

COMMUNICATION ARTS, BA

The Communication Arts major offers a liberal arts approach to studying communication. The value of the liberal arts approach is that students not only learn specific skills, they also gain a deep understanding of communication theory, history, research, and criticism. Our students learn to apply communication principles in different contexts and with a variety of different media. As a result, the Communication Arts major prepares students for a wide range of jobs and careers, including those that don't exist yet.

Courses in Communication Arts (https://guide.wisc.edu/courses/com_arts/) deal with a diverse range of communication-related topics and approach them from a variety of theoretical, practical, and aesthetic perspectives. The curriculum is designed to foster an understanding of communication processes, improve communication and digital literacy skills, and develop the capacity for critical appraisal and reflection.

The Communication Arts major has two named options:

- Communication Science and Rhetorical Studies (<https://guide.wisc.edu/undergraduate/letters-science/communication-arts/communication-arts-ba/communication-arts-communication-science-rhetorical-studies-ba/>): explore the social, psychological, and practical aspects of communication and human behavior with a focus on public, mass, online, organizational, group, and interpersonal communication.
- Radio–Television–Film (<https://guide.wisc.edu/undergraduate/letters-science/communication-arts/communication-arts-ba/communication-arts-radio-television-film-ba/>): explore the history, theory, criticism, cultural uses, and production practices of television, film, radio, and digital media.