



# Communication Studies

Communication Studies is built upon one of the pillars of the humanities: rhetoric—or the art of persuasion. Since antiquity, Western culture has valorized eloquence—ars eloquentiae—as the essence of an excellent education and evidence of superior critical judgment. This classical foundation supports a Communication Studies curriculum rich in choice and direction, enabling students to cultivate a full range of communication skills.

## THE PROGRAM

The most successful people in any profession are almost always exceptional communicators. Therefore, to ensure that students are able to create meaning, effect change, and serve as leaders in any context and across a variety of mediums, the **Communication Studies (CS)** major stresses practical skills, grounded in conceptual understanding. Engaging and relevant subjects, including the mass media, history, popular culture, politics, leadership, rhetoric, and current events, provide the essential source material for a wide range of CS courses. CS courses emphasize leadership and responsible civic communication to help students acquire the skills necessary to be change agents in a variety of professional, social, and personal settings.

**Courses** for the Communication Studies (CS) major reflect a broad range of subjects that foster the analytical and practical skills needed to master continually evolving communication platforms and to identify, respond to, and propose innovative solutions to significant social problems. The CS curriculum emphasizes proficiency in public speaking, interpersonal communication, and writing. A stress on eloquence is foundational to Jesuit education, whose humanistic roots originate in antiquity and were reinvigorated during the Renaissance. Communication Studies thus reflects multiple philosophical and historical perspectives.

Students receive a firm **theoretical and conceptual** grounding and learn how to apply communication theories in response to real, authentic problems. Courses are designed to help develop their analytical powers. They also promote an appreciation and understanding of the complexities of the communication process, which, among other things, includes learning about how cultures create a sense of identity through shared values, symbols, and narratives.

In addition to its course offerings, the Communication Studies Department sponsors the annual **John Quincy Adams oratory contest**, a storied Gonzaga University tradition that is now a televised event. CS also sponsors the University's nationally respected and frequently ranked intercollegiate **debate program**, whose home on Gonzaga's campus is the Conway House.

CS faculty work with students to give them an experience that blends practical interpersonal and public speaking skills with a critical understanding of the evolution of communication and culture.

## CURRICULUM

The Communication Studies Department offers a **major** (36 credits) and a **minor** (24 credits) in Communication Studies. Both majors and minors are required to take the following three courses:

COMM 184 - Communication, Culture, & Society  
COMM 264 - History of Rhetoric  
COMM 280 - Communication Theory

Communication Studies majors are required to take seven upper-division courses, whereas minors take just four total. Examples of upper-division Communication Studies courses include:

- Communication Research Methods
- Organizational Communication
- Advanced Public Speaking
- Persuasion
- Interpersonal & Small Group Communication
- Communication Training & Consulting
- Media Criticism
- Communication & Leadership

## OUTCOMES

CS is the major of the future: it bridges multiple fields while preparing students for many different career paths, such as law, business, teaching, government, public service, and non-profit administration. In recent years, students have used the conceptual and practical skills from their Communication Studies degree to secure internships and jobs with a variety of companies and organizations across the country.

Recent examples include:

- The Boeing Company
- Make-A-Wish Foundation
- Nordstrom
- Shriners International
- Special Olympics
- Target
- Teach For America
- United Way
- The Walt Disney Company

CS courses also prepare students for a range of graduate studies in communication areas that span media research, critical and cultural studies, journalism, filmmaking, and other creative arts. Recent graduates have also landed scholarships for graduate study in other disciplines, including law, fashion merchandizing, and public health. Recent graduates have been accepted to a number of excellent graduate programs, including:

- Boston University
- Gonzaga University
- Johns Hopkins University
- University of Utah
- University of Washington
- Washington State University

## THE PEOPLE

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