

# JOURNALISM, ADVERTISING, AND MEDIA STUDIES (JAMS)

## 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 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

### 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 credit for students with credit in JAMS 460.

**General Education Requirements:** HU

**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

### JAMS 113 Internet Culture

3 cr. Undergraduate.

Social, cultural, and historical dimensions of the Internet.

**Prerequisites:** none.

**Course Rules:** DAC 113 and JAMS 113 are jointly offered and count as repeats of one another.

**General Education Requirements:** HU

**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

### 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:** <https://catalog.uwm.edu/course-search/>

### 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:** HU

**Last Taught:** Fall 2015, Fall 2014, Fall 2013, Fall 2007.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

### 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:** <https://catalog.uwm.edu/course-search/>

### JAMS 199 Independent Study

1-3 cr. Undergraduate.

For further information, consult dept chair.

**Prerequisites:** 2.5 GPA; consent of instructor, department chair, and Assistant Dean for Student Academic Services.

**Course Rules:** May be retaken to 6 cr max.

**Last Taught:** Spring 2011, Summer 2008, Spring 2008, Spring 2006.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

### 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:** OWCB

**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

### JAMS 204 News Writing

3 cr. Undergraduate.

Principles of journalistic writing.

**Prerequisites:** a grade of C or better in JAMS 101(P) and JAMS 201(P).

**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

### 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:** C or better in JAMS 101(P) and JAMS 201(P).

**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

### 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.

**Last Taught:** Fall 2017, Fall 2016, Fall 2015, Fall 2014.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

### 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:** Summer 2025, Summer 2024, Fall 2022, UWinterIM 2020.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 231 Publication Design**

3 cr. Undergraduate.

Principles of print layout and design.

**Prerequisites:** none.

**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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:** Spring 2020, Summer 2015, Summer 2014, Summer 2013.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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:** C or better in JAMS 101(P) and JAMS 201(P).

**Last Taught:** Fall 2024, Fall 2023, Fall 2022, Fall 2021.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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.

**Last Taught:** Summer 2017, Spring 2017, Spring 2016, Spring 2015.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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:** GPA of at least 2.5; a grade of C or better in JAMS 204(P), JAMS 207(P), or JAMS 262(P); declared JAMS major or minor; and consent of the department internship committee.

**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 2023, Fall 2022, Summer 2018, Fall 2017.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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:** <https://catalog.uwm.edu/course-search/>

**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 Program.

**Course Rules:** May be retaken with change in topic.

**Last Taught:** Spring 2025, Spring 2024, Fall 2023, Spring 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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.

**Last Taught:** Spring 2013, Fall 2012, Spring 2008, Fall 2007.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 302 Introduction To Video Storytelling**

3 cr. Undergraduate.

Introduction to video producing, recording, and editing of visual stories.

**Prerequisites:** grade of C or better in JAMS 201(P).

**Course Rules:** Counts as a repeat of JAMS 380 with the same topic.

**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 304 News Literacy**

3 cr. Undergraduate.

Assessing the quality and trustworthiness of news sources and analyzing coverage of current events using investigative tools, fact checking and critical thinking skills.

**Prerequisites:** none.

**Course Rules:** Not open for credit to students with credit in JAMS 356.

**Last Taught:** Fall 2024, Fall 2023, Summer 2023, Spring 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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 2021, Fall 2020, Spring 2020, Fall 2019.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 317 Design for Advertising**

3 cr. Undergraduate.

Basic principles of design and typesetting will be utilized to create and design a variety of individual ad types and ad campaigns.

**Prerequisites:** declared JAMS major or minor, and a grade of C or better in JAMS 204, JAMS 207, or JAMS 262.

**Course Rules:** Counts as a repeat of JAMS 380 with similar topic.

**Last Taught:** Spring 2025, Fall 2024.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 320 News Reporting**

3 cr. Undergraduate.

Reporting in a newsroom setting using digital distribution tools to reach audiences.

**Prerequisites:** JAMS major or minor and a grade of C or better in JAMS 204(P).

**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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.

**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 332 Introduction to Digital Documentary**

3 cr. Undergraduate.

Analyzing, filming and editing a quality documentary for client use, broadcast television, or film festival entry.

**Prerequisites:** junior standing and a grade of C or better in JAMS 302(P).

**Last Taught:** Spring 2025, Spring 2024, Spring 2023, Spring 2022.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 336 Media Graphics**

3 cr. Undergraduate.

Production and analysis of mass media graphics, photographs, and illustrations.

**Prerequisites:** junior standing; JAMS major/minor or Digital Arts and Culture (DAC) status; grade of C or better in ART 118(P) or JAMS 113(P).

