

MAJOR IN COMMUNICATION STUDIES, RHETORIC, DEMOCRACY, AND SOCIAL ADVOCACY CONCENTRATION

Students who complete the Major in Communication Studies with a Rhetoric, Democracy, and Social Advocacy Concentration will be knowledgeable about the history and practice of our discipline in rhetoric, democracy, civic engagement and social advocacy. Students will be able to explain the utility of theories from these areas and be able to utilize research methods to explore questions from each area of inquiry.

Additionally, students graduating with a degree in Communication Studies will have skills that allow them to apply their knowledge of the major as they address contemporary issues salient to their personal, professional, and civic lives. They will be skilled in both oral and written communication, being able to develop and deliver coherent, well-organized claims to specific audiences. Students will also develop critical thinking skills that allow them to analyze texts, situations, or issues using credible evidence and following a logical, systematic, and/or precise structure.

Learning Objectives

Upon successful completion of this program, students will be able to:

1. Demonstrate knowledge of the history, theory, and research methods of film, media, popular culture, rhetoric, democracy, civic engagement, interpersonal, organizational, and cultural communication with a focus on rhetoric, democracy, and social advocacy communication.
2. Develop and utilize oral communication skills across the study of communication.
3. Develop and utilize written communication and research skills across the study of communication.
4. Develop and utilize critical thinking and analysis in support of ethical, effective human communication.
5. Transfer the knowledge and skills gained in the communication studies program to a meaningful trajectory in their personal, career, and/or civic lives after graduation.