

# COMMUNICATIONS

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.

## TYPICAL SKILLS LIST

Ability to design/present clear, persuasive messages	Evaluate information and sources
Ability to speak in public	Gather information and data
Ability to write clearly	Identify/manage specific needs of individuals, groups
Ability to resolve conflicts	Influence
Ability to use informational sources	Interpret
Attention to details	Measure media effects
Compare and contrast evidence	Persuade
Create entertaining and persuasive messages	Planning and managing skills
Critical evaluation of arguments	Present specific viewpoints
Critical thinking skills	Report
Critical understanding and creative thinking	Speak effectively
Create strong images with sight, sound, motion & words	Synthesize information
Define hypotheses	Understand institutional and cultural values
Demonstrate creativity and artistic expression	Work with deadlines
Develop market research	Work independently
Edit	Work in teams/small groups
Evaluate ideas and presentations	Write press releases/scripts/promotional materials

## TYPICAL JOBS LIST

The following is a list of common job titles in the communications industry. You don't necessarily need a degree in communications to pursue some of these careers. The top four responses to a recent survey, which asked professionals to list "things students can do to get a job in the communications field" were:

- Develop public speaking skills, computer (keyboarding) skills, and networking skills.
- Compete with campus debate/forensics teams or Toastmasters.
- Get involved with the campus radio/TV stations or newspaper.
- Work as a paraprofessional in campus offices such as admissions, orientation, leadership, career services, health services or public information.

Students who care read, write, learn and think well and work with others will have an advantage over other applicants in a job pool as will those with a variety of experiences in the world of work. Although you may major in an area, you have learned a variety of skills that can address more than one specific field of interest. Your future occupation may relate more to your personal career interests, work values and transferable skills than any specific academic major. Bear in mind that the more willing graduates are to relocate, the more job opportunities they will have.

## TYPICAL JOBS LIST

**The following are actual job titles of people who have graduated with an undergraduate degree in Communications although some of these positions may require education beyond a bachelors.**

### **ACTOR**

Works in the video, stage, TV or film production to interpret characters, real or imagined, for the pleasure of an audience.

### **ADVERTISING ACCOUNT ASSISTANT**

Assists account executive as liaison between an agency and its clients. Helps to coordinate and manage advertising campaigns based on client needs. Usually works for advertising agencies.

### **ADVERTISING COPY WRITER**

Works for advertising agencies to develop prose to identify and promote specific products, companies, processes.

**ADVERTISING MANAGER**

Oversee sales of advertising space in variety of media supported in part by selling space: TV, radio, newspapers, magazines, etc.

**AGENT**

Promotes artists, actors, writers, etc. to producers and publishers for percentage of royalties or flat fees.

**ALUMNI AFFAIRS DIRECTOR**

Works for colleges and universities to oversee the actions and business of alumni of specific institutions. Recruits for booster programs and raises funding for specific academic/athletic areas.

**ART DIRECTOR, ADVERTISING**

Translates visual concepts into a successful media campaign. Works with market research analysts and copywriters to develop advertising/marketing strategies consistent with client specifications. Works with other art professionals like illustrators and photographers to develop layout to present to clients.

**ART DIRECTOR, EDITORIAL**

Develops and pitches ideas to team of illustrators, photographers and marketing individuals whom he or she has hired to provide visuals for books, magazines, newspapers, etc.. Determines specific guidelines and supervises layouts. Works for publishing companies.

**ASSOCIATE EDITOR**

Works under the direction of an editor to edit copy, assess presented materials for appropriateness for publication according to company's criteria, schedules,

**AUDIOLOGIST**

Individual assess aural capacity of individuals using a variety of instruments and techniques. May be independent, work for a medical specialist or for a hospital or clinic.

**AV DIRECTOR**

Develops and directs audio-visual output.

**AV PRODUCER**

Produces audio-visuals for share in the profits.

**AV TECHNICIAL**

Works for producers to actually film/record audio-visuals.

**BROADCAST ADVERTISING SALESPERSON**

This person works on a commission as a freelancer or works for a broadcast company to sell on-the-air advertising to companies.

