

Areas of emphasis

Workplace, organizational and leadership communication

Organizations are constituted by and transformed through communication. Effective workplace communication and leadership are crucial elements of success in all types of organizations, businesses and teams.

Communication across cultures

Understanding how culture and communication intertwine is important to understanding and influencing events that shape our world. This emphasis promotes personal community involvement that can constructively respond to challenges of an increasingly diverse society and world.

Communication and healthy relating

Healthy and sustained relationships require effective communication. This area of emphasis focuses on the many ways that communication creates, maintains and transforms effective and nourishing relationships.

Civility, advocacy and engaging publics

Our culture and its institutions are created, challenged, changed and maintained through communication. This area of emphasis focuses on the processes through which ideas are developed, disseminated, advocated and adopted.

Communication, creativity and performance

Communication at its very core is a creative enterprise. People must be able to adjust to ever-changing social conditions and diverse audiences to better advance inclusion and social engagement. To meet this challenge, this area of emphasis focuses on the performative nature of communication and the use of creative responses and aesthetic messages.

Philanthropy fuels possibilities

When you give to the Hugh Downs School of Human Communication you become a partner in the academic success of our students, the research discoveries of our faculty and the continued effort to make the world better. Whether you donate a couple of dollars or a large sum, your support is greatly appreciated. Any amount makes a difference for our students, faculty, staff, research and programs.

1 endowed professorship

14 scholarships and fellowships awarded

16 total endowments

“I am so grateful to be selected as a Hugh Downs School scholarship recipient. This scholarship will enable me to attend ASU to pursue my bachelor’s degrees in communication and political science, with minors in English literature and history. Upon graduation, my goal is to pursue graduate school to become a professor within the field of rhetorical and critical/cultural communication research and instruction.”

– Corbin Kohtz

Recipient of the 2021-2022 Hugh Downs School of Human Communication Scholars Program Scholarship

humancommunication.asu.edu

Hugh Downs School of Human Communication

Fact sheet

Social Sciences

2,051
undergraduates,
on-campus and
online

589
bachelor's
degrees
granted

21
tenured and
tenure-track
faculty

103
graduate
degrees

Communication: A toolbox for living

At the Hugh Downs School of Human Communication, we explore the complex role of human communication in everyday life. Students in our school learn how to communicate effectively whether with one person or large and diverse groups. Our communication courses provide students the tools to understand, analyze and respond to communication problems and opportunities including interpersonal relationships, workplace teams and community, civic and cultural groups. The careers of today and tomorrow are built on human communication and our program is designed to prepare students for an ever-changing world.



Leading global impact and innovative solutions

Our faculty and scholars are addressing society's most pressing global communication issues of our time, conducting innovative and socially embedded research on local, national and global concerns that contribute to a more peaceful, prosperous and equitable future.



Promoting gender equity in sports

Worldwide, more girls than ever before are participating in organized sport. As a result, they see immediate positive effects on their self-esteem and body image. Yet fewer girls participate in sports than their male peers. Assistant Professor Alaina Zanin is studying why these gender disparities in youth sport participation exist.



Drug and conflict intervention

To curb drug use and violence for adolescents, the National Scouting Association of Nicaragua signed a partnership agreement with ASU to teach young people how to handle situations involving drugs and conflict. The program, led by Associate Professor Jonathan Pettigrew, builds on the best U.S. drug and violence prevention practice, adapted to fit the Nicaraguan context.



Combating health disparities

Professor Olga Davis started the African American Cardiovascular Disease Health Literacy Demonstration project to raise awareness of cardiovascular disease among Black men in Phoenix, Arizona. Participating Black barbershops and hair centers are supplied with blood-pressure monitors — and training — to give readings to their customers, allowing barbers to become community health advocates.

Creating an inclusive environment

The Hugh Downs School of Human Communication provides students the opportunity to create their niche in a rapidly changing world. The diversity of our faculty and student body strengthen our ability to meet the challenges our world faces head on. Our students come from across the U.S. and around the world to work on the issues that matter the most to them. Students in our school hail from all 50 states and 30 countries from around the globe.

37% ethnic and racial
diversity

9,911 students enrolled in Hugh
Downs School of Human
Communication courses

28% first-generation

57 faculty members

32% Pell Grant eligible

“I knew my passion for people, studying how we as humans interact and how that plays a significant role in day-to-day life. When I came across the communication major in the Hugh Downs School and met with advisers, I knew it was for me. All of the classes were tailored to my interests and I am so glad I committed to this route of study!”

Kendra Schoenick
ASU alumna, BS in communication

