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ANALYSIS OF THE CONTENT OF BACHELORS' TRAINING IN COMMUNICATIONS AT THE UNIVERSITIES OF THE USA

The relevance of the article. Today is characterized by great attention to the communicative component in all areas of society, because it is communication that plays an important role in the establishment of a new socio-cultural order and in the reproduction of its structures. Such challenges place rather high demands on both personal and professional qualities of future communication specialists. Therefore, the training of mobile, creative, competent, successful, competitive communication specialists in the conditions of socio-economic changes in Ukraine is the main task facing higher education. It is possible to ensure the proper quality of training of domestic communication specialists based on the creative use of pedagogical experience accumulated throughout the history of the development of education in Ukraine and foreign countries. Despite the large number of studies devoted to the actual issues of training specialists, the experience of innovative approaches to the provision of educational services in the USA has not yet been sufficiently studied. Meanwhile, the rapid application of innovation in the organization of the educational process, in particular in the field of training mobile, creative, competent, successful, competitive communication specialists, is a necessary condition for the development of Ukrainian society.

The purpose of the article — study of the experience of the USA regarding the organization of professional training of bachelors in communications, research of the content and features of the curricula of leading American educational institutions that offer education at the educational level "Bachelor of Communications" with the aim of using such approaches in the practice of Ukrainian universities.

The methodology. Analytical method, methods of description, comparison and generalization were applied for the research.

The results. The issue of training communication specialists in the leading universities of the United States of America in the bachelor's program was considered. Data on the popularity and demand of specialists who have completed a bachelor's degree in communications in the USA are presented. A review of the content of bachelor's training programs in communications at more than 20 US universities was carried out. The peculiarities of bachelor's training in communications at the University of Miami (The University of Miami) and Florida International University (Florida International University, FIU) are analyzed. Emphasis is placed on the need to study, adapt and implement the positive experience of US universities regarding the training of communication specialists in Ukrainian universities.

The scientific novelty. This study offers an analysis of the content of bachelor's programs of leading American educational institutions that offer studies at the educational level "Bachelor of Communications" in 2023.

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The practical significance. Research materials and conclusions can be used to adapt and implement the experience of US universities in training communication specialists in Ukrainian universities, in particular, to improve the content of educational programs. **Conclusions.** Effective development of modern communications is impossible without improving the quality of training bachelors in communications in higher educational institutions of various types and forms of ownership in Ukraine. To solve this problem, it is necessary to take into account the experience accumulated throughout the history of the development of education in Ukraine and foreign countries. Currently, the USA is one of the most popular places to get a bachelor's degree in communications. The US universities offer a wide selection of bachelor's programs in communications, among which the most popular are: Bachelor of Arts in Communications; Bachelor of Arts in Organizational and Strategic Communication; Bachelor of Business and Communications; Bachelor of Digital Media and Communications; Bachelor of Science in Interpersonal Communication; Bachelor of Science in Corporate Communications. The curriculum emphasizes students' understanding of communication in a variety of contexts (interpersonal, intercultural, organizational, political, and mass communications) and prepares future professionals to be effective and well-rounded communicators. Such specialized skills will allow students to choose from a wide range of career opportunities after completing the program in a variety of industries.

Keywords: *communications, social communications, education, bachelor's degree, bachelor's education level, communication specialists, university, curriculum, Ukraine, the USA.*

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АНАЛІЗ ЗМІСТУ ПІДГОТОВКИ БАКАЛАВРІВ З КОМУНІКАЦІЙ В УНІВЕРСИТЕТАХ США

У статті розглядається питання підготовки фахівців з комунікацій у провідних університетах Сполучених Штатів Америки за програмою бакалавра. Наведено дані щодо популярності та попиту на спеціалістів зі ступенем бакалавра комунікацій, які закінчили американські університети. Проаналізовано особливості підготовки бакалаврів комунікацій в Університеті Маямі та Міжнародному університеті Флориди (FIU). Акцентовано на необхідності вивчення, адаптації та впровадження позитивного досвіду університетів США щодо підготовки фахівців з комунікацій у ЗВО України.

