Department of Communication Arts

The Department of Communication Arts offers a broad spectrum of majors designed to meet a variety of career possibilities for students interested in communication, media, and performance. Specifically, Communication Studies and Theatre are offered on the Statesboro and Armstrong campuses; while Multimedia Film and Production, Multimedia Journalism, and Public Relations are offered in Statesboro. Faculty within all majors are committed to providing programs and classes through which students develop life and professional skills by crafting oral and written presentations adapted to specific audiences; designing communication programs and campaigns; creating performance and design work; and enhancing critical analysis and problem solving. Students work together and with faculty on research projects, state-of-the-art productions, events, campaigns, online news outlets, and films, which are recognized at conferences and festivals regionally and nationally.

Students earning a B.S. in Multimedia Journalism will be able to:

- Analyze and think critically about text, performance, and production.
- Identify and analyze historical and/or continually affecting changes in human communication behavior.
- Develop a research prospectus employing appropriate methodologies to study their stated communication research question and/or hypothesis regarding human communication behavior.
- Develop an analysis of a communication artifact utilizing an appropriate rhetorical criticism model.
- Utilize current events as data for analysis of arguments in persuasive communication.
- Demonstrate an awareness of ethical standards as they relate to persuasive communication.
- Recognize the importance of culture and its impact on the reception of communication messages.

Students earning a B.S. in Communication Studies will be able to:

- Apply critical thinking skills in selecting relevant sources, collecting necessary information, and synthesizing complex information for mass audiences.
- Critique and to correct news content for accuracy, fairness, grammatical correctness, aesthetic values and appropriateness for diverse audiences.
- Analyze and evaluate the potential legal and ethical implications of journalistic communication.
- Differentiate historical and current patterns in media coverage, to critique those patterns of coverage, and to assess relationships between media coverage and societal issues.

Students earning a B.S. in Public Relations will be able to:

- Develop a research prospectus employing appropriate methodologies to study their stated communication research question and/or hypothesis regarding human communication behavior.
- Analyze organizational problems and utilize primary and secondary research methods to develop solutions to those problems.
- Construct public relations plans and collaterals integrating public relations principles and theories.
- Utilize current events as data for analysis of arguments in persuasive communication.
- Differentiate historical and current patterns in media coverage, to critique those patterns of coverage, and to assess relationships between media coverage and societal issues.

Students earning a B.S. in Multimedia Film and Production will be able to:

- Analyze and think critically about text, performance, and production.
- Identify and analyze historical and/or continually affecting changes in human communication behavior.
- Develop a research prospectus employing appropriate methodologies to study their stated communication research question and/or hypothesis regarding human communication behavior.
- Develop an analysis of a communication artifact utilizing an appropriate rhetorical criticism model.
- Utilize current events as data for analysis of arguments in persuasive communication.
- Demonstrate an awareness of ethical standards as they relate to persuasive communication.
- Recognize the importance of culture and its impact on the reception of communication messages.

Students earning a B.S. in Theatre will be able to:

- Apply discipline-specific formatting and writing standards and strategies in composing audio, TV and film scripts.
- Identify and employ proper techniques through critical thinking towards utilization of discipline specific technology in the creation of effective audio-visual stories for appropriate media platforms.
- Analyze and evaluate multiple platform production for content and storytelling effectiveness, as well as for appropriateness to designated audiences, aesthetic values, and/or diverse representation.
- Identify and analyze historical and/or continually affecting changes in the multimedia industries.
- Identify, research and analyze the influences and role of ethical, legal, and/or social issues within the multimedia discipline.

Students earning a B.S. in Multimedia Journalism will be able to:

- Create news stories at a professional level, using appropriate media platforms.

Students earning a B.S. in Communication Studies will be able to:

- Identify and analyze historical and/or continually affecting changes in human communication behavior.
- Develop a research prospectus employing appropriate methodologies to study their stated communication research question and/or hypothesis regarding human communication behavior.
- Analyze and evaluate the potential legal and ethical implications of journalistic communication.
- Differentiate historical and current patterns in media coverage, to critique those patterns of coverage, and to assess relationships between media coverage and societal issues.

Students earning a B.S. in Public Relations will be able to:

- Develop a research prospectus employing appropriate methodologies to study their stated communication research question and/or hypothesis regarding human communication behavior.
- Analyze organizational problems and utilize primary and secondary research methods to develop solutions to those problems.
- Construct public relations plans and collaterals integrating public relations principles and theories.
- Apply techniques and historical developments within the discipline with current practices in public relations.
- Assess and evaluate key legal concepts and ethical implications related to public relations communication and research.

Programs

Majors

- Communication Studies B.S. (http://catalog.georgiasouthern.edu/undergraduate/arts-humanities/communication-arts/communication-studies-bs)
- Multimedia Film and Production B.S. (http://catalog.georgiasouthern.edu/undergraduate/arts-humanities/communication-arts/multimedia-communication-bs-production-emphasis)
- Multimedia Journalism B.S. (http://catalog.georgiasouthern.edu/undergraduate/arts-humanities/communication-arts/journalism-bs)
- Public Relations B.S. (http://catalog.georgiasouthern.edu/undergraduate/arts-humanities/communication-arts/public-relations-bs)
- Theatre B.A. (http://catalog.georgiasouthern.edu/undergraduate/arts-humanities/communication-arts/theatre-ba)

Minors

- Communication Studies Minor (http://catalog.georgiasouthern.edu/undergraduate/arts-humanities/communication-arts/communication-studies-minor)
- Multimedia Film and Production Minor (http://catalog.georgiasouthern.edu/undergraduate/arts-humanities/communication-arts/multimedia-communication-minor)
- Multimedia Journalism Minor (http://catalog.georgiasouthern.edu/undergraduate/arts-humanities/communication-arts/journalism-minor)
- Public Relations Minor (http://catalog.georgiasouthern.edu/undergraduate/arts-humanities/communication-arts/public-relations-minor)
- Theatre Minor (http://catalog.georgiasouthern.edu/undergraduate/arts-humanities/communication-arts/theater-minor)