



***EXPLORATORY STUDY:
MASTERS IN SPEECH COMMUNICATIONS***

**REPORT SUMMARY
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RESEARCH | INSIGHT | KNOWLEDGE

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INTRODUCTION

Oregon State University (OSU) is considering adding a new Master of Science/Master of Arts in Speech Communication. The goal of this degree is to provide students with advanced skills in persuasion and argumentation, conflict management and resolution, cultural and intercultural communication, and interpersonal, organizational and group issues, to prepare them for positions that will benefit from these types of skills. The degree will focus both on rhetoric and communication.

As part of an initial discovery process, OSU was interested in gathering information about the existing and potential job market for graduates with such a degree. Specifically, OSU was interested in learning the following:

- What job opportunities exist for program graduates, outside of academia?
- How can OSU best position its program to appeal to potential students and employers?
- How can OSU create a program that stands out among the competition?

In order to do this, Riley Research Associates (RRA) conducted an environmental scan of current programs and career opportunities, and conducted an exploratory survey of business leaders in various industries to assess the demand and appeal of graduates with such a degree.

The environmental scan included exploratory online research of the current masters and majors programs in colleges and universities across the country, insights into the career opportunities for graduates, and examples of current job openings.

The survey included exploratory interviews with nationwide organizations in various industries. These interviews sought to explore the job demand for such a degree, perceptions of such a degree, and any perceived challenges for job candidates with such a degree.

Because of the breadth of industries and the relatively limited number of interviews in each, this is not considered a scientific survey, but rather intended to provide in-depth anecdotal information. The information gathered provides a snapshot of how leaders in various industries relate to such a degree, the concerns they might have, as well as the perceived benefits for their organization and their industry. The results show insights into the thought processes, awareness, needs, and perceptions among decision-makers representing these various industries. Findings are cross tabulated by industry; however, the reader should be cautioned that some industries are represented by few respondents, and thus should not be considered projectable to the entire industry.

This report contains the results of the survey, as well as the existing graduate and major programs, and a few job listings that specified such a degree.



METHODOLOGY

Environmental Scan

RRA conducted online searches of universities and colleges across the United States that offer graduate programs similar to the Master of Science/Master of Arts in Speech Communication degree. The list included in this report is extensive, but not comprehensive. Information that illustrates how other universities market their degree program and attempt to appeal to potential students is included in this report.

Additionally, RRA has collected information about the degree, including attitudes about its usefulness, anticipated earnings for a graduate with this degree, and the types of industries that are often connected with this type of degree.

Exploratory Interviews

RRA identified numerous broad industries that were related in some manner to a career a graduate of Speech Communication and Rhetoric could follow. With the understanding that many graduates with such a degree move on to academia or literature, we wanted to identify less obvious career choices, in order to show the range of opportunities outside of the most obvious career paths.

Because this degree can be widely applied to many industries, the study collected information from a broad cross-section of potential employers, intended to document existing career opportunities for the program's degree holders.

A total of 51 interviews were conducted between February 17th and 28th, 2014. Respondents were considered qualified if they indicated they represented their organization in terms of hiring needs and practices. RRA purchased a random list of qualified organizations within each targeted industry across the United States.



EXECUTIVE OVERVIEW: EXPLORATORY INTERVIEWS

Respondents were read the description of the proposed Master of Science/Master of Arts in Speech Communication program and were asked to indicate how valuable such a degree would be to their organization and industry. A majority (59%) felt the degree would be very or somewhat valuable. With 4% undecided, 37% did not see a direct value for their organization.

- The industries more likely than others to consider the degree valuable included advertising/marketing/media, nonprofit/healthcare, and professional services.
- “Communications skills” and the ability to “represent an organization to the public well,” were among the most desirable aspects of this degree; most respondents could see a fit for someone with this skill set in their organization.

Respondents were read a list of specific skill sets that holders of this degree would possess, then asked to indicate the value of each. *Public relations* and *Human resource and human resource management* were the most valuable skills, although all but one skill (*Politics*) were seen as valuable by at least half of respondents.

	Valuable	Not valuable	Unsure
j. Public relations	86%	12%	2%
a. Human resource and human resource management	84	16	-
b. Organizational development	80	18	2
f. Mediation, facilitation, and conflict resolution	80	16	4
c. Training and development	78	20	2
g. Public service	70	25	4
d. Public and community leadership and development	68	31	-
e. Advocacy	63	29	8
h. Public participation processes	53	39	8
i. Politics	34	61	6

About one in three respondents felt that a Master of Science/Master of Arts in Speech Communication degree would be more valuable to their organization than another degree (29%). Some thought it would be no more or no less valuable (27%), while 43% felt it would be less valuable to their organization than other types of degrees.

- The industries more likely to consider the degree valuable included advertising/marketing/media, nonprofit/healthcare, and professional services.
- Those who saw it as more valuable appreciated the communications skills that it would produce, expected that the graduates would come highly-trained, and saw the skill-set as valuable to helping them market their businesses.
- Those who saw it as less valuable felt the degree wouldn’t be as specifically targeted as needed for their particular organization.



CONCLUSIONS

Master of Science/Master of Arts in Speech Communication is a degree that can apply to myriad industries and positions, and the degree is applicable to virtually every industry interviewed and researched. The skills from this degree apply to both internal and external communications positions, and can be a benefit for everything from public relations and marketing firms, government, lobbying, and law, to hospitality, manufacturing, and other professional services.

Speech Communication gives students the opportunity to develop and refine skills in a variety of communication niches. Unlike many degrees that cater to a very specific industry segment and provide specific skills relevant for that industry – which makes it difficult for graduates to apply their degree to anything else – this degree offers the skillset necessary to launch a professional career in any number of desired industries, and to continue to evolve career opportunities. Because of this, the earning potential of graduates is only defined by the field they choose.

This degree goes beyond generalized communications skills and provides a more highly-skilled and refined graduate. Employers appreciated that this degree implied a high level of communications skills. They saw potential for higher-level positions in many industries, and assumed a graduate of this degree would have advanced skills.

In addition to general communications, the elements of persuasion and potential crisis management are appealing, and frame the degree as something beyond more basic and/or technical communications skills that are more common today, such as Internet and social media communications, and ad copy.

The most common barrier for the general organizations that were interviewed was the concern graduates wouldn't have enough knowledge in the technical skills needed to be a good fit for their specific organization. This is a barrier that is easy to surpass if a graduate chooses to appeal to a specific field, and supplement their graduate work with those technical skills or knowledge base. Another challenge is establishing this degree as something different and more advanced than technical communications programs.

