



PATHWAYS TO CAREERS IN COMMUNICATION



speech writer politician arts administrator film
director **public speaker** communication consultant
political campaign director communication statistician director of corporate communication
lawyer student activities director **publications editor** public relations
officer linguist **child language specialist** nonprofit organization director
legal communication consultant fund raiser **developmental officer**
college recruiter language arts teacher **media critic** political analyst advertising executive media buyer
market researcher **script writer** sound technician lighting
technician business manager communication researcher **theatre**
manager tour guide minister **recreational supervisor** human
rights officer political advisor diplomat host/hostess employment
interviewer **human resources manager** health services manager
hotel manager sports announcer **sports publicist** labor relations
consultant parliamentarian media account executive **marketing**
communication manager public information officer advertising
account executive forensics/debate director community college
speech instructor **governmental press secretary** reporter public
opinion researcher marketing specialist **community relations**
director customer service representative medical communication
trainer community affairs liaison **training specialist** entrepreneur
telecommunications specialist telemarketing manager fundraising
assistant **public affairs director** publicist university communication
professor legislative correspondent multimedia technician

SPEECH COMMUNICATION ASSOCIATION

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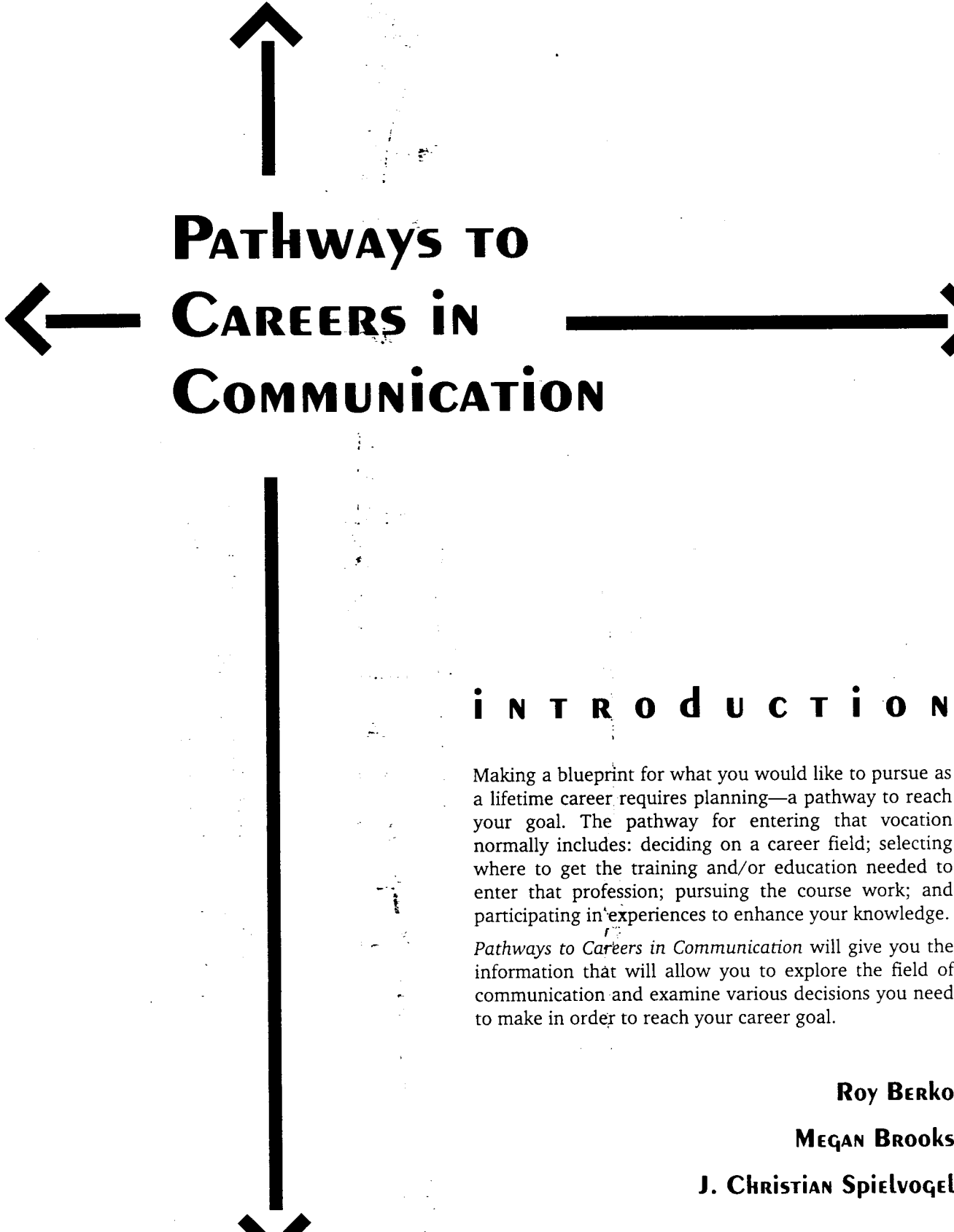
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**PATHWAYS TO
CAREERS IN
COMMUNICATION**

i n t r o d u c t i o n

Making a blueprint for what you would like to pursue as a lifetime career requires planning—a pathway to reach your goal. The pathway for entering that vocation normally includes: deciding on a career field; selecting where to get the training and/or education needed to enter that profession; pursuing the course work; and participating in experiences to enhance your knowledge.

Pathways to Careers in Communication will give you the information that will allow you to explore the field of communication and examine various decisions you need to make in order to reach your career goal.

Roy BERKO

MEGAN BROOKS

J. CHRISTIAN SPIELVOGEL

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A DESCRIPTION OF COMMUNICATION

COMMUNICATION DEFINED

Communication is the vehicle which allows us to recall the past, think in the present, and plan for the future. It enables us to manage our relationships with others and to interpret and interact with our environment.

Communication is a learned skill. Most people are born with the physical abilities to acquire necessary communication tools, but such potential does not guarantee that they will learn to communicate effectively. Language, rhetorical strategies, listening skills, and a lexicon of verbal and nonverbal meanings are developed in various ways. It is theorized that people gain their communication skills by having them modeled by persons in their environment, by being taught specific techniques through the educational process, and by practicing their abilities and having them evaluated.

Communication is a field which has a body of knowledge. The information relates to verbal and nonverbal language symbols which are spoken, enacted, heard, and seen. The body of scholarship is explained in textbooks and electronic publications which share skill-building and conceptual understandings so that they become accessible, and academic journals which report the research that is the basis for an ever-expanding understanding of the field.



THE IMPORTANCE OF COMMUNICATION

Oral communication has long been our dominant mode of communication. It is estimated that 75 percent of a person's day is spent communicating. Of this time, 46 percent is as a listener, 30 percent as a speaker. Sixteen percent of our communication time is spent reading and nine percent in writing.¹ Or, put more graphically, "we listen a book a day, we speak a book a week, read the equivalent of a book a month, and write the equivalent of a book a year."²

Excellent communication skills are important in both social and career settings. Communication is the basis for relational development and maintenance, family cohesion, and work success. The U.S. Department of Labor has declared that there are 16 qualities for high job performance.³ Ten of these qualities are commonly studied in the field of communication: listening, speaking, creative thinking, decision making, problem solving, reasoning, self-esteem, sociability, self-management, and integrity/honesty. Another study indicates that the most essential skills needed to be a competent employee are: interviewing, listening, planning and conducting meetings, resolving conflicts, and public speaking.⁴ All of these are communication skills.

