

Communication Studies



An Overview... 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
- Ability to speak in public
- Critical evaluation of arguments
- Ability to resolve conflicts
- Ability to use informational sources
- Excellent attention to detail
- Ability to speak in public
- Critical understanding and thinking
- Good oral and written communication skills
- Capacity to think logically

Common Emphasis in Communication Studies:

- Communication and Culture
- Interpersonal and Family Communication
- Rhetoric and Communication Ethics
- Organizational Communication

Some Professional Careers:

Account Manager	Law Enforcement
Attorney	Legislative Liaison
Business Executive	Mediator
Campaign Director	Non-Profit Administrator
Clergy	Public Relations Manager
College Admissions	Retail Firms
Community Organizer	Sales and Service Representative
Consultant	Social Worker
Counselor or Therapist	Teacher
Human Resources Manager	

Hiring Organizations:

Advertising firms	Media Industry
Colleges/Universities	Marketing Firms
Educational Agencies	Political Organizations
Entertainment Industry	Public Relations Firm
Film Industry	Publications
Government Agencies	Research Firms
Hospitals	Retail Firms
Industrial Firms	Social Work Agencies
Law Offices	Volunteer Agencies

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Professional Associations:

American Advertising Federation
1101 Vermont Ave., NW, Suite 500
Washington, DC 20005
202-898-0089
www.aaf.org

American Association of Advertising Agencies
405 Lexington Ave.
New York, NY 10174-1801
www.aaaa.org

American Communication Association
50 Brood Street # 820
New York, NY 10004-2307
www.americancomm.org

Association for Business Communication
Box G-1326, Baruch College, 17 Lexington Ave.
New York, NY 10010
(212) 387-1620 fax: (212) 387-1655 www.theabc.org

Association for Communication Administration
1765 North Street NW
Washington, DC 20036
www.aca.iupui.edu

International Association of Business Communicators
601 Montgomery St.
Suite 1900
San Francisco, CA 94111
415-544-4700

International Communication Association
1730 Rhode Island Avenue NW Suite 300
Washington, DC 20036
(202) 530-9855 fax: (202) 530-9851
www.icahdq.org email: icq@icahdq.org

Public Relations Society of America
33 Maiden Lane, 11th Floor
New York, NY 10038-5150
<http://www.prsa.org/33>

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