To help make this degree more marketable to both students as well as prospective employers, OSU can emphasize the variety of industries applicable for graduates with such a degree, and also illustrate the more refined skills the program offers. Graduates will have a deeper ability to communicate with various audiences, promote organizations, manage conflict resolution or crises, and have a professional and influential demeanor.

Many colleges and universities provide options for Master of Science/Master of Arts in Speech Communication. However, there are few in the northwestern United States. This establishes Oregon State University as a more attractive option for those seeking rigorous study in this region. Many of the respondents in the larger local organizations would be ideal targets for this degree.

Many program websites do not elaborate on degree specifics and fail to communicate the possibilities such a degree holds for potential students. Leveraging the OSU website to promote some of the more unique features could help position program above others. Including information on how the degree applies to emerging markets, trends, and community programs will help facilitate employer as well as student engagement.



RESULTS

Q1. Based on the description I gave you, would you say, for your organization or industry, a Master of Science/Master of Arts in Speech Communication would be: (Aided)

About three-fifths of respondents indicated a Master of Science/Master of Arts in Speech Communication would be valuable for their organization, while just over one-third said the degree would not be of value, and few were unsure.

Respondents in advertising/marketing/media were more likely than others to consider the degree valuable, followed by those in nonprofit/healthcare and those in professional services.

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPPLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Valuable	59%	60%	33%	78%	67%	67%	100%	-	64%	36%	57%	80%	100%
Very valuable	12	13	17	-	11	17	20	-	7	-	14	40	25
Somewhat	47	47	17	78	56	50	80	-	57	36	43	40	75
Not valuable	37%	33%	67%	22%	22%	33%	-	90%	29%	64%	36%	20%	-
Not very	25	27	42	11	22	17	-	62	7	57	21	20	-
Not at all	12	7	25	11	-	17	-	29	21	7	14	-	-
Unsure	4%	7%	-	-	11%	-	-	10%	7%	-	7%	-	-
Depends	4	7	-	-	11	-	-	10	7	-	7	-	-

Q1b. And why is that?

Very valuable

Florida Fish and Wildlife hires a wide range of people, and it would be very valuable for a few positions

However we would be, it wouldn't be a full time position

That's something we do every day; work with people and public outreach

Valuable in marketing and business development; we are located in Philadelphia and inter-cultural communication is important in this area

Very valuable because the market is there

We base everything on communication; we are a national and international nonprofit

Somewhat valuable

Any time you can communicate well it's valuable; helpful for any business

As a career no, but communications is valuable and I could use some aspects of the degree

Clearly the ability to communicate precisely and effectively is a boon to any profession, regardless of technical qualifications

Communication is a critical aspect in every endeavor; people with that skill have the ability to develop relationships

Communications with different demographics, different demographic groups, is vital for us. We're a summer camp; conflict resolution is the main thing we do all summer

Dealing with employees and dealing with executives it's a good idea it probably would help

Definitely good, we definitely deal with a lot of people and not necessarily happy people, but they would also need a background in finance

Depends on the specifications of the position

For HR, it's so law based; there should be some mix

Having those extra skills definitely enhances anyone's skills. Adds an extra level of skills

I guess most of the positions - we have a lot of the training here; we are a major corporation

In our direct business, there are not enough positions available, but there would be some

Only because we are in health services

People industry; people skills are good

Somewhat valuable in human resources and public administration

Sounds in line with a master in communication or masters in psycholinguistics

Those are really soft skills that would only help employees move forward, but our industry requires more technical skills. I think the soft skills would be helpful in the human resources department

Types of properties we have in Oregon are very small; would not be valuable in Oregon; nationwide - the degree would be very valuable

We are a small casino, but any type of public relations

We look more for tech- we get opportunities for looking at more people with technical degrees

We're content marketing, so I'm looking for different things, for specific qualities that relate to what we're doing

Will be hiring teachers with academic disciplines, the skills mentioned are important, but I need people with a more traditional background

Would be good in any position, but maybe not as the sole qualification; I think there's other more important skill sets that would have to come first in a lot of positions

Would have a balance of skills, not a specialized degree, we're in education, so were looking for specialized training

Q1b. And why is that?

Not very valuable

A speech pathologist, assistant for teachers, but we would be unable to hire someone for that position because of budget limitations
All we have here is engineers, so that kind of degree doesn't really apply
Do not require a Masters for any of our positions
Don't have a need for that type of job
In some areas a master's degree in human resources would be more valuable; a communication degree would just be a small piece of what this position would require
Not very valuable for a small town; you'd have to get out of here before a degree would matter.
Someone with this degree would not work for what we start at, which is minimum wage
The piece of the work we do is the business side, so it's not valuable; we need a degree in business; at least for me
Vast majority of my folks are caregivers, then servers, then maintenance and housekeeping. We just have a few managers. Learning how to argue is not necessarily a good skill for our folks
We are an industrial repair operation and while there are internal communications and some customer service that is not the bulk of our business
We are more of an engineering and sales company
We are more of an environmental compliance industry we do a lot of scientific studies
We deal more with psychological issues. We hire counselors and interns to deal with the kids here
We have sales and finance; we send anyone without experience to our own training related to sales or auto industry

Not valuable at all

Do not need that many of those positions because at a high level we contract that out to fill those positions
Don't require educational degrees, our industry requires personality and human interaction
In this type of organization this degree would not be needed
Interpersonal skills would be great, but we are generally looking for candidates with a degree in finance, or accounting
Most of our employees are focused on child development and related issues; we're a preschool
We do not recruit people

Depends / Too soon to say

Depends on what credentials they carry with that degree, a teacher's credentials
Sounds more like a management-level individual; we have fieldworkers here

Q2. What are some of the positions, if any, for which someone with a Master of Science/Master of Arts in Speech Communication might be considered, either for your organization specifically or for your industry in general?

Human Resources / HR (9)

Marketing (7)

Sales (3)

Administrative positions (2)

Public Relations/PR (2)

Adult education, writing skills; most any position we would need a specific degree, not as broad as the one mentioned

Any type of communication manager or marketing manager

Business development; sales aspect of selling attorneys is very important to our organization

Case managers

CEO, COO, maybe a few director positions

Client or customer relations being able to interface with different people

Communications

Communications manager

Community relations (the press)

Conflict resolution

Dealing with a group of tech people who design interface, I need tech skills; communication is a definite plus, but if they can't produce on the tech side, it's of no use

Degrees in general are a benefit, but an MSW is more what I'd be looking for in regards to management. Being a good public speaker in general is a good skill depending on the position.

