

What is Communication Studies?

The program examines human communication using both humanistic and social scientific methods. Fields of study include speechmaking, rhetorical criticism, ethics, interpersonal, small group, organizational, intercultural, and electronic (broadcasting, cable, satellite, Internet) forms of communication.

What are the major requirements?

Go to www.catalogs.umn.edu/programs.html and select “undergraduate majors.”

Typical courses

Comm 1101: Introduction to Public Speaking

Learn skills for basic oral communication, including structure, evidence, clarity of purpose, style and delivery. Includes research and individual presentations.

Comm 1313W: Analysis of Argument

Examine strategies for analyzing, evaluating, and generating arguments. Enhance critical thinking skills and practice writing effective arguments.

Comm 3211: Introduction to U.S. Electronic Media

Introduction to the historical development and current issues in electronic media. Examine the effects of governmental, industrial, and public organizations on message content.

Comm 3401: Introduction to Communication Theory

Overview of social scientific theories in communication involving interpersonal, small group, organizational, intercultural, and electronically mediated communication.

Comm 3601: Introduction to Rhetorical Theory

Examine theoretical systems intended to explain or direct the creation of public discourse.

Comm 3411: Introduction to Small Group Communication

Learn practical skills for improving group communication. Participate in small group projects with an emphasis on positive communication tactics.

How do I declare a Communication Studies major?

You will be required to declare a major by the time you have completed 60 credits.

1. Talk with someone from the department: an adviser, a professor, or a teaching assistant, to learn more about the major and its requirements.
2. When you decide upon a Communication Studies major, meet with the appropriate person an adviser in 278 Ford to complete a Major Program form.
3. Bring a copy of the form to your CLA student community.
4. If you decide to change your major, contact your student community to learn more about your new major’s declaration process.

For more information:

About the Communication Studies major:

Undergraduate Advising
278 Ford Hall
(612) 624-7036

<http://www.comm.umn.edu/spchadv@umn.edu>

About CLA requirements, graduation, and other information about majors:

CLA Communications and Media Student Community
B-16 Johnston Hall
(612) 624-1820

<http://cam.class.umn.edu/>

or

CLA Martin Luther King, Jr. Program

19 Johnston Hall
(612) 625-2300

<http://www.class.umn.edu/mlk/mlk@class.cla.umn.edu>

About careers, internships, and community learning opportunities in this major and others:

Career and Community Learning Center
135 Johnston Hall
(612) 624-7577

www.cclc.umn.edu/cclc@class.cla.umn.edu

About graduation with honors:

CLA Honors Division
20 Nicholson
(612) 624-5522

www.honors.class.umn.edu/honors@class.cla.umn.edu

What can I do with a major in Communication Studies?

Skills

Communication studies majors develop skills that are applicable to a wide variety of careers. These skills include:

- Verbal and written communication skills
- Ability to formulate clear and persuasive messages
- Listening, clarifying, questioning and responding skills
- Ability to work well with diverse groups

Employment

Common areas of employment for this major include but are not limited to:

- Government—public information, campaigns, research, speechwriting
- Media—writing, editing, public relations, management
- Arts and Entertainment—announcing, writing, managing, development
- Business—administration, marketing, human resources, sales, consulting, recruiting
- Public Relations and Advertising—corporate public affairs, lobbying
- Education—teaching, research, admissions, advising, student affairs, training
- Nonprofit—fundraising, programming, management
- Law—attorney, mediation and negotiation specialization, and legal research and education

Today's workplace requires individuals with interpersonal skills, the ability to communicate effectively, an ability to solve problems, and adaptability. CLA graduates find that they are well-prepared in all these areas and that their education—especially when combined with experience gained through internships, volunteer positions, past jobs, and other collegiate involvement—makes them competitive.

The **Career & Community Learning Center** provides students with the tools to identify and pursue potential careers. An extensive resource room, career courses and workshops, and a helpful staff are just some of the ways we can help.

Remember!

You have not declared a major until you have:

- completed a Major Program form with your major adviser,
- filed a copy with the major department,
- and filed a copy with your CLA student community.

Don't forget: keep a copy for yourself!