Speech Communication

The Communication major studies both the development and interpretation of messages in a variety of processes such as face-to-face interactions, group decision making, speeches to a variety of audiences, radio and television production, telecommunications, newspaper reporting and advertising, as well as other channels of message development.

Related Career Titles for Speech Communication Majors:

Research	Grant Writing	Public Relations	Training
Publications Editing	Marketing/Promotion	Research	Information Sciences
Critic	Writing	Training	Producing/Directing
Copywriting	Teaching	Research	Public Relations
Advising	Admissions Counselor	Development	Student Affairs Staff
Public Information	Campaigns	Programming	Legislative Branch
Research	Elected Official	Lobbying	Conflict Resolution
Writing	Editing	Consulting	Public Relations
Script Writing	Business Management	Producing	Managing/Directing
Publishing	Facility Management	Media Sales	Producing/Directing
Public Relations	Announcing		

What special skills or abilities are needed to succeed in this major?

•Explain the basic principles of communication that govern interpersonal, public, and mediated communication transaction;
•Speak and write so that their messages will be understood as intended;
•Listen and read to recognize hidden or unintended messages, taking into account cultural differences;
•Analyze and solve problems;
•Use media to enhance message-sending and reception, and
•Create and analyze arguments that develop, defend, and reject probable choices.

Career Related Skills

- Develop strong written as well as verbal communication skills.
- Requires excellent interpersonal skills.
- Explore specializations within the major and professional field.

- Select electives to support internships in area(s) of interest.
- Obtain experience through part-time employment, co-op, internships or volunteer experience.
- Get involved in campus activities and professional organizations.
- Develop team player skills and team experiences.