



Communications- Mass and Journalism Studies

An Overview...

Human communication studies the use of language and speech for social and educational purposes. Scholars in communication examine the basic structures and processes of communication by which people manage relationships, maintain social and cultural institutions and structures, and accomplish tasks.

Skills:

Ability to design and present clear and persuasive messages
Critical evaluation of arguments
Ability to resolve conflicts
Ability to write coherently and speak with confidence
Ability to listen/ clarify

Ability to speak in public
Critical understanding and creative thinking
Ability to use informational sources
Ability to resolve miscommunications
Ability to question/ respond

Some Professional Careers:

Account Executive	Education Director	Proofreader
Account Manager	Employee Relations	Public Affairs
Advertising Director	Freelance Writer	Public Relations Director
Advertising Sales	Fundraising	Public Relations Specialist
Animator	Graphics Specialist	Publicity Director
Art Director	Illustrator	Radio Announcer
Artist	Information Specialist	Radio/ TV Production
Assistant Editor	Librarian	Reporter
Booking Agent	Literary Agent	Research Director
Camera Operator	Lobbyist	Sales Representative
Cinematographer	Market Researcher	Shopping Guide Editor
Circulation Department	Media Director	Sound/ Light Technician
Columnist	Mediator	Speech Writer
Consumer Information Consultant	Merchandising Specialist	Talk Show Host
Copy Editor	Newscaster	Technical Writer
Copywriter	Newsstand Sales	Telemarketing
Correspondent	Photographer	Traffic Manager
Customer Service Specialist	Print Production Manager	Writer
Designer	Producer	
Editor	Promotion Specialist	

Hiring Organizations:

Advertising Firms
Associate Press/ United Press
Consumer Advocate Groups
Educational Institutions
Film industry
Finance Companies
Government Agencies
Hospitals
Instructional material companies
Labor Unions
Libraries
Magazines/ Journals
Newspapers

Public relations firms
Publishing firms
Radio
Religious organizations
Research firms
Technical publications
Telecommunications
Theaters
TV
Utility companies
Video industry
Volunteer agencies

Professional Organizations:

American Advertising Federation
1101 Vermont Ave, NW, Suite 500
Washington, DC 20005
(202)898-0089 fax: (202)898-0159
www.aaf.org
email: aaf@aaf.org

American Society of Magazine Editors
919 Third Avenue
New York, NY 10022
(212)872-3700 fax: (212) 888-4217
www.magazine.org
email: asme@magazine.com

American Association of Advertising Agencies
405 Lexington Avenue
New York, NY 10174-1801
(212)682-2500 fax:(212)682-8391
www.aaaa.org
email: content@aaa.org

American Federation of Television and Radio
Artists
260 Madison Avenue
New York, NY 10016-2402
(212)532-0800 fax: (212) 532-2242
www.aftra.com
email: aftra@aftra.com

American Society of Journalists and Authors
1501 Broadway, Suite 302
New York, NY 10036
(212) 997-0947 fax: (212) 768-7414
www.asja.org
email: execdir@asja.org