COMMUNICATION, BALAS

for the degree of Bachelor of Arts in Liberal Arts & Sciences Major in Communication

1. Students will demonstrate competence in oral and written communication, including public speaking, argumentation and reasoning, deliberation, and media analysis and critique.

2. Students will have broad knowledge of communication research and theory and understand how to apply theoretical concepts in practical settings.

3. Students will understand the political and social import of communication and develop competencies required to engage productively with discourses related to all aspects of public and private life.

4. Students will understand the communicative implications of human diversity, including issues related to race, culture, class, religion, gender, sexual identity, and disability.

5. Students will gain communication competencies that afford them rewarding opportunities, such as satisfying employment or post-graduate study.

Information listed in this catalog is current as of 07/2022