

COMMUNICATION ARTS AND SCIENCES, B.A. (BERKS)

Begin Campus: Any Penn State Campus

End Campus: Berks

Program Learning Objectives

- **Praxis and Reflection:** Appreciation for the significance of communication in everyday experience and as a distinctive intellectual paradigm
- **Theoretical Knowledge:** Ability to understand, apply, critique, and extend communication concepts, principles, theories, and perspectives
- **Epistemology and Research Methodologies:** Skill at communication inquiry, including humanistic and social scientific approaches
- **Critical Thinking:** Logical, critical, creative, and ethical thinking about communication for decision-making and problem-solving
- **Message Creation and Critique:** Competency at generating and performing messages appropriate to their audience, purpose, and context
- **Research Literacy:** Facility with locating, synthesizing, and assimilating new information from a variety of sources and using it to inform communication analysis and practice
- **Ethics and Diversity:** Interest, understanding, and capacity to engage diverse communities, both local and global, and to function as a member of a deliberative society