



University of California, Santa Barbara
Program Learning Outcomes

B.A. in Communication

Students graduating with a B.A. in Communication should be able to:

- Identify and describe key concepts in the core areas of interpersonal, intergroup/intercultural, organizational, and media communication; recall key principles of major theories in these areas.
- Apply communication theories and concepts to real-world events, issues, or problems; analyze communication practices, messages, and effects in specific areas of academic or professional interest.
- Locate, read, summarize, and critically evaluate published empirical research in the field of communication.
- Describe the basic methods used in the communication field to collect and analyze data; participate in the process of conducting social scientific research, including research design, as well as collection and analysis of empirical data.
- Write, synthesizing other authors' ideas, formulating a coherent argument, and providing support; write with clarity, authority, logic, and in the appropriate style for communication literature (APA Style).
- Evaluate the nature and magnitude of potential positive and negative effects of messages on interactants and audiences; identify multiple audiences and adapt messages appropriately.