**BIOPHOTOGRAPHER**

This is photographer who specializes in genre portraiture; a photojournalist who becomes a part of the life of the person he or she is documenting and takes candid/posed shots that tell a life story when pulled together.

**BROADCAST ENGINEER**

Responsible for the way audio-visual media is transmitted and received.

**BUREAU REPORTER**

This is a salaried person who works as a desk or traveling reporter for a news bureau.

**CAMERA OPERATOR**

This individual wields a camera for production work for audio-visual media such as documentaries, films and broadcast television.

**CINIMATOGRAPHER**

This person is an artist who uses a camera to create a movie.

**CIRCULATION ASSISTANT**

This person works for print media companies to help the Circulation manager increase distribution and sales of their magazine, journal, newspaper or book.

**COLUMNIST**

This person usually writes topically and consistently for newspapers or magazines. His or her work might be local or syndicated to many purchasing clients.

**COMMERCIAL PHOTOGRAPHER**

This person photographs utilitarian objects such as furniture, computers, flooring, engines etc. to use in product/company sales and promotion.

**COPY EDITOR**

Critiques what copy writers have submitted and edits to fit a proscribed profile for media release.

**COPY WRITER**

This individual works for publishing companies or may freelance to write stringers or filler material.

**CLAIMS ADJUSTER/ESTIMATOR**

This person is hired by insurance companies to assess damage to clients' property and process claims according to agreement between the client and the insurance company.

**CONSUMER AFFAIRS SPECIALIST**

Works to identify areas where consumers may be misled or taken advantage of and makes findings known to general public and regulatory institutions.

**CUSTOMER SERVICE REPRESENTATIVE**

Fields inquiries and complaints for business and industrial entities and works to provide a mutually acceptable solution.

**CORPORATE TRAINER**

Provides for employees of a specific companies to have adequate training to successfully complete their jobs.

**CORPORATE RECRUITER**

Represents the employer to prospective employees and provides adequate information from which they can make an informed decision about joining the workforce in that place. Usually is interested in mid to upper-level management, but may also recruit hourly workers.

**CRITIC**

Makes informed judgments based on education more than opinion.

**CUSTOM PRINTER**

Works for/owns a printing company and accepts orders from business and individuals.

**CUSTOMER SERVICE REPRESENTATIVE**

Works for retailers, wholesalers or corporations to provide continuity of services, answers questions and field complaints.

**DARKROOM TECHNICIAN**

Works in photo lab to develop film.

**DUBBING EDITOR**

Works in film or TV to cut and paste sound bites created in one place into work created in another place. Creates voiceovers for TV and film.

**EDUCATOR**

Teaches at elementary, middle school, high school or college. Requires advanced degrees.

**EMPLOYEE DEVELOPMENT SPECIALIST**

Responsible for the education and training of workforce and administrative staff in businesses or corporations.

**EVENT PLANNER**

May work as a freelancer or for a company to develop activities around specific events, arrange meeting space, transportation and accommodations.

**FASHION MERCHANDISER**

Works for specific manufacturer as a sales representative or a retailer as a display developer.

**FREELANCE PHOTOGRAPHER**

Accepts commission work from individuals, media entities or companies to photograph people, events, equipment, machinery, etc. Paid per piece or per assignment.

**FOREIGN CORRESPONDENT**

Works for news media or freelances to provide information about specific situations outside the country.

**FORENSIC PHOTOGRAPHER**

Photographs crime scenes and autopsies for law enforcement agencies.

**GAFFER**

An electrician in charge of lighting on a TV or movie set.

**GOVERNMENT ADVISOR**

Specialist in specific field who advises persons in government responsible for making decisions.

**GRAPHIC ARTIST**

Uses a variety of computer programs to develop designs for advertising and promotion of specific products, ideas or processes.

**GREETING CARD WRITER**

Develops poetry or prose for use in greeting cards.

**GUIDANCE COUNSELOR**

Usually works for public or private schools/school systems to provide personal, academic and career counseling to students.

**HOSPITALITY MANAGER**

Responsible for the planning and smooth execution of specific events, programs, tours etc. for hotels, companies, especially with regard to conventions and meetings.

**HOTEL MANAGER**

Responsible for the daily operations of hotel including, food service, personnel, housekeeping and hospitality.

