

# What is Communication Studies?

- *Communis* – coming together
- How do people make meaning?
- To inform, persuade, facilitate
- Individuals, groups, communities, local and global cultures
- Competencies: public speaking, writing, research, multimedia storytelling



# Why Communication Studies?

"7 Things Employers Want from New Grads" - U.S. News & World Report (5/15/12)

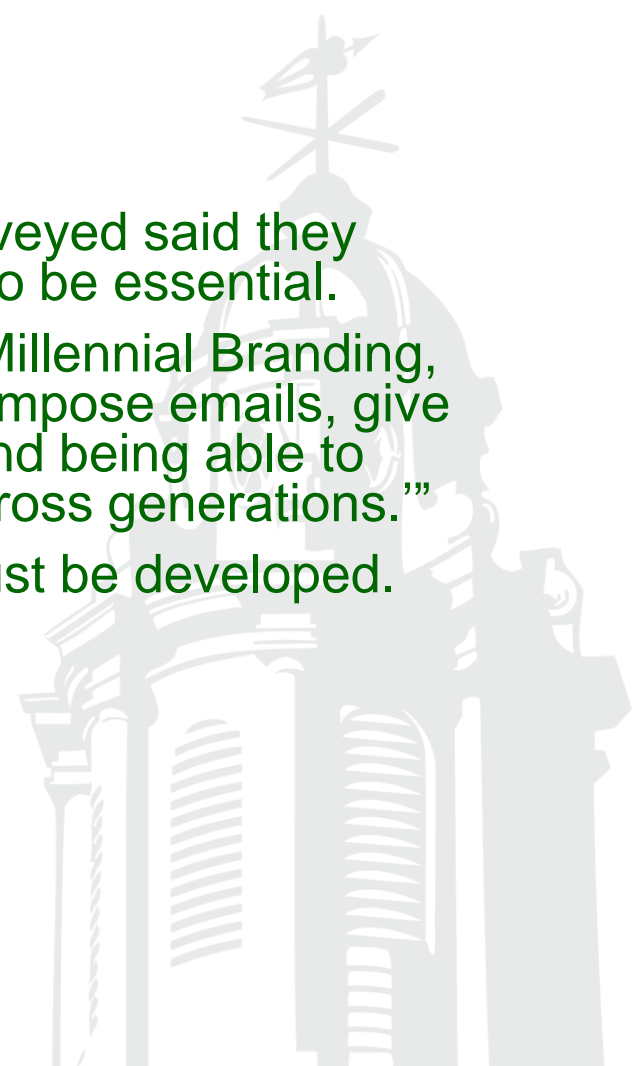
Internship Experience

Communication Skills

"A whopping 98 percent of employers surveyed said they consider **communication skills** to be essential.

"According to Dan Schawbel, founder of Millennial Branding, that means 'the ability to write, compose emails, give presentations in front of others, and being able to have conversations with those across generations.'"

\*\*Hard skills can be learned, soft skills must be developed.



# BSU Concentrations

14 Full Time Faculty / 517 Students

- Communication and Culture
- Film, Video and Media Studies
- Strategic Communication



# How It Starts

## Comm & Cult and Strat Comm

COMM 102 Introduction to Public Speaking

COMM 224 Communication Research and Writing

COMM 226 Introduction to Public Relations

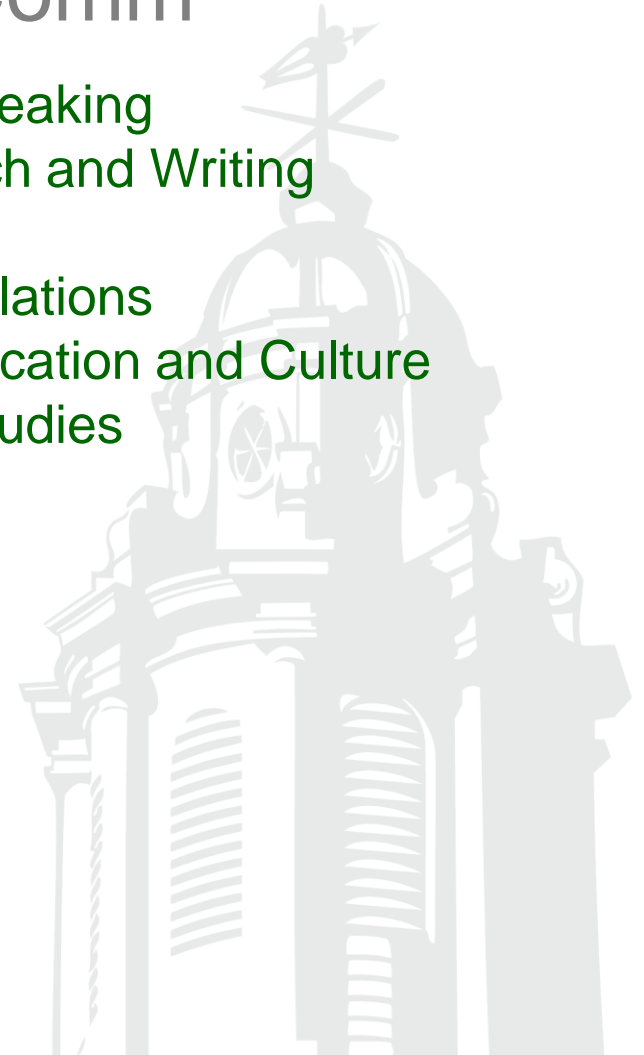
COMM 228 Introduction to Communication and Culture

