



ST. JOHN'S UNIVERSITY

ST. JOHN'S COLLEGE OF
LIBERAL ARTS AND SCIENCES

Bachelor of Arts in Rhetoric and Public Address

ABOUT THE B.A. IN RHETORIC AND PUBLIC ADDRESS

The ability to speak clearly, eloquently, and effectively is the hallmark of an educated person. For more than 2,000 years, the study and practice of rhetoric has helped students cultivate essential skills in oral and written communication in order to harness the power of communication in public and private arenas. Today, the fields of rhetoric and communication remain two of the most vibrant disciplines within the humanities. With the rise of the digital economy and prominence of social networking tools, media, and marketing as driving forces in both public and private sectors, there is an increasing demand for professionals with communicative, critical thinking, and rhetorical skills. The Bachelor of Arts degree in Rhetoric and Public Address from St. John's University equips you with the intellectual tools needed for today's global and richly interpersonal world.

As a student in the Rhetoric and Public Address program, you learn how our communicative inquiries and practices create, sustain, modify, and challenge our cultural, legal, organizational, and political cultures. You learn how efforts in communication create meaning and organize behavior in our political, legal, cultural, and social institutions, and you improve your own communication skills through speaking, writing, argumentation, and decision making. In your engagement with the department's diverse curriculum, you examine communicative performances in political and presidential discourse; persuasion in the mass media; interpersonal conversations with friends and families; communication and conflict within businesses or organizational settings; religious advocacy; symbolic interaction of social movements; pop culture artifacts such as music, television, and film; and judicial opinions that set the boundaries for freedom of expression in a democratic society.

WHAT CAN I DO WITH A B.A. IN RHETORIC AND PUBLIC ADDRESS?

Excellent communication skills are important in both social and career settings. Employers seek candidates who can think critically, communicate clearly, and solve complex problems, as well as demonstrate ethical judgment and integrity. These are precisely the skills and qualities you develop as a Rhetoric and Public Address major.

After graduating from the program, you can look forward to exciting opportunities in the following diverse fields:

- Communication in the private or nonprofit sectors
- Grassroots activism and social movements
- Marketing and media
- Public advocacy
- Political and government communication
- Public service
- Religious vocations

You will also be well-qualified for graduate programs in a wide variety of fields, including law.





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MESSAGE FROM THE CHAIR

Connected by a common interest in the functions of symbolic interaction, faculty and students in the Rhetoric and Public Address program work together to engage the cultural, historical, political, and theoretical dimensions of communication and persuasion. As a student in the program, you gain invaluable communication skills that can be applied to the fields of public advocacy, legal and political rhetoric, argumentation and debate, intercultural communication, interpersonal communication, instructional communication, and organizational communication. As part of the liberal arts tradition that emphasizes communication skills and critical thinking, the Bachelor of Arts degree in Rhetoric and Public Address prepares you for a wide variety of career options including communication-intensive pursuits like mass media, marketing, and advertising, as well as law, government service, public advocacy, and religious vocations.

Jeremiah Hickey, Ph.D.

Associate Professor and Chair
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RESEARCH AND PROFESSIONAL DEVELOPMENT

Faculty members in the Department of Rhetoric, Communication, and Theatre mentor you in preparing research for presentations at local, regional, and national conferences; networking and developing research through Lambda Pi Eta, the National Communication Association's honor society; and securing internships throughout the New York City area and beyond. Students in the Rhetoric and Public Address program have completed internships with the following institutions:

- White House Internship Program
- Queens County District Attorney
- White House Office of Legislative Affairs
- The Korea Society
- New York City Imagination Library
- Office of US Senator Kirsten Gillibrand
- Radio Tag
- The Peccadillo Theater Company

You also have the opportunity to participate in the St. John's University Debate Society, which regularly competes at debate tournaments regionally, nationally, and internationally. The society offers students a fun and exciting way to develop their public speaking and rhetorical skills, which are vital to business, personal, and civic life in today's global world.

SCHOLARSHIPS AND FINANCIAL AID

St. John's University strives to place an outstanding higher education within the financial reach of all qualified applicants. Each academic year, the Office of Student Financial Services awards more than \$500 million in aid to students who demonstrate financial need. The Office of Undergraduate Admission also awards highly competitive academic scholarships.

For more information about scholarships and financial aid, please visit stjohns.edu/admission-aid/tuition-and-financial-aid.

PROGRAM INFORMATION AND APPLICATIONS

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Associate Professor and Chair

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ADMISSION INFORMATION

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