THE HISTORY OF COMMUNICATION AS A DISCIPLINE

The communication discipline has a well deserved record of accomplishment.

The ability to speak clearly, eloquently, and effectively has been recognized as the hallmark of an educated person since the beginning of recorded history. Systematic comment on communication goes back at least as far as *The Precepts of Kagemni and Ptah-Hopte* (3200-2800 B.C.). Under the label "rhetoric," the study of the theory and practice of communication was a central concern of Greek, Roman, medieval, Renaissance, and early modern education. In the United States, rhetorical training has been a part of formal education since Harvard's founding in 1636.⁵

Modern day communication practitioners have long stressed the role of citizenship in a democratic society, especially as it relates to freedom of speech as defined in the First Amendment to the U.S. Constitution.

The twentieth century has seen the field of speech and rhetoric grow to include studies of the workplace environment, family systems, mass media, and advertising. In addition to the study of rhetoric, students of communication now draw on many of the theories, methods, and applications common in the fields of psychology, sociology, linguistics, and semiotics. The study of communication today includes specializations as wide ranging as interpersonal communication, organizational communication, international and intercultural communication, and mass communication.

AREAS OF CONCENTRATION IN THE COMMUNICATION DISCIPLINE

There are many subject matters encompassed in the field of communication. While areas differ from program to program, some of the most common include:

- **Applied Communication:** The study of processes used to analyze communication needs of organizations and social interaction, including the design of training to improve communication between supervisors and employees.
- **Communication Education:** The study of speech communication in the classroom and other pedagogical contexts.
- **Communication Sciences and Disorders:** The study of the physiological and acoustical components of speech and hearing behavior, including audiology and phonetics.
- **Communication Theory:** The study of principles that account for the impact of communication in human social interaction.
- **Family Communication:** The study of communication unique to family systems.
- **Gender Communication:** The study of gender differences and similarities in communication and the unique characteristics of male-female communication.
- **Health Communication:** The study of communication as it relates to health professionals and health education; includes the study of provider-client interaction as well as the diffusion of health information through public health campaigns.
- **International and Intercultural Communication:** The study of communication among individuals of different cultural backgrounds, including the study of similarities and differences across cultures.
- **Interpersonal Communication:** The study of communication behaviors in dyads and their impact on personal relationships.
- **Language and Social Interaction:** The study of the structure of verbal and nonverbal behaviors occurring in social interaction.
- **Legal Communication:** The study of the role of communication as it relates to the legal system.
- **Mass Communication:** The study of the uses, processes, and effects of mediated communication.
- **Mediation and Dispute Resolution:** The study for the understanding, management, and resolution of conflict in intrapersonal, interpersonal, and intergroup situations.
- **Organizational Communication:** The study of information flow within an organization and the impact of communication on individuals entering, working in, and exiting an organization.
- **Performance Studies:** The study of communication as performance, including its components of performer(s), text, audience, and context.

- **Political Communication:** The study of the role that communication plays in political systems.
- **Public Address:** The study of speakers and speeches, including the historical and social context of platforms, campaigns, and movements.
- **Public Relations:** The study of the management of communication between an organization and its audiences.
- **Rhetorical Criticism:** The study of principles that account for the impact of human communication between speaker and audience.
- **Semiotics:** The use of verbal and nonverbal symbols and signs in human communication.
- **Small Group Communication:** The study of communication systems among three or more individuals who interact around a common purpose and who influence one another.
- **Speech Communication:** The study of the nature, processes, and effects of human symbolic interaction. While speech is the most obvious mode of communication, human symbolic interaction includes a variety of verbal and nonverbal codes.
- **Theatre and Drama:** The study and production of dramatic literature.
- **Visual Communication:** The study of visual data, such as architecture, photography, visual art, advertising, film, and television as it relates to communication.

COMMUNICATION AS AN ACADEMIC DISCIPLINE

The Structure of the Academic Discipline of Communication

Many forms of instruction about communication are offered throughout the United States and in other countries. A study of academic community colleges, colleges, and universities listed 1,498 that offer courses in communication.⁶ Depending on the school, communication education can be formally recognized in different ways: certificates of proficiency, associate degrees, bachelors of arts and science, masters of arts and science, and doctors of philosophy and education. The number of communication degrees granted by schools of higher learning continues to rise (Table 1).

Departmental Approaches to the Field of Communication

Communication departments may vary greatly from school to school, depending on their focus and the type of program which is offered.

Some schools offer degrees in specific areas of communication such as Public Relations, Radio-TV-Film, Journalism, Advertising, Theatre, Organizational Communication or Communication Education. At such schools you would receive, for example, a B.A. in Advertising.

Some colleges offer a communication degree with an emphasis, concentration or track in a specific area (such as Public Relations, Rhetoric, Mass Communication, Interpersonal Communication). At such institutions you would receive, for example, a B.S. in Communication with an emphasis in Public Relations.

Some schools offer a communication degree without a particular emphasis. At such colleges you would receive, for example, a B.A. in Communication.

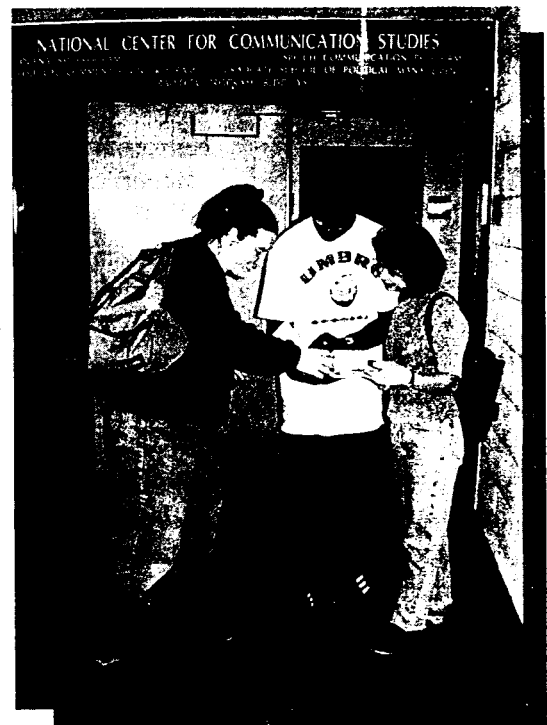


Table 1

**DEGREES CONFERRED IN COMMUNICATION
1974-75 THROUGH 1991-93**

Academic Year	Bachelor	Master	Ph.D.
1973-74	17,096	2,640	175
1974-75	19,248	2,794	165
1975-76	21,282	3,126	204
1976-77	23,214	3,091	171
1977-78	25,400	3,296	191
1978-79	26,457	2,882	192
1979-80	28,616	3,082	193
1980-81	31,282	3,105	182
1981-82	34,222	3,327	200
1982-83	38,602	3,604	214
1983-84	40,165	3,656	219
1984-85	42,083	3,669	234
1985-86	43,091	3,823	223
1986-87	45,408	3,937	275
1987-88	46,705	3,932	236
1988-89	48,645	4,257	253
1989-90	51,345	4,362	273
1990-91	52,799	4,336	274
1991-92	54,257	4,180	252
1992-93	53,874	4,754	293

Source: National Center for Education Statistics of the U.S. Department of Education, *Digest of Education Statistics* (Washington DC: U.S. Department of Education, 1995).

