PROGRAM DESCRIPTION-Undergraduate Degree

The Department of Communication offers courses leading to the B.A. degree that are designed to challenge students interested in the study of human communication. Communication, broadly conceived, is the purposeful exchange of symbolic information. Communication viewed as human behavior can be examined both in terms of its process and its outcomes and effects. The program of study defines a range of communication problems, determines the appropriate method of inquiry, and searches for answers to the important questions involving the role of communication in individual relationships, in societal settings, in corporate structures, and in global interdependence. Courses are grouped according to certain emphases, allowing the student a choice of focus that is compatible with his or her aims and interests. These emphases are:

Media Production and Performance
For students interested in non-journalistic careers in radio, television or film. This program provides the necessary skills to successfully integrate into the media industry.

Media Studies
For students who want to gain a better understanding of the systems and institutions distributing mediated information in society.

Organizational Communication
For students who want to gain a better understanding of communication in the context of organizations-corporate, government, non-government, etc-and who wish to develop solutions that will ultimately increase the bottom line without compromising the human element in employees.

Public Relations/Promotions
For students who wish to gain a better understanding of the communication between a company and the public. Student will develop communication skills to be used for commercial, as well as non-commercial employment in publicity, promotions, sales and corporate communication.

PROGRAM MISSION
Our mission is to instill in our students and ourselves the skills, ability and desire to engage in life-long learning in and contributions to communication arts, science and professions. Deriving from this Mission Statement is our Goal Statement with four clear-cut components-creating a learning community in which students will gain a foundation in lifelong appreciation for:

1. Theoretical and practical knowledge of the discipline;
2. Analysis, conceptualization and evaluation of communication processes;
3. Communication skills; and
4. Professionalism and ethics.