

# Communication

The best jobs in the new information society- in virtually every industry- will be filled by workers who can **READ, WRITE, COMPUTE, COMMUNICATE,** and **THINK.**

Communication studies is the academic discipline which studies communication; subdisciplines include theories of communication, group communication, information theory, intrapersonal communication, interpersonal communication, marketing, organizational communication, propaganda, public affairs, public relations, speech communications, and telecommunications.

## Related Career Titles

### **BUSINESS and INDUSTRY CAREER TITLES:**

Account Executive	Hospitality Manger	Paralegal
Advertising Manager	Hotel Manager	Personnel Specialist
Association Administrator	Human Resources Adm.	Presenter
Bank Officer	Industrial & Labor Relations Specialist	Print Production Coordinator
Claims Adjuster/Examiner	Insurance Agent/Broker	Promotions Manager
Consumer Affairs Specialist	Lawyer	Public Information Officer
Corporate Communications Director	Legal Assistant	Public Relations Specialist
Credit Manager	Management Analyst	Real Estate Agent/Broker
Customer Service Representative	Manager/Administrator	Recreation/Attractions Manager
Events Planner	Market Research Analyst	Recruiter
Fashion Merchandiser	Media Manage	Research Worker
Training & Development Specialist	Stockbroker	Service Representative
Travel Agent	Technical Writer	Special Events Coordinator
Restaurant Manager	Telemarketing Specialist	Speech Writer
Sales Representative	Retail Manager	

### **COMMUNICATIONS & MEDIA CAREER TITLES:**

Actor	Government Relations	Photojournalist
Advertising Account Executive	Graphic Artist	Producer- TV, Film, Theatre
Advertising Copywriter	Greeting Card Writer	Production Assistant
Broadcast Advertising Sales	Lighting Technician	Proofreader
Communications Lawyer	Market Research	Public Information Officer
Contestant/Guest Coord.	Media Buyer	Public Relations Assistant
Copywriter	Media Manager	Publisher
Director- Film, Video, Theatre	Narrator	Radio/TV Announcer
Editorial Assistant	News Writer/Editor	Reporter/Journalist
Electronic Publications	Photographer	Sales Representative

Script Writer  
Sports Promoter  
Sportscaster  
Technical Writer

Telemarketer  
Traffic Manager  
TV Engineer

TV News Anchor  
Video Programmer  
Writer/Author

### **GOVERNMENT & SOCIAL SERVICES CAREER TITLES:**

Campaign Manager  
Community Action Director  
Consumer Advocate  
Counselor  
Development Officer  
Documentarian  
Elected Official  
Foreign Service Officer  
Recreation Coordinator  
Social Services Administrator  
Social Worker

Government Advisor  
Health Services Admin.  
Human Resources Mgr  
Interviewer  
Lawyer  
Legislative Aide  
Lobbyist  
Media Specialist  
Speech Writer  
Television Censor  
Translator

Minister/Priest/Rabbi  
Museum Director  
Negotiator  
Planning Director  
Political Aide  
Probation & Parole Officer  
PSA Director  
Public Administrator  
Youth Worker  
Reader

### **EDUCATION CAREER TITLES:**

Administrator  
Audio/Visual Specialist  
Camp Counselor  
Development Officer  
Student Services Specialist

Educational Tester  
Guidance Counselor  
Teacher  
Mediator  
Speech Pathologist  
Instructional Program  
Designer

Public Relations Officer  
Recruiter  
Special Events Coordinator  
Educational Consultant  
Spokesperson for Education

### **Related Major Skills:**

Create powerful images with sight, sound,  
motion & words  
Ability to write clearly  
Present specific viewpoints  
Synthesizing information  
Reporting and editing skills

Demonstrate creativity and artistic expression  
Evaluate ideas and presentation  
Compare and contrast evidence  
Critical thinking skills  
Measure media effects  
Work with deadlines  
Attention to details  
Identify and manage different needs of  
individuals, groups, etc.