**HUMAN RESOURCES ADMINISTRATOR**

Communicates local, state and federal rules and regulations associated with the specific industry in which he or she is working. Administers benefit information. Often deals with safety and sensitivity training.

**INDEXER**

One who arranges files, forms, etc. in logical order relative to what is being filed.

**INDUSTRIAL & LABOR RELATIONS SPECIALIST**

Communicates local, state and federal rules and regulations regarding labor policies and negotiates deviances and contracts and arbitrates disputes between workers, government and manufacturers.

**INSURANCE AGENT/BROKER**

Sells insurance policies to targeted clients. Brokers are allowed to own agencies and have agents working under them.

**INDUSTRIAL PHOTOGRAPHER**

Photographer who either works for a manufacturing company or freelances to photograph the industrial product being produced for purposes of promotion, patenting, and recording.

**INTERNAL/EXTERNAL PUBLICATIONS DIRECTOR**

Collect information on pertinent internal happenings and external influences that affect productivity, promotion, distribution and acceptance of specific products, processes, or ideas and directs/edits findings for publication.

**JOB COUNSELOR**

Specialist in the labor market and communications who communicated to job seekers their options, hiring criteria, salary potential etc. associated with the world of work.

**JOURNALIST**

Writer. May do editorials, essays, news, biographies, etc for either print or audio-visual media.

**KEY GRIP**

The key grip is the chief grip on the set. Grips create shadow effects with lights and operate camera cranes, dollies and platforms as directed by the cinematographer.

**LAYOUT COORDINATOR**

Works in production departments, using industry specific software to create the page layouts for newspapers, magazines and other special sections. Coordinates various departments. Strong computer skills, attention to detail, ability to work under deadline and complete tasks in interactive work environments is necessary.

**LEGAL ASSISTANT**

Legal assistants carry out a variety of legal tasks for law firms and organizations such as government departments, local authorities and financial institutes. They also provide legal advice to clients under the supervision of a qualified lawyer

**LEGISLATIVE AIDE**

Involves legislative analysis, research and both written and oral communications. Must demonstrate knowledge of all levels of governments and their functions and have knowledge of the legislative process.

**LIGHTING TECHNICIAN**

Lighting technicians set up and operate lamps and other lighting equipment to provide light and special lighting effects in theatres, at events and for film and television productions.

**LOBYIST**

A lobbyist is an individual who petitions a lawmaker for his/her support of the lobbyist's goals.

**MANAGEMENT ANALYST**

Management analysts, often referred to as *management consultants* in private industry, analyze and propose ways to improve an organization's structure, efficiency, or profits. Companies hire consultants to develop strategies for entering and remaining competitive in the new electronic marketplace.

**MANAGER/ADMINISTRATOR**

Oversees work done in a specific area of responsibility and sometimes oversees personnel as well to ensure compliance with regulations, expected output and quality control.

**MARKET RESEARCH ANALYST**

Collects and analyzes data to evaluate existing and potential product and service markets. Responsible for identifying and monitoring competitors and research market conditions or changes in the industry that may affect sales.

**MEDIA MANAGER**

Improves efficiencies by managing media agencies, developing media strategies, streamlining processes and providing continual optimization of existing media. The expected benefit is to contribute to the Sales and Profit growth by attaining a leadership position in the yogurt segment.

**MEDIA EDITORIAL ASSISTANT**

Works under guidance of print or online media editor to evaluate manuscripts for possible publication.

**MEDIATOR**

Arbitrates disputes between two or more parties in an effort to reconcile differences and reach compromise to Stave off litigation.

**MINISTER/PRIEST/RABBI**

Performs religious functions, duties, rituals associated with worship of diety.

**NEGOTIATOR**

Independent contractor who works with two or more parties with opposing viewpoints to reach a compromise satisfactory to all.

**NEWS DIRECTOR**

Responsible for choosing media news and editorials.

**NEWS EDITOR**

Responsible for cutting/amending news reports for publication or electronic media.

### **NEWS PHOTOGRAPHER**

Works as an independent contractor and sells photographs of special events, people, etc. to print and electronic media. May be employed by such an entity as well.

