

## Communication Studies (Rhetorical and Political Communication Tracks)

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The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

**Character:** A Communication Studies graduate communicates effectively, through a variety of means from speaking and writing to the use of various types of media, with consideration to the audience, message, ethics, and results as being integral to the process.

**Knowledge:** A Communication Studies graduate exhibits knowledge of the field as an informed generalist who understands the strategies, methods, and purposes of communication while using the most effective means to reach a specified audience.

**Skills:** A Communication Studies graduate demonstrates a mastery of interpersonal and media-related communication skills, such as speaking, writing, and producing of media, with the purpose of effectively and strategically communicating to an audience.