Degree: B.A. in Communication Studies

Student Outcomes:

A Communication Studies major will be able to demonstrate the ability to research, prepare and deliver—in oral, written and visual formats across a variety of cultural contexts and based upon classic, theoretical and practical communication theories—communications demonstrating exceptional critical thinking and rhetorical skills.

Promises to Communication Studies Majors:

- Communication Studies is the major of the future. Communication Studies bridges multiple fields and multiple philosophical and historical perspectives, thus preparing students for leadership roles in careers that have yet to be defined, but will come to define the 21st century.

- Communication Studies is the path to success. Communication Studies develops outstanding practical oral, written, and visual communication skills grounded in classical and modern theory.

- Communication Studies blends theory and practice. Communication Studies develops analytical powers and an understanding of how shared values, symbols and narratives fashion cultural identity.

- Communication Studies’ course content is continually evolving. Communication Studies constantly absorbs innovations in communication practices and theoretical and scientific/technological advances, which reflect Communication Studies evolving curriculum.

- Communication Studies courses utilize highly compelling source material. Communication Studies courses draw upon the mass media, history, the classics, popular culture, politics, leadership, rhetoric, law, and current events, among other areas.