

# JOURNALISM, ADVERTISING, AND MEDIA STUDIES

The Department of Journalism, Advertising, and Media Studies offers a major or minor in journalism, advertising, and media studies that emphasizes the study of the social implications and responsibilities of the mass media, an understanding of the processes of communication, and a fundamental knowledge of media communication techniques and procedures. The program provides students with a broad background in the liberal arts and sciences, which are vital aspects of contemporary life and essential to those entering careers in media communication.

## Cross-listed Courses

The following courses offered by the Department of English may be used to fulfill curricular requirements of the undergraduate major or minor in journalism, advertising, and media studies:

| Code        | Title                             | Credits |
|-------------|-----------------------------------|---------|
| ENGLISH 430 | Advanced Writing Workshop         | 3       |
| ENGLISH 435 | Rhetoric and Professional Writing | 3       |

## Programs

- Journalism, Advertising, and Media Studies, BA (<https://catalog.uwm.edu/letters-science/journalism-advertising-media-studies/journalism-advertising-media-studies-ba/>)
- Journalism, Advertising, and Media Studies, Minor (<https://catalog.uwm.edu/letters-science/journalism-advertising-media-studies/journalism-advertising-media-studies-minor/>)

## Faculty

| Name                  | Rank                         | Degree | School                            | Graduate Faculty | Emeritus Faculty |
|-----------------------|------------------------------|--------|-----------------------------------|------------------|------------------|
| Jackie Bradway        | Lecturer                     | MA     | Webster University                |                  |                  |
| Camila Guarda Velasco | Lecturer                     | MFA    | Northwestern University           |                  |                  |
| Jane Hampden Daley    | Senior Lecturer              | MSJ    | Columbia University               |                  |                  |
| Rachael Jurek         | Senior Lecturer              | MA     | Marquette University              |                  |                  |
| Eric Lohman           | Lecturer                     | PhD    | The University of Western Ontario |                  |                  |
| Jessica McBride       | Senior Lecturer              | MA     | University of Wisconsin-Milwaukee |                  |                  |
| Michael Mirer         | Visiting Assistant Professor | PhD    | University of Wisconsin-Madison   |                  |                  |
| Joette Rockow         | Senior Lecturer              | MA     | University of Wisconsin-Milwaukee |                  |                  |
| Marc Tasman           | Senior Lecturer              | MFA    | The Ohio State University         |                  |                  |
| David Allen           | Professor                    | PhD    | University of Minnesota           |                  | ✓                |
| David Pritchard       | Professor                    | PhD    | University of Wisconsin-Madison   |                  | ✓                |
| Jeffery Smith         | Professor                    | PhD    | University of Wisconsin-Madison   |                  | ✓                |