

Communication Studies BPhilCom

Overview

The study of human communication can improve the exchange of information and human understanding. Undergraduate majors learn the dynamics of communication between individuals, groups, and cultures and their application to the media.

Job Outlook

There is a wide range of employment possibilities for graduates trained in the theory of communication in business, sales, public and personnel relations, and advertising. Through internships and curricular concentrations, students can prepare for careers in media news writing and editing, announcing, programming, community relations, directing and technical production. Job opportunities will increase as the communications industry expands, but graduates seeking entry-level positions will experience tight competitions due to the growing numbers of young people attracted to the field.

See <http://www.bls.gov/oco/oco1002.htm> for more information.

Compensation

Refer to the site - <http://www.bls.gov/oco/oco1002.htm> under “media and communications-related occupations” for specific information on the specific career path in communication studies that is of interest.

Career Options/Tracks

Potential career options include: announcers; broadcast and sound engineering technicians and radio operators; interpreters and translators; news analysts, reporters, and correspondents; photographers; public relations specialists; television, video, and motion picture camera operators and editors; and writers and editors.

Advanced Education Options

In general many of the career options are open to those with only a bachelor’s degree and/or related work experience. However, graduate degrees in Journalism or English can be helpful for future advancement.

Sample Job Titles

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|------------------------------|--------------------------|
| *news associate | *broadcasting journalist |
| *copy editor | *broadcast assistant |
| *public relations assistant | *technical writer |
| *journalist | |
| *fund-raiser | |
| *speech pathologist | |
| *associate producer | |
| *customer/consumer relations | |
| *entertainment agent | |

Some Employers of Communication Majors

- * schools
- * state/federal government
- * hospitals
- * newspapers, radio stations
- * public relations firms
- * libraries
- * banks
- * business and industry
- * television stations
- * telecommunications organizations

Other Sources of Information

AAAA-Firststates Council American Association of Advertising Agencies

<http://www.aaaafirststates.org>

Adguide's Employment Web Site

<http://www.adguide.com>

Advertising Job Bank

<http://pwr.com/ADJOBANK/>

Adweek Online Classifieds

<http://www.adweek.com>

All About Public Relations

<http://aboutpublicrelations.net>

American Advertising Federation

<http://www.aaf.org>

American Society of Journalists & Authors

<http://www.asja.org>

Broadcast Employment Service

<http://www.tvjobs.com/>

Communication Arts

<http://www.commarts.com>

Communications Roundtable

<http://www.roundtable.org>

Council of Public Relations Firms

<http://www.prfirms.org>

International Association of Business Communicators

<http://www.iabc.com>

Jobs in Writing, Editing, & Communications

<http://www.graduatejobs.com>

Mandy's International Film & TV Production Directory

<http://www.mandy.com/1/filmtvjobs.cfm>

Media Job Listings: TV, Film, Radio

<http://tvandradiojobs.com/>

Media Line

<http://www.medialine.com>

National Association of Broadcasters

<http://www.nab.org>

National Cable Television Association

<http://www.ncta.com>

National Communication Association

<http://www.natcom.org>

National Newspaper Publishers Association

<http://www.nnpa.org>

O'Dwyer's PR Daily

<http://www.odwyerpr.com>

Online Public Relations

<http://www.online-pr.com>

PR Week

<http://www.prweekjobs.com>

Public Relations Society of America

<http://www.prsa.org>

Public Relations Student Society of America

<http://www.prssa.org>

Showbiz Jobs

<http://www.showbizjobs.com/>

Society for News Design

<http://www.snd.org>

Society for Technical Communication

<http://www.STC.org>

The Riley Guide

<http://www.rileyguide.com>

The Write Jobs

<http://www.writerswrite.com/jobs>

TVJobs.com

<http://www.tvjobs.com>

Women Executives in Public Relations

<http://www.wepr.org>

Work in PR

<http://www.workinpr.com>