

WHAT OUR MAJORS SAY



RYAN MUMM
Class of 2010

"I chose Communication Arts because it offers a wide variety of classes and activities at a very affordable price. I can pursue the degree of my choice while getting real life experience."



PATRICE HENSON
Class of 2007

"Choosing communication at Chadron has opened my opportunities and given me confidence to pursue a great career. With a great major and athletics, Chadron was a great pick."



RHEA KARR
Class of 2008

"I chose the Communication Arts major because the fascinating field of human communication and interaction is all around us, and more employers than ever want individuals who are versatile and skilled in this area."



RACHEL HOHMAN
Class of 2010

"A degree in Communication Arts combines my two favorite things – communicating and writing. Although my specialty is journalism, the field has a wide range of possibilities just waiting to be unlocked."

communicationarts



To learn more about **THE CHOICE THAT WORKS**

please contact us:
www.csc.edu/commarts
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1000 Main St.
Chadron, NE 69337



- > communication
- > journalism
- > public relations

THE CHOICE THAT WORKS

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School of ARTS & SCIENCES



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HOW OUR COMMITMENT WORKS FOR YOU

We want your education to WORK for you after you graduate.

Combining small class sizes – an average of 17 students – with an appropriate balance between theory and practical experience, Communication Arts allows you to connect with peers and professors, create products for real-world clients and understand our interactive world. Our programs teach you the fundamentals to communicate effectively in your relationships with your family, friends, co-workers and the global community.

Communication skills are at the forefront of what companies seek in prospective employees. The Communication Arts department gives you the ability to practice and learn these skills through our hands-on techniques.

WHAT YOUR EDUCATION EARNS FOR YOU

Upon graduation you will earn a **BACHELOR OF ARTS DEGREE IN COMMUNICATION ARTS**, your ticket to an exciting, fulfilling and rewarding career as a communication professional.

En route to earning your degree you may specialize in one of three areas:

- ◆ communication
- ◆ journalism
- ◆ public relations

STUDENTS ENGAGE IN EXTRA-CURRICULAR ACTIVITIES

The Communication Arts department offers extra-curricular activities that provide students the experience employers seek from new graduates or graduate schools seek from candidates. CA is home to the college's award-winning, weekly student newspaper *The Eagle*, and one of CSC's newest organizations, the **Public Relations Club**. The department also encourages **Academic Research** and provides students opportunities to work with faculty or perform independent research projects.

The Eagle, the voice of Chadron State since 1920, is produced entirely by students, and incoming freshmen are welcome. Unlike high school newspaper staffs, *The Eagle* staff enjoys the same press freedoms and responsibilities as commercial newspapers. Students use the latest in Macintosh computers and up-to-date versions of Adobe's In-Design, Photoshop, Acrobat, and Illustrator, to write, edit, design and paginate the paper electronically. *The Eagle* also has a digital-imaging equipment pool that includes three Nikon D 70 digital cameras.

Inaugurated in January 2006, the **Public Relations Club** actively solicits clients in need of promotional services to provide students practical experience at developing and executing PR campaigns. To date the **Public Relations Club** has undertaken feasibility research and promotional campaigns for several clients resulting in positive solutions. Those projects include:

- ◆ The Nebraska Museum Association
- ◆ Feasibility study resulting in the establishment of a local chapter of the Boys and Girls Club of America
- ◆ C-Pride, a local non-profit, after-school program
- ◆ Promotional campaign for the CSC athletic department resulting in increased attendance at basketball games
- ◆ Creation of brochures and flyers for local businesses
- ◆ Creation of posters for local bands and performers

The Communication Arts department provides undergraduate students ample opportunities to engage in **Academic Research**. After completion, students may have the opportunity to present their research at academic conferences.

In April 2006, several CA majors presented their papers at the Central States Communication Association conference in Indianapolis.

WE PROVIDE ADVANTAGES THAT WORK

Among the advantages in the Communication Arts department are friendly faculty who possess a solid mix of academic and professional credentials, small class sizes, and courses and extra-curricular activities that provide hands-on experience. Small class sizes enable you to meet new people, to be a name instead of a number, and to become more confident

in every aspect of your educational experience, particularly when conducting and presenting research or working on student-centered projects.

INTERNSHIPS PREPARE YOU FOR CAREERS OF YOUR CHOICE

A key ingredient in the Communication Arts curriculum is internships. In internships students earn course credit for working at off-campus locations in the profession of their choice.

An internship often is the first step through the door of a promising professional Communication Arts career.

Career possibilities include:

- ◆ Newspaper or magazine writing/editing
- ◆ Public relations agencies
- ◆ Federal or state government media offices
- ◆ Publication design
- ◆ Photojournalism
- ◆ Corporate communications
- ◆ Graduate school/university teaching
- ◆ Other professional media