Write press releases, scripts, or other  
promotional materials  
Effective speaking  
Influential/persuasion skills  
Interpretation skills  
Create entertaining and persuasive  
messages  
Define hypotheses  
Gather information and data  
Evaluate information and sources  
Develop market research  
Planning and managing skills  
Work independently  
Work in teams / small groups  
Understand institutional and cultural values

## **Job and Internship Search Links**

Mobile Marketing JobList <http://www.mobilemarketingjoblist.com>

Work in Public Relations <http://workinpr.com/candidates/index.asp>

The Write Jobs [www.writerswrite.com/jobs](http://www.writerswrite.com/jobs)

MonsterTRAK <http://www.monstertrak.com>

Turner Jobs (for Turner Broadcasting divisions) [www.turner.com/jobs](http://www.turner.com/jobs)

Team Work Sports Team Jobs <http://www.teamworkonline.com/>

Journalism NOW [www.JournalismNow.com](http://www.JournalismNow.com)

## **Career Planning Links**

Learn more about this commercial banking, what employees are saying about it & interesting facts [http://www.vault.com/hubs/506/hubhome\\_506.jsp?ch\\_id=506](http://www.vault.com/hubs/506/hubhome_506.jsp?ch_id=506)

Exploring Occupations: Getting You Started on Your Career Path!

<http://www.umanitoba.ca/counselling/careers.html>

Occupational Outlook Handbook <http://www.bls.gov/oco/>

Business Communication Online Resources <http://www-rohan.sdsu.edu/course/mflatley/290web/bclinks.html>

## **Professional Association Links**

Association for women in communications homepage <http://www.womcom.org/>

Society for Technical Communication <http://www.stc.org/>

Southern States Communication Association <http://ssca.net/>

Public Relations Society of America <http://www.prsa.org/>

Speech Communication Association - Undergraduate Student Organizations

<http://www.natcom.org>

International Communication Association <http://www.icahdq.org>

Institute for Global Communications <http://www.igc.org/igc/gateway/index.html>

American Journalism Historians Association <http://www.ajha.org/>

Association of American Publishers [www.publishers.org](http://www.publishers.org)

Association of Authors and Publishers [www.authorsandpublishers.org](http://www.authorsandpublishers.org)

Association of Directory of Publishers [www.adp.org](http://www.adp.org)

Educational Paperback Association [www.edupaperback.org](http://www.edupaperback.org)

International Publishers Association [www.ipa-uie.org](http://www.ipa-uie.org)

Magazine Publishers of America [www.magazine.org](http://www.magazine.org)

National Newspaper Publishing Association [www.nnpa.org](http://www.nnpa.org)

## **Miscellaneous Links**

City and Regional Magazine Publishers [www.citymag.org](http://www.citymag.org)

Small Publishers, Artists and Writers Network [www.spawn.org](http://www.spawn.org)

Small Publishers Association of North America <http://spannet.org> Book Binders West:

Industry Resources [www.bookbuilders.org/Res-electronic.html](http://www.bookbuilders.org/Res-electronic.html)

Media Week [www.mediaweek.com](http://www.mediaweek.com)

Board Game Publishers <http://boardgames.about.com>

Publishers Weekly [www.publishersweekly.com](http://www.publishersweekly.com)

Break into a career in public relations <http://www.fabjob.com/publicrelations.asp>

2 Pop - a site that lets you pick the brains of experienced filmmakers

<http://www.2pop.com>

Moviemaker.com - key to getting your movie distributed. <http://www.moviemaker.com>

Making Film - a weekly online magazine with feature articles, news, reviews and message boards <http://www.makingfilm.com>

American Advertising Federation <http://www.aaf.org>

Telecommunications Virtual Library <http://www.analysys.co.uk/vlib/>

Screen Gems Studios <http://www.screengemsstudios.com>

New York Film Production Resource Locator

<http://www.panix.com/~jviii/filmctr/jv3film1.html>

HospitalityNet <http://www.hospitalitynet.nl/home.htm>