Some community colleges offer associate degrees in communication. At these institutions the graduate would be granted, for example, an A.A. degree in Communication.

Some schools will not offer a degree in communication but will offer one or more courses. At these institutions, you would receive a degree in another major but have communication courses as part of the units taken. For example, you might obtain a B.S. in Psychology, with five courses in communication (possibly a minor).

Within each orientation, departments differ according to their theoretical or methodological focus, by emphasizing a rhetorical, critical, interpretative, scientific, applied, and/or performance perspective.

A typical two-year or four-year school's undergraduate department of communication is unlikely to offer majors in all areas of communication. Each school generally specializes in one area or in a small number of fields (see Table 2).

Unit Designations

In reviewing a catalogue from any institution you must be aware that not all colleges and universities use the same title for listing their units. Some communication offerings are enumerated as part of a School or College (e.g., School of Communication, College of Communications). Some institutions will offer communication courses through Departments with such titles as Communication Studies, Speech Communication, Communication Arts, Communication and Theatre,

and Speech and Mass Communication. Some schools merge the communication offerings with other academic areas, and designate the grouping with such names as Humanities or Language Arts (e.g., Division of Humanities, Language Arts Program).

Special Departmental Services

Some departments offer activities and services in addition to their academic courses. These offerings include intercollegiate speech and debate competitions; communication clubs and honoraries; opportunities for participation in on-campus radio, television stations and theatres; and off-campus experiential training.

Forensics and debate offer opportunities for those interested in learning to speak or perform before audiences to gain experience. This is excellent training for entering such fields as law, theatre, and teaching.

Communication clubs allow those who have similar interests in the field to meet, have social interactions, go on field-trips, meet the professors who teach the courses, interact with practitioners, and participate in activities of mutual concern. *Speech Communication Association Student Clubs (SCASC)* are official units associated with the Speech Communication Association.

Honor societies award special recognition to those who have achieved high academic standards in the field. Lambda Pi Eta is the official communication honor society of the Speech Communication Association. Membership in this honorary is not only a means of gaining recognition for communication expertise, but can be included on a resume to allow prospective employers know that you are a respected member of the academic speech communication community.

Student-operated radio stations, television stations, and theatres are available on many campuses. These activities allow a person interested in the field to gain practical experience.

Internships can be an important stepping stone on the pathway to a career in communication. Internships are paid or unpaid positions within a company or organization that are arranged for a fixed period of time and may be assigned college credit. Because the communication field is so broad, an internship in communication can help you define an area of interest. It is also a way to show a future employer that you have obtained on-the-job skills. For example, someone interested in a career in political communication may be offered the opportunity to participate in a candidate's campaign, or a public relations major may spend a period of time working in a public relations agency.

Table 2

INSTITUTIONS WITH PROGRAMS IN COMMUNICATION

Field	Offer Courses	%	Offer Majors	%
Advertising	542	41	148	11
Communication	768	59	365	28
Film and Cinema	444	34	77	6
Information Science	121	9	23	2
Journalism/Mass Communication	804	61	370	28
Public Relations	574	44	231	18
RTV/Broadcasting/Telecommunication	742	57	360	27
Speech	711	54	248	19
Other Communication Specialties	402	31	236	18

Source: Garland C. Elmore. Unpublished data. Indianapolis: Indiana University-Purdue University, 1996.

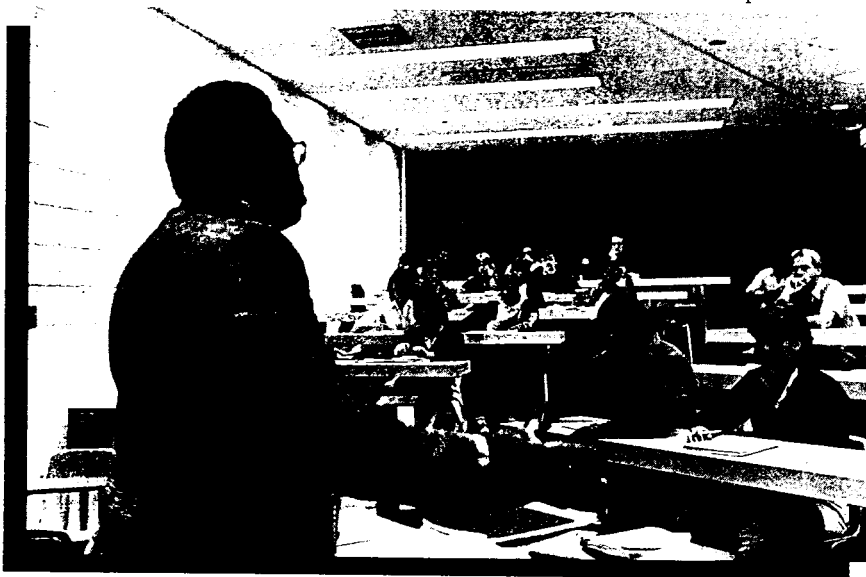
There are many ways you can obtain an internship. Many departments designate an internship advisor who will help you in your search. In addition to that source, you can seek advice from your academic advisor, and/or a representative of the institution's career service or internship center. Also, the reference section of your local library may have some sources for locating and obtaining internships such as *Internships*, *The National Directory of Internships*, and *The Princeton Review Student Access Guide to America's Top 100 Internships*. Other options for obtaining an internship include using your network of family and friends to establish contacts, faxing or mailing a resume and cover letter to the organizations that interest you, and making follow-up phone calls.

COMMUNICATION IN INSTITUTIONS OF HIGHER LEARNING

UNDERGRADUATE EDUCATION

Post-secondary education in communication is offered at technical institutions, community colleges, colleges, and universities. Cost and program content are usually the most important factors involved with choosing a school for undergraduate studies.

One of the considerations for selecting a school is whether or not it offers course work in the preferred major, and the quality of those offerings. Do not assume that all colleges and universities offer communication majors. Research is needed to determine the breadth and quality of various programs. Referring to such sources as *The Communication Disciplines in Higher Education* and *Peterson's Guide to Four-Year Colleges* should assist in the search. On-campus interviews with counselors and members of the communication department should also be considered.



Another consideration may be the cost comparisons between schools. Be aware that tuition at a public school in your state of residence tends to be less expensive than out-of-state costs for colleges and universities. Private colleges and universities tend to be more expensive than public schools; however, many private institutions give scholarships and grants which may balance off the cost differences. If there is a community college in your area, it can also be part of your pathway to a degree as it may grant an associate degree in communication, or offer a substantial number of courses in the field. If you use a community college as a

stepping stone on the way to a B.A., be sure that your credit hours are transferable to the school to which you plan to matriculate. Another potential low cost option are technical institutions. Only a few of these institutions offer programs in communication. Those that have such programs favor technical training in such fields as media technology and electronic communication.