Ключові слова: *комунікації, соціальні комунікації, освіта, бакалавр, фахівці з комунікацій, університет, навчальна програма, Україна, США.*

Introduction. The post-industrial society has extremely actualized its communication component (Myazova, 2008). Modern new communication opportunities destroy the boundaries caused by the dimensionality of the former means of communication (Ukhanov, 2010; Cuilenburg, 2007; Sillars, Vangelisti, 2006). The global possibility of communication sets new requirements for the organization of the communication component in the activities of all firms and organizations (Orel, 2016). Therefore, the importance of communication

specialists in various areas of management has increased significantly (Vickers, 2011; Miege, 1973; Lasswell, Smith, Casey, 1946; Lasswell, 1948; Yakymenko, 2013).

Related works. Scientists in their psychological and pedagogical researches (S. Maksymenko, V. Semychenko, L. Mitina, V. Rubtsov, etc.) emphasize that the process of knowledge transfer, formation of skills, abilities, competencies in social communication should be one of the leading tasks of professional training of future specialists.

The analysis of the scientific literature on the topic of the study showed that in Ukraine some aspects of the problem of training bachelors in the field of communication have been studied by domestic scientists: N. Yakymenko (Yakymenko, 2013), H. Pocheptsov (Pocheptsov, 2009), O. Matvienko, M. Tsyvin (Matvienko, Tsyvin, 2016), A. Solianyuk (Solianyuk, 2016) and many others.

The purpose of the study. The purpose of the article is to study the US experience in organizing professional training of bachelors in communications, to study the content and features of the curricula of leading American educational institutions offering the Bachelor of Communications degree, with a view to using such approaches in the practice of Ukrainian universities.

An overview of the content of bachelor's degree programs in communications in the United States. A bachelor's degree in communications is a sought-after educational degree in the United States today. Statistics show that in 2023, universities in the United States offer 160 bachelor's degree programs in communications. The bachelor's degree is awarded to students after successful completion of the curriculum established by the university or college and fulfillment of all academic requirements. The bachelor's degree program takes three to four years to complete, depending on the chosen specialization and the major disciplines studied.

Southwest Baptist University (Bolivar, USA), among the fields of academic study at the bachelor's level, offers a Bachelor of Arts in Communication and a Bachelor of Arts in Organizational and Strategic Communication. The specificity of the training is that the curricula offer a wide range of coursework to prepare students for life. At this institution, the Christian lens is the primary lens for learning. Breadth and depth in a Christian liberal arts environment also means a focus on critical thinking so that non-Christian views are considered (but not endorsed) and students are prepared to serve in secular careers and in the service of Christ. The Bachelor of Arts in Communication program at Southwest Baptist University (Bolivar, USA) lasts 4 years. The form of study is full-time, the format of study is campus-based. The Bachelor of Arts in Organizational and Strategic Communication at Southwest Baptist University (Bolivar, USA) also takes 4 years to complete at campus, full-time only (Bachelor Programs in Communication in USA, 2023).

The list of study programs at **Lewis-Clark State College (Lewiston, USA)** includes a Bachelor of Business and Communications and a Bachelor of Communication Arts.

The Bachelor of Business and Communications is designed for students seeking careers in corporate communications, marketing, public relations, sales, or media relations. It can be completed online, in person, or through the combination of both.

Bachelor degree in communication arts at Lewis-Clark State College leads to a range of careers including radio and television broadcasting, public relations, technical editing, sales, public and academic administration, and teaching, among others. This specialty provides students with an understanding of communication in a variety of contexts (e.g., interpersonal, intercultural, organizational, political, and mass communication) and prepares them to be effective and well-rounded communicators. The duration of the program is 4 years. The form of study is full-time, the format of study is campus-based and online.

The leading private university in **Connecticut, Saint Joseph's University**, offers a bachelor's degree in digital media and communications (skills ranging from graphic design, media production, and web development to marketing communications), a program that prepares students to be professional communicators and contributors to various media platforms. The program lasts 4 years. The form of study is full-time, the format of study is campus-based.

At **Hardin-Simmons University (Abilene, Texas)**, the Strategic Communication degree is designed to enable students to apply communication strategies in a variety of organizational settings, integrate multidisciplinary communication tools and techniques, and engage people with organizational messages face-to-face and through mediated platforms. Students are taught writing, media literacy, advertising, public speaking, political communication and career portfolio building in an integrated course with the participation of each faculty member. The program lasts 4 years. The form of study is full-time, the format of study is campus-based (Bachelor Programs in Communication in the USA, 2023).

