



# Communication Studies

The structure, processes, and effects of communication form the basis for this discipline and its study at the University of Michigan. Communication courses explore the ways in which humans communicate information along with the historical, cultural, legal, social, and economic bases of communication theory and research. Courses also consider mass media effects and audiences; communication as creative expression; and communication as a means of informing, persuading, and entertaining.

Study in communication may lead to opportunities in journalism, telecommunications, film, advertising, research, and public relations. A Bachelor’s degree in communication provides the groundwork for numerous occupations in business, education, or public affairs. Some of the characteristic skills and abilities developed by communication majors are highlighted below, as are representative occupations of graduates with a degree in communication.

## SKILLS & ABILITIES

Communication majors develop communication skills for different media — writing, speaking, filming, and broadcasting — as well as a solid understanding of how communication affects human interactions.

Students concentrating in communication will increase their abilities in critical thinking and analysis, explor-

ing and evaluating ideas and perspectives, and working in group settings. These abilities may be applied to job responsibilities in many different ways. For example, whether working as a film director, a lobbyist, or a sales representative, creating a persuasive message will be a regular part of that occupation. A sampling of representative skills and abilities follows.

### Communication

- Writing clearly
- Speaking effectively
- Presenting specific viewpoints
- Influencing/persuading
- Synthesizing information
- Interpreting
- Reporting and editing
- Creating entertaining and persuasive messages
- Demonstrating creativity and artistic expression

### Research/Analysis

- Defining hypotheses
- Evaluating ideas and their presentation
- Gathering information and data
- Comparing/contrasting evidence
- Evaluating information and sources
- Thinking critically
- Developing market research
- Measuring media effects

### Organization

- Planning and managing
- Working within deadlines
- Working independently
- Attending to details
- Working in teams and small groups

### Working with People

- Identifying the different needs of individuals, groups, and mass audiences
- Understanding institutional and cultural values
- Working as a team member
- Rewriting or editing with others
- Explaining processes, plans, and concepts
- Interviewing people

## OCCUPATIONAL OPPORTUNITIES

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The selected list of occupations below illustrates the wide range of careers for which a communication degree provides preparation, including both entry-level positions and advanced positions. Mass media professionals, for example, create messages for a wide variety of needs and audiences, using formats and technology that reach individuals as well as a mass audience. This list was compiled

from follow-up surveys of Michigan graduates and from national data. For some of the occupations listed, such as sports announcer, additional knowledge or related training are desirable. A bachelor's degree is needed for most of the occupations listed below; however, complementary experience and an advanced degree often provide greater career opportunities.

<b>Journalism/Publishing</b>	<b>Advertising/ Public Relations</b>	<b>Media/ Telecommunications</b>	<b>Government/ Public Interest</b>
Editorial project manager	Sales associate	Announcer	Lobbyist
Reporter	Corporate communications director	News director	Public relations coordinator
Managing editor	Account coordinator	Newscaster/narrator	Legislative press secretary
Publisher	Advertising coordinator	Producer	Community affairs director
Researcher	Customer representative	Writer (e.g. news, film, documentary)	Special events promoter
Copy editor	Web content provider	Director	Lawyer
Correspondent	Information architect	Audio/visual technician	Public affairs analyst
Travel writer	Media fundraiser	Sound mixer	Media consultant
Photojournalist		Traffic manager	Public opinion pollster
Book/music reviewer or critic		Film editor	
		Sports/News announcer	
		Meteorologist	

## CURRICULUM REQUIREMENTS

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The concentration in Communication Studies includes 13 credit hours of prerequisites (must be completed with a grade before the student may submit an admission application to the concentration), 23 credits of advanced

communication study (300-400 level) and 6 credits of advanced cognates (300-400 level) in one other department for a total of 42 credit hours.

## FOR MORE INFORMATION

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For information about choosing a career, about graduate/professional school, internships, or job descriptions; and for library resources:

The Career Center  
3200 Student Activities Building  
(734) 764-7460  
[www.careercenter.umich.edu](http://www.careercenter.umich.edu)

For information about the concentration and degree requirements:

LS&A Academic Advising Center  
1255 Angell Hall  
(734) 764-0332

Department of Communication Studies  
University Towers  
1225 S. University Avenue  
(734) 764-0420  
[www.lsa.umich.edu/comm/](http://www.lsa.umich.edu/comm/)

To make an appointment with an advisor:  
[www.lsa.umich.edu/comm/](http://www.lsa.umich.edu/comm/)  
and click Undergraduate Advising Appointments link