

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 Communications Arts and Sciences?

Communication Arts and Sciences (CAS) is committed to the study, teaching, and practice of human communication for the betterment of Pennsylvania, the nation, and the world. Using methods and theories that span the humanities and social sciences, we create knowledge about the role of communication in diverse interpersonal, communal, national, international, and cultural settings. Our research is integral to our educational mission: to promote greater understanding of and facility with oral, written, and nonverbal communication.

You Might Like This Program If...

- You want to learn about the importance of human communication from a scientific perspective.
- You want to learn how to craft effective messages for different types of audiences.
- You want to develop critical thinking skills and the ability to analyze data in order to understand how messages influence audiences.
- You want to acquire theories, methods, and practical tools to understand the roots of social conflict and help change them through improved practices of communication.