For this organization, that degree would not merit a second look

Director of administration or development

Facilitation coordinator

Finance

General management

Human resource manager

I'm a small agency, and everybody wears hats; that would take some time

In a larger firm, public relations in environmental concerns

In our industry, Alzheimer's facility, having other skills really helps. Administrative jobs would be the only ones that would benefit from a master. A graduate would be overqualified for care giving positions

Investor relations

Manager

Maybe for special needs, but the amount of money would be extremely high, and the school district does not have extra funds

Media

Media communication

Not sure there is a position that would go for something like that; we prefer other functions like marketing, and business engineering degrees

Outreach consultant

Owner

Parent/teacher liaison; a person helping families with support, providing workshops

Policy and planning

Q2. What are some of the positions, if any, for which someone with a Master of Science/Master of Arts in Speech Communication might be considered, either for your organization specifically or for your industry in general? (Continued)

Public Information

Public-workshop-related positions

Someone with a master degree would be a little overqualified, but if they wanted to work here they could definitely be general counselors

Someone with that degree would not be from the business side

Speech pathologist

Teacher of science

They would be considered for positions in which a degree is not required; though we are looking for candidates with a degree in finance or accounting

Training and development

Upper level sales director; we are international and do business in different countries; could be used in law, mediation, claim mediation, and negotiation

Upper management

We are small; we have one person that is director of communication

We do have a communications specialist position, and based on the description you just gave we have some others like HR or that kind of thing, but would need other skills in addition

We have a director of communications. She does PR things and that would be the only one

We hire communications people, so we would consider them in that area

Would have to be in addition to a tech degree of some kind

Q3. I'd like to read a list of skills graduates of this program will possess, and please tell me if that skill would be very valuable, somewhat valuable, or not valuable to your organization (or industry):

Summary

The highest proportion of respondents considered *training and development* to be very valuable, followed closely by *human resource and human resource management*, with nearly half of respondents indicating they were very valuable. *Organizational development, mediation, facilitation and conflict resolution*, and *public relations* were considered very valuable by more than one-third of respondents.

Graduate Skill	Very valuable	Somewhat valuable	Not valuable	Unsure
c. Training and development	47%	31%	20%	2%
a. Human resource and human resource management	45	39	16	-
b. Organizational development	39	41	18	2
f. Mediation, facilitation, and conflict resolution	35	45	16	4
j. Public relations	35	51	12	2
g. Public service	29	41	25	4
d. Public and community leadership and development	27	41	31	-
e. Advocacy	20	43	29	8
h. Public participation processes	16	37	39	8
i. Politics	10	24	61	6

Q3. I'd like to read a list of skills graduates of this program will possess, and please tell me if that skill would be very valuable, somewhat valuable, or not valuable to your organization (or industry):
(Continued)

a. Human resource and human resource management

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Very valuable	49%	40%	33%	56%	78%	50%	67%	24%	43%	36%	50%	80%	75%
Somewhat	35	47	33	44	11	33	23	52	29	57	29	20	25
Not valuable	16	13	33	-	11	17	10	24	29	7	21	-	-

b. Organizational development

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Very valuable	39%	20%	25%	67%	56%	50%	53%	19%	50%	14%	36%	60%	75%
Somewhat	41	60	33	33	33	33	43	38	36	64	29	40	25
Not valuable	18	20	33	-	11	17	3	38	14	21	29	-	-
Unsure	2	-	8	-	-	-	-	5	-	-	7	-	-

c. Training and development

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Very valuable	47%	47%	42%	56%	78%	-	63%	24%	43%	36%	36%	80%	100%
Somewhat	31	27	25	44	22	50	20	48	29	43	36	20	-
Not valuable	20	20	33	-	-	50	13	29	29	21	21	-	-
Unsure	2	7	-	-	-	-	3	-	-	-	7	-	-

Q3. I'd like to read a list of skills graduates of this program will possess, and please tell me if that skill would be very valuable, somewhat valuable, or not valuable to your organization (or industry):
(Continued)

d. Public and community leadership and development

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Very valuable	27%	40%	17%	22%	44%	-	43%	5%	29%	21%	29%	20%	50%
Somewhat	41	47	33	56	33	33	40	43	29	43	36	80	50
Not valuable	31	13	50	22	22	67	17	52	43	36	36	-	-

e. Advocacy

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Very valuable	20%	27%	17%	11%	22%	17%	27%	10%	21%	14%	7%	60%	25%
Somewhat	43	33	33	56	56	50	47	38	36	36	57	40	50
Not valuable	29	20	50	33	22	17	13	52	29	43	36	-	-
Unsure	8	20	-	-	-	17	13	-	14	7	-	-	25

f. Mediation, facilitation, and conflict resolution

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Very valuable	35%	27%	25%	33%	33%	83%	50%	14%	43%	21%	36%	20%	75%
Somewhat	45	53	33	56	56	17	40	52	36	64	36	80	-
Not valuable	16	13	33	11	11	-	7	29	21	14	21	-	-
Unsure	4	7	8	-	-	-	3	5	-	-	7	-	25

Q3. I'd like to read a list of skills graduates of this program will possess, and please tell me if that skill would be very valuable, somewhat valuable, or not valuable to your organization (or industry):
(Continued)

g. Public service

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Very valuable	29%	40%	17%	22%	44%	17%	47%	5%	36%	14%	21%	40%	75%
Somewhat	41	33	33	44	44	67	37	48	50	36	43	60	-
Not valuable	25	13	50	33	11	17	10	48	14	43	36	-	-
Unsure	4	13	-	-	-	-	7	-	-	7	-	-	25

h. Public participation processes

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Very valuable	16%	20%	8%	22%	11%	17%	27%	-	14%	7%	14%	20%	50%
Somewhat	37	40	33	33	33	50	43	29	36	36	36	60	25
Not valuable	39	33	50	33	44	33	20	67	43	57	36	20	-
Unsure	8	7	8	11	11	-	10	5	7	-	14	-	25

i. Politics

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Very valuable	10%	13%	17%	-	11%	-	13%	5%	-	14%	14%	-	25%
Somewhat	24	40	-	33	11	33	27	19	29	14	14	60	25
Not valuable	61	27	83	67	78	67	50	76	71	64	64	40	25
Unsure	6	20	-	-	-	-	10	-	-	7	7	-	25

Q3. I'd like to read a list of skills graduates of this program will possess, and please tell me if that skill would be very valuable, somewhat valuable, or not valuable to your organization (or industry):
(Continued)

Q3j. Public relations

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Very valuable	35%	47%	25%	33%	33%	33%	50%	14%	29%	21%	43%	60%	50%
Somewhat	51	40	58	44	56	67	40	67	57	57	50	40	25
Not valuable	12	7	17	22	11	-	7	19	14	21	7	-	-
Unsure	2	7	-	-	-	-	3	-	-	-	-	-	25

Q4. Other criteria being equal, does having an employee with a Master of Science/Master of Arts in Speech Communication sound like it would be more or less valuable to your organization (or industry) than having someone with a different degree? (Much or somewhat)

More than half of respondents feel a Master of Science/Master of Arts in Speech Communication degree would be more valuable (29%) or no different than a different degree (27%), while 43% felt it would be less valuable to their organization.