Students of the **Illinois Institute of Technology (Chicago, USA)** in the Bachelor of Science in Communication program can choose one of three specializations: professional and technical communication, science journalism, and technology and business journalism. However, regardless of which specialization a student chooses, all communication majors are aimed at developing fluency in the social and cultural aspects of communication, the latest computer technologies, and information design strategies, all critical tools for modern communicators. The duration of the program is 126 hours. The form of study is full-time, the format of study is campus-based.

Trevecca Nazarene University (Nashville, USA) offers a Bachelor of Science in Organizational Communication. The curriculum focuses on strong communication strategies to solve various organizational problems, on communication theory to develop students' communication skills, critical thinking, and problem-solving skills. The program lasts 4 years. The form of study is full-time, the format of study is campus-based.

Also, Trevecca Nazarene University (Nashville, USA) offers a Bachelor of Science in Interpersonal Communication. According to the program description, starting at this level: "will help you understand how people relate and communicate in friendships, families, romance, small groups, church, and the workplace. As you improve your own communication skills, you will learn how relationships are influenced by context, listening, existing power structures, conflict management, and verbal and nonverbal communication" (Bachelor Programs in Communication in USA, 2023).

A Bachelor of Arts in Communication is available at **Thiel College (Greenville, USA)**. The communication studies major includes a variety of courses, including public speaking, small group and organizational communication, persuasion, rhetorical theory, and intercultural communication. The communication major at Thiel College prepares students for a wide range of jobs in which effective human communication skills are particularly important and necessary. It also prepares students for postgraduate studies in communication. The program lasts 4 years. The form of study is full-time, the format of study is campus-based.

Louisiana Christian University (Pineville, USA) offers a Bachelor of Arts in Communication. The program lasts 4 years. The form of study is full-time, the format of study is campus-based.

Northern State University (Aberdeen, USA) also offers a bachelor's degree in communication. Students learn to understand and practice communication, developing an understanding and ability to speak and listen effectively. The curriculum is focused on helping students tailor experiences and projects to meet their specific needs and interests. This degree in communication studies also prepares students for professional schools of law, journalism, public relations, and organizational communication; or graduate school in speech communication, rhetoric, public relations, media, and more. However, the NSU Communication Studies program focuses on public relations, opening up opportunities for students to prepare and share information.

The outcomes of the Bachelor of Arts in Communication program at Northern State University are as follows:

- students will be able to use communication theories, perspectives and concepts. (Interdisciplinary skills: Essential skills for lifelong learning);
- students will engage in communication inquiry. (Cross-curricular Skills: Inquiry and Analysis);

- students will create impactful messages that are appropriate to the audience, purpose and context;
- students will critically analyze messages (Cross-curricular skill: critical and creative thinking);
- students will demonstrate the ability to achieve communication goals (self-efficacy);
- students will apply the principles and practices of ethical communication and accept differences (Bachelor Programs in Communication in the USA, 2023).

Siena Heights University (Adrian, USA), in its Bachelor of Arts in Communication program, approaches the study of human communication and expression through a variety of lenses. It goes beyond both the humanities and social sciences, emphasizing a scientific approach to the study of communication as well as more artistic and expressive forms of culture. Throughout the course, students examine the role of communication in negotiation and identity formation by exploring society, culture, politics, technology, and media in a variety of local, national, and global contexts.

Students are offered specialization in:

- business communication
- professional writing
- digital communication
- religious communication.

Each specialization prepares students for a variety of careers from public relations and human resources, journalism, graduate school, law school, advertising, or a variety of new media positions.

Studying for a bachelor's degree in communication at **Aquinas College (Grand Rapids, USA)** requires thoughtful research, critical thinking, problem-solving skills, and active participation.

At **High Point University (High Point, USA)**, students in the Bachelor of Arts in Communication program study a range of human and mediated communication theories and methods. The emphasis is on understanding audiences, how messages spread, and how those messages help shape cultural identity, including their social, economic, and political implications. The program lasts 4 years. The form of study is full-time, the format of study is campus-based.

