COMMUNICATION ARTS, B.A.

LEARNING OUTCOMES

1. Demonstrate an understanding of core content in either of the two tracks: Communication Science and Rhetorical Studies or Radio-TV-Film.

2. Conduct theoretical, historical, and critical analyses of communication arts, demonstrating use of research methodologies and analytic tools/techniques appropriate to their tracks.

3. Demonstrate an ability to communicate effectively in writing, orally, or via the creation of media content (e.g., digital, film).