Scholarships, grants, and student loans are available. Information about financial subsidies may be acquired from school career centers or the reference section of a library.

GRADUATE EDUCATION

Graduate school might be an option for those interested in acquiring additional knowledge and skills in communication beyond the undergraduate level. Selecting a graduate school requires forethought. Graduate studies in communication can be undertaken at the masters' and doctorate levels.

Many graduate students in communication are interested in pursuing a career in collegiate teaching and research. With the exception of some community colleges and private schools, a Ph.D. is usually preferred, if not required, for employment as an entry-level instructor. There are, of course, nonacademic positions in public and private organizations into which someone with an advanced degree can enter. For example, a master's degree in organizational communication might lead to a career in management or in human resources training.

Graduate level courses can vary from school to school. You may either contact schools you are interested in attending and request information regarding their major field offerings or consult such sources as: *Graduate Directory of the Speech Communication Association Member Institutions*, *The Communication Disciplines in Higher Education*, *Journalism and Mass Communication Directory*, and *Peterson's Guides to Graduate Schools*.

After narrowing your list of prospective graduate schools, the next step is to contact those schools that interest you and obtain a copy of their graduate program guide. Look through the guide to analyze each department's course offerings, any financial assistance that is available, and job placement trends for recent graduates in your desired area of concentration. There are no official rankings of the proficiency of communication programs, so you might want to do your own investigation by seeking recommendations from professors or other experts in the field or researching the publication record of faculty members on the staff of the prospective schools.

In planning for graduate education, whether on the master's or doctoral level, be aware that many schools give stipends and/or a waiver of tuition for being a graduate, research, or teaching assistant. Graduate assistants aid professors in their research projects, coaching forensics/debate teams, or assisting in departmental projects. Research assistants assist professors in pursuing inquiry into one of the areas of communication. Teaching assistants instruct in speech courses usually under the supervision of a full-time faculty member.

COMMUNICATION AND CAREERS

CAREERS IN THE FIELD OF COMMUNICATION

When investigating a possible career in communication it is important to know the possible positions available to those interested in entering the field, the potential career opportunities, and the educational offerings available.

The discussion in this section describes some of the careers and jobs available. These careers and jobs were derived from a survey of communication graduates from 16 colleges and universities⁷ and supplemented with other jobs clearly in the speech communication field. In this ever-changing economy, there are job titles and descriptions which are not included but which might open up for the communication graduate with the right skills, knowledge, and experience.

Not all colleges and universities offer all of the subjects listed for each career area. In addition, many colleges have general education requirements (that all students must take, regardless of major) which may prevent a student from experiencing all of the subjects listed.

➤ ADVERTISING

According to Bruce Vandenburg of Michigan State University, "Advertising is a field that demands good oral and written communication skills. Someone who plans a career in advertising should be a people person."⁸ Obtaining a degree in advertising involves learning about the research involved with developing advertising strategies, how advertising campaigns are produced, how marketing plays into advertising, as well as becoming savvy to how computers work.

Vandenburg projected that advertising will be one of the top 20 growth career areas for the year 2000 and beyond. There should be a slight improvement over the present day market for new graduates. This growth appears to be based on the industry coming into contact with the role of advertising as it relates to new electronic, computer-based technologies, including the Internet and CD-ROM.

Advertising programs are typically housed with journalism or mass communication departments, although they may be a part of a communication or business program.

Careers in advertising include: advertising or marketing specialist, copy writer, account executive, sales manager, media planner, media buyer, creative director, media sales representative, and public opinion researcher.

Communication subjects that can enhance an advertising career include: marketing, copy writing, research methods, persuasion, advertising and society, mass media, interpersonal communication, mass media law, media production, public speaking, and small group communication.

➤ COMMUNICATION EDUCATOR

Communication educators are hired at all academic levels—elementary and secondary schools, community colleges, colleges and universities. Most communication faculty members are found at the collegiate level.

To teach communication in an elementary or secondary school you will need to obtain certification. Each state has its own regulations, but almost all require a minimum of a bachelor's degree in the field you will be teaching. A recent trend is toward requiring certification in language arts rather than in speech communication.

Becoming an instructor at a collegiate level usually requires a doctoral degree, though some community colleges will hire a candidate with a master's degree. Community colleges tend to prefer graduates who have a general communication degree so they can teach a multitude of courses. Four-year institutions, especially research and graduate level universities, prefer candidates who are trained in a specific area such as organizational communication, rhetoric and public address, or interpersonal communication.

One question often asked by students is, "What are the job opportunities in college communication teaching?" According to a study, "more than 80 percent of those institutions currently advertising for new faculty to fill communications positions prefer or demand the Ph.D. However, only half the number needed to fill those vacancies will be available in the years ahead. . . . These trends will be more severely felt in the communications discipline than in many other academic fields, because Ph.D. production in communication per undergraduate to be served has been declining steadily for a number of years."⁹

Careers in communication education include: language arts coordinator, high school speech teacher, forensics/debate coach, drama director, college or university professor, and speech communication department chairperson.

Communication subjects that can enhance a career in a communication education include: oral communication, public speaking, interpersonal communication, introduction to media systems, communication theory, research and methodology in communication, communication in the classroom, cross-cultural communication, teaching the language arts, linguistics, sociolinguistics,

"Effective communication is key to being a good teacher. . . . My communication training has enabled me to foster an atmosphere that is conducive to learning."

**Brian Horikani,
Speech communication instructor**

developmental communication, nonverbal communication, small group communication, oral interpretation and performance studies, forensics, family communication, conflict resolution, argumentation, ethics of communication, rhetorical theory and criticism, listening, discussion, and persuasion.

➤ ELECTRONIC MEDIA/RADIO-TELEVISION BROADCASTING

The field of broadcasting is going through a period of rapid change. One of the trends is the combination of radio and television with computers and interactivity. Even the title of the field will shift from the present emphasis of broadcasting to electronic media, according to Louisa A. Nelson of the Broadcast Education Association.¹⁰

It is further anticipated that there will be a major job shift in the field from radio and television positions to non-broadcast video. Non-broadcast video includes the activities of corporations, health care centers, and educational organizations in producing in-house newsletters, training materials, music videos, commercials, and educational materials. Careers will encompass not only performance, but technical skills, including video graphics. Students will need to be thoroughly trained in the use of media.¹¹

Often considered to be a glamour industry because of the attention given to electronic broadcasters—network newscasters and talk-show hosts—the radio-television field actually has more jobs off-camera and off-microphone than on-air. Many of these technical, sales, and administrative positions pay as well or better than those held by performers.

Those interested in on-air performance should be aware that many of the jobs are in small or rural communities at local stations and in independent production facilities, rather than with the networks. It is fairly common for performers to find their first job at one of the small broadcasting or production sites. Initial compensation is often low or even unpaid as volunteer work or internships. Even at that, competition for jobs can be very competitive.