Respondents in professional services were more likely than others to consider the degree more valuable, followed by those in nonprofit/healthcare. Those in agriculture/manufacturing were more likely than others to consider it less valuable, followed by those in government/education.

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
More valuable	29%	20%	25%	22%	44%	50%	47%	5%	36%	21%	36%	20%	25%
Much more	6	-	-	11	11	17	10	-	7	-	14	-	-
Somewhat more	24	20	25	11	33	33	37	5	29	21	21	20	25
Less valuable	43%	53%	67%	11%	33%	33%	23%	71%	36%	50%	50%	40%	25%
Somewhat less	27	47	33	-	22	17	20	38	29	36	21	20	25
Much less	16	7	33	11	11	17	3	33	7	14	29	20	-
No difference	27%	27%	8%	67%	22%	17%	30%	24%	29%	29%	14%	40%	50%
No difference	14	13	-	56	-	-	10	19	14	14	14	20	-
Depends	14	13	8	11	22	17	20	5	14	14	-	20	50

Q4b. And why is that?

Much more valuable

Communication is such a vital piece of what we do

Managers need to have a degree. If a graduate of this program also had a healthcare degree they'd be perfect

Valuable for marketing and business development these two areas go hand in hand

Somewhat more valuable

Depend on their background besides this degree; would need finance

Fairly new area, not yet tested

I'm dealing with a tech discipline; have to sell ideas. To do so, one must be an effective communicator, but communication alone isn't going to do it; need the underlying skills

Most of our real estate operations are at street level conflict. Our overall corporate structure is very small compared to real estate; our corporate structure is only 5%

Person with this degree should be knowledgeable. So often people today with degrees who join our company need retraining, according to local laws and procedures

Skill set applies to billing area, patient enrollment, and public services

They will be better trained

We have all types of positions, so it depends on then position

We look more for positions in healthcare, and healthcare administration

We're looking for a different specialization, looking for specific expertise

With the right credentials it would put them in that area of science

You look at people's credentials, when they are hired they learn the business, but hopefully they will bring to the table something new and creative that keeps us on the cutting edge

No difference / equal

Depends on what we would be looking for, it might be useful to a general manager, but as a director the degree could be equal to some other degree.

More sales based education can have all the education, but not be able to sell something

No one in this county has a degree like that and it isn't needed

Not about the type of degree it's more about what they have done with it

Not sure that would have any specific job skills that would match up with our organization

Our business does not require graduated degrees

Would be nice to have, but a degree in marketing, operational, accounting and business degree would be much more important in this industry

Q4b. And why is that? (Continued)

Somewhat less valuable

Communications is good for any job or position, but may need a different skill set as the primary qualification for whatever the specific position is; that by itself is probably not going to be enough
Do not know if it would have a useful purpose in this town
For our communications positions, we would hire someone with a different degree because the description of this new degree does not sound like it would address the skills we need
Looking for degrees in child development and early child education
Not specific to the positions
Our positions are healthcare specific, and so more general
Tend to hire people with more traditional academic backgrounds
We are a manufacturing industry
We would focus on engineering and sales degrees
We would use someone with a different degree
We'd look for a different degree
We're federally contracted, but we only have 16 centers, so no issue
We're primarily in the business area; we deal with business, so we'd look for a degree in business
Without being an engineer the degree just wouldn't apply to what we do

Much less valuable

Budget restrictions
Do not have a need for that specific degree because we are a small company. We contract out to fill those positions
Does not fit our needs; it is specific to communication, and that is just a small piece of what an employee would need to fill a position
Doesn't really fit with what we're doing here
If I had to pick two people with two different degrees, and one was more specific to caring for elders that would be my first choice. If the person could demonstrate through work that they have some of these skills then that would be different. In and of itself the degree is not a benefit without some other things
Look for degrees in engineering
Not looking for candidates with this degree; something in finance and accounting would be more applicable
We are scientific, with environmental concerns

Depends / Too soon to say

Depends on what department; valuable in media communications
Do not require a master for any positions, so I do not have an opinion
There are other areas that are valuable; it would add value, but not more so than other degrees
We are a State; we also have requirements set by the State of Florida
We look at the whole package and compare applicants with other degrees
Would use pieces of the degree and some skills are very valuable, but I would not have a position for someone with that degree

Q5. What suggestions do you have for OSU as they consider ways to add additional value to this program? How could OSU make this program more marketable or valuable for your organization or industry in general?

Add some type of details about job descriptions graduates could qualify. It is like in the armed services where soldiers are coming out with varying degrees of skills and no easy way to determine their skills. Universities would do well to translate what these degrees actually mean - what are the skills they will have that will lend themselves to the business world

Be online

Careers in public relations; maybe for government in dealing with the public regarding environmental concerns

Consider making a portion available to those in other disciplines, ex-engineers can always use more, but rather have an engineer than a non-engineer who can talk well. It would be better as an add-on to another discipline. I know it doesn't work that way in academia; I taught for a long time, so I get it, but if it could be done as an add-on that would be most helpful

Could offer as a minor, so it could be tacked on to another degree

Discount for our employees tuition

Do the homework and see what the federal requirements are; they need to wear more than one

Each degree gives different specific skills. This degree is totally different than something we'd utilize - the candidate would need psychology too

Establish an internship program, so they can do hands-on, and be a part of the whole program

Go to the west coast; find out local demands in the local market

Great and useful, but not so much as a standalone degree; needs to be in addition to a job specific qualification of some kind, in this case something in education.