COMM 229 Foundations of Media Studies

(You need two of these three)

300-level theory class

400-level seminar class



# How It Starts

## Film, Video, & Media Studies

COMM 102 Introduction to Public Speaking

COMM 224 Communication Research and Writing

COMM 226 Introduction to Public Relations OR

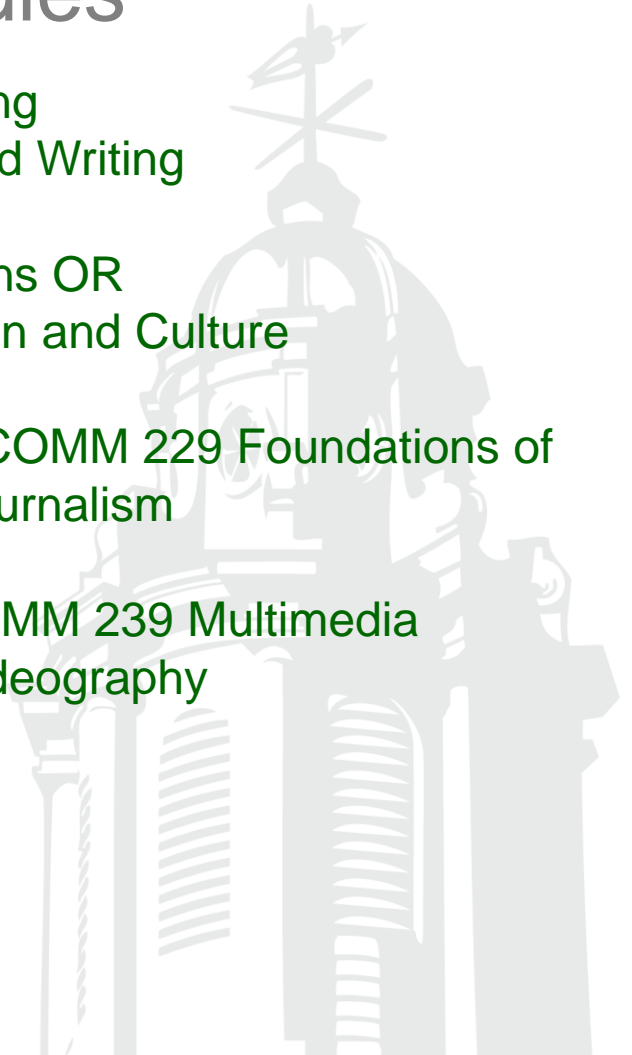
COMM 228 Introduction to Communication and Culture

COMM 225 Film as Communication OR COMM 229 Foundations of Media Studies OR COMM 240 Intro to Journalism

COMM 215 TV Studio Production OR COMM 239 Multimedia Storytelling OR COMM 290 Beginning Videography

300-level theory class

400-level seminar class



# COMM Opportunities

## Research, Clubs, Internships, Study Away

Public Relations Student Society of America

Forensics Society

WBIM Radio

*The Comment*

Internships

Study Abroad

Undergraduate Research

Bridgewater Video and Film Association /

Campus Moviefest



# Careers

Business

Advertising/ Marketing/ Sales

Education

Media/Radio/Television/Broadcasting

Public Relations

Government/Politics/Law

High Technology Industries

Communication and Health Care

International Relations and Negotiations

Social and Human Services

Labor Relations

