

COMMUNICATIONS, B.A.

Academic Programs

The Communications degree at Bay Path University follows the liberal arts tradition and emphasizes critical thinking, research, analysis, writing and speaking skills. The degree builds transferable skills that create a strong foundation for all disciplines, as well as to meet the needs of the workplace and marketplace. Students will have the opportunity to develop both the art and science of communication and customize their learning to incorporate other disciplines in the following areas:

- Mass Communication and Media
- Interpersonal Communication and Culture
- Organizational Communication/PR
- Media, Technology and Social Communication

Students are exposed to all areas of communication in preparation for the rapidly changing communication field, including jobs that may not yet exist. Students focus on how people use messages to generate meaning within and across all kinds of contexts, cultures, channels, and media. Students will get a great three-dimensional learning experience from practicing professionals, communication scholars and business leaders.

- Communications Major (<https://catalog.baypath.edu/american-womens-college/academic-programs/communications/communications-ba/>)

Student Learning Outcomes

Students in the Bachelor of Arts in Communications program will be able to:

- **Mass Communication and Media:** Students will research and analyze mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. They will apply the concepts of social and legal regulation as they evaluate the use of existing and emerging communicative materials.
- **Interpersonal Communication and Culture:** Students will be able to use communication theory to analyze and evaluate individual, group, and mass media messages. They will evaluate the complex relationship between communication/media theories and then use their creative skills to develop a diverse set of individual, social, and professional practices.
- **Organizational Communication/PR:** Students will be able to apply one or more communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
- **Media, Technology and Social Communication:** Students will be able to create communicative materials that incorporate communication theory, audience analysis, and persuasive strategies. They will also demonstrate proficiency in one or more professional media writing or broadcast applications.
- Students will be able to conceptualize, design, and produce one or more journalistic or organizational communication works based on effective principles and practices of media aesthetic, communication standards and inclusion practices designed for a target audience. They will be able to identify and be respectful of cultural differences and ethics in communicative and media practices.