

COMMUNICATION, B.A.

Communication is essential for participating in an increasingly complex and mediated global environment. Students in the Communication major will study and practice communication from a social scientific perspective; they will gain an understanding of how communication functions to create, sustain, and transform personal and public lives; develop the competencies required for various contexts and modes of communication including but not limited to corporate communication, interpersonal, or family communication, in-person, virtual, or mass-mediated; and sharpen their skills for analyzing communication problems and questions—hence preparing students to be industry-ready communication leaders and practitioners.

Learning Outcomes

1. Students will be able to use scientific reasoning to interpret communication phenomena.
2. Students will be able to design and conduct basic communication research.
3. Students will be able to communicate well for professional purposes.
4. Students will be able to analyze and evaluate communication processes, understanding their impact on audiences and society.