COMMUNICATIONS
Bachelor’s Degree & Minor

Practice the art of communication to lead and inspire.

Find Your Inspiration
The Communications program instills students with the skills of interpersonal communication, public speaking and writing with clarity and authority. These skills ensure that students accomplish their goals in their chosen professional field. For those students who pursue careers in either communications, broadcast journalism, print media or cinema, this major offers an opportunity for focus through specialized classes taught by seasoned instructors who have professional experience in their fields.

Imagine Career Possibilities and Envision the Process
The Communications Department offers opportunities for hands-on participation in journalism, publishing, broadcasting, or film and video making. For example, freshmen students expressing a desire to concentrate on radio broadcast begin their semester crafting original shows. They launch their careers by broadcasting over Dominican's award-winning Internet radio station, radio.dominican.edu. The experience they gain prepares them for internships with professional radio stations that often lead to job offers, even before graduation.

The publication of Dominican University's student-run newspaper, The Habit, teaches students real-life skills in meeting deadlines, writing and reporting news with ethically responsible views and serving the community through dissemination of information. Journalism students also use their experience with The Habit to successfully complete internships that lead to industry jobs.

Dominican's Communications Department classes in cinema emphasize production and screenwriting and introduce students to cinema aesthetics, history and theory. The skills and understanding gained from cinema study are applicable to all visual and aural media.

Communicating to lead and to manage a workforce with inspiration and diplomacy is a core aspect for those who choose to focus their studies in communications. Students learn communication theory so that they can analyze the aspects of effective communication. The nature of cross cultural communications is an essential element of this focus. Listening with sensitivity, awareness, compassion, and purpose are key elements within this track.

“Effective communication, active listening, speaking, and writing with clarity and authority are the skills that are the basis for success in any chosen career.”

Melba Beals
Chair, Communications Department

Explore the challenges and rewards of this degree program.
For more information, or to arrange for a visit, contact the Office of Admissions.
Toll Free: 888-323-6763 or 415-485-3204
Email: enroll@dominican.edu
Online: www.dominican.edu
Achieve Success

Students will demonstrate the ability to:

1. Speak and write with clarity and authority; skillfully adapting to the knowledge culture and expectations of a target audience.

2. Research issues thoroughly and accurately with effective use of interview techniques employing a variety of sources.

3. Identify a news story and its elements, and report with objectivity and ethical understanding.

4. Practice interpersonal communication and cooperative teamwork needed to professionally produce any product.

5. Use technologies skillfully (in convergence with each other) to produce appropriate messages.

6. Cinematic students will practice all aspects of cinematic story telling from writing and producing to directing sound design cinematography and editing.

7. Exhibit professionalism in choices that are affected in work ethic, interaction and behavior.