

# COMMUNICATION



## ABOUT THE DEPARTMENT

Graduates receive a Bachelor of Arts (BA) in Communication. Minors in Communication or Broadcast Journalism are also available. Communication complements many other areas of academic study, so the possible major/ minor combinations are numerous. Students often combine their Communication major with a double major or minor in Business, English, Foreign Languages, Political Science, Theatre, and many more.

## OPPORTUNITIES & INTERNSHIPS

- Communication students have opportunities to gain hands-on experience in multimedia production through Berea College News and Radio. BCNR offers a 24-hour streaming radio station featuring student-produced content and programming and online news channel featuring regular news stories reported by students about local and national issues. Students can also enroll in a variety of courses to learn about the media industry and grow their skills in media production.
- Courses in public relations and organizational communication allow students to put theory to practice by engaging in service learning experiences. Each class joins a local business or nonprofit, analyzes organizational goals, and creates a path to help effectively manage relationships inside and outside the organizations. Previous cohorts of students conducted local focus groups, structured and designed social media campaigns, evaluated and updated website content, and assisted with local networking strategies.

- Courses in Interpersonal, Intercultural, and Interracial Communication, as well as Conflict and Mediation equip students to communicate effectively in today's world.
- Our winning Speech and Debate team provides opportunities to compete in Debate as well as a wide range of speaking and acting events.
- Communication students also participate in a wide range of internships across the country and internationally. Students have interned with businesses and organizations ranging from the 2014 Winter Olympics to Lilly Pharmaceuticals, to a host of nonprofits and NGOs.
- National and local news and radio stations including National Public Radio, Lexington's WKYT-TV, and Cumulus Radio Lexington have accepted Berea Communication majors in their internship programs. Recent graduates are employed at NPR, WLEX-TV, and WYMT-TV.

## CAREERS & OUTCOMES

Communication majors may find employment in an exceptionally broad range of career fields occupations including:

- Broadcast Journalism
- Public Relations
- Marketing
- Social Media Management
- Copywriting
- Event Planning
- Not-for-profit organizations



## WHY IS A LIBERAL ARTS EDUCATION VALUABLE?

A liberal arts education at Berea College, combined with our work study program, equips students with highly employable skills like communication, problem-solving, and teamwork. Beyond offering a degree program, we help our students develop social responsibility and prepare them to successfully navigate diversity, change, and the complex demands of a modern work place.



80

percentage of employers who want colleges to emphasize critical thinking, analytic reasoning, and oral and written communication.

#1

Berea College's ranking as "Best Liberal Arts College" by Washington Monthly Magazine, 2018.

75

percentage of employers who believe successful college graduates should have both liberal arts training and experience in the field.

90

percentage of Berea students who credit liberal arts and work study for developing their communication, critical thinking, & problem-solving skills.



*"People with a liberal arts education are able to think and view the world from several different perspectives . . . This ability to understand and adapt is very valuable in today's workplace."*

**Edward B. Rust Jr.**  
**Chairman and CEO, State Farm Insurance Companies**