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.
- 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 earning a B.S. in Multimedia Film and Production 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)