As with journalism, undergraduate enrollments in electronic media have increased, though freshman enrollment has dropped in the last several years. Graduate enrollments continue to increase. Women continue to dominate at the bachelor's and master's level. Approximately four out of 10 journalism and mass communication programs limit enrollments, many because they simply have more students than they are able to handle.¹²

Electronic media/radio-television broadcasting programs can be found in a departments with such diverse names as Communications, Mass Media, Mass Communication, and Radio-Television-Film.

Careers in electronic media/radio-television broadcasting include:

broadcasting station manager, director of broadcasting, film/tape librarian, community relations director, unit manager, film editor, news director, news writer, transmitter engineer, technical director, advertising sales coordinator, traffic/continuity specialist, media buyer, market researcher, actor, announcer, disc jockey, news anchor, public relations manager, comedy writer, casting director, producer, business manager, researcher, account executive, floor manager, and talk show host.

Communication subjects that can enhance a career in electronic media/radio-television broadcasting include: oral communication, public speaking, print communication, interpersonal communication, introduction to mass communication, media research, studio and field production and direction for



“The technical aspect of my communication degree provided the necessary background for my current position. I would highly recommend a ‘hands-on’ internship for anyone considering a communication career. Perhaps the most beneficial part of my communication background is that it has allowed me to be comfortable in facing the constantly changing nature of the technological field.”

**Janet Rodriguez,
Television production
assistant**

television/radio/film, script writing, editing, persuasion, nonverbal communication, media performance, oral interpretation, public relations, listening, media theory, media criticism, advertising, media law, communication ethics, campaigns, interviewing, and acting.

☞ JOURNALISM (Print or Electronic)

Journalism involves researching and gathering information and communicating it to the public through writing, speaking or visual means. Several recent surveys indicate that the collegiate enrollment in journalism programs has remained fairly steady, with some drop in the enrollment of freshman and sophomore students. This reflects two trends: (1) some journalism departments/schools have placed restrictions on the number of students they will admit to their programs, and (2) the evidence indicates that occupational opportunities in the field have not improved in what has been a steady but tight market for the past three years. At present, approximately 50 percent of journalism graduates find employment in the field within six to eight months after completing their undergraduate degree.¹³

Journalism programs are usually housed in a communication or journalism department. The Accrediting Council on Education in Journalism and Mass Communication accredits journalism programs, but be aware that not all programs are accredited. There is a controversy among practicing journalists as to whether accredited programs are better than those which are not accredited. Those planning to enter a journalism program should be aware that attending a school which has an accredited program does not automatically mean that job placement will be ensured just because of that designation.

Careers in journalism include: reporter, editor, newscaster, author, copy writer, script writer, publisher, news service researcher, technical writer, acquisitions editor, media interviewer, and talk show host.

Communication subjects that can enhance a career in journalism

include: interviewing, oral communication, public speaking, print communication, interpersonal communication, editing, persuasion, nonverbal communication, oral interpretation, listening, media theory, media criticism, advertising, media research methods, media law and ethics, acting, radio-television production, and announcing.

☞ PUBLIC RELATIONS

Public relations typically involves managing the public image of an organization or an individual. According to Carol Botan of Purdue University, the field has been growing at a very fast rate because (1) a change has taken place in the nature of the information society which has allowed the reaching of specialized audiences which opens up the field to new and ever-expanding approaches, and (2) public relations has been strongly effected internationally with changing economic structures. It is expected that employment trends will continue to rise as the conception of public relations continues to broaden into areas of international communications and training and development.¹⁴

Botan advises anyone planning to enter the field to be aware that "effective writing is absolutely a critical skill." And with the advent of video newsletters and video production as an important aspect of public relations, a background in media production is quickly becoming a necessity for career planning in this area.¹⁵

This academic major can be found in a journalism, mass communication or a communication department. It is sometimes housed in the business school.

Careers in public relations include: publicity manager, advertising manager, marketing specialist, press agent, lobbyist, corporate public affairs specialist, account executive, development officer, fund raiser, membership recruiter, sales manager, media analyst, media planner, creative director, audience analyst, news writer, and public opinion researcher.

"I deal with marketing, advertising, public relations, promotion, media buying and direct mail. Listening and speaking are my whole life. In this business you need to be able to pay attention and see problems and solutions quickly. I couldn't have existed for 20 years in this field without being an effective communicator."

Corinne Bomba, co-owner, Bomba, O'Neil and Company

Communication subjects that can enhance a career in public relations

include: business and professional communication, public speaking, print communication, interpersonal communication, introduction to media systems, organizational communication, media production, listening, interviewing, ethics of communication, persuasion, visual communication, and nonverbal communication.

☞ **THEATRE/PERFORMING ARTS/DRAMATIC ARTS**

Theatre, along with mass media, is considered to be a glamour industry. Some individuals who are interested in entering into a career in the theatre perceive it as a pathway to becoming a "star." Although these people do exist, the majority of people in the field do not reach that level. Successful careers as performers may be had by people who recognize that there are theatre and performance areas outside of New York and Los Angeles. There are professional, community, and educational theatres operating throughout the country.

In planning for a career in the theatre keep in mind that individuals who were "stars" in their community or high school productions, will be competing with others who have had similar experiences. The jobs are few, the competition intense. It takes a great deal of dedication, along with talent, to become a successful performer.

It should also be kept in mind, when thinking about a career in drama, that much theatre involvement exists in performing off-stage jobs in areas such as theatre management, instruction, technical and production positions.

Degree programs in theatre/performing arts/dramatic arts are sometimes found in a communication department, but more often they are housed in a theatre or performing arts department. Depending on the institution, the focus of the program may include: theatre history/literature, acting, stage speech, stage movement, design, directing, makeup, costuming, theatrical/arts criticism, and theatre/stage management.

Careers in theatre/performing arts/dramatic arts include: performing artist, script writer, producer, director, arts administrator, performing arts educator, costume designer, scenic designer, lighting designer, theatre critic, makeup artist, stage manager, model, theatre professor, and casting director.

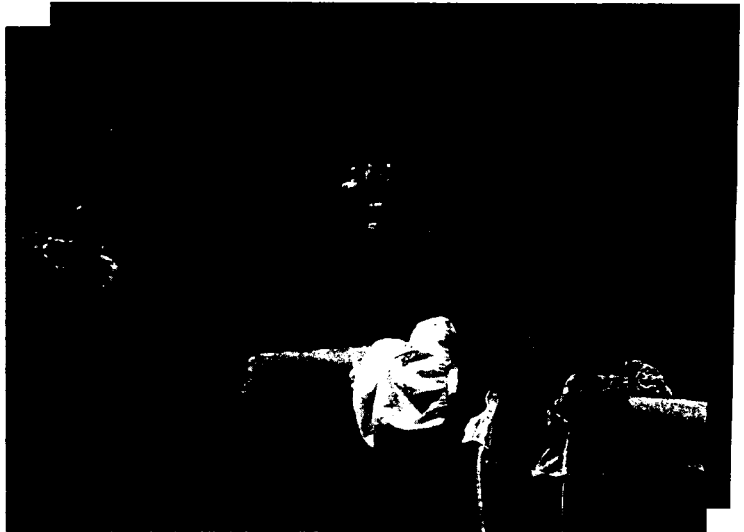
Communication subjects that can enhance a career in theatre/performing/dramatic arts include: theatre criticism, arts management, acting, directing, lighting design, designing for the stage, costume design, theatre appreciation, history of the theatre, oral communication, public speaking, and nonverbal communication.