**Course Rules:** DAC 336 and JAMS 336 are jointly offered and count as repeats of one another.

**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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 302(P).

**Last Taught:** Fall 2024, Fall 2023, Spring 2023, Fall 2022.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 370 Introduction to Social Media and Search Engine Optimization**

3 cr. Undergraduate.

Principles of professional social media management and content creation; search engine optimization for online media.

**Prerequisites:** junior standing.

**Course Rules:** Counts as repeat of JAMS 380 with similar topic, including 'Professional Social Media & Online Audience Growth'.

**Last Taught:** Summer 2025, Spring 2025, Fall 2024, Summer 2024.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 380 Special Topics in Journalism, Advertising, and Media Studies:**

3 cr. Undergraduate.

Special topics not addressed in regularly-approved courses.

**Prerequisites:** junior standing; additional prerequisites announced in the Schedule of Classes.

**Course Rules:** May be retaken with change in topic to 9 cr max.

**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 399 On-Campus Internship**

3 cr. Undergraduate.

Professional internship in journalism, public relations, advertising, or other media.

**Prerequisites:** GPA of 2.5 or higher; a grade of C or better in JAMS 204(P), JAMS 207(P), or JAMS 262(P); declared JAMS major or minor; and consent of department internship committee.

**Course Rules:** Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 600.

**Last Taught:** Summer 2025, Spring 2025, Fall 2024, Summer 2024.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 407 Media Planning**

3 cr. Undergraduate.

Exploration and analysis of advertising media buying and planning.

**Prerequisites:** junior standing; a grade of C or better in JAMS 207(P); or consent of instructor.

**Last Taught:** Spring 2025, Fall 2023, Spring 2023, Fall 2022.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 417 Branding and Campaign Analysis**

3 cr. Undergraduate.

Discuss how good brand management helps create effective campaigns in advertising and public relations.

**Prerequisites:** JAMS major or minor and a grade of C or better in JAMS 204(P), JAM 207(P), or JAMS 262(P).

**Course Rules:** May not be retaken for credit; counts as a repeat of JAMS 380 with similar topic.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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.

**Last Taught:** UWinteriM 2018, UWinteriM 2017, UWinteriM 2016, UWinteriM 2015.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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.**Last Taught:** Spring 2020, Spring 2019, Spring 2018, Spring 2017.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**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:** junior standing.**Course Rules:** Previously JAMS 361.**General Education Requirements:** HU**Last Taught:** Spring 2025, Fall 2024, Spring 2024, Fall 2023.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**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.

**Last Taught:** Spring 2020, Fall 2019, Spring 2019, Fall 2018.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**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:** GPA of 2.5 or higher; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.**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.**Last Taught:** Summer 2025, Spring 2025, Fall 2024, Summer 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**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:** junior standing and acceptance for Study Abroad Program.**Course Rules:** May be retaken with change in topic.**Last Taught:** Spring 2025, Fall 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 497G 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:** junior standing and acceptance for Study Abroad Program.**Course Rules:** May be retaken with change in topic.**Last Taught:** Spring 2025, Fall 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 499 Ad Hoc:**

1-6 cr. Undergraduate.

Course created expressly for offering in a specified enrollment period.

Requires only dept &amp; 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.**Last Taught:** Summer 1999, Fall 1998, Spring 1998, Spring 1995.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 500 Advanced Integrated Reporting**

3 cr. Undergraduate.

Advanced reporting and writing in an integrated newsroom setting.

**Prerequisites:** junior standing; declared JAMS major or minor; a grade of C or better in JAMS 320(P).**Last Taught:** Fall 2024, Fall 2023, Spring 2023, Spring 2022.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**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 2025, Spring 2024, Spring 2023, Fall 2022.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 504 Critical and Opinion Writing**

3 cr. Undergraduate.

Opinion, column and review writing for multiple platforms.

**Prerequisites:** junior standing.**Last Taught:** Summer 2022, Summer 2021, Fall 2019, Spring 2019.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 505 Research for Advertising and Public Relations**

3 cr. Undergraduate/Graduate.

Development of market and audience research strategies through hands-on projects.

**Prerequisites:** junior standing; a grade of C or better in JAMS 207(P); or consent of instructor.**Last Taught:** Fall 2024, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 505G Research for Advertising and Public Relations**

3 cr. Undergraduate/Graduate.

Development of market and audience research strategies through hands-on projects.

**Prerequisites:** junior standing; a grade of C or better in JAMS 207(P); or consent of instructor.**Last Taught:** Fall 2024, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**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 2025, Fall 2024, Spring 2024, Fall 2023.**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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.**Last Taught:** Spring 2025, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 559G 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.**Last Taught:** Spring 2025, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**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).**Last Taught:** Spring 2025, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 562G 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).**Last Taught:** Spring 2025, Spring 2024.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 600 Off-Campus Internship**

3 cr. Undergraduate.

