715-836-2528  
[www.uwec.edu/commjour](http://www.uwec.edu/commjour)

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

### ADMISSIONS

Schofield Hall 112  
UW-Eau Claire  
Eau Claire, WI 54702-4004  
715-836-5415  
[admissions@uwec.edu](mailto:admissions@uwec.edu)  
[www.uwec.edu/admissions](http://www.uwec.edu/admissions)



Experience the Eau Claire Advantage.