CAREERS IN FIELDS RELATED TO COMMUNICATION

Knowledge of communication can be beneficial to any career. If you enjoy studying in the field of communication, but do not plan on pursuing it as a career, you might consider taking as many communication courses as you can fit into your elective selections. Or, if your school permits it, you might choose to double major or minor in Communication. Here are some career fields and related occupations where communication is an important element.

☞ **BUSINESS**

It is well recognized that communication plays a vital role in the functioning of any government, business, or industrial organization. A study of M.B.A. graduates



"I am trained as a communication generalist. This has allowed me to be successful in my role as researcher, teacher, and consultant. That background allows me to deal with people on all levels, whether they are lawyers, investment bankers or astrophysicists, and teach them to be effective communicators."

**Donna Surges-Tatum,
Consultant and
psychometrician**

revealed that skill in "oral persuasiveness" ranks as the most important skill in business.¹⁶ Another study indicates that the essential skills needed by a competent

employee include interviewing, listening, planning and conducting meetings, resolving conflicts, and public speaking.¹⁷

Careers in business and communication include: sales representative, executive manager, personnel manager, public information officer, industrial and labor relations representative, negotiator, director of corporate communication, customer service representative, newsletter editor, communication trainer, human resources manager, mediator, and buyer. (Also see Law, Media, and Public Relations and Advertising.)

Communication subjects that can enhance a business career

include: public speaking, interpersonal communication, introduction to mass media, business and professional communication, organizational communication, small group communication, interviewing, and listening.

☉ **EDUCATION**

A teacher has to effectively organize and deliver material to different audiences in order to facilitate comprehension and understanding no matter whether the subject is math, science, reading, or English. Great teachers are great communicators. Besides teaching, there are other education-related careers.

Careers in education and communication include: teacher (elementary and secondary), school counselor, educational researcher, audiovisual specialist, educational administrator, school/university information specialist, director of college news, director of a collegiate information center, educational tester, development officer, educational fund-raiser, alumni officer, college placement officer, college admissions director, and college recruiter.

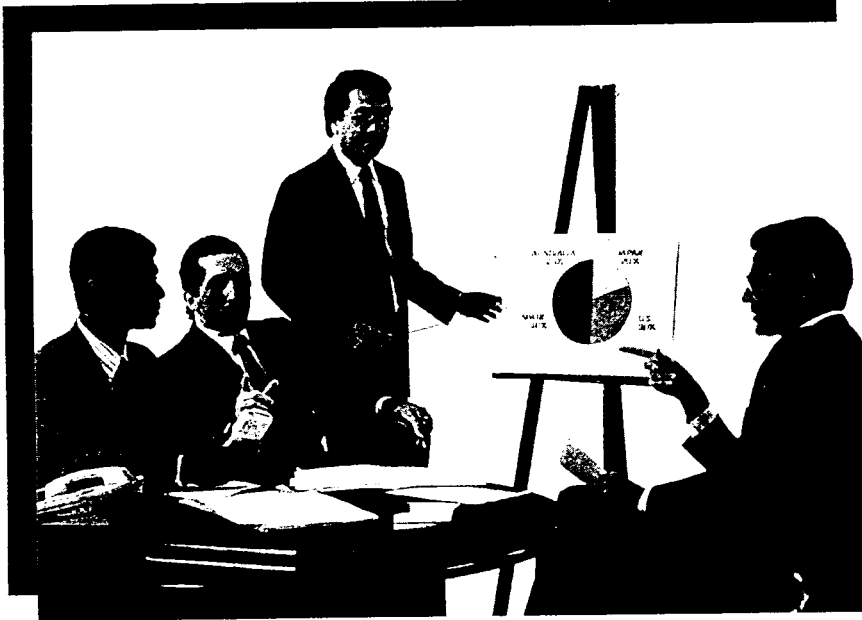
Communication subjects that can enhance an education career include: oral communication, public speaking, interpersonal communication, introduction to media systems, communication theory, communication research methods, communication in the classroom, intercultural communication, teaching the language arts, linguistics, sociolinguistics, nonverbal communication, small group communication, performance studies, forensics, family communication, conflict resolution, argumentation, communication ethics, rhetorical theory and criticism, listening, persuasion, and communication disorders.

☉ **GOVERNMENT/POLITICS**

Communication issues challenge political leaders and our systems of government. Communication is the basis for gaining understanding between people and nations, discussions of similarities and differences, and settling disputes.

Communication and government/political-related careers include: public information officer, speech writer, legislative assistant, campaign director, research specialist, program coordinator, negotiator, lobbyist, press secretary, and elected official.

Communication subjects that can enhance a government career include: public speaking, journalism, interpersonal communication, introduction to media



"Effective communication in today's world is essential to international understanding and to the fostering of peace." ¹⁸

George Bush, former U.S. President

systems, mass communication, communication theory, communication research methods, organizational communication, argumentation and debate, rhetorical theory and criticism, political communication, persuasion, media performance, listening, communication ethics, performance studies, and acting.

⇒ HEALTH CAREERS

Effective communication is a key tool that health care providers must use in dealing with clients and patients for preventing illness, diagnosing disease, and managing treatment and patient care. It is necessary for developing and maintaining trust between provider and client, their families, and other health care providers.

Equally important in health careers is the use of communication to educate and train a population in healthy behaviors such as nutrition, sexual health, and family planning.

Careers in health and communication include: health educator, school health care administrator, medical grants writer, hospital director of communication, clinic public relations director, health communication analyst, research analyst, medical training supervisor, communications manager for federal health agencies, health personnel educator, medical center publications editor, hospice manager, drug rehabilitationist, health care counselor, activities director, marketing director, and health facility fund raiser.

Communication subjects that can enhance a health career include: health communication, interpersonal communication, family communication, interviewing, business and professional communication, public speaking, research methods, small group discussion, conflict resolution, public relations, listening, nonverbal communication, persuasion, and communication ethics.

⇒ HIGH TECHNOLOGY INDUSTRIES

The link between computerization and communication has become the subject of extensive research by communication specialists. Many departments of communication offer a specialization in information sciences, human information theory and processes, or communication technologies, often dealing with communication by computer, videotext, teletext, and teleconferencing.

Careers in technology and communication include: trainer for communication technologies, closed circuit television producer/director, systems analyst, technical copywriter, language specialist, speech synthesizer, cognition researcher, audio and visual computer display specialist, and performance assessor.

Communication subjects that can enhance a high technology career include: oral communication, public speaking, interpersonal communication, introduction to media systems, communication research methods, communication theory, listening, communication ethics, and organizational communication.

