



WESTERN ILLINOIS UNIVERSITY

Communication

Department of Communication, College of Fine Arts & Communication

Program of Study

Communication is a contemporary discipline with a long tradition. Rhetoric—the persuasive use of language—was the first academic discipline developed in ancient Greece. For many centuries, rhetoric was the most important discipline of the higher education curriculum.

Today, communication can refer to communication studies, broadcasting, journalism, and technology. At WIU, the communication major explores communication studies or the role of communication in our daily lives and work.

As a communication major, you will complete 39 semester hours in communication coursework. Majors choose 2 of the 4 emphases: rhetoric, persuasion, interpersonal communication, and organizational communication. You will also complete 3 communication electives and 2 additional University General Education Humanity courses. Communication majors select minors that will complement their major and their career goals. Communication majors earn a Bachelor of Arts in Communication upon successful completion of the program.

Communication is a fundamental part of everyday life. Every person, in every job, in every facet of life has to be able to communicate. Obtaining valuable skills from WIU has helped me to understand the world, and all of us who live in it, a little better. The faculty made the material relevant, useful, and part of who I am today. —Stacey M. Macchi, BA 2001, MA 2003, alumna and college instructor

Internship Opportunities

As a communication major, you can participate in an internship for up to 12 semester hours of credit. Internships may be arranged with cooperating public or private organizations and can provide you with valuable experience. Eligible students must have a 2.25 overall GPA, a 2.5 GPA in your communication major, and obtain approval from the internship coordinator. Communication students have completed internships at Walt Disney World, Caterpillar, Six Flags, Enterprise Car Rental, and the Macomb Area Chamber of Commerce.

Academic Advising

Communication majors are advised by a full-time academic advisor. Your advisor will help you plan your course of study and will advise you each semester. Transfer students from community and other four-year colleges and universities will work with the academic advisor to ensure that all requirements are completed.

Honors College

Communication students are encouraged to participate in the Illinois Centennial Honors College, which provides special educational opportunities. To be eligible for the Illinois Centennial Honors College, entering freshmen must have an ACT composite score of at least 28 OR have a 26 or 27 composite ACT and be in the top 15% of their graduating class OR have an ACT composite score of at least 24 and be in the top 10% of their high school graduating class. Transfer students with at least 12 semester hours and up to 59 semester hours of undergraduate courses are admitted with a grade point average of at least 3.3 OR 3.4 for 60 semester hours or more. To find out more, visit www.wiu.edu/Honors or contact the honors program director in the Department of Communication.

HIGHER VALUES IN HIGHER EDUCATION

Special Opportunities

Lambda Pi Eta – LPE is a national Communication Honor Society. LPE membership is by invitation only to students who meet honors requirements. LPE recognizes and rewards outstanding scholastic achievement in communication studies as well as promoting and encouraging interest in the field of communication. LPE further encourages professional development among Communication majors.

Communication Student Society – CSS is open to all Communication majors and minors. CSS gives students the opportunity to make connections with faculty and fellow students outside the classroom. It also sponsors social events, job and career preparation programs, and other events throughout the year.

Career Opportunities

The Communication major provides excellent preparation for such diverse careers as sales, advertising, management, public relations, personnel, human services, education, training, and a variety of other careers that require effective communication.



Students are encouraged to contact Western's Office of Career Services for assistance with résumé preparation, interviewing, and job search techniques. Seniors are advised to register and establish their credential file with the office in order to take advantage of job referral and on-campus interviewing opportunities.

Education is about the ability to learn for life. I am grateful that I was able to develop that skill in the Communication department.
 –Bill Paulding, BA 1993, President & CEO of SILYX Corporation

Scholarships

Each year a number of Communication majors and an honors student receive the Wayne Thompson Scholar Award. STAFFLOGIX provides scholarships to minority, female, and disabled students and for students with childcare needs. An Undergraduate Research Scholarship rewards excellence in undergraduate research in the field of communication. More information is available from the Department of Communication chair.

Graduate Study

The Department of Communication offers a graduate program in Communication for students interested in continuing their education beyond the bachelor's degree. Financial assistance is available through either graduate or teaching assistantships for eligible students. More information is available from the graduate coordinator (www.wiu.edu/comm/graduate).

For More Information

For more details about the Department of Communication, contact the Department of Communication chair, Sallee Hall 221, 1 University Circle, Macomb, IL 61455; (309) 298-1507; or visit www.wiu.edu/comm.

Campus Visits

The Admissions Reception Center (Sherman Hall 115) is open most weekdays from 8:00 AM to 4:30 PM when the University is in session. Group information sessions are available at 10:00 AM and 1:00 PM, and campus tours are conducted at 11:00 AM and 2:00 PM daily. Individual appointments with an admissions counselor, advisers/faculty, or a financial aid adviser may be arranged during the week. The Admissions Reception Center is open from 9:30 AM to 1:00 PM most Saturdays when the University is in session. A group information session is available at 10:00 AM, and a campus tour is conducted at 11:00 AM. An individual appointment with an admissions counselor may be arranged. You may schedule your visit or tour online at www.admissions.wiu.edu by selecting "Visit Campus." You may also schedule a visit, tour, or individual appointment by calling toll free (877) PICKWTU [742-5948] or (309) 298-3157, or by e-mailing admissions@wiu.edu.

www.wiu.edu/comm

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