

# COMMUNICATING ARTS

Major | On-Campus and Online Delivery

## Communicating Arts Department

With its highly accomplished and award-winning faculty, UW-Superior's Communicating Arts Department offers students a balance between theory and practice in the areas of Communication, Multimedia Journalism and Theatre & Digital Filmmaking. All Communicating Arts majors and minors have opportunities to participate in news reporting and sports broadcasting, conduct communication and media research, take part in internships, and write, direct, produce and participate in digital film and theatre productions. Students also gain experience through campus organizations, The Promethean student newspaper, our on-campus radio station and our University Theatre, which stages 2-3 productions each year.

## Program

Communicating Arts is often viewed as one of the most cross-disciplinary majors. No matter where your life takes you, communication is an essential skill in every industry and position and it cuts across all socio-economic, political and cultural contexts. UW-Superior is a leader in the art and practice of communication, where students study communication in multiple forms and apply it through various hands-on experiences. They also benefit from our state-of-the-art theatre, video production facilities, on-campus radio station, and student newspaper. This major is offered both on-campus and online as well as a minor for students looking to fine-tune this skillset with another major.

## What You'll Learn

Students in Communicating Arts will study a range of intriguing and relevant topics to become effective communicators and will be prepared to participate creatively and analytically in our ever-changing world. They will discover their voice as an artist in theatre and digital filmmaking, as a digital storyteller in journalism and social media production, and as a strong communicator in a complex global society.



Students in this program will develop skills in:

- **Communication:** Students will apply modes, styles, and conventions of communication appropriate to the work and the audience
- **Individual and Social Responsibility:** Students will practice healthy interdependence and mutual respect through teamwork
- **Creative and Critical Thinking:** Students will consider multiple perspectives to produce original work

Students may choose from one of three concentrations of Communication, Multimedia Journalism, or Theatre and Digital Filmmaking to find the best fit for their academic and career goals:

**Communication** - Students will explore how social interactions shape their everyday personal and professional lives, including how they form and negotiate relationships in groups, communities and cultures. Coursework focuses on critical, cultural, global and media contexts and perspectives.

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“When I was at a larger university it was hard to find help, but UWS does an amazing job of finding you. I'm thankful for all the different ways I was pushed to be a better version of myself and for all the opportunities I have been offered because of the Communications Department.”

- Jeffrey McClure | Communicating Arts, Multimedia Journalism

For questions or to arrange a tour, contact admissions | 715-394-8230

More information at [uwsuper.edu/CommunicatingArtsMajor](https://uwsuper.edu/CommunicatingArtsMajor)

**Multimedia Journalism** - In this concentration, students develop their knowledge and skills as digital storytellers who research, compose and produce work to be mass communicated across a wide range of media platforms. Students with a Multimedia Journalism concentration or minor have numerous experiential learning opportunities with campus partners and find career paths in print, radio, television, social media marketing and web content production.

**Theatre and Digital Filmmaking** - Students apply theory and techniques in theatre and digital film production in this concentration. Coursework is very hands-on, offering students multiple opportunities to perform, create and collaborate in theatre productions and on both fictional and documentary video projects. Graduates of the Theatre and Digital Filmmaking concentration or Theatre minor go on to work as writers, producers, directors, editors, designers, actors and more in the highly creative and competitive theatre, film/TV and video production industries.



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