

COMMUNICATION



Advocate new realities
Achieve media fluency
Change your world



The best part of the Communication program at Clarke is its diversity and broadness. There's no limit to the subjects we study – from law to media studies to rhetorical strategy. Clarke has not only prepared me for a wealth of professions, but it has also given me confidence in my skills as an interpersonal communicator.

MIMI OTTAVI
Communication '20



A new, student media initiative, The Crux, launched in May 2017 with the primary purpose to be a campus news and culture outlet of, for, and by students.

clarkecrux.com

INNOVATIVE LEARNING

- Create podcasts by weaving interviews with music and effects through sound editing.
- Produce viral videos for local non-profits.
- Write news stories and take photographs for The Crux.
- Design multimedia magazines for local non-profits, like the Dubuque Museum of Art.
- Debate cases petitioning the Supreme Court in a moot court.
- Explore popular culture artifacts, like TV programs, memes, and Snapchat, by writing about them academically.
- Generate advertising and public relations campaigns for local causes, such as the community health center.

Our communication program prepares students for this changing media environment, develops students' rhetorical invention to adapt for future changes, and empowers students to advocate for themselves, for others, and for products, ideas, and actions.

PROFESSIONAL TECHNOLOGY

- Exclusive communication labs
- A dozen iMacs
- Adobe Creative Cloud
- The latest MacOS apps
- GoPro video camera
- Canon EOS 80D and Canon EOS Rebel T7i digital SLR cameras
- Olympus LS-100 digital audio recorders
- Two Røde shotgun mics and one boom pole
- Eachshot LED ring light
- Renovated radio station space and podcast/vidcast recording studio
- Two whisper rooms – sound isolation enclosures
- Green screen for video-ready, chroma key compositing



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The Clarke communication major pushes students to question and research in order to arrive at an answer that will both explain and tell a story. This major is the multi tool that will prepare students for jobs all across the world.

TUCKER LABELLE

Communication '22



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According to a 2016 survey by the National Association of Colleges and Employers, the number one quality for job candidates is the "ability to verbally communicate."

ADMISSIONS OFFICE

(563)588-6316

admissions@clarke.edu

**CLASSES WITH RELEVANCE**

SOCIAL MEDIA AND VIRTUAL COMMUNITIES — Study social media platforms and their impact on community-building.

PROFESSIONAL PRESENTATION — Make oral presentations more compelling and more beautiful to meet the needs of a variety speaking situations.

VISUAL LITERACY — Analyze and create visual communication media used in social networks, online culture, marketing, film, television, art and science.

LET'S TALK ABOUT JOBS

We offer a multi-faceted Bachelor of Arts degree that empowers students to pursue successful careers in a variety of fields, not just one. Some include:

- Social Media
- Media Relations
- Public Affairs
- Professional Writing
- Campaign Management
- Recruiting
- Brand Consultation
- Spokesperson
- Advertising
- Public Relations
- Journalism
- Promotions
- Event Planning
- Fundraising
- Law
- Academia

**LEARN MORE!**clarke.edu/academics/communication**Clarke**

UNIVERSITY