

COMMUNICATION ARTS/COMMUNICATION

Mission Statement

The mission of Communication is to prepare students to be ethical, knowledgeable, analytic, and creative leaders in professional and private life. To that end, we provide theoretical and experiential foundations in symbolic communication, leadership, teamwork, interpersonal and intercultural communication, persuasion, and work-place dynamics.

Student Learning Outcomes

UWF Communication graduates should be able to do the following:

Content

- Describe and apply communication concepts and principles in the following areas:
 - Leadership
 - Interpersonal communication
 - Group and team work
 - Cultural competence
 - Ethics
 - Public speaking.
- Identify career paths related to communication.

Critical Thinking

- Apply communication theories to understand actual communication events.
- Evaluate effective and ineffective communication.
- Suggest strategies for improvement in performance.
- Identify trustworthy information.

Communication

- Display proper use of spelling, grammar, and style.
- Adapt style and delivery to communication clearly and memorably.
- Deliver effective presentations with well-defined introductions, main points, supporting information, and conclusions.
- Establish credibility with audience.
- Use information technology effectively to conduct research.

Character/Integrity/Values

- Distinguish between ethical and unethical communication.
- Describe and adhere to the principles of ethical practice.
- Articulate a personal vision for leadership.

Project Management

- Design, carry out, and analyze professional-quality projects both individually and as part of a team.
- Practice effective time management strategies.
- Collaborate effectively with colleagues and clients.

Assessment of Student Learning Outcomes

Students in Communication Arts build professional portfolios of their accomplishments throughout their coursework. The portfolios 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 organizational communication to evaluate how effectively students meet professional expectations.

Job Prospects for Communication Arts Graduates

Reporter	Filmmaker
Editor	Television Producer
Public Relations Specialist	Human Resource Agent
Public Information Officer	Journalist
Advertising Specialist	Consultant
Advertising Salesperson	Media Manager

Find Out More About the Organizational Communication Program at UWF:

<http://uwf.edu/commarts/>