

# COMMUNICATION STUDIES



## COLLEGE OF COMMUNICATION AND INFORMATION

Studies show organizations seek employees with effective communication and analytical skills. Earn a B.A., M.A. or Ph.D. and master the skills in most demand by companies nationwide. Build communication skills for careers in business, nonprofits and government. Concentrate in applied, global, health, interpersonal, organizational or public communication.

Students enrolled in the Bachelor of Arts degree program in the School of Communication Studies at Kent State University become skillful and competent communicators able to pursue a variety of career paths. Each student chooses one of six areas of concentration in the major: applied, global, health, interpersonal, organizational or public communication.

Typically, students learn how to:

- be persuasive
- argue effectively
- recognize and interpret nonverbal behaviors
- write effectively for numerous audiences
- interact effectively with difficult people
- analyze and manage conflict
- work effectively in groups and teams
- relate to people from other cultures
- design and deliver effective presentations

Learning these and other skills in the undergraduate program prepares students to meet the challenges of the contemporary workplace. The curriculum concentrates on basic principles of human communication. Students study how language and nonverbal communication assist in forming relationships, in facilitating interaction in groups and teams and in adapting to organizations and intercultural settings. Students learn how to construct arguments to support different points of view, critique and analyze verbal messages, discover facts through research and interviewing and develop ethical standards for communicating in society.

## PROGRAM REQUIREMENTS

Students begin the program by taking Foundations of Communication, a course that provides an overview of each concentration area in the School of Communication Studies, explores career options and develops basic writing skills. Students must complete the foundations course with a C or better and satisfy a grammar requirement within their first 20 credit hours of classes in the major and prior to taking a writing intensive course.

The communication studies major requires the completion of 45-semester-credit hours. The core curriculum includes five courses (15 semester hours) that introduce students to basic communication theory and skills development.

Each student selects an area of concentration and completes a five-course sequence (15 semester hours) in: (1) applied communication, (2) global communication, (3) health communication, (4) interpersonal communication, (5) organizational communication or (6) public communication. These areas of concentration allow specialization in: (1) creation of effective informative and persuasive messages for public presentation, (2) communication within business and organizational settings, (3) human interaction and relationships or (4) public relations writing and Web design. Each sequence also includes a writing-intensive course in which students learn to prepare effective written messages. To complete the major, each student selects five communication elective

courses (15 semester hours). These electives include the option to enroll in an internship to obtain valuable work experience (a required experience in the applied communication concentration), or the courses may be used to develop a second area of communication expertise to complement the chosen area of concentration.

Students majoring in other programs may choose a 24-semester-hour minor in communication studies to augment degree programs in business, political science or public relations. Students also may take communication courses through the integrated language arts major in the College of Education, Health and Human Services.

Another option is to prepare to enter a graduate program in the School of Communication Studies leading to the Master of Arts and Doctor of Philosophy degrees.

The faculty of the School of Communication Studies encourages students to select this major if they are interested in learning effective communication skills and strategies, if they are interested in improving

## Career Opportunities

**The global communication concentration provides exposure to business processes, information management, media systems and telecommunications structure, intercultural, and organizational communication practices. Graduates are equipped to work with business analysts and information architects to design and implement multimedia strategic communication campaigns.**

**The health communication major promotes skills in health-care communication and training, social support, health literacy, media literacy and the design and development of health messages, programs and campaigns.**

**Graduates of the communication studies program pursue careers in business and industry, government, public and social service. Students in the interpersonal concentration often seek positions in human service organizations, human relations offices and consumer services organizations.**

**Organizational communication students focus on training and development, consumer relations, event planning, management and sales. Public communication students tend to seek positions in government, law, politics and public service institutions. Applied communication students are prepared to be communication specialists for nonprofit organizations and small businesses. Considerable time and energy are spent guiding students in exploring careers and preparing for the job search. Students with a strong academic record are encouraged to pursue graduate study leading to advanced career placement in both for- and nonprofit organizations or teaching and research at the university level.**

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their spoken and written language skills, if they enjoy interacting with people who are different from themselves, if they enjoy the challenge of working in teams and groups to achieve goals and if they are seeking a program that can lead to a satisfying career.

