COMMUNICATION ARTS AND SCIENCES, B.S.

Begin Campus: Any Penn State Campus

End Campus: University Park

Program Description

The B.S. in Communication Arts and Sciences promotes an understanding of fundamental facets of human communication, knowledge of theories and research that illuminate communication processes, and expertise in practical applications of communication research to civic, cultural, family, health, interpersonal, organizational, and social contexts. The ability to communicate effectively in personal, social, professional, and multicultural situations is an essential skill in modern society. Discovering how to improve practices of communication in any of those situations--whether from a humanistic or scientific perspective--is equally vital. Students of Communication Arts and Sciences will therefore learn to argue persuasively, think critically, solve problems collaboratively, understand and manage conflict, influence people ethically, form and keep relationships, and participate constructively in civic life. The flexibility of this program offers preparation for a variety of careers, which include administration, business, health, higher education, human resources, law, public service, social or political advocacy, and more. For these reasons, majoring in Communication Arts and Sciences also offers an excellent concurrent degree program: a substantive understanding of human communication--which is valuable in numerous forms of personal, social, or professional life--can significantly enhance students' preparation in many fields of study.

What is Communication Arts and Sciences?

Communication Arts and Sciences (CAS) privileges the study and practice of communication in interpersonal, organizational, public, and intercultural contexts. Using methods and theories that span the humanities and social sciences, faculty and students create knowledge about the history, present state, and prospects of the fact that we can and do influence one another. This major inspires students to be more effective and ethical in the personal, professional, and public roles their futures have in store for them.

You Might Like This Program If...

- You want to learn about the history and theory of communication from both social scientific and humanistic perspectives.
- You are curious about relationships, group dynamics, power, and conflict.
- You want to learn to craft powerful, ethical messages that make a difference.
- You want to develop analytical and critical thinking skills to understand how messages influence people and shape situations and institutions.