

College of Arts and Sciences Foundation Profile

Department of Communication

I. Description

The Department of Communication is one of the largest academic departments in the College of Arts and Sciences, with nearly 400 undergraduate majors and a moderately sized master's degree program. The department offers programs of study in Human Communication (including Interpersonal, Health, Organizational, and Political emphases), Electronic Media, Journalism, and Public Relations. The MA program offers advanced studies in these areas. With nine tenured or tenure-track faculty members and nearly twice as many lecturers and adjunct faculty, the department boasts a broad range of training, talent, and teaching experience.

II. Points of Pride

Communication is a discipline that combines academic perspectives and methods from both the humanities and the social sciences. The goal of study in Communication is to better understand how people share ideas through interpersonal, intercultural, organizational, political, and mediated contexts. To this end, we teach students how meaning is created, mediated, and interpreted through word, sound, image, and electronic technology. The faculty of the Communication Department value freedom of speech and expression, and freedom of the press, as tools for informing and promoting a robust democratic dialogue.

III. Vision

The program in Communication at Indiana State University is structured to promote learning in five essential areas.

- **Performance:** Students will demonstrate competence in producing messages for various purposes, audiences, and contexts
- **Knowledge:** Students will understand the development of communication studies from its rhetorical roots through social scientific perspectives to contemporary critical analytical approaches
- **Analysis and Critical Thinking:** Students will analyze, interpret, and evaluate messages that are delivered across various platforms and settings
- **Ethics:** Students will articulate and appreciate ethical principles, applying them in diverse communication contexts
- **Mediated Communication:** Students will comprehend the impact of media forms on diverse communication processes. With successful learning in these five key areas, students will emerge from our program prepared to communicate effectively as professionals and as citizens in our city, state, nation, and the world community.
- **The major in Communication** develops the potential of each student by providing a balance between practical experience and theory.

- Flexible programs of study allow the department to accommodate individual backgrounds, needs, and career goals. Students are encouraged to engage in internship opportunities and to participate in various student media outlets on the campus, including WISU (a 24-7/365 FM radio station), Sycamore Video (which makes use of our television studio), and the *Statesman*, our campus newspaper.
- The department boasts an active chapter of the Public Relations Society of America (PRSSA) and will soon have a chapter of Lambda Pi Eta, the national student honor society for Communication majors.

IV. Philanthropic Opportunities

- *Endowed Faculty:* We would benefit greatly from funding for additional full and half time positions, particularly in the areas of Public Relations, Journalism, and Media Criticism. In particular, an endowed professorship in one of our primary concentrations would advantage the program immeasurably.
- *Endowed Scholarships:* Dedicated scholarship monies would help us to reward our best students for their achievements and to foster their continued growth. With the mounting impact of the technological revolution, transferrable skills are now necessary.
- *Student Needs:*
 - * Internship placements that will help our students prepare for employment.
 - * Funding for trips that promote civic responsibility and civic engagement—such as trips to political events on state and national levels.
- *Endowed Speakers Series* that would bring to our campus the best Communication scholars and practitioners would benefit not only our department but also the university as a whole.