⇒ INTERNATIONAL RELATIONS AND NEGOTIATIONS

International relations and negotiations are communication-centered. Understanding the effect of internationalism and how it affects communication is fundamental to dealing with others in the world arena. In a survey of 200 major institutions with international dimensions and public agencies, the five skills ranked as most important in international relations and negotiations were: the ability to analyze information, problem-solving skills, empathic and critical listening skills, verbal skills, and writing skills,¹⁹ all of which involve communication abilities.

Careers in international relations and negotiations include: on-air international broadcasting talent, corporate representative, translator, student tour coordinator, diplomat, foreign relations officer, host/hostess for foreign dignitaries, and foreign correspondent.

“My communication training has helped to ensure that the internal and external communication of a health care system can function effectively. Developing communication plans requires a thorough knowledge of the needs of varying audiences.”

Julie Falk, Health communication specialist

“Law cannot function without effective communication. Lawyers and judges write and talk constantly—they inform, persuade, negotiate, counsel and decide issues of profound personal, financial, and even national importance. The ability to do these things clearly and efficiently separates the merely competent from the truly talented.”

**Nancy Schultz,
Lawyer and
professor, National
Law Center at George
Washington
University**

“Counseling requires a certain amount of sensitivity and understanding that comes from an awareness of communication skills. Listening and the ability to understand each student’s unique point of view is crucial in my profession, because if they don’t feel that I understand their position, they won’t in turn listen to me.”

**Curtis Johnson,
School guidance
counselor**

Communication subjects that can enhance an international relations/negotiations career include: intercultural communication, international communication, nonverbal communication, public speaking, interpersonal communication, introduction to mass communication, communication theory, language and social interaction, public relations, political communication, and conflict resolution and negotiation.

☛ LAW

Law is a profession which is essentially literary and rhetorical in nature. It is a way of establishing meaning and community through language. With a field so steeped in verbal and nonverbal skill requirements, a background in communication can serve as an effective antecedent to a career in law. Communication training, or a degree in communication, can be useful for admission to law schools, as well as providing skills for use after law school. It is also valuable to paralegals and legal secretaries.

Careers in law and communication include: public defender, corporate lawyer, district attorney, public interest lawyer, private practice lawyer, legal researcher, mediation and negotiation specialist, paralegal researcher, legal secretary, legal reporter, and legal educator.

Communication subjects that can enhance a legal career include: public speaking, interpersonal communication, legal communication, media law, media regulation, argumentation and debate, listening, small group communication, conflict resolution and negotiation, persuasion, interviewing, communication ethics, nonverbal communication, performance studies, and acting.

☛ SOCIAL AND HUMAN SERVICES

The way human services are communicated can affect how people use and evaluate the offerings available. Social workers, counselors, and others involved in social and human services must be effective communicators.

Careers in social and human services include: public administrator, social worker, recreational supervisor, human rights officer, community affairs liaison, park service public relations specialist, philanthropic representative, religious leader, and mental counselor.

Communication subjects that can enhance a social services or human services career include: public speaking, business and professional communication, interpersonal communication, introduction to media systems, family communication, discourse analysis, cross-cultural communication, organizational communication, listening, relational communication, small group communication, communication ethics, crisis communication, and nonverbal communication.

CAREERS FOR THE FUTURE

A U.S. Department of Labor study indicates that there is an expected increase in many job areas by the year 2005. Twenty-seven areas are predicted to have a 10 percent or more increase; many of these are communication fields or are related to communication studies (see Table 3).

GAINING EMPLOYMENT IN A COMMUNICATION CAREER

All of the pathways normally pursued for obtaining a job should be explored when searching for a position in communication. Job searches can include reading want ads, going to a college or university job placement service, listing with an employment agency, doing informational interviews, and networking with people who may be aware of possible job availability.

Suggestions for communication majors include:

- ☛ Become a member of the Speech Communication Association’s Placement Service. Members place on file a set of credentials which include a resume and letters of

Table 3

CAREER PROJECTIONS TO 2005

Employment (in 000's)

Classification	1992	Increase	2005	% Increase
Health Services	9,613	4,176	13,789	43
Educational Services	9,718	2,757	12,475	28
Eating & Drinking Places	6,602	2,176	8,778	33
State & Local Government	6,576	1,067	7,645	16
Wholesale Trade	6,045	1,146	7,161	19
Construction	4,471	1,161	5,632	26
Insurance & Banking	4,235	590	4,825	14
Retail Stores (variety)	3,553	434	3,987	12
Grocery Stores	2,842	633	3,475	22
Personnel Services	1,649	933	2,582	57
Trucking & Warehousing	1,606	413	2,019	26
Hotels & Lodging	1,572	637	2,209	41
Social Services	1,509	1,405	2,914	93
Printing & Publishing	1,504	247	1,751	16
Amusement & Recreation	1,169	457	1,626	39
Public Utilities	955	117	1,072	12
Motor Vehicle Dealers	940	153	1,093	16
Computer & Data Processing	831	795	1,626	96
Air Transportation	729	238	967	33
General Management	655	455	1,110	70
Agricultural Services	653	265	918	41
Child Care Services	449	328	777	73
Securities & Commodities	439	131	570	30
Radio & TV Broadcasting	355	37	392	11
Drug Manufacturing	256	41	297	16
Advertising	226	62	288	28
Motion Pictures	171	104	275	61

Source: *Fastest Growing Careers* (Chevy Chase MD: U.S. Department of Labor, National Certification Commission, 1995).

recommendation. Upon your request the materials are sent to prospective employers. A listing of openings in the field appear in *Spectra*, the monthly SCA newsletter. It should be noted that most of the members of the placement service are graduate students who are pursuing careers in college or university teaching, and most of the job listings are for academic positions.

- ☞ Internships, part-time jobs, and volunteer positions while you are a student often lead to future job placements. These positions often build networks in which you get to know people in various settings who do hiring or know of possible openings. It is *strongly recommended* that communication majors obtain a position, whether paid or voluntary, which allows for "hands-on" experience in the field.
- ☞ Talk to your department's instructors. They often are aware of job opportunities.
- ☞ Do informational interviews. Make appointments with people in your field who hold positions similar to your career desires. Ask them to describe the pathway they followed to obtain their position.
- ☞ While studying for your degree assemble information that shows your talents. A portfolio of writing samples, audio and video tapes, and copies of reports and group projects, all can be valuable in showcasing your talents.
- ☞ Get to know your professors well enough so that they will be able to write recommendation letters for you that contain personal information.
- ☞ When asking anyone to write letters of recommendation, provide them with the documentation they will need to flesh out the statements about you with examples and illustrations. At a minimum, give them a résumé which lists your school activities, work record, and other information that they may not have about you.

RESOURCES FOR INVESTIGATION

Scholarship Information

S. Norman Feingold, *Scholarships, Fellowships and Loans* (Chicago IL: Gale). A listing of the types of, identification of, and requirements for obtaining collegiate scholarships, fellowships, and loans.

Daniel J. Cassidy, *The Scholarship Book* (Englewood Cliffs NJ: Prentice Hall). A listing of scholarships available for colleges and universities.

College Costs

Preparing Your Child For College: A Resource Book for Parents (Washington DC: U.S. Department of Education). A resource book designed to help with the process of college selection and finances.