I would tie it with a degree in business administration or human resources, I would bundle it with other master degree programs

If we were recruiting for marketing and business development it would be helpful to have a job board for alumni graduates. Unfortunately our business has changed in the last few years and it is difficult for graduates to find a position without experience

If you took PhD in teaching, more along the lines of communicating and building relationships it would apply to law, and caring for senior citizens, geriatrics

Interdisciplinary degree with a minor in marketing or hospitality

Internships

Internships are always a very useful tool - having experience will help with the job search

Is it an online program

It has a tremendous value, but not as much in the real estate title industry

It will have to be related to telecommunications or the degree won't do any good

Make a great minor degree, but it has no value as a masters

Maybe having an intern program, we love interns; we do not have enough of them; to teach them what it is like to work for a nonprofit. With social media we have to keep on top of everything

Minor in human resources if you are looking at public service; I would hire someone in a heartbeat if they had that degree and a background in human resources

No idea; like I said, for my industry it isn't relevant

Not sure you could for our organization

Offer some of the core courses for other degrees; communication is so important in business and having those soft skills under one's belt can really help. Offer some supplemental business, or business courses

Q5. What suggestions do you have for OSU as they consider ways to add additional value to this program? How could OSU make this program more marketable or valuable for your organization or industry in general? (Continued)

OSU needs to gather different job descriptions to help students become aware of what jobs would be available to them when they graduate

Positions I mentioned, and all the skills I mentioned would be very valuable; we try to keep politics out of city government, and all our training and certifications are from outside sources

Skills are valuable, but we would not have the funds to hire someone with that degree

Speech and people skills with this degree would be good for the interactions in banking, but I think this degree will be difficult to sell to the banking industry

We look for people familiar with our manufacturing process

We're just not in an industry where this degree would have value

Q6. To finish up, may I ask your title?

	Total	INDUSTRY					VALUE OF MASTERS DEGREE		REGION				
		GOV EDU	AGRI MANU CNSTRCT	ADVERT MEDIA HSPTLTY	NONPRFT HLTHCRE	PRO SERVICE	VERY / SOME WHAT	NOT/ DEPENDS	WEST	MID WEST	NORTH EAST	SOUTH EAST	SOUTH WEST
Total Participants	51	15	12	9	9	6	30	21	14	14	14	5	4
Owner/Pres/CEO	8%	-	-	-	22%	33%	13%	-	14%	7%	-	20%	-
VP	6	7	8	-	11	-	10	-	-	14	7	-	-
Director / Manager	35	53	33	33	33	-	30	43	43	29	29	60	25
HR / Hiring	45	27	50	67	33	67	40	52	36	50	50	20	75
General	6	13	8	-	-	-	7	5	7	-	14	-	-

Q7. (As necessary/confirm) And in which industry is your organization?

	Total
Total Participants	51
<u>Government / Education</u>	29%
Education	16
Government	10
Energy	4
<u>Agriculture / Construction / Manufacturing</u>	24%
Manufacturing	16
Construction	6
Agriculture	2
<u>Advertising / Media / Hospitality</u>	18%
Hospitality/Hotel	10
Media / Entertainment	4
Advertising	2
Retail	2
<u>Professional services</u>	12%
Professional Services	4
Insurance	2
Law	2
IT / Engineering	4
<u>Nonprofit / Social service / Healthcare</u>	18%
Non-profit	8
Healthcare	10



Education Portal

http://education-portal.com/speech_communication_masters.html

Employment Outlook and Salary Information

Those graduating with a master's degree in speech communication can land numerous types of employment. According to the U.S. Bureau of Labor Statistics (BLS), www.bls.gov, public relations specialist employment from 2010-2020 is expected to increase 21%, which is faster than average when compared to other professions. As reported by the BLS, the median per-hour rate for public relations specialists as of May 2012 is \$26.04, which translates to \$54,170 annually.

Another popular career for graduates of the master's degree program in speech communication is that of a postsecondary communications teacher. This type of job allows employees to teach courses in communications, including journalism and radio broadcasting. According to the BLS, the median annual salary for communications teachers as of May 2012 was \$62,180.

Speech communications and rhetoric programs teach students the theory and physiology of spoken communication so that they can help people with speech problems or work in a communications field. People who have obtained a degree in speech communications and rhetoric may find work as announcers, newscasters, writers or any other professionals whose work is based in oral or written communication and public speaking.

Information about a Degree in Speech Communications and Rhetoric

Individuals interested in working in the public speaking or communications fields often pursue degrees in speech communication and rhetoric. Techniques such as repetition, irony and double meaning are extremely important to writers, politicians and other professionals. According to the Princeton Review, coursework in speech and communication programs includes the basics of writing and delivering speeches, as well as the principals of persuasion and formulating arguments. Additionally, students also study the ways in which people listen to, understand and think about what others are saying.

PayScale

http://www.payscale.com/research/US/Degree=Master_of_Arts_%28MA%29%2c_Communication/Salary

Master of Arts (MA), Communication Degree Average Salary (March 2014)

Employees with a Master of Arts (MA), Communication Degree Salary Ranges by Job

Job Title	National Salary Data
Communications Manager	\$44,494 - \$91,475
Communications Specialist	\$41,022 - \$80,136
Director of Communications	\$39,548 - \$120,000
Executive Director	\$31,972 - \$122,554
Marketing Communications Director	\$41,500 - \$127,451
Marketing Director	\$44,934 - \$136,846
Marketing Manager	\$37,506 - \$91,962

College Toolkit

http://colleges.collegetoolkit.com/colleges/browse/majors/byid/communication_studies-speech_communication_and_rhetoric/09.0101.aspx

Overview for Communication Studies/Speech Communication and Rhetoric

A program that focuses on the scientific, humanistic, and critical study of human communication in a variety of formats, media, and contexts. Includes instruction in the theory and practice of interpersonal, group, organizational, professional, and intercultural communication; speaking and listening; verbal and nonverbal interaction; rhetorical theory and criticism; performance studies; argumentation and persuasion; technologically mediated communication; popular culture; and various contextual applications. A major in Communication Studies/Speech Communication and Rhetoric is highly relevant for the following careers. National averages for wages in each career are provided.

- Communications Teachers, Postsecondary - \$63,330
- Public Address System and Other Announcers - \$37,530
- Public Relations Specialists - \$58,960
- Technical Writers - \$64,210

Preparing Answers

Adopted from <http://www.eiu.edu/~speech/old/dowithug.htm>

Many employers have problems trying to place communication program graduates into a traditional occupational category. Candidates often need to assist the employer in coming to understand what a communication degree can offer for their organization.

The underlying assumption for this section is that all employers are really looking for five basic items from any candidate. Those items are:

- Relational skills (interpersonal, group/team, conflict management)
- Critical thinking skills
- Writing skills
- Computer skills
- Degree and/or specific skill area (demonstrates ability to master content areas and rite of passage)

As a Speech Communication major, you have a competitive advantage. You have more experience with relational and critical thinking skills than others. If you managed your degree program positively, you would have developed the computer and writing skills you need. Finally, if you have constructed a coherent major program and perhaps have a minor program, you have a content area which demonstrates your ability to learn. Ability to learn is important because what you know will change, who you are does not. For new college graduates it is a little more basic, an employer will hire for what you are and train you in what you need to know.