Wilmington University College of Arts and Sciences (Wilmington Manor, USA) offers a Bachelor of Science in Communications in Contemporary Business and Media. In order to find out the duration of training, form and format of training, you need to send a request to the university administration.

Undergraduate majors in Communication at the **University of Pennsylvania Annenberg (Philadelphia, USA)** study media institutions, communications and contemporary culture, as well as various communication influences in a social, political and economic context. The study of social communication intersects

with many disciplines-including history, psychology, sociology, anthropology, political science, law, and economics on both humanistic and social science research methods to examine underlying communication processes and effects. To find out about the duration of the program, the form and format of study, you need to send a request to the university administration.

The Bachelor of Science in Corporate Communications at **Central Penn College (Summerdale, USA)** is a curriculum that develops skilled communicators who use critical thinking and are prepared to act socially and ethically when communicating across multiple channels with a wide range of diverse audiences. The curriculum emphasizes the essential components of communication, including interpersonal and team-building skills that foster collaboration in an increasingly diverse workplace and marketplace.

Studying for a Bachelor of Arts in Communication at **Lynn University (Boca Raton, USA)** provides an opportunity to master a variety of concepts, including topics in persuasion, ethics, and social media. This Bachelor of Communication program teaches traditional communication theories and the practical application of communication strategies. Deeper study in this bachelor's program focuses on:

- Mass communication and social media;
- The latest media technologies;
- Concepts of persuasion, ethics and social media.

The program lasts 3–4 years. The form of study is full-time, the format of study is campus-based.

The bachelor's degree in communication at **North Central College (Naperville, USA)** specializes in verbal messages in face-to-face settings, whether one-on-one in small groups or one-to-many. The communication major at North Central College will prepare students for graduate school as well as careers in law, business, higher education, and other fields that require strong oral and written communication skills. The program lasts 4 years. The form of study is full-time, the format of study is campus-based (Bachelor Programs in Communication in USA, 2023).

The Bachelor of Arts in Communication at **Susquehanna University (Selinsgrove, USA)** offers a wide range of communication skills. Courses in various areas of mass communication include audio and video production, advertising and public relations, fiction and nonfiction writing, sports media, and research and critical theory. With this holistic approach to enhancing skills, studying for a Bachelor of Arts in Communication at Susquehanna University allows the student to develop strategies for effective communication in their future workplace. Communication Arts majors are also combined with double majors in a variety of fields, from business and creative writing to political science and psychology. The program lasts 4 years. The form of study is full-time, the format of study is campus-based (Bachelor Programs in Communication in USA, 2023).

Bachelor of Arts in Communication and Entrepreneurial Leadership **Landmark College (Online USA)** is a Bachelor of Arts in Communication and Entrepreneurial Leadership (BA-COMEL) degree that focuses on project management, team building, and ethics to prepare students for entry-level jobs in fields such as citizen organizing, media production, public relations, management, and other positions requiring organizational leadership and business development. The degree is designed to engage with communication and business to take advantage of the dynamic intersection and contemporary relevance of these disciplines. What distinguishes this degree from more traditional degrees is the interdisciplinary approach, integration of practical experience, and emphasis on collaboration and innovation. The goal of this degree is to engage students in professional teamwork, group problem solving, and sustainable communication practices to address multi-stage production goals. The program is offered online only (Bachelor Programs in Communication in USA, 2023).

The Bachelor of Arts in Communication program at **Bellarmino University College of Arts and Sciences (Louisville, USA)** provides training in the field of communication and communication technologies. The program also combines many aspects of human communication: interpersonal, intercultural, mediated, and group. Students are offered a choice of these study areas:

- graphic and digital design;
- sports broadcasting and television/radio production;
- journalism and new media writing;
- advertising, public relations and marketing.

The program lasts 4 years. The form of study is full-time, the format of study is campus-based (Bachelor Programs in Communication in USA, 2023).

The Bachelor of Arts in Communication Arts program at **Florida International University (Miami, USA)** aims to provide students with the skills and abilities to succeed in today's expanding media world, including web-based interactive and digital communications — through a wide range of highly technical and specialized content that is evolving as fast as the media. Florida International University is a public research university in Greater Miami, Florida. It is the largest university in South Florida, the second largest in the state of Florida, and the fourth largest in the United States by student population.

