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

- Analyze and think critically about text, performance, and production.
- Apply fundamental skills in developing a character through performance techniques.
- Identify and apply the aesthetic properties of style in the development of a theatrical design.
- Assess and apply appropriate directing approaches and methodologies.
- Recognize a wide selection of the theatre repertory, including the principal eras, genres, and cultural sources.

Students graduating with a B.A. degree in Theatre 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.
- 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:

- 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)