### **PARALEGAL**

Helps lawyers prepare for closings, hearings, trials, and corporate meetings; investigate facts of cases for relevancy. Also identify appropriate laws, judicial decisions, legal articles, and other materials that are relevant to assigned cases; may prepare written reports that attorneys use in determining how cases should be handled. Paralegals help prepare legal arguments, draft pleadings and motions to be filed with the court, obtain affidavits, and assist attorneys during trials, organize and track files of case document, making them available and easily accessible to attorneys. They help draft contracts, mortgages, separation agreements, and trust instruments, assist in preparing tax returns and planning estates. Some paralegals coordinate the activities of other law office employees and maintain financial office records. Paralegals are found in all types of organizations, but most are employed by law firms, corporate legal departments, and various government offices

### **PERSONNEL SPECIALIST**

This person works in a human resources office and solicits jobs for their constituents as well as interview clients for suitability for specific jobs.

### **PRESENTER**

This person may work for an organization or business or on contract to orally present the material pertinent to the employer. Is a public speaker and often is involved in traveling.

### **POLITICIAN**

This person runs for local, state or federal government offices and is elected by the populous to represent the views of their constituents.

### **PORTRAITIST**

This individual creates portraits or renders likenesses of person by using a variety of 2 or 3-dimensional media. Usually self-employed, but may be hired by theme parks, tourist attractions, ect.

### **PRINT PRODUCTION COORDINATOR**

The Print Production Coordinator provides print support to all departments for client projects and works under the Graphic Design Manager to quote production of offset print collateral, digital printing, signage, banners, and premiums; to estimate costs; communicate costs, timelines, and production issues to project teams; manage vendor contacts and workflow; works with designers to assure proper set-up of files for print release; works with colleagues to choose appropriate sizes, stocks, finishing elements for their projects' needs; offer best solution for each project.

### **PRODUCER – TV, FILM, THEATRE**

Producer role manages the production of media; ensures that the approved plans for each product or product line fully consider content, characters, continuity, technology, market positioning and profit outcomes to contribute to large-scale growth of Buena Vista Games. Tracks adherence to development plan for assigned product or product line. Maintains budget and schedule of all assigned products, assuring all are delivered on time and on budget. Responsible for creative content of all games assigned. Negotiates and manages contracts for external vendors and collaborates with Legal department on contracts.

### **PROMOTIONS MANAGER**

Supervise staffs of promotion specialists by directing promotion programs that combine advertising with purchase incentives to increase sales. To establish contact with purchasers—dealers, distributors, or consumers—promotion programs may involve direct mail, telemarketing, television or radio advertising, catalogs, exhibits, inserts in newspapers, Internet advertisements or Web sites, instore displays or product endorsements, and special events. Purchase incentives may include discounts, samples, gifts, rebates, coupons, sweepstakes, and contests.

### **PRODUCER**

Involved in all phases of video, film, TV, documentary production, looking for ideas to turn into lucrative film projects or television shows. Evaluate many films, read hundreds of manuscripts, and maintain numerous contacts with literary agents and publishers. They are also responsible for all of the financial aspects of a film, including finding financing for its production. Works closely with the director on the selection of scripts, principal cast members, filming locations and other decisions that affect the cost of a film. Once financing is obtained, producers make detailed budgets and sees to it that the

production costs stay within that budget. In a large production, the producer also works closely with *production managers*, who are in charge of crews, travel, casting, and equipment, sometimes involving very tight deadlines

### **PRODUCTION ASSISTANT**

Production assistants arrange page layouts of articles, photographs, and advertising; compose headlines; and prepare copy for printing.

### **PRODUCTION MANAGER**

Plans the production schedule within budgetary limitations and time constraints by analyzing plant personnel and capital resources to meet production quota; must monitor product standards; works with the procurement department to maintain plant inventories.

### **PROMOTER**

Tries to establish closer contact with purchasers—dealers, distributors, or consumers—by using direct mail, telemarketing, television or radio advertising, catalogs, exhibits, inserts in newspapers, Internet advertisements or Web sites, in-store displays or product endorsements, and special events.

