COMMUNICATION ARTS

Mission Statement
The B.A. in Communication Arts 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 Arts 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 Arts 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 Arts graduates will be able to:

Content
- Use communication technology effectively.
- Describe and apply communication concepts and principles.
- Identify communication career paths.
- Describe events in the history of communication.
- Describe and compare different approaches to the collection and delivery of communication content.

Critical Thinking
- Apply communication theory to understand events.
- Evaluate effective and ineffective communication.
- Make appropriate judgments about the quality of information collected and disseminated.
• Generate creative, problem-solving communication ideas.

**Communication**
• Demonstrate mastery of the rules of spelling, grammar, and style.
• Use information technology effectively and efficiently to conduct research.
• Deliver informative and persuasive presentations.

**Integrity/Values**
• Distinguish between ethical and unethical behavior.
• Describe and adhere to ethical communication practice.

**Assessment of Student Learning Outcomes**
Students in Communication Arts build professional portfolios and exhibit other tangible evidence of their accomplishments throughout their coursework to document what they have learned as well as what they have learned to do. To assess the progress of students in Communication Arts, professors in the department work with practitioners in journalism, telecommunications, advertising, public relations, and communication to evaluate how effectively students meet professional expectations.

**Job Prospects for Communication Arts**
- Journalist
- Filmmaker
- Editor
- Television Producer
- Public Relations Specialist
- Human Resource Agent
- Public Information Officer
- Copywriter
- Consultant
- Advertising Salesperson
- Art Director
- Media Planner
- Account Manager

**Find Out More about Communication Arts:**
[http://uwf.edu/cassh/departments/communication-arts/undergradmajors/communication/](http://uwf.edu/cassh/departments/communication-arts/undergradmajors/communication/)