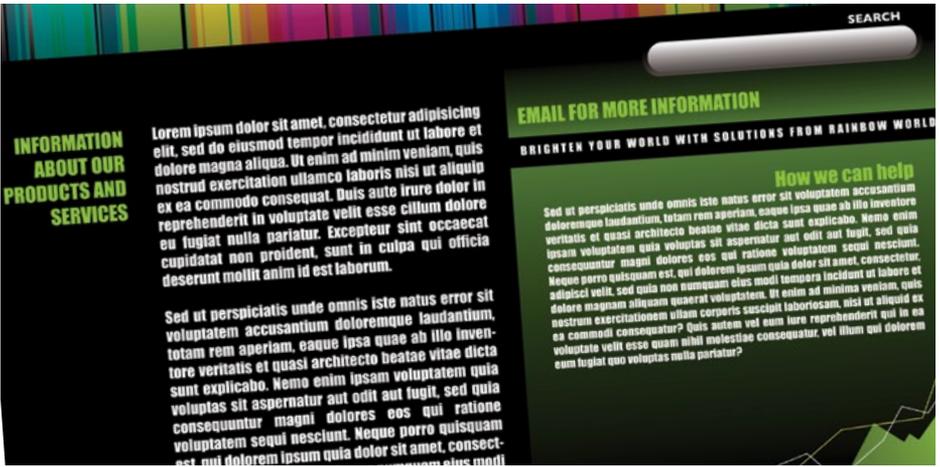


Bachelor of Arts in Communication



WHAT DO STUDENTS LEARN?

At Chatham, you will learn to appreciate and interpret the complexities of modern society as you study everything from grassroots to corporate communication systems.

If you choose a concentration in **journalism**, you will learn the practice of investigating, reporting, and writing for events and issues in newspapers, magazines, journals and online publications.

If your concentration is in **public relations**, you will learn “big picture” promotion, advertising, and branding strategies as well as technical-artistic skills, such as print and web design.

If you choose a **graphic design** concentration, you will learn to use design foundations, communication methodologies, design praxis, and problem solving techniques, from print and video to the web.

Whether you want to design digital and print media or write, investigate, and report the news, there's a place for you in the communication program at Chatham University. You will have access to the tools and technology that professionals use, but just as importantly, you will learn to communicate clearly in whichever medium you choose. If you understand that the workplace is transforming dramatically, and that media technologies, design, communication, and public relations are overlapping and are needed by all companies, big and small, then you are an ideal student for this program.



PROGRAM HIGHLIGHTS

- As a communication student, you are encouraged to participate in the *Communiqué*, Chatham's twice-monthly newspaper and a member of the Associated Collegiate Press. All reporting, writing, photography, design, and layout for the *Communiqué* is handled by students, giving you the opportunity to create a dynamic portfolio and preparing you for internships and jobs.
- Through an on-campus, student-run social marketing and public relations firm called Flanagan Communication Consulting, you can gain real-world experience while working for social good.
- All students complete a capstone seminar that channels the knowledge they've accumulated into a discipline-specific project under close faculty guidance. Chatham is one of the few universities across the country that offers such an independent and student-driven program.
- You can earn both your bachelor's and your master's degrees in communication in as few as four years through Chatham's Integrated Degree Program—saving time and money.
- You'll have opportunities to work extensively with the latest audio-visual and digital equipment, including broadcast and lighting studios, broadcast quality camcorders, tripods, dollies, lighting equipment, microphones, audio mixers, audio field recorders, digital cameras, digital and analog photography labs, digital editing and sound labs, and a graphics production lab.

SAMPLE COURSES

Intercultural Communication: Values and Ethics

Course will provide the student with an appreciation of the complexities involved in the development of beliefs, attitudes and behaviors that reflect cultural values. This course will provide an understanding of the specific forces which shape perceptions, feelings and behaviors of various cultural groups. These forces include socially constructed categories such as race, ethnicity, nationality, gender, socio-economic status, and religion. These will be explored in a variety of contexts, language, family structures and the handling of conflict of laws and ethics (cultural relativism) will be examined.

Persuasion

This course explores rhetorical and experimental studies of persuasion. It introduces the student to research in the field and critically examines some of the techniques developed in “selling” products, politics, and culture. It also examines the ethical considerations relevant to these techniques.

Media and Society

The effects of mass communication on individuals and society, particularly as they relate to values and ethics, are examined. The course emphasizes the history and structure of the mass media.

► www.chatham.edu/communication/curriculum.cfm

INTERNSHIPS

Students have interned at a variety of settings, including organizations such as the

- Pittsburgh Post-Gazette
- KDKA-TV
- WPXI-TV
- WQED-TV
- WTAE-TV
- WYEP-FM
- Women in Film and Media
- Pittsburgh City Paper
- Ad Impressions
- Carnegie Museum
- Carnegie Science Center
- Dance Alloy
- Ticket Master
- Pittsburgh Zoo



“My job as a communication professor is to help students develop a critical understanding of their media world – books, blogs, television shows, websites – as the first step in becoming future producers of that content.”

– KATHERINE CRUGER, PH.D., *assistant professor*



▶ **Apply online at**
apply.chatham.edu

LEARN MORE

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Woodland Road
Pittsburgh, PA 15232

800-837-1290 or 412-365-1825
undergraduate@chatham.edu

*Read faculty bios, browse course descriptions, and
learn about program requirements at*
chatham.edu/communication