

## BACHELOR OF ARTS IN

# COMMUNICATION STUDIES

## OVERVIEW

Dynamic organizations of the 21st century demand proficient workers who can think critically and communicate in a variety of contexts. Communication skills *will remain* the major attribute employers seek for both recruitment and promotion within profit and not-for-profit sectors.

The Communication Studies major complements employers' requirements through coursework as well as a variety of extracurricular activities that ensure the success and marketability of graduates.

Communication Studies is designed for the student seeking to understand and improve the practice of sharing meaning in our technical and global world. Through experiential learning, students gain knowledge of the array of communication theories including how people use oral and nonverbal symbols to present and advocate ideas, to form relationships, to manage conflict, to solve problems, and to make collaborative and ethical decisions. Students become skilled at how to enter and impact organizations, lead and create, and maintain positive organizational cultures.

Graduates are well-prepared for careers in management, customer service, sales, public service, and public relations. In addition, the Communication Studies program is an excellent foundation for graduate and pre-law programs.

## HIGHLIGHTS

- Students participate in activities that develop skills in conflict management, team building, and effective giving/receiving and praise/criticism.
- Coursework fosters the development of the many relationships people encounter throughout their careers and personal life.
- Throughout their course of study, students create a portfolio demonstrating the proficiency of their communication skills to potential employers. The portfolio is evidence of a student's collaborative learning and speaking abilities.
- A wide range of industries welcome Communication Studies majors including: business, education, law, government, healthcare, international relations, and social and human services.
- The Communication Studies minor provides knowledge and skill in multiple contexts ranging from one-to-one to organizational and cultural communication. Courses focus on problem solving, conflict management as well as the abilities to influence and function in organizations and society.
- Employers agree that a minor in Communication Studies is a strong addition to any field of study. The many dimensions of informal and formal communication are covered in coursework, and students obtain the skills that are essential to success in any work environment.

## CONTACT

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### CAREER OPPORTUNITIES

In addition to working in the areas of advertising, public relations, journalism, marketing, and media research, Communication Studies majors also are employed in a wide range of other fields including:

- Business
- Education (Teaching, Academic Research)
- Government / Public Service
- Healthcare
- Human Resources
- International Relations
- Law
- Management
- Sales
- Social and Human Services

### NATIONAL COMMUNICATION ASSOCIATION STUDENT CLUB

The National Communication Association Student Club (NCASC) at Lewis University exists to enhance the lives of Communication Studies majors and minors. In addition to connecting students from all communication concentrations, the club advances the academic and professional development of members.

The organization enriches the lives of students through a variety of endeavors, including:

- Regular membership meetings
- Community service projects
- Career exploration initiatives
- Social networking opportunities
- Fund raising activities

### MOCK TRIAL TEAM

Communication Studies majors have the opportunity to develop superior public speaking, critical thinking, and debate skills by participating on the University's Mock Trial Team. Students take on the roles of witnesses, the attorneys for the defense, and the attorneys for the prosecution. Practicing attorneys and judges from the local area serve as judges for the competition. The team competes in statewide and national competitions.

### INDEPENDENT STUDY

Communication Studies majors may conduct independent research projects under the direction of a department instructor. The project covers an area of communication not covered by other courses. Students must present a brief outline and obtain the instructor's approval before registration.

### WEB SITES FOR FURTHER INFORMATION

- American Communication Association - [www.americancomm.org](http://www.americancomm.org)
- Association for Business Communication - [www.businesscommunication.org](http://www.businesscommunication.org)
- Lewis University - [www.lewisu.edu](http://www.lewisu.edu)
- National Communication Association - [www.natcom.org/nca/Template2.asp](http://www.natcom.org/nca/Template2.asp)
- The Communication Initiative - [www.comminit.com](http://www.comminit.com)
- The Media History Project - [www.mediahistory.umn.edu/index2.html](http://www.mediahistory.umn.edu/index2.html)

## COMMUNICATION STUDIES / BACHELOR OF ARTS

Total Credit Hours: 128  
Major Credit Hours: 48

The Communication Studies major is designed for the student who seeks to understand and improve the practice of sharing meaning in a technical and global world. Students learn primary theories of how people use oral and nonverbal symbols to present and advocate ideas, to form relationships, to manage conflict, to solve problems and make decisions collaboratively and ethically, to enter and impact organizations, to lead, and to establish and maintain cultures. This major is excellent preparation for a career in management, customer service, public service, sales, public relations, or as a pre-law program.

### I. Core Courses (30)

- 10-180 Introduction to Visual Media (3)
- 10-211 Interpersonal Communication (3)
- 10-216 Small Group Communication (3)
- 10-242 Argumentation and Debate (3)
- 10-260 Business and Professional Communication (3)
- 10-347 Leadership Communication (3)
- 10-349 Organizational Communication (3)
- 10-350 Intercultural Communication (3)
- 10-433 Communication Theory (3)
- 10-461 Persuasion Theory and Campaigns (3)

II. Select, in consultation with adviser, an appropriate minor or body of courses in one of the following: **Business Administration, Marketing, Political Science, Psychology, Public Relations, or Radio/Television/New Media (18).**

III. The advanced writing requirement is fulfilled by completion of **Communication Theory (10-433) or Persuasion Theory and Campaigns (10-461)** with a minimum grade of C.

## Communication Studies / Minor

Minor Credit Hours: 18

The Communication Studies minor provides knowledge and skill in multiple communication contexts from one-to-one to organizational and cultural, specifically areas of problem solving, conflict management, and abilities to function and influence in organizations and society.

### I. Required courses (12)

- 10-112 Introduction to Human Communication (3)
- 10-211 Interpersonal Communication (3)
- 10-216 Small Group Communication (3)
- 10-349 Organizational Communication (3)

### II. Six credit hours from the following: (6)

- 10-260 Business and Professional Communication (3)
- 10-347 Leadership Communication (3)
- 10-350 Intercultural Communication (3)
- 10-433 Communication Theory (3)
- 10-461 Persuasion Theory and Campaigns (3)
- 10-498 Internship (3)
- 10-499 Independent Study (3)

## Communication Studies For Justice, Law and Public Safety Studies Majors/Minors

Minor Credit Hours: 18

The Communication Studies minor is designed for those students who want to improve their understanding of human nature as it relates to communicating with others. Students will learn to adjust their communication style and strategies relevant to the nature of the communicators. Courses will cover conflict management, problem solving, intercultural influences, and public speaking.

### I. Required Courses: (12)

- 10-211 Interpersonal Communication (3)
- 10-216 Small Group Communication (3)
- 10-349 Organizational Communications (3)
- 10-350 Intercultural Communication (3)

II. Six credit hours of electives in consultation with adviser. (6)

III. Students are strongly urged to participate in **Mock Trial-Forensics (18-322).**

