

Communication Studies, BA

Learning Outcomes

Graduating communication studies majors will be able to:

- explain the significance of the communicative process across personal, familial, organizational, civic, and mediated contexts;
- demonstrate effective written, oral, and/or digital communication skills;
- plan, evaluate, and conduct basic communication research using qualitative, quantitative, and critical-cultural methods;
- think critically about the role of communication in the production, maintenance, and transformation of culture;
- apply and reflect upon the skills and theories of communication in communities, professional settings, and a global context; and
- develop the ability to discuss controversial issues of public importance in a way that demonstrates intercultural competence and personal and social responsibility to a dynamic and globalizing world.