COMMUNICATION

A comprehensive communication degree from the Elliott School of Communication will give you a special edge if you want a career in advertising, journalism, electronic media, public relations or applied communication. Our program is interdisciplinary in nature, reflecting the contemporary belief that all communication media are engaged in essentially the same functions—gathering information and creating and distributing messages. When you study communication at Wichita State University, you learn the basic skills you will need as a professional—writing, speaking and visual communication—and you develop the ability to plan, organize, evaluate and think strategically.

Because the Kansas communication industry has its focus in Wichita—the major media center of the state—you will be able to take full advantage of the communication opportunities afforded by the largest city in Kansas. The region of the state served by WSU includes public and commercial television and radio stations, daily and weekly newspapers, advertising agencies, video and Internet producers, and a range of international, national, regional and local industries, businesses, non-profits and government agencies, many with substantial communication operations.

Not only will you learn from some of the top communication minds in the country, but you will also see how it is done by those already “in the business.” Many Elliott School classes feature guest speakers and field trips to bring students in direct contact with communication professionals.

Classes are conducted in Elliott Hall, a state-of-the-art building next to the Rhatigan Student Center, that contains some of the most sophisticated technology currently available. Students learn with the latest applications in interactive media, digital formats and non-linear editing. Social, mobile, visual and global communication are receiving increasing emphasis as technology-driven changes reshape communication.

Because of the interdisciplinary nature of communications, students are encouraged take classes in related disciplines such as business marketing, entrepreneurship, sports management, graphic arts, English, sociology, psychology and political science.

Admission
When you choose to study communication, you will be admitted to the Fairmount College of Liberal Arts and Sciences. You will be assigned an advisor in the Elliott School who will help you develop your program of study and who will outline specific requirements for full admission to the communication program.

If you are still deciding on a major when you’re admitted to Wichita State University, the Liberal Arts and Sciences Advising Center can help you explore career and major options.

To be accepted into the Elliott School, you will have to make a formal application for admission to major status. Information regarding that application process and procedure is available from the Elliott School main office, 102 Elliott Hall, and on wichita.edu/esc.

Laptop Requirement
Elliott School students are required to bring a personal laptop computer to ESC classes. Communication is a 24/7 industry, and access to technology is an essential element in a quality communication education in the 21st century. Students may request a one-time increase in their financial aid award through the WSU Office of Financial Aid to pay for required computing technology. For more information about the Elliott School laptop computer requirement, visit: our FAQ at http://www.wichita.edu/esc/laptop.

Related Opportunities
You may participate in internships, directed research projects and the Emory Lindquist Honors Program. Through the Career Development Center, you may be employed in work related to your major and earn credit hours for the experience. Elliott School majors have been placed in Co-Op assignments in numerous businesses, including local newspapers, radio and television stations, advertising and public relations agencies and corporate or non-profit communication departments.

If eligible, you may join the WSU chapter of the Public Relations Student Society of America, Lambda Pi Eta communication honor society, or be selected for University academic honor societies such as Phi Kappa Phi and Mortar Board.
Related Programs

If you are interested in communication, you have several options at WSU: journalism, strategic communication, electronic media and integrated marketing communications. In addition to taking courses at WSU, you can also get hands-on experience at the Sunflower, the award-winning student newspaper and website; KMUW, our NPR affiliate radio station; or at WSU-TV, our campus television station, found on Channel 13 of the Cox cable system.

Over the past several years, Studio B, the Elliott School’s student-produced television program, has won top awards from the Kansas Association of Broadcasters. Students interested in integrated marketing communications can connect with professionals and participate in worthwhile projects by joining the WSU chapter of the Public Relations Student Society of America.

General Education Program Requirements

What is the overall goal?
The goal of general education is to enable you to live a rich, meaningful life by developing: an informed appreciation of the arts, humanities, and natural and social sciences; an ability to intelligently follow and participate in current events; and a sensitive and tutored appreciation of diverse cultures and ways of living.

What are the expected outcomes?
Embedded throughout general education and furthered in the major are the skills that enable graduates to contribute productively to society and the on-going culture. Therefore, upon graduation the faculty expects you to:

1. Have acquired knowledge in the arts, humanities, and natural and social sciences
2. Think critically and independently
3. Write and speak effectively
4. Employ analytical reasoning and problem solving techniques

Wichita State University does not discriminate in its employment practices, educational programs or activities on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, marital status, national origin, political affiliation, pregnancy, race, religion, sex, sexual orientation, or status as a veteran. Retaliation against an individual filing or cooperating in a complaint process is also prohibited. Sexual misconduct, relationship violence and stalking are forms of sex discrimination and are prohibited under Title IX of the Education Amendments Act of 1972. Complaints or concerns related to alleged discrimination may be directed to the Director of Equal Opportunity or the Title IX Coordinator, Wichita State University, 1845 Fairmount, Wichita KS 67260-0138; telephone (316) 978-3187.

For more information on Communication at WSU visit wichita.edu/communication or call (316) 978-3185.