The Bachelor of Arts in Communication Arts program at FIU is organized by the School of Communication, located in the College of Communication, Architecture and the Arts (CARTA) — (Fig. 1). The goal is to train bachelors to be leaders in advertising, public relations and strategic communications, and to teach them how to succeed in a multicultural and digital world. The faculty has diverse research interests, including health communication, organizational communication, advertising in crisis communication, and public relations, and

their leadership cultivates vigorous debate in the classroom and throughout the academic and professional world (The School of Communication at FIU, 2023).



*Fig. 1. The School of Communication at FIU.
College of Communication, Architecture + the Arts (CARTA)*

The curriculum views advertising and public relations as complementary and overlapping disciplines that apply to all sectors of society, including political, organizational, healthcare, science, technology, government, corporate, and nonprofit, etc. Ethics and social responsibility are central to the practice of strategic communication and to the work done in the classroom.

The **University of Miami** (Fig. 2.) is a private university in the United States that offers a bachelor's degree program in communications that provides students with the opportunity to develop advanced skills in intercultural communication, leadership, argumentation, oral and written presentation, critical thinking, research, relationship building, and more — skills that can be used in any field or career. Communication students have the opportunity to conduct important research on a range of topics and are exposed to the application of communication skills through practical training and professional internships.

The major in Communication Studies empowers students to acquire advanced skills in many areas involving human interaction, intercultural communication, advocacy, argumentation, relationship building, leadership, presentation (oral and written), critical thinking, research and writing. Students become familiar with the rich tradition of communication theory and research, investigate emerging knowledge about communication, and contribute to the growth of new understanding by developing and applying their research capabilities. Students also are challenged to employ their communication understanding and skills in meaningful ways through experimental learning, and professional and community involvement. Communication Studies blends a broad-based theoretical understanding of communication principles with specific and concrete

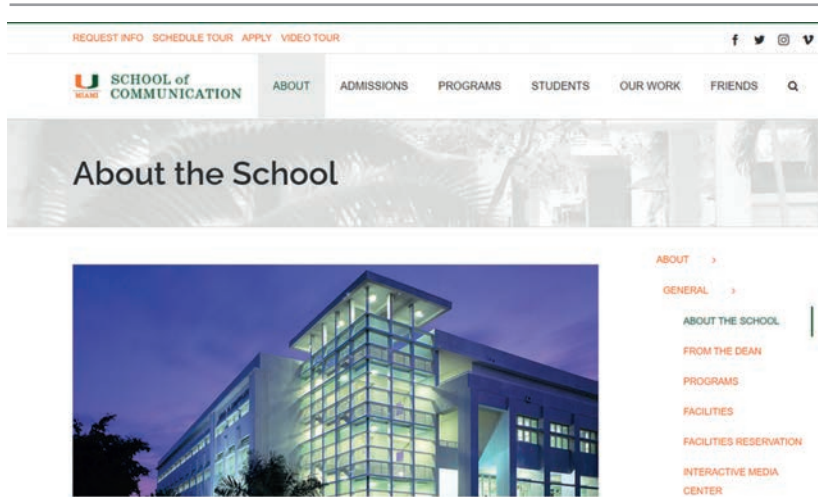


Fig. 2. The School of Communication the University of Miami

applications to particular contexts. Students are prepared for a variety of career options in health communication, business and the professions, politics and public advocacy, education, training and media, as well as further graduate and professional study in communication, law and other areas (Academic bulletin. B.S.C. Communication Studies, 2023).

So, based on the information we have researched, we can present a list of bachelor's degree programs in communications at US universities that are available in 2023–2024 in the form of Table 1.

Table 1.

List of bachelor's degree programs in communications at US universities

University	List of bachelor's programs	Duration, form and format of training
Southwest Baptist University	- Bachelor of Arts in Communication; - Bachelor of Arts in Organizational and Strategic Communication.	The program lasts 4 years. The form of study is full-time, the format of study is campus-based.
Lewis-Clark State College	- Bachelor of Business and Communications; - Bachelor of Communication Arts.	The study period is 4 years. The form of study is full-time, the format of study is campus-based and online.
University of Saint Joseph	- Bachelor of Digital Media and Communications	The program lasts 4 years. The form of study is full-time, the format of study is campus-based.

