

### COMMUNICATION

<http://comm.gmu.edu/>

#### **Name and description of the field.**

The Communication major studies ways to communicate effectively face-to-face or with a large audience through human relations, technology, and media. If you are interested in strengthening your skill in such areas as human resources, management, advertising, journalism, marketing, public relations, political communication, management, events management, speech writing, or media production, then you should consider the communication field. Our program offers students the opportunity to understand theory and research and build their oral, written, and production skills.

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

The Communication program of classes, activities and internships enhances students' abilities to:

- explain basic principles of communication that govern interpersonal, public, and mediated communication;
- speak, write, and produce media so that their messages will be understood and responded to as intended;
- listen and read to interpret and respond to hidden or unintended messages, build relationships, and understand cultural differences;
- use media strategically to enhance message-sending and reception, and
- create and analyze arguments that develop, defend, and reject probable choices.

Since communication is basic to most business transactions, graduates of this field are found in many jobs not directly considered "communication." GMU communication graduates find work in:

- **Radio and Television Production:** Work involves all aspects of producing TV or radio programs for stations, small companies, or corporate production divisions.
- **Public Relations/Advertising:** Work ranges from developing campaigns with PR firms to creating ads for real estate ventures to helping clients overcome stigma.
- **Political Communication:** Employment is typically found in congressional offices and lobbying organizations. Some communication majors go on to law school and become attorneys.
- **Associations:** Work includes producing newsletters, organizing meetings, writing articles for magazines, and developing new memberships for associations.
- **Corporate Communication:** Work varies from recruiting and orienting new employees to the company to facilitating training seminars to hosting Web sites.
- **Journalism:** Graduates work for news magazines, newspapers, television, and non-traditional media.
- **Teaching and Research:** Teaching communication courses, both in college and high school settings. Graduates interested in teaching and research might study health communication, crisis, risk, and strategic communication at the master's and doctoral levels.

**Is a Minor available?** Yes. The department offers minors in communication and electronic journalism. In addition, the department participates in several interdisciplinary minors, including film studies, women's studies, and multimedia.

#### **What are recent graduates doing?**

- TV News Reporter, WKBN Broadcasting
- Junior Public Affairs Asst, Booz Allen Hamilton
- Account Executive, Daly Gray Public Relations
- Media Relations, Washington Redskins
- Services Coordinator, The Medical Team
- Human Resources, INOVA Health System
- PR Coordinator, Carfax
- Graduate Student, University of Alabama

**For more information on the major, minors, graduate programs, and internships:** – <http://comm.gmu.edu>

**In addition, for more information on careers, see** – <http://careers.gmu.edu/onlineresources/com.htm>

## EXPLORING MAJORS

---

### Whom should students contact for further information?

Kathy Rowan  
Associate Department Chair  
212 Thompson Hall  
703-993-1090  
[krowan@gmu.edu](mailto:krowan@gmu.edu)

Christine Haynes  
Communication Advisor  
203 Thompson Hall  
703-993-9725  
[chaynes@gmu.edu](mailto:chaynes@gmu.edu)

Steve Klein  
Electronic Journalism  
212 Thompson Hall  
703-993-1090  
[sklein1@gmu.edu](mailto:sklein1@gmu.edu)

Career Counselor  
348 SUB 1  
703-993-2370