

# Communication (Bachelor of Arts)

The Communication discipline provides a strong curriculum that teaches you writing skills, speaking skills, media literacy, critical thinking skills, and sensitivity to cultural diversity. Skills in this discipline, such as the ability to create a written and/or verbal message, listen to others, interact with co-workers, demonstrate leadership, and being observant of our multicultural world are sought after skills by employers in a variety of fields. The Communication discipline also prioritizes the role of media, increased media production, and media literacy skills to better understand how individuals can voice their perspectives to make a difference in the world.

A degree in Communication opens the door to possible careers in media production or broadcasting, advertising, public relations, journalism, health communication and many more fields. Students often pursue graduate school to further understand the Communication discipline, craft original research, and influence public discourse. There are also opportunities for experience in service to one's community, research in media and cultural studies fields, and internships in professional fields. According to the US Department of Labor Bureau of Labor Statistics, "Employment of media and communication occupations is projected to grow 4 percent from 2014 to 2024, which will result in about 27,400 new jobs." Thus, the Communication discipline prepares you for success in graduate studies or a professional career in many professional and humanities based fields.

Drawing on rich humanistic and Jesuit traditions, the Communication Department at WJU educates students for life, leadership, and service through a variety of avenues including human interaction, cultural diversity, theoretical foundations in rhetoric and cultural studies, and media production. Communication students at WJU learn through hands-on experiences that expand upon what they discuss in the classroom. Some possible opportunities include media-based projects, internships, and service-learning activities. The required internship/community service portfolio sets our department apart from other departments because students leave with a tangible representation of what they have accomplished while earning their degree. Our graduate employment rate is excellent. The most recent years indicate that Communication graduates experience 90-100% employment or enrollment in graduate school. Recent graduating seniors have also received teaching assistantships that include a tuition waiver as they enter graduate school. While other universities may offer Communication programs, WJU's program uniquely focuses on the ethical and moral development of our students.

## **Learning Outcomes:**

The Communication major at WJU stresses both analysis and production of different forms of communications. Upon completion of the program, the student will demonstrate the following outcomes:

- 1) Explain, critique and apply communication concepts and theories to real world examples.
- 2) Construct messages applicable to a variety of audiences and contexts.
- 3) Analyze messages utilizing critical thinking, media literacy, and active listening skills.
- 4) Compose written texts, media based examples and oral presentations that demonstrate Communication ethics, cultural differences, and mindful message creations.