

Communication Arts



Question

How will I know if this is the right major for me?

Answer

From the start, your faculty advisor will help you examine the wide variety of communication career options that match your interests, talents, and skills. Do you like to interact with others? Are you curious about how mediated messages like film and television succeed or fail with particular audiences? Do you enjoy clarifying—in speech or in writing—ideas and concepts so that others can more easily understand? Do you appreciate effective advertising? Have you been told you are a good public speaker? If so, communication arts is a major (or minor) you should strongly consider.

Regardless of your career goals, strong communication skills are essential for any work that involves research, education, consulting or communication technologies. A degree in communication arts will give you an understanding of the complexities involved in written and oral communication in a variety of contexts. Communication technologies change so quickly that today's cutting edge techniques will be "old hat" tomorrow. The liberal arts emphasis in Bethel College's communication arts major ensures that despite rapid changes in the field, you will have a fundamental understanding of how messages are created, managed, received and interpreted by various audiences, along with the theoretical understanding and critical skills to enable you to adapt to new communication technologies within a wide range of careers.

Question

What courses are required for a communication arts degree from Bethel College?

Answer

Required courses are:

- Living in Performance
- Introduction to Communication
- Media Analysis
- Persuasion and Argumentation
- Field Experience
- Organizational Behavior
- Communication Arts Seminar
- Modern Critical Theory

Practicum areas include radio, journalism production and forensics.



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Seek.
Serve.
Grow.

Question

What kind of practical experience will I get?

Answer

Bethel's communication arts program offers wide-ranging opportunities for participation in speech, theater, broadcast and production, with in-depth theoretical and critical understandings of those activities.

On campus, those opportunities include:

- forensics and debate
- The Collegian, biweekly student-produced newspaper
- The Thresher, annual yearbook
- KBCU-88.1 FM Bethel's radio station
- study/travel tours offered during January interterm, including trips to London, New York and Chicago
- Broadway at Bethel, Bethel College students assist in running a week-long summer theater program for high school students
- theater productions, including student-directed productions, music theater and opera

Bethel's communication arts major also requires you to gain professional experience by immersion through required field experience. You'll arrange an off-campus internship in your area of interest, which might be print journalism, radio or TV broadcasting, advertising, public relations, corporate communications, drama or ministry.

Question

What can I expect after graduation?

Answer

Bethel graduates in communication arts have found careers in all aspects of communication in both the non-profit and corporate world. Our communication arts graduates have worked in:

- production and marketing research
- pastoral ministry
- print journalism
- radio and television production and broadcasting
- advertising and media sales
- communication training and consulting
- human relations and personnel management
- law
- public opinion research
- public information (e.g., press secretary) and public relations
- technical editing and writing
- speech writing
- education



"I find I use my degrees in some specific ways as I do Bible study or organize a sermon in preparation for Sunday morning. But far more often I use my education as a model for how to problem-solve or bring new vision to life. I hope that God will speak through me and am convinced that people from faith and personal experiences outside of my own will bring truth and wisdom as well."

—Matt Friesen '90, Albany, Ore., pastor of Albany Mennonite Church (double major with Bible and religion) In Fall 2008, he started a PhD program in sociology, with an emphasis in peace, justice and social change, at the University of Oregon.



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