So, what do you need to do to prepare for your job search efforts? Consider the following items as additional things to consider beyond the normal advice.

- You need to be able to explain how your skills and experiences fit the five categories described above.
- You need to be able to explain what a communication degree is in terms that a recruiter will understand.
- You will need to be able to differentiate your degree from other degrees and describe its competitive advantage.
- You need to be able to explain what you can do for an organization.

Communication Studies/Speech Communication

<http://ubalt.edu/downloads/commstudies.pdf>

What can I do with this degree?

General Information

- Develop strong written and verbal communication skills and excellent interpersonal skills.
- Get experience with public speaking by joining Toastmasters.
- Learn to work well on a team and develop leadership skills.
- Explore specializations within major and professional field. Select electives to enhance knowledge 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.
- Speech communication is a broad degree that can lead to job opportunities in many different fields. Skills and experiences gained through co-curricular activities, internships, part-time jobs, and volunteering are critical in shaping a career path.
- Speech communication is also good preparation for graduate school in many disciplines.

AREAS	EMPLOYERS	STRATEGIES
BUSINESS		
Sales Customer Service Management Human Resources Training and Development Labor Relations Writing/Editing Office Management	Product and service organizations Retail stores Hotels Restaurants Manufacturers Financial companies Insurance companies Hospitals and other healthcare organizations Print and electronic media Other business corporations	Develop strong verbal and written communication skills. Demonstrate excellent interpersonal skills. Learn to work well on a team. Join related professional associations. Get involved in other campus organizations. Take business courses or earn a business minor. Gain experience through internships, part-time, or summer jobs. Develop computer skills in areas such as spreadsheets, databases, and presentation software.

Communication Studies/Speech Communication (Continued)

<http://ubalt.edu/downloads/commstudies.pdf>

AREAS	EMPLOYERS	STRATEGIES
PUBLIC RELATIONS/ADVERTISING		
Public Relations Advertising Marketing Corporate Public Affairs Development Media Analysis/Planning Creative Directing Writing/Editing Audience Analysis Public Opinion Research	Private corporations Public service organizations Public opinion research firms Public relations firms Advertising agencies Public opinion organizations Radio and television companies Sports and entertainment organizations Hospitality and tourism industry Nonprofit organizations Consulting firms Freelance	Develop excellent writing skills. Gain experience through internships, even if unpaid. Serve as public relations officer of an organization. Take additional courses in marketing, advertising, public relations, or other area of interest. Develop a portfolio of writing samples, ad campaigns, and other relevant work. Join related professional associations. Be willing to move to locations with greater numbers of job opportunities. Be prepared to start at the bottom and work to more desirable positions.
MEDIA		
Writing Editing Copywriting Publishing Producing Managing/Directing Research Media Sales	Publishing firms including newspaper, magazine and book Internet sites Television and radio stations Film industry	Develop excellent interpersonal and presentation skills. Take elective courses in journalism, broadcasting, public relations, and advertising. Develop research skills. Work for campus or local newspaper, radio station, or television station. Get related experience through internships, even if unpaid. Learn desktop publishing, webpage design, and other computer skills.
NONPROFIT		
Administration Program Coordination Grant Writing Writing/Editing Fundraising Volunteer Coordination	Nonprofit organizations Professional associations Chambers of commerce Community centers Philanthropies Hospitals	Take courses in psychology, sociology, or social work to broaden perspective. Volunteer with community and campus organizations. Learn to work well with different types of people. Develop a wide array of skills including writing, speaking, budgeting, grant writing, and leadership.

Communication Studies/Speech Communication (Continued)

<http://ubalt.edu/downloads/commstudies.pdf>

AREAS	EMPLOYERS	STRATEGIES
GOVERNMENT		
Public Information Campaigning Programming Legislative Assistance Research Lobbying Conflict Negotiation	All branches of local, state and federal government Political parties Political action committees	Learn local, state, and federal government job application process. Take courses in conflict management and develop negotiation skills. Volunteer to work on a local political campaign. Join related student organizations and earn leadership roles. Find an internship with a government organization to get a foot in the door. Maintain a strong grade point average as many government programs are very competitive.
LAW		
Law Assistance Prosecution Defense Contractual Corporate Nonprofit or Public Interest Government Mediation Lobbying	Law firms Government agencies Corporations Public interest organizations Private practice Colleges and universities	Plan on attending a specialized paralegal training school or law school depending upon area of interest. Participate in a debate or forensic team to hone communication skills. Join pre-law organizations. Obtain a part-time or summer job at a law office. Take courses in and gain experience with mediation and conflict resolution.
EDUCATION		
Teaching Research Student Support Services including: Admissions Advising Development Student Affairs Recruitment Alumni Affairs	Colleges and universities	Ph.D. required for teaching and research in colleges and universities. Maintain a high grade point average and secure strong faculty recommendations. Earn a master's degree in college student personnel or a related field for administrative positions. Get involved in campus leadership roles in residence halls, student unions/activities, programming boards, etc.

National Communication Association

<http://www.natcom.org/discipline/#>

What is Communication?

The discipline of communication focuses on how people use messages to generate meanings within and across various contexts, cultures, channels, and media. The discipline promotes the effective and ethical practice of human communication.

Communication is a diverse discipline which includes inquiry by social scientists, humanists, and critical and cultural studies scholars. A body of scholarship and theory, about all forms of human communication, is presented and explained in textbooks, electronic publications, and academic journals. In the journals, researchers report the results of studies that are the basis for an ever-expanding understanding of how we all communicate.