Professional internship in journalism, public relations, advertising, or other media.

**Prerequisites:** GPA of 2.5 or greater; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.

**Course Rules:** Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 399.

**Last Taught:** Summer 2025, Spring 2025.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 600G Off-Campus Internship**

3 cr. Undergraduate.

Professional internship in journalism, public relations, advertising, or other media.

**Prerequisites:** GPA of 2.5 or greater; a grade of C or better in JAMS 307(P), JAMS 320(P), or JAMS 562(P); declared JAMS major or minor; and consent of department internship committee.

**Course Rules:** Students earn one academic credit per 40 hours of internship placement. May be retaken to 6 cr max in combination with JAMS 399.

**Last Taught:** Summer 2025, Spring 2025.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**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 2024, Fall 2023.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 614G 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 2024, Fall 2023.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**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:** Fall 2024, Fall 2022.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 615G 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:** Fall 2024, Fall 2022.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 616 Seminar in Sports, Media, and Society**

3 cr. Undergraduate/Graduate.

Lens of sports to explore the ways we know what we know about how media operate in a society and asks students to produce research adding to that knowledge.

**Prerequisites:** junior standing and JAMS major or minor; or graduate standing.

**Course Rules:** Counts as a repeat of JAMS 660 with similar topic.**Last Taught:** Fall 2023.**Current Offerings:** <https://catalog.uwm.edu/course-search/>**JAMS 616G Seminar in Sports, Media, and Society**

3 cr. Undergraduate/Graduate.

Lens of sports to explore the ways we know what we know about how media operate in a society and asks students to produce research adding to that knowledge.

**Prerequisites:** junior standing and JAMS major or minor; or graduate standing.

**Course Rules:** Counts as a repeat of JAMS 660 with similar topic.**Last Taught:** Fall 2023.**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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 2025, Fall 2024.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 620G 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 2025, Fall 2024.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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:** junior standing.

**Course Rules:** May be retaken with change in topic to 6 cr max.

**Last Taught:** Spring 2025, Fall 2024.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 660G Seminar in Contemporary Issues in Media Studies:**

3 cr. Undergraduate/Graduate.

Research-oriented approaches to theoretical and social issues in mass communication.

**Prerequisites:** junior standing.

**Course Rules:** May be retaken with change in topic to 6 cr max.

**Last Taught:** Spring 2025, Fall 2024.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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:** junior standing; additional prerequisites, if any, announced in the Schedule of Classes.

**Course Rules:** May be retaken with change in topic to 6 cr max.

**Last Taught:** Spring 2024, Spring 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 661G 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:** junior standing; additional prerequisites, if any, announced in the Schedule of Classes.

**Course Rules:** May be retaken with change in topic to 6 cr max.

**Last Taught:** Spring 2024, Spring 2023.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 699 Advanced Independent Study**

1-6 cr. Undergraduate.

For further information, consult dept chair.

**Prerequisites:** jr st, 2.0 GPA, consent of instructor, department chair, and Assistant Dean for Student Academic Services.

**Course Rules:** May be retaken with change in topic to 6 cr max.

**Last Taught:** Spring 2020, Fall 2019, Spring 2019, Fall 2018.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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 2019, Fall 2018, Fall 2017, Fall 2016.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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 2019, Fall 2018, Fall 2017, Fall 2016.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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.

**Last Taught:** Fall 2020, Fall 2016, Spring 2007, Fall 2005.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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.

**Last Taught:** Fall 2008, Spring 1999, Spring 1997, Fall 1994.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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.

**Course Rules:** Retakable w/chg in topic to 9 cr max.

**Last Taught:** Spring 2021, Spring 2020, Spring 2018, Spring 2014.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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:** <https://catalog.uwm.edu/course-search/>

**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:** <https://catalog.uwm.edu/course-search/>

**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.

**Last Taught:** Spring 2008, Fall 2005, Fall 2002.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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:** Fall 2020, Spring 2017, Fall 2015, Spring 2014.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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 2020, Fall 2019, Fall 2018, Spring 2018.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**JAMS 888 Candidate for Degree**

0 cr. Graduate.

Available for grad students who must meet minimum cr load requirement.

**Prerequisites:** graduate standing.

**Course Rules:** Fee for 1 cr assessed; unit does not count towards credit load for Fin Aid. Repeatable. Satisfactory/Unsatisfactory only.

**Last Taught:** Fall 2020, Spring 2020, Summer 2019, Spring 2019.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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 2021, Fall 2020, Spring 2020, Fall 2019.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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 2021, Spring 2020, Fall 2019, Summer 2019.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>

**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.

**Last Taught:** Fall 2020, Spring 2020, Fall 2019, Summer 2019.

**Current Offerings:** <https://catalog.uwm.edu/course-search/>