

COMMUNICATION

WHY STUDY COMMUNICATION?

Communication is the lifeblood of human society.

Whether it's TikTok videos, news headlines, protest signs, or conversations between friends, communication shapes politics, business, culture and personal relationships; it brings us together and tears us apart. Today's fast-changing communication technologies bring both serious challenges and exciting new opportunities.

Explore and understand those challenges with a major in Communication.

CAREER POSSIBILITIES

Communications professionals work in various organisations, from specialist communications agencies to government departments, charities and businesses. Follow our graduates into jobs in digital content creation, advertising, public relations, advocacy, business communication and government communications.

"I enjoyed expanding my knowledge within the journalistic realm especially subjects that were specifically focused around sports media, politics and sociology. I really thrived in those areas as those subjects really stimulated my thinking."



Symone Tafuna'i
Assignments Desk Coordinator, TVNZ

Bachelor of Arts, majoring in
Communication

"I'm often blown away by the imagination, professionalism and critical thinking our students display, especially in practical and creative assignments. It gives me great hope to see an emerging generation of professional communicators who will make a positive impact on our changing and challenging world."

Luke Goode
Associate Professor



WHAT CAN I STUDY?

Study important ideas, debates and controversies in 21st-century communication, covering diverse topics, including misinformation, digital ethics, the impacts of artificial intelligence, and advertising in the digital age. And develop critical communication skills, including: writing; audio and visual communication; public speaking and presentation; and understanding and applying Māori and Pacific communication principles and practices.

You can either study Communication as one of your two majors in the Bachelor of Arts or in the new Bachelor of Communication.

Get excited about your course options:



Stage 1 Course*

COMMS 106: Communicating Your Way: Platforms, Organisations, Communities

Draws on key theories of communication and applies them to a selection of contemporary problems and issues in three key domains: communication and technology, communication and leadership and communication and social change. Enables students to consider how contemporary communication is shaped by and for particular platforms, organisations and communities.

Stage 2 Course*

COMMS 213 - Communication and Persuasion

Explores theories and practices of persuasive communication. Students will develop competencies through practical exercises and case study investigations. The course will also emphasise the ethics of persuasive communication, exploring themes such as the difference between persuasion and manipulation, and the relationship between persuasion and power.

Stage 3 Course*

COMMS 323 Digital Communication and Practice

Offers a practical and creative approach to digital communication with critical context. Students navigate the capacities, affordances and limitations of a variety of digital tools and formats by developing skills to create platform-specific outputs, such as GIFs, interactive bots, vlogs, data visualizations, and more.

Courses you could study*

Communication, Technology and Culture

Understanding Communication in Māori and Pacific Worlds

Documentary and Social Change

Communication and Inclusive Leadership

Complementary majors include:

Communication



Criminology

English

Media and Screen Studies

Politics and International Relations

Sociology



“The courses in Communication have been great in allowing me to gain an in-depth perspective of the changing field of communication from the past, to what communicators can expect in the future.”

Thomas Campbell

Student: Bachelor of Arts, majoring in Communication + Politics and International Relations

*Course availability may be subject to change. For a full list of courses and up-to-date information visit the Arts website. Published August 2023

For enrolment information email:

studentinfo@auckland.ac.nz



@uoaarts



@uoaarts



@ArtsUoA



University-of-Auckland-Arts



@ArtsAucklandUni