Areas within Communication

Areas of emphasis differ from one institution to another, but listed below are some of the most common areas of study:

- Applied Communication - The study of how communication theory, research, and/or best practices help inform knowledge and theory about communication for practical issues.
- Communication Education - The study of communication in the classroom and other pedagogical contexts.
- Communication Theory - The study of principles that account for the impact of communication in human social interaction.
- Electronic Media - The study of radio, television, media technology, and web design with streaming audio and video.
- Health Communication - The study of communication as it relates to health professionals and health education, including the study of provider-client interaction, as well as the diffusion of health information through public health campaigns.
- International and Intercultural Communication - The study of communication among individuals of different cultural backgrounds, including the study of similarities and differences across cultures.
- Interpersonal Communication - The study of communication behaviors in dyads (pairs) and their impact on personal relationships.
- Language and Social Interaction - The study of the structure of verbal and nonverbal behaviors occurring in social interaction.
- Legal Communication - The study of the role of communication as it relates to the legal system.
- Mass Communication and Media Literacy - The study of how mass forms of communication, such as print, radio and television disseminate information and influence society.
- Mediation and Dispute Resolution - The study of understanding, management, and resolution of conflict within intrapersonal, interpersonal, and intergroup situations.
- Organizational Communication - The study of processes used to analyze communication needs of organizations and social interaction, including how to improve communication between supervisors and employees.
- Performance Studies - The study of components such as performer(s), text, audience, and context within the communication discipline.
- Political Communication - The study of the role that communication plays in political systems.

National Communication Association (Continued)

Areas within Communication (Continued)

Areas of emphasis differ from one institution to another, but listed below are some of the most common areas of study:

- Public Address - The study of speakers and speeches, including the historical and social context of platforms, campaigns, and movements.
- Public Relations - The study of the management of communication between an organization and its audiences.
- Rhetorical Criticism - The process of defining, classifying, analyzing, interpreting, and/or evaluating rhetorical artifacts.
- Semiotics - The use of verbal and nonverbal symbols and signs in human communication.
- Small Group Communication - The study of communication systems among three or more individuals who interact around a common purpose and who influence one another.
- Speech Communication - The study of the nature, processes, and effects of human symbolic interaction. While speech is the most obvious mode of communication, human symbolic interaction includes a variety of verbal and nonverbal codes.
- Theatre and Drama - The study and production of dramatic literature.
- Visual Communication - The study of visual data, such as architecture, photography, visual art, advertising, film, and television as it relates to communication.

National Communication Association (Continued)

What can I do with a Speech Communications Degree?

Community

Relations Director •
Publications Editor • Communication

Trainer • Museum Curator • Editor • **Publicist •**
Quality Inspector • **Radio News Director •** Radio
Talk-Show Host • Webmaster • Activities Director (retirement center) • Wedding Consultant • Camp Director • Career and Training Advisor • Recreational Coordinator and Supervisor • Residential Housing Director • Salesperson • Accreditation Specialist •

Advertising Executive • Alumni Coordinator • Arts Administrator • Sales Representative • Script Writer • Newspaper Publisher • Special Events Coordinator • **Secondary School Speech Teacher • Speechwriter •**

Sports Announcer • Sports Marketer • **Public Affairs Director •** Training Specialist • Travel/Conference Manager • Sports Publicist • News Anchor • Paralegal • Student Activities Director • Student Services Director • Symphony Orchestra Media Relations • **Human Resources Specialist •** Human Rights Officer • Instructional Designer • Tour Guide • Department Administrator • Leasing Consultant • Legal Communication Consultant • Legislative Assistant • Legislative Correspondent • Linguist • Health Services Manager • Telecommunications Specialist • Telemarketing Manager • **Television Producer • Television Reporter •** National Fraternity Chapter Consultant • National Sorority Chapter Consultant • Account manager • Hotel Manager • Human Resources Manager • Child Welfare Worker • Claims Adjuster •

College Admissions Counselor • Private Investigator • Production Assistant • **Promotional Specialist • Motivational Speaker •** Multicultural Specialist • Patient Rights Advocate • International Students Coordinator •

Journalist • Labor Negotiator • Labor Relations Consultant • Language Arts Teacher • Law Firm Recruiter • Maintenance Supervisor Manager • **Market Researcher • Media Account Executive •** Media Buyer • Media Critic • **Mediation Specialist •** Hospital Volunteers Membership Coordinator •

Information Analyst

College Dean • College Recruiter

•Government Relations Officer
• Public Opinion Researcher
• Communication Consultant • Communication Statistician
• Property Manager • Administrative Aide • **Lobbyist •** Assistant to the President (college) • Broadcasting Floor Manager

• Public Information Officer • Public Relations Coordinator • Communication Researcher • **Community Affairs Liaison •** Proofreader • **Community College Speech Instructor •** Business Manager • **Instructional Development Consultant/Specialist •** Arena Director/Manager • Personnel Development Specialist • **Conference Leader • Community Outreach Director •** Theatre Manager • Company Spokesperson • Consulting Analyst • **Copywriter •** Counselor • University Administrator • Technical Recruiter • University Information Specialist • University Communication Professor • Volunteer Coordinator • Crisis Manager • Database Analyst • **Customer Service Representative •** Parliamentarian • **Nonprofit Organization Director •** Debate Coach Associate Producer • Developmental Officer • **Child Language Specialist • Political Activist •** Disc Jockey • Mental Health Professional • College Admissions Counselor • Director of Admissions (college) • Director of Corporate Communication • Diversity Consultant • Drug Company Representative • Educational Media Specialist • Systems Administrator • Broadcasting Production Supervisor • Lawyer • Employment Interviewer • Environmental Lobbyist • **Editor •** Events Planner • Executive Administrative Assistant • Fashion Merchandiser • **Political Analyst and Campaign Director •** Film Marketing • Film Director • **Forensics/Debate Director •** Fundraiser • Gallery Manager/Owner • Government Lobbyist • **Governmental Press Secretary •** Graduate Dean • International Program Coordinator • Intercultural Communication Consultant • Marketing Communication Manager • Marketing Product Manager

NCA
NATIONAL COMMUNICATION ASSOCIATION
1765 N Street, N.W., Washington, DC, 20036

Princeton Review

<http://www.princetonreview.com/Majors.aspx?cip=090101&page=1>

Major: Communications Studies/Speech Communication and Rhetoric Basic Information

Ratings prove that television audiences prefer laugh tracks over silence. Now and then a new show will go experimental, opting to can the canned laughter, only to be promptly cancelled. So why do we want to laugh on cue? Why are shows funnier when a studio full of people laughs with us? You may soon have the answers as a major in communications studies/speech communication and rhetoric. In this program, students learn how certain messages influence individual and group behavior—and why—as well as how our reactions reflect the underlying values of society. You'll spend a significant amount of time studying different kinds of speaking and writing and the strategies speakers and writers use to make their points and drive them home. You'll take a look at verbal and nonverbal messages, audience reaction, and the varied effects of different communication environments. Communication theory will play a part too, as you delve into monumental speeches, revolutionary political campaigns, radical social movements, and the trends in styles of news reporting.

