

COMMUNICATION

Mission Statement

The B.A. in Communication is grounded in the notion that effective communication is vital to the success of any organization in the 21st century, and the Department of Communication empowers students to creatively manage professional communication challenges. Graduates learn to use technology, speak effectively, write clearly, question, communicate persuasively, explain, critique, edit, solve problems, innovate, lead, reason, practice ethics, and exceed expectations.

After combining academic theory with project-oriented/skill-building classroom assignments and hands-on experience, our graduates enter the professional world prepared to affect change and build successful careers in communication. We focus on fostering students' intellect and creativity in a relaxed, personal atmosphere that emphasizes high-quality work and high standards in the development of professional communication skills. We supplement the academic work with real-world lessons to help students become productive and involved citizens.

The Department of Communication consists of five distinct areas of specialization: Journalism, Public Relations, Advertising, Communication, and Telecommunication/Film. Each area has its own Academic Learning Compact.

Student Learning Outcomes

In addition to mastering the requirements of those specific compacts, all Communication graduates will be able to:

Content

1. Recognize key features of the communication process model within specific settings (e.g. interpersonal, group, public, professional, mediated, or global settings).

Critical Thinking

1. Critically evaluate sources of information to determine their trustworthiness, import, and utility to their specific communication task.

Communication

1. Deliver professional, well-organized presentations (e.g. informative and persuasive) that are tailored to topic, audience, and occasion.
2. Present written and visual messages clearly and effectively for different audiences.

Integrity/Values

1. Demonstrate professionalism by applying field-appropriate ethical standards to work product and taking responsibility for actions/outcomes.

Assessment of Student Learning Outcomes

SLOs for the major are assessed within the common core and capstones, through various methodologies, including:

- Data gathered from the first and last speeches in SPC2608, to measure improvement in key skills related to presentational speaking
- Quiz answers gathered from COM2203 to determine their ability to identify features of the communication process model
- Assessing research proposal submissions in COM4301, using a rubric to determine student ability to gauge credibility and utility of sources, as well as ethical decision-making about research methods and participants
- Assessing writing samples from our core writing course, COM2713, using a rubric, to determine student ability to apply field-specific writing conventions, and to adapt their writing to specific audiences and situations
- Assessing final products in capstone courses to determine student ability to apply field-specific ethical standards and to take responsibility for their actions (using rubrics)

Job Prospects for Communication

- Advertising Art Direction
- Advertising Management/Sales
- Brand Management
- Crisis Communication
- Film Production
- Radio Production
- Health Communication/Administration
- Multimedia Journalism
- Political Communication
- Public Relations/Public Affairs
- Social Media Content Development
- Social Media Management
- Sports Communication
- Video Content Creation

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<https://uwf.edu/cassh/departments/communication/>