John Minter and Thomas E. Giska, *The College Price Book: How to Find an Affordable College* (Falls Church VA: Higher Education Publications). An investigative source regarding the costs at colleges and universities.

Peterson's College Money Handbook (Princeton NY: Peterson's Guide). A planning guide concerning college costs and available sources of financial support.

COMMUNICATION EDUCATION ACADEMIC DIRECTORIES

Megan Brooks and Roy Berko, *Graduate Directory of the Speech Communication Association Member Institutions—1994* (Annandale VA: Speech Communication

Association). A survey of institutions offering masters and doctoral programs.

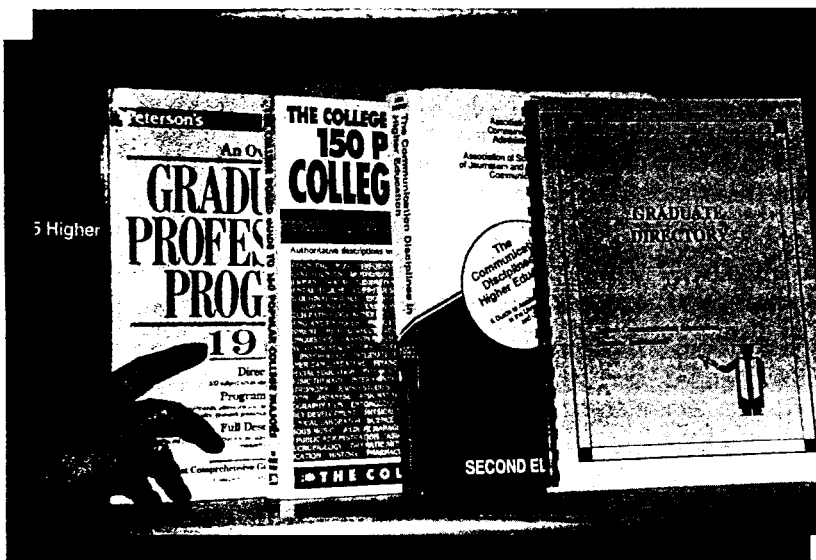
Garland C. Elmore, *The Communication Disciplines in Higher Education—1993* (Annandale VA: Association for Communication Administration).

A guide to academic communication programs in the United States and Canada.

Journalism and Mass Communication Directory—1994-95 (Columbia SC: Association for Education in Journalism and Mass Communication). Provides a list of journalism and mass communication departments and descriptive information about their programs.

Susan Dilts and Mark Zidzik, *Peterson's Guide to Four-Year Colleges* (Princeton NJ: Peterson's Guides). Provides an alphabetical listing of institutions by discipline, accompanied by a list of financial and enrollment information for prospective undergraduate students.

Amy Lefferts, et. al, *Peterson's Guides to Graduate and Professional Programs: An Overview* (Princeton NJ: Peterson's Guides). Provides an alphabetical listing of institutions by discipline, accompanied by a list of financial and enrollment information for prospective graduate students.



INSTITUTIONS OF HIGHER LEARNING

Mary Pat Rodenhouse, *1995 Higher Education Directory* (Falls Church VA: Higher Education Publications). A descriptive listing of colleges and universities.

Elaine Kroe, *Directory of Postsecondary Institutions* (Washington DC: National Center for Education Statistics). A descriptive listing of college and universities.

CAREER INFORMATION

Occupational Outlook Handbook (Washington DC: U.S. Department of Labor, Bureau of Labor Statistics). A source book which lists job descriptions and future needs for those careers.

Chronicle Career Index (Moravia NY: Chronicle Guidance Publications). An index of careers.

Guide to 150 Popular College Majors (New York: College Entrance Examination Board). A source describing the most popular college majors.

The Federal Jobs Digest (325 Pennsylvania Ave SE, Washington DC 20003, 800-824-5000). A Federal jobs vacancy report, which also contains the official government application form. Available by subscription or possibly in your local library.

Federal Career Opportunities (Federal Research Service, 243 Church St NW, Box 1059-WP, Vienna VA 22183-1059, 800-822-JOBS). A federal job list reporting federal career opportunities. Available by subscription.

National and Federal Legal Employment Report (Federal Reports, 1010 Vermont Ave NW #408, Washington DC 20005, 202-393-3311). A national and international monthly jobs listing for attorneys at all levels of experience. Available by subscription.

THE HISTORY OF THE FIELD OF COMMUNICATION

Gerald M. Phillips and Julia T. Wood, *Speech Communication: Essays to Commemorate the 75th Anniversary of the Speech Communication Association* (Annandale VA: Speech Communication Association, 1990). A collection of essays written as part of the 75th anniversary celebration of the field of communication.

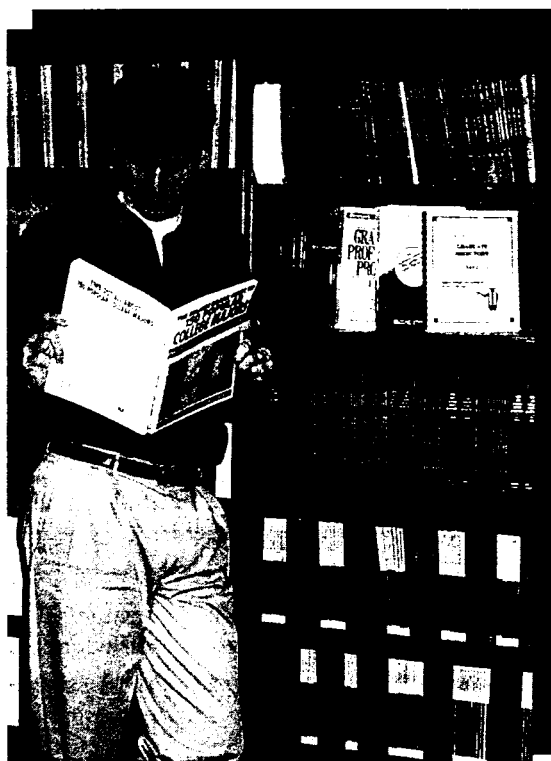
Herman Cohen, *The History of Speech Communication: The Emergence of a Discipline, 1914-1945* (Annandale VA: Speech Communication Association, 1994). The first of a two-part series investigating the history of speech communication.

INTERNSHIPS

Mark Oldman, *The Princeton Review Student Access Guide To America's Top 100 Internships* (New York NY: Willard Books). An annotated listing of internships available to college students or graduates.

Internships (Cincinnati OH: Cincinnati Writers Digest Book). A source book for locating internships.

Jeffrey Parness, *The Complete Guide to Washington Internships* (Brooklyn NY: Washington Intern Services). A source book for locating interships in Washington, D.C.



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- 6 Garland C. Elmore, *The Communication Disciplines in Higher Education: A Guide to Academic Programs in the United States and Canada* (Indianapolis IN: Indiana University Purdue University, 1993).
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- 9 Melvin L. DeFleur, *The Forthcoming Shortage of Communications Ph.D.s: Trends That Will Influence Recruiting* (New York: The Freedom Forum Media Studies Center @ Columbia University, May 1993), p. 4.
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