Communication Studies (Rhetorical and Political Communication Tracks)

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.