COMMUNICATION

DEGREE OPTIONS
Communication, B.A.
Communication, B.A.: Business Applications Option
Communication, B.A.: Media Practices Option

As a communication major, you’ll explore the ways in which various forms of communication constitute, maintain and transform social life. You’ll take courses in media studies, rhetoric and face-to-face interaction, and then, as an upperclassman, tailor your studies to your interests. You’ll “learn how to learn” and how to be clear and precise writers and critical thinkers. You’ll be encouraged to continually draw connections between the ideas and research methods that you learn at UNH and the larger world. Our goal is to have you graduate as a thoughtful and proficient “communication decision-maker” — on the path to your last job rather than only your first.

PROGRAM HIGHLIGHTS
Comm-entary — the UNH student journal of communication
CAMRA UNH — a student and faculty group that conducts and supports research beyond the written word, including digital, film, audio and web-based scholarship
Civil Discourse Lab — a partnership between faculty and students that focuses on fostering civil conversations on difficult subjects
Lambda Pie Eta — the official honors society of the National Communication Association and an active student-run organization for majors
Hands-On Options — augment study with classes in hands-on media production; or management, marketing and advertising through the Communication Arts program at UNH-Manchester and the Paul College
Internships — connect scholarly training with practical experience
Study Abroad — opportunities in Italy, Spain, Australia, China, the United Kingdom and elsewhere
“The ability to communicate is one of the most highly sought skills by employers. The Communication Department puts those skills into action and sets every student up for success at the University level and beyond.”

— MAKENNA COMEAU ’21

TOPICS YOU MAY STUDY:
- Analysis of popular culture
- Dialogue and teamwork
- Propaganda and persuasion
- Analysis of language and social interaction
- Persuasion and public problems
- Advertising as social communication
- Media and politics
- Psychology of communication
- Gender, race and class in the media

AS A COMMUNICATION MAJOR, AMONG YOUR POTENTIAL CAREERS ARE:
- Academic counselor
- Human resources administrator
- Journalist
- Marketing specialist
- Media writer
- Non-profit director
- Producer
- Public relations professional
- Social media analyst

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TOP 10%
Highest Paid Graduates in Communication
UNH communication graduates as ranked by College Factual

TOP 25%
Best Colleges for Communication in America
UNH communication program as ranked by Niche