



# Communication

**BA**

Bachelor of Arts major

## 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.

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.

"As an entrepreneur, my passion for culture and advocacy creates a vibrant space where creativity thrives.

"I use my qualifications daily through my in-person interactions with customers, studying consumer behaviour on social media, creating campaigns, understanding market trends, or building brand identity and equity."



**HAYA KHAN**  
Founder and Director, Masala Bazaar/  
Masala Scents

Bachelor of Arts, majoring in Communication  
/ Bachelor of Laws conjoint



**"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



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. 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.

#### 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. Emphasises 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 visualisations, and more.



#### Get excited about your course options:



- Communication and Inclusive Leadership
- News and Journalism in the Digital Age
- Understanding Communication in Māori and Pacific Worlds
- Risk, Crisis and Disaster Communication



#### Complementary majors include:

Communication  
+  
Criminology  
English  
Media and Screen Studies  
Politics and International Relations  
Sociology

*\*Course availability may be subject to change. For a full list of courses and up-to-date information visit our website. Published June 2025.*

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

**“As we continue to live in a digital age, I think this ability to analyse and understand communication, as well as craft your own compelling communication, is crucial. In my News and Journalism class, I learnt about the history and ethics of journalism, but also interviewed someone and wrote my own longread!”**

**ATHULYA SHAJI**

Student: Bachelor of Arts, majoring in Communication + Media, Film, and TV\*

*\*Media and Screen Studies has replaced Media, Film, and TV as a major in the BA.*

