

BACHELOR *of* ARTS

ENGLISH & COMMUNICATIONS

Knowledge and Creativity for the 21st Century

From creative writing to media studies, the power of words and storytelling reaches and influences people across the globe. According to worldwide studies, creative thinkers, imaginative writers, and cultural innovators are becoming more and more in demand across all sectors. BAEC graduates are well equipped for a wide range of positions or for graduate study in law, psychology, literature, creative writing, teaching, public relations, journalism, applied linguistics, the arts, and many other fields.

BAEC is a four-year undergraduate degree that prepares well-rounded creative and analytical graduates who are able to think critically and imaginatively, learn independently, work collaboratively, and adapt quickly to challenges. Graduates emerge as lifelong learners with a wide range of experience, ready for employment in a competitive market or graduate study in a variety of fields.

Both in Armenia and globally, the skills that CEOs and organizations say they are looking for -- imagination, critical analysis, empathy, cross-cultural intelligence, adaptability, clear and persuasive writing, creativity, articulate communications -- are all exactly what we do in BAEC and what a liberal arts degree is about.

Our faculty is composed of many international academics, intellectuals, writers, poets, journalists, artists, linguists, and communications professionals.

EXPLORE the **POSSIBILITIES**

CAREER

- Media/Journalism
- Law
- Politics
- Creative or Content Writing
- Academia
- NGOs
- Publishing
- Translation and Interpretation
- Elementary Education
- Public Relations
- Corporate Communications
- Advertising

GRADUATE STUDY

- Literary Studies
- Cultural Studies
- Creative Writing
- Fine Arts
- Linguistics
- Education
- Communications
- Translation
- Film Studies
- History
- Sociology
- Psychology
- Law
- Public Administration
- Business Administration

Garbis Vizioian, EC Class of 2018

As the main in-house writer for Picsart's Yerevan office, I work with all the different product teams on in-app and marketing copy to keep a consistent tone and voice across all channels. My E&C classes taught me the finer nuances of writing and critical thinking that allows me to tackle the constantly changing demands and elements of the IT world.

What *to* Expect

BAEC is part of a liberal arts education offered by the College of Humanities and Social Sciences. The degree provides students with a strong foundation in English and world literature along with a critical understanding of contemporary media, while developing communication skills that can be applied in a range of contexts.

Students take a set of core courses that provide a foundation of knowledge and skills in communications and media studies, writing, literature, and linguistics. They also have the opportunity to take electives in a variety of specialized topics, from public relations to the graphic novel. A fourth-year capstone project integrates knowledge and skills from coursework and prepares students for work or graduate study.

Our faculty is especially strong in three main areas:

Writing

Students learn creative, persuasive, expository, journalistic, academic, technical, and business writing skills.

Literature & Translation

Students learn about American, British, and world literatures, as well as translation and interpreting.

Multimedia Communication

Students learn skills in digital media, filmmaking, photography, and graphic design, as well as theories of media, communications, and public relations.

General Education

An AUA undergraduate degree consists of two components: the Major requirements and the General Education requirements. While the Major gives students depth, specialization, and career preparation, General Education gives breadth and a foundation of general knowledge, perspectives, and skills for life. Both are carefully designed components to assure that graduates are ready for life-long learning, whether in the classroom, on the job, or on their own. For more information visit www.aua.am/gen-ed.

American University of Armenia
40 Marshal Baghramyan
Yerevan, 0019, Armenia
☎ +374 60 69 40 40
🌐 www.aua.am

Office of Admissions
Room 108M
☎ +374 60 61 27 50
🌐 Apply at im.aua.am
✉ ugrad@aua.am
🌐 admissions.aua.am

BAEC Program
☎ +374 60 61 27 09
✉ ec@aua.am
🌐 baec.aua.am

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