What you can do with your COMMUNICATION ARTS MAJOR

Communication Arts Major Skills

**Effective Communication**
You skillfully use a wide variety of media, such as writing, speeches and presentations, podcasts, social media, cinema, and digital video to communicate purposefully and ethically.

**Analytical Thinking**
You analyze rhetoric, media, and other forms of communication using research; examine the significance of communication for individuals, publics, politics, and in complex organizations.

**Teamwork/Collaboration**
You build collaborative relationships with colleagues and clients from diverse backgrounds; work within a team structure; negotiate and manage conflict or competing visions.

**Digital Technology**
You leverage existing digital technologies to creatively solve problems, complete tasks, and accomplish goals; adapt to new and emerging technologies.

**Global/Intercultural Fluency**
You learn to value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions; demonstrate openness, inclusiveness, sensitivity; interact respectfully with all people and understand individuals’ differences.

**Communication Within Complex Organizations**
You understand communication processes within a diverse range of political, corporate, nonprofit, and creative organizations; identify how institutions might change, grow, and innovate through leadership and advocacy.

**Supplement Your Skills With**

- **Career, Mentorship & Self Development**
- **Professional Networking**
- **Data Analysis & Interpretation**
- **Leadership On & Off Campus**
- **Experience Fostering Professional Equity & Inclusion**
- **Research, Internships and/or Part-Time Work**

**Chart Your Path Forward**

- **Activate Your Handshake Account**
  for connections to jobs, internships, employer & alumni networking.

- **Explore Career Communities**
  to discover a wide variety of fields where you can turn your major into success.

- **Get Career & Internship Advising**
  from SuccessWorks to make a plan, whether you’re a first-year student or about to graduate.

Get Started: successworks.wisc.edu
"My Communication Arts major provided me with the media knowledge and hands-on experience I needed to be successful in the entertainment industry. Creative storytelling, project management, and attention to detail are skills I use every day. My digital fluency with social media is also extremely valuable in my position!"

Maya Pearl Hysaw, 2022
Production Associate
NBC Sports
Stamford, CT

"One class I greatly appreciated was Great Speakers and Speeches (COMM ARTS 370) as as I learned by reading and listening to speeches from some of the greatest orators how to effectively communicate my point of view. I use this skill daily when presenting to upper management, drafting emails to colleagues or communicating with the media."

Coral Graszer, 2011
Head of Public Affairs
Epic
Madison, WI