## AMONG THE FACULTY

**George Cheney, Ph.D.**, concentrates his research and courses in quality of worklife, workplace democracy and employee participation, global marketization and consumerism, professional and communication ethics, and rhetorics of dissent and peace making.

**Jeffrey T. Child, Ph.D.**, specializes in new communication technologies, social media use, privacy management practices and interpersonal/family communication with a secondary research interest in instructional communication. He also teaches in relational communication, instructional communication and research methods.

**Jae Eun Chung, Ph.D.**, examines new communication technologies and health communication and studies the role of social media in health contexts. Her teaching areas include health communication, new media and research methods.

**Rebecca J. Cline, Ph.D.**, specializes in health communication with an emphasis on interpersonal communication. She teaches courses in health communication, interpersonal communication, small group communication and foundations of communication.

**Rozell R. Duncan, Ph.D.**, focuses on organizational communication and group communication. She teaches classes from across the curriculum, including Senior Seminar and directs the practicum/internship programs.

**Nichole L. Egbert, Ph.D.**, specializes in interpersonal and health communication. In addition to these areas, she teaches Foundations of Communication, Health Communication, Patient provider Communication and Nonverbal Communication.

**Catherine E. Goodall, Ph.D.**, explores the impact of health messages in the media. She is particularly interested in understanding how individuals process and respond to

health-related media content. She teaches Health Communication, Health and the Media and Media Effects.

**Paul M. Haridakis, Ph.D.**, focuses on public communication, media use and effects, social media use, political communication and the First Amendment. His legal background enhances his teaching of freedom of speech, conflict, media, political communication and social influence. He is the director of the School of Communication Studies.

**Mei-Chen Lin, Ph.D.**, studies interpersonal and intergroup communication. In addition, she teaches Small Group Communication, Intercultural Communication, and Communication and Aging.

**Jennifer L. McCullough, Ph.D.**, studies the social and psychological effects of the mass media. She is interested in how parent-child communication can alter the impact of media on children. She also teaches courses in public communication and serves as the Basic Course director.

**Janet R. Meyer, Ph.D.**, specializes in interpersonal communication and cognitive processing. In addition to these topics, she teaches Nonverbal Communication, Communication Theory and Research Methods.

**Sally Planalp, Ph.D.**, focuses on interpersonal communication, close relationships, emotion and health communication. She teaches courses in interpersonal communication, relational communication and interpersonal health communication.

**James D. Ponder, Ph.D.**, studies an array of issues related to media use and effects, the role of social media in discussion and political communication. He also teaches communication and influence, interviewing, media use and effects, communication theory and foundations of communication.

**David Trebing, Ph.D.**, researches history and criticism of public address, music and popular culture, movement studies and rhetorical epistemology.

## SCHOLARSHIPS

Communication studies students can compete for the Rebecca and Alan Rubin Endowed Scholarship, the Michael Dubetz Scholarship and the Pierce Memorial Award.

The Rebecca and Alan Rubin Endowed Scholarship is awarded for academic performance and motivation, ability and potential to excel. The Michael Dubetz Scholarship is awarded to a student who demonstrates leadership and personal achievement. The Pierce Memorial Award is presented to a student who has demonstrated exemplary campus service. A top scholar award is given each year to the senior with the highest overall grade point average. An award for the best senior portfolio is given at the close of each semester.

## School of Communication Studies

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[www.kent.edu/comm](http://www.kent.edu/comm)

## Communication Studies Bachelor of Arts

Dr. Jeffrey T. Child  
Undergraduate Coordinator  
[jchild@kent.edu](mailto:jchild@kent.edu)

## Communication Studies Master of Arts

## Doctor of Philosophy in Communication and Information

Dr. Mei-Chen Lin  
Graduate Coordinator  
[mlin@kent.edu](mailto:mlin@kent.edu)

## Admissions Office

Kent State University  
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330-672-2444  
1-800-988-KENT  
[www.kent.edu/admissions](http://www.kent.edu/admissions)

For information on all of Kent State's degrees and majors, go online to [www.kent.edu/gps](http://www.kent.edu/gps).