

COMMUNICATION STUDIES

Mission

The Department of Communication Studies exists to educate students through the study of communication. We strive to challenge the intellect, stretch the imagination, and develop the talent of each student. We believe that communication theory and performance are interdependent and essential for student development. We value strong teaching, continuous scholarly growth, and service to our University and larger community. We seek and support faculty members who are fully credentialed, enjoy teaching, grow as scholars, appreciate communication technology, desire a collegial atmosphere, and value the mission of West Chester University. We work closely with students through dedicated advising and an impressive array of co-curricular projects and activities. We respect diversity as a requirement for integrity, collegiality, and communication competence.

Career Opportunities

The bachelor of arts in communication studies prepares you for positions that range from sales and promotion to public relations and training. Many graduates also have pursued advanced degrees and professional training in law, business management, communications, and the media.

Undergraduate Degree

The Department of Communication Studies offers a bachelor of arts in communication studies. This program develops your competence in communication, which can be applied to a specialty area of your choice.

Minors

Those who major in communication studies often complete a minor in fields such as journalism, political science, psychology, English, peace and conflict studies, theatre, studio art, or women's and gender studies. The 18-credit minor in communication studies may be taken as one of the minors in various B.A. or B.S. programs.

Typical Courses

As a communication studies major, you will develop skills in courses focusing on one of three specializations: mass media and public relations, interpersonal and intercultural communication, or communication and rhetoric. Courses in these areas include the following:

Conflict Resolution
 Friendship Communication
 Introduction to Public Relations
 Nonverbal Communication
 Persuasion
 Political Communication
 Video Production and Editing

Internships

Because the department has developed strong relationships within the business, entertainment, and professional sports communities, you will have a number of varied internship opportunities available to you. Department majors have completed internships at TV and radio stations, corporations, governmental agencies, small businesses, advertising agencies, entertainment centers, and sports complexes. You can earn three to 12 credit hours through an approved internship, and many internships lead to job opportunities after graduation.

Related Student Activities

Forensics (Speech and Debate Team)
 Lambda Pi Eta
 Students in Communication (SIC)
 TV Club – West Chester University Television
 WCUR – West Chester University Radio

Faculty

A complete listing of faculty and their academic qualifications for this program can be obtained by visiting the department web page at: <http://communication.wcupa.edu/>.

Learn More

UNDERGRADUATE FACT SHEET

For More Information

Dr. Tim Brown, Chairperson

Department of Communication Studies

514 Main Hall

West Chester University

West Chester, PA 19383

610-436-2500

Web site: <http://communication.wcupa.edu/>

Undergraduate Catalog: http://www.wcupa.edu/_information/official.documents/undergrad.catalog/

About West Chester University

A comprehensive, public institution, West Chester University offers high-quality undergraduate and graduate degree programs in more than 100 subject areas, as well as certification and certificate programs. As one of the largest members of the Pennsylvania State System of Higher Education, West Chester offers a full and rewarding educational experience as well as reasonable tuition.

With a rich heritage dating back to the 19th century, West Chester University was founded in 1871 as West Chester Normal School for the purpose of training teachers for the Commonwealth's newly established public schools. In 1960, West Chester State Teachers College expanded its programs to in-

clude liberal arts and graduate degrees and, as a result, dropped "Teachers" from its name. In 1983, West Chester State College became one of the 14 institutions in the State System of Higher Education. Along with its university status, the school acquired a new system of governance and the opportunity to expand its degree programs.

Today, more than 15,400 graduate and undergraduate students, along with 1,500 faculty and staff, study and work on the 406-acre campus. Situated in the Borough of West Chester, the campus is a picturesque mix of Gothic, Victorian, and modern architecture with pleasant, tree-shaded walks.

Strategically located at the center of the mid-Atlantic corridor between New York City and Washington, D.C., West Chester is just 25 miles west of Philadelphia and 17 miles north of Wilmington.

Information on Admission

Office of Admissions

Emil H. Messikomer Hall, 100 West Rosedale Ave.
West Chester University, West Chester, PA 19383
610-436-3411 • Toll-free: 1-877-315-2165

E-mail: ugadmiss@wcupa.edu

WCU home page: www.wcupa.edu

Facebook: www.facebook.com/wcupa