Hardin-Simmons University	- Bachelor's degree in strategic communication	The program lasts 4 years. The form of study is full-time, the format of study is campus-based.
Illinois Institute of Technology	- Bachelor of Science in Communication	The duration of the program is 126 hours. The form of study is full-time, the format of study is campus-based.
Trevecca Nazarene University	- Bachelor of Science in Organizational Communication; - Bachelor of Science in Interpersonal Communication.	The program lasts 4 years. The form of study is full-time, the format of study is campus-based.
Thiel College	- Bachelor of Arts in Communication;	The program lasts 4 years. The form of study is full-time, the format of study is campus-based.
Louisiana Christian University	- Bachelor of Arts in Communication;	The program lasts 4 years. The form of study is full-time, the format of study is campus-based
Northern State University	- Bachelor's degree in communications;	The program lasts 4 years. The form of study is full-time, the format of study is campus-based
Siena Heights University	- Bachelor's degree in communications;	The program lasts 4 years. The form of study is full-time, the format of study is campus-based
High Point University	- Bachelor's degree in communications;	The program lasts 4 years. The form of study is full-time, the format of study is campus-based
Wilmington University College of Arts and Sciences	- Bachelor of Science in Communications in Modern Business and Media	The program lasts 4 years. The form of study is full-time, the format of study is campus-based
University of Pennsylvania Annenberg	- Bachelor's degree in communications;	The program lasts 4 years. The form of study is full-time, the format of study is campus-based
Central Penn College	- Bachelor of Science in Corporate Communications	The program lasts 4 years. The form of study is full-time, the format of study is campus-based
Lynn University	- Bachelor's degree in communications;	The study period is 3-4 years. The form of study is full-time, the format of study is campus-based.
North Central College	- Bachelor of Arts in Communication;	The program lasts 4 years. The form of study is full-time, the format of study is campus-based
Susquehanna University	- Bachelor of Arts in Communication;	The program lasts 4 years. The form of study is full-time, the format of study is campus-based

Landmark College	- Bachelor of Arts in Communication and Entrepreneurial Leadership	The form of study is online only.
University College of Arts and Sciences	- Bachelor of Arts in Communication	The program lasts 4 years. The form of study is full-time, the format of study is campus-based
Florida International University	- Bachelor of Arts in Communication	The program lasts 4 years. The form of study is full-time, the format of study is campus-based
University of Miami	- Bachelor's degree in communications	The program lasts 4 years. The form of study is full-time, the format of study is campus-based.

Thus, U.S. universities offer a wide range of bachelor's degree programs in communications, among which the most popular are: Bachelor of Arts in Communication; Bachelor of Arts in Organizational and Strategic Communication; Bachelor of Business and Communications; Bachelor of Science in Interpersonal Communication; Bachelor of Science in Corporate Communications. In the vast majority of these bachelor's programs, the study lasts four years; the form of study is full-time and the format of study is campus-based.

Conclusions. Today's world puts forward fundamentally new requirements for the professional training of a qualified communications specialist. To solve this problem, it is necessary to take into account the experience gained throughout the history of education in Ukraine and foreign countries. Today, the United States remain one of the most popular places to obtain a bachelor's degree in communications. US universities dominate the world rankings, and the country also offers a wide range of bachelor's degree programs in communications, among which the most popular are: Bachelor of Arts in Communication; Bachelor of Arts in Organizational and Strategic Communication; Bachelor of Business and Communications; Bachelor of Science in Interpersonal Communication; Bachelor of Science in Corporate Communications. These study programs focus on students' understanding of communication in a variety of contexts (interpersonal, intercultural, organizational, political, and mass communication) and prepare them to be effective and well-rounded communicators. Such specialized skills will allow students to choose from a wide range of career opportunities after completing the program in various fields.

In the United States, a bachelor's degree in communications takes three to four years to complete, depending on the chosen specialization and the major disciplines studied. Bachelor's degree programs in communication allow you to develop and improve specialized skills that are of great value in today's job market. Specialized skills will allow students to choose from a large number of career opportunities after completing the program in a variety of industries.

Free-ApPLY.com education experts recommend obtaining a bachelor's degree in communication on the grounds that communication specialists are in high demand in the emerging business sector.

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