### **PROOFREADER**

Review copy for errors in grammar, punctuation, and spelling and check the copy for readability, style, and agreement with editorial policy. They suggest revisions, such as changing words and rearranging sentences, to improve clarity or accuracy.

### **PUBLIC AFFAIRS SPECIALIST**

Public affairs specialists arrange and conduct programs to keep up contact between organization representatives and the public, including speaking engagements, and often prepare speeches for company officials. They represent employers at community projects; make film, slide, or other visual presentations at meetings and school assemblies; and plan conventions. May also prepare annual reports and write proposals for various projects.

### **PUBLIC INFORMATION SPECIALIST**

Inform the general public, interest groups, and stockholders of an organization's policies, activities, and accomplishments and keeps management aware of public attitudes and the concerns of the many groups and organizations with which they must deal.

### **PUBLIC RELATIONS**

Public relations specialists handle organizational functions such as media, community, consumer, industry, and governmental relations; political campaigns; interest-group representation; conflict mediation; or employee and investor relations. They help organizations and the public adapt mutually to each other. Required to understand attitudes and concerns of consumers, employees, and various other groups maintain cooperative relationships with representatives of community, consumer, employee, and public interest groups, and with representatives from print and broadcast journalism.

### **RADIO ANNOUNCER**

Radio broadcasters introduce music, and present or host programs on the radio.

### **REAL ESTATE AGENT/BROKER**

Recruitment consultants help match people with jobs. They work with candidates (people looking for work) and clients (employers looking for people to work for them). A broker owns a real estate company, holds the license to employ agents.

### **RECREATIONS/ATTRACTIONS MANAGER**

Recreation coordinators plan and manage community leisure programs and events at a variety of venues.

### **RECORDING MIXER**

Sound mixers or rerecording mixers produce the soundtrack of a movie or television program. After filming or recording is complete, they may use a process called "dubbing" to insert sounds.

### **RECRUITER**

Recruitment consultants help match people with jobs. They work with candidates (people looking for work) and clients (employers looking for people to work for them).

### **RESEARCH WORKER**

Survey interviewers conduct interviews for market research companies and other organizations. Others search print or electronic media for applicable information.

### **REPORTER**

This person works to report breaking news, biographies, feature stories for TV, film. Print journalists collect information and write stories about events and topics of interest for publication in newspapers, magazines or on the Internet.

### **RESEARCHER**

Researchers evaluate results, write reports, and make recommendations to clients based on the research gathered.

### **SCRIPTWRITER**

They either develop an original idea or take an existing literary work and adapt it into a screenplay or television pilot (a sample episode of a proposed television series), working closely with producers and directors. Sometimes they prepare a "shooting script," which has instructions pertaining to shots, camera angles, and lighting. Often change script to reflect directors' and producers' ideas and desires. Requires creativity and ability to rewrite many versions under pressure. Work of feature film screenwriters ends when shooting begins. Writing for television usually is a continuous process.

### **SOUND ENGINEER**

Sound engineering technicians, film recordists, and boom operators record dialogue, sounds, music, and special effects during the filming; are the "ears" of the film, supervising all sound generated during filming; select microphones and level of sound from mixers and synthesizers for best sound quality.

### **SPEECH/LANGUAGE PATHOLOGISTS**

Speech-language therapists assess and treat children and/or adults who have a communication or swallowing disability. This may include difficulties with speech, language, cognition (thought processes), voice or fluency.

### **SPEECH TEACHER**

Teaches fundamentals of public speaking to high school or college students.

### **SPEECH WRITER**

Writes speeches for public personas, usually politicians.

### **STRINGER**

Freelance writers in the news industry.

### **SALES REP**

Sales representatives promote, market and sell products or services to new and existing clients.

### **SERVICE REP**

Service representatives are responsible for the overall development and performance of their business and staff, ensuring quality service, business growth and profitability targets.

### **SOCIAL SERVICES ADMINISTRATOR**

This person oversees several social workers and coordinates all the necessary health and welfare services for clients.

### **SOCIAL WORKER**

Social workers provide advice, advocacy and support to people with personal and social problems. They also help with community and social issues.

### **SPECIAL EVENTS COORDINATOR**

This person coordinates all the entities that need to come together to prepare an event, such as advertising, catering, travel and hospitality and entertainment.

