

TEXAS STATE[®]

COMMUNICATION STUDIES

The Communication Studies major is designed for students interested in the creation, expression, and analysis of messages in their personal, professional, and public lives. The department offers a variety of programs centered on a diverse curriculum teaching marketable skills in areas such as verbal and nonverbal communication, organizational and professional communication, rhetoric and criticism, argumentation and persuasion, and communication technology. Being skilled public speakers, researchers, writers, problem-solvers and leaders, Communication Studies graduates are prepared for a rapidly changing professional landscape. As the [Harvard Business Review](#) noted, future corporate and industry leaders will need to distinguish themselves by becoming “top-notch communicators in every regard, able both to devise the right messages and to deliver them with empathy. In sum, as more tasks are entrusted to technology, workers with superior social skills will be in demand at all levels and will command a premium in the labor market.”