### **STOCKBROKER**

Sharebrokers buy and sell stocks and bonds, such as shares in companies listed in the stock exchange, on behalf of clients. They may also advise clients on suitable investments.

### **TRAVEL AGENT**

Travel agents prepare and advise on travel arrangements for corporate or leisure clients and make transport, accommodation and other bookings

## **TRAINING AND DEVELOPMENT SPECIALIST**

Training and development managers examine the needs of organizations and identify the learning and training solutions that will meet those needs and produce measurable results.

## **TECHNICAL WRITER**

Make technical information easily understood: prepare operating and maintenance manuals, catalogs, parts lists, assembly instructions, sales promotion materials, and project proposals. Many work with engineers on technical subjects to prepare written interpretations of engineering and design specifications and other information for a general readership. They plan and edit technical materials and oversee the preparation of illustrations, photographs, diagrams, and charts.

## **TELEMARKETING SPECIALIST**

Telemarketing representatives promote or sell goods or services to people and companies by telephone.

## **TV ADVERTISING DIRECTOR**

Advertising directors control advertising accounts by coordinating agency resources, client requirements and advertising campaigns.

## **TV ANCHOR**

Radio and television journalists gather and present news, including information about current and historical events, things that have changed in the world and other topics of interest. The anchor is the lead reporter.

## **TV ART DIRECTOR**

Artistic directors select the work to be performed on TV, choose directors/choreographers and other staff and supervise them in productions.

## **TV OPERATIONS MANAGER**

Film/television operations managers help the producer and director in the making of a film or television program, usually by taking care of the business and financial side of production. They also do much of the organization before and after filming (called pre-production and post-production).

## **VOICE OVER**

This person read a script over a pre-recorded action in film, video or TV.

## **HIRING ORGANIZATIONS**

Advertising firms  
Colleges/universities  
Educational agencies  
Entertainment industry  
Film industry  
Government agencies  
Hospitals  
Industrial firms  
Law offices  
Marketing firms

Media industry  
Political organizations  
Private corporations  
Public relations firms  
Publications  
Research firms  
Retail firms  
Social work agencies  
Volunteer agencies

## **PROFESSIONAL ORGANIZATIONS**

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](http://www.theabc.org)  
email: [myers@theabc.org](mailto:myers@theabc.org)

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

Association for Communication Administration  
1765 North Street NW  
Washington, DC 20036  
[www.aca.iupui.edu](http://www.aca.iupui.edu)

American Communication Association  
50 Brood Street # 820  
New York, NY 10004-2307  
[www.americancomm.org](http://www.americancomm.org)

## Job Listing Websites

Work in Public Relations <http://workinpr.com/candidates/index.asp>

The Write Jobs [www.writerswrite.com/jobs](http://www.writerswrite.com/jobs)

Resume and Job-Search Strategies for the Creative Arts  
[http://www.jobweb.com/Career\\_Development/creative\\_sources.htm](http://www.jobweb.com/Career_Development/creative_sources.htm)

MonsterTRAK <http://www.monstertrak.com>

Communications Roundtable <http://www.roundtable.org/siteoverview.html>

Turner Jobs (for Turner Broadcasting divisions) [www.turner.com/jobs](http://www.turner.com/jobs)

Exploring Occupations: Getting You Started on Your Career Path! <http://www.umanitoba.ca/counselling/careers.html>

Occupational Outlook Handbook <http://www.bls.gov/oco/>

Business Communication Online Resources <http://www-rohan.sdsu.edu/course/mflatley/290web/bclinks.html>

Training & Development Resource Center <http://www.tcm.com/trdev/>

## Organizations & Associations Websites

Association for women in communications homepage <http://www.womcom.org/>

Society for Technical Communication <http://www.stc.org/>

Wilmington Film Commission <http://www.wilmington-film.com>

Southern States Communication Association <http://ssca.net/>

Public Relations Society of America <http://www.prsa.org/>

Speech Communication Association - Undergraduate Student Organizations  
<http://www.natcom.org>

International Communication Association <http://www.icahdq.org>

Institute for Global Communications <http://www.igc.org/igc/gateway/index.html>

American Journalism Historians Association <http://www.ajha.org/>

Association of American Publishers [www.publishers.org](http://www.publishers.org)

Association of Authors and Publishers [www.authorsandpublishers.org](http://www.authorsandpublishers.org)

Association of Directory of Publishers [www.adp.org](http://www.adp.org)

Educational Paperback Association [www.edupaperback.org](http://www.edupaperback.org)

International Publishers Association [www.ipa-uie.org](http://www.ipa-uie.org)

Magazine Publishers of America [www.magazine.org](http://www.magazine.org)

National Newspaper Publishing Association [www.nnpa.org](http://www.nnpa.org)

## MISCELLANEOUS RESOURCES

City and Regional Magazine Publishers [www.citymag.org](http://www.citymag.org)

National Writers Union [www.nwu.org/nwuhome.htm](http://www.nwu.org/nwuhome.htm)

Small Publishers, Artists and Writers Network [www.spawn.org](http://www.spawn.org)

Small Publishers Association of North America <http://spannet.org>

Book Binders West: Industry Resources [www.bookbuilders.org/Res-electronic.html](http://www.bookbuilders.org/Res-electronic.html)

Directory of Publishers and Vendors [www.library.vanderbilt.edu/law/acqs/pubr.html](http://www.library.vanderbilt.edu/law/acqs/pubr.html)

Media Week [www.mediaweek.com](http://www.mediaweek.com)

Audio Book Industry <http://publishing.about.com/cs/audiobooks/index.htm>

Board Game Publishers <http://boardgames.about.com>

Business Book Publishers <http://publishing.about.com/cs/businessbooks.htm>

### University of Louisville Department of Communications

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

**Al Futrel – Division Chair**  
[al@louisville.edu](mailto:al@louisville.edu)

The Department of Communication is committed to advancing knowledge of communication as an integral dimension of social life. Our philosophy is that knowledge of communication provides a firm foundation for enriched personal living, and for people to creatively negotiate and/or change the worlds in which they live and work.

Based on this philosophy, the mission of the Department of Communication is to teach and do research in the communication discipline as well as to serve the University of Louisville, and the diverse communities in the Louisville metropolitan area and the Commonwealth of Kentucky. Our research and coursework emphasize the rhetorical, organizational, interpersonal, and mediated contexts and perspectives which define the field. These are advanced through the faculty's commitment to the scholarships of discovery, teaching, application and integration and are articulated through a 21-hour core and 15 hours of communication electives which: (1) seek to familiarize students with a range of theories, methods of inquiry, philosophies and practices of the communication discipline; (2) develop skills for analyzing, interpreting and critiquing communication problems and questions; and (3) promote the development of communication competence, especially an understanding of how taken-for-granted communication patterns create and sustain human relations.

Students are expected to demonstrate theoretical, methodological, and applied competence throughout their program of study. These competencies are assessed through individual course requirements, including examinations, papers, performances, presentations, portfolios, and research projects.

### Internship Inventory

Welcome to the Department of Communication Internship Inventory page. Here you will find all of the currently available internships. They are organized according to fields of interests. Simply choose a category that suits you and browse through it. All positions were updated during August 2004. If you have any questions, please call 502-852-6976.

#### **Writing/Journalism/News**

The focus of these internships is on honing one's writing skills, mostly in a newspaper or newsleader environment. Many employers desperately need people who know how to write.

#### **Advertising/Public Relations/Marketing Communications**

These internships are often offered by advertising, public relations, or marketing firms. The tasks vary widely, but generally students learn about the working of these types of organizations and are often given substantial responsibilities involving writing press releases and working on high powered advertising/marketing campaigns.

#### **Production/Research**

Many of these internships involve the student in the actual creation of a broadcast, presentation, newsletter, or some other type of communication event.

**Internet**

Internships focusing on the Internet often involve students in participating in the creation of an organizations web site or intranet.

**Broadcast media**

Broadcast internships includes student in every aspect of the making of a news broadcast, sometimes with the student getting some on-air time.

**General**

Internships in this category cover quite a bit of territory, from human resource management to health care involvement to sales. This grouping is sort of a catch-all for opportunities that do not fit neatly into any of the other categories.