Rhetoric itself is about putting together good arguments—communication for the means of persuasion. Fiery personalities, quick wits, and the cunning will take pleasure in a major that includes rhetoric—mastering different types of appeals and how to craft those appeals and make them situation-specific, audience-tailored, and sharp as all get out. Your studies will range from classical forms of rhetoric, like great Roman orations, to modern day places where it rears its head, like websites, film, and television.

A major in communications studies/speech communication and rhetoric makes for solid pre-professional training. It will prepare you for a wealth of careers in business, public relations, advertising, human resources, government, education, media, and social services. You won't come away with specific skills—like putting together an ad campaign or producing a television show. It will, however, give you a strong foundation from which to launch any number of careers and aspirations.

Degree Directory

http://degreedirectory.org/articles/Masters_Degrees_in_Speech_Communication_Online_and_Campus-Based_Program_FAQs.html

Master's Degrees in Speech Communication: Online & Campus-Based Programs

The multidisciplinary field of speech communications examines both personal and professional communications. Master's degree programs in speech communications will teach you how to understand your audience and use that knowledge to communicate effectively.

What Will I Learn in a Master's Degree Program in Speech Communications?

Master's degree programs in speech communications, which are generally conferred in the Master of Arts (M.A.) format, will educate you in numerous aspects of interpersonal and rhetorical communication. You'll learn to communicate with colleagues and customers in a variety of professional settings. You will also become educated in all aspects of interpersonal communication, with required courses investigating such linguistic issues as the effect of culture and social roles upon verbal and nonverbal interaction.

In addition, you'll learn how to use communicative speech as a persuasive tool; several courses in rhetorical speaking will likely be required. Finally, as with most advanced degree programs, relevant research will also prominently figure into your plan of study, with curricula typically including at least a few mandatory courses in communications research and theory.

What Is the Curriculum Like?

Some institutions offer master's degree programs specifically in speech communications, while others have general communications M.A. programs with speech communications concentrations. Typically, master's degree programs in speech communications may require more courses in the topics described above than general programs with speech concentrations. However, all curricula leave considerable room for electives, so you can take a full load of speech-related courses even in a broad communications program.

Master Degree Online

<http://master-degree-online.com/masters-in-rhetoric/>

Masters in Rhetoric

Within the field of communications, a Masters in Rhetoric has become a popular option for students who wish to study the way that communication can affect others. This includes an emphasis on speeches, and the techniques of delivery and persuasion. Some topics that could be included in this type of course include verbal and nonverbal interaction, media studies, intercultural communication, and international studies. This all combines with coursework that is more field-oriented, and could include an internship or thesis project to finish the program and prepare students to deliver what they have learned out in the workforce.

Potential students of Rhetoric Master's programs may wish to investigate the option of taking this coursework from a remote location. Online degrees have grown in popularity in recent years, as the technological advances online have allowed for a stimulating learning environment that can include video conferences, virtual discussions, and all the other same features that a student might expect within a traditional classroom setting. That has led to an explosion of the online course offerings, from specific colleges that only offer their lectures online, to larger institutions that have branched out into virtual academic programs to better suit student needs.

With a background in communications, graduates may manage to find employment in any number of positions. Rhetoric training can be extremely useful for a career in public relations or the media, for example. Some will choose to stay in the academic world and teach rhetoric to others, or be a speech and debate coach at a high school or college level. According to the latest figures from the US Bureau of Labor Statistics, graduates can expect to make an average salary of \$54,976 for those who enter the academic side of this career range.



Wikipedia

http://en.wikipedia.org/wiki/Communication_studies

Communication studies is an academic field that deals with processes of human communication, commonly defined as the sharing of symbols to create meaning. The discipline encompasses a range of topics, from face-to-face conversation to mass media outlets such as television broadcasting. Communication studies also examines how messages are interpreted through the political, cultural, economic, semiotic, hermeneutic, and social dimensions of their contexts.

Communication studies integrates aspects of both social sciences and the humanities. Much of the work being done in the field is academic in nature. As a social science, the discipline often overlaps with sociology, psychology, anthropology, biology, political science, economics, and public policy, among others. From a humanities perspective, communication is concerned with rhetoric and persuasion (traditional graduate programs in communication studies trace their history to the rhetoricians of Ancient Greece).

A focus on research development sets communication studies apart from general communication degrees. Many of the students that chose the field do so in order to pursue doctoral level ambitions. Requirements for undergraduate degrees focus on preparing students to ask questions concerning the nature of communication in society and the development of communication as a specific field. University of Southern California, University of Pennsylvania, University of Kansas and Temple University have led the way, offering undergraduate and graduate degrees that prepare students to ask critical questions in this research driven context.

In the United States, the National Communication Association (NCA) recognizes nine distinct but often overlapping sub-disciplines within the broader communication discipline: technology, critical-cultural, health, intercultural, interpersonal-small group, mass communication, and organizational, political, rhetorical, and environmental communication. Students take courses in these subject areas. Other programs and courses often integrated in communication programs include journalism, film criticism, theatre, public relations, political science (e.g., political campaign strategies, public speaking, effects of media on elections), as well as radio, television and film production. More recently, computer-mediated communication and the implications of new media for communication have drawn new research and courses.

Part of what makes communication studies popular is its reputation for being flexible. Graduates of formal communication programs take many different career paths, including university professors, marketing researchers, media editors and designers, journalists, advertising executives, actors, human resources managers, corporate trainers, public relations practitioners, and media managers and consultants.

Wikipedia (Continued)

Professional associations

Association for Business Communication (ABC)
Association for Education in Journalism and Mass Communication
Association for Teachers of Technical Writing (ATTW)
European Association for the Teaching of Academic Writing (EATAW)
European Communication Research and Education Association (ECREA)
IEEE Professional Communication Society (PCS) International Association for Media and Communications Research (IAMCR)
International Association of Business Communicators (IABC)
International Communication Association
National Communication Association (NCA)
Public Relations Society of America (PRSA)
Society for Cinema and Media Studies
Society for Technical Communication (STC)
University Film and Video Association



JOB POSTINGS

Online Adjunct Instructor - Speech Communication

<https://cci.taleo.net/careersection/2/jobdetail.ftl?job=142319&src=JB-10022>

If you're looking for an exciting opportunity with a robust company committed to changing students' lives and doing the right thing, Corinthian Colleges, Inc. is the place for you. As one of the largest post-secondary education companies in North America, we are at the forefront of the industry and passionately focused on student success.

Job Summary

You're a leader and champion for the people who need you most—your students! You rise to the occasion every time you interact with a student by planning, preparing, and delivering topnotch course instruction. In this role you will provide a quality student experience by effectively delivering the course content of your assigned program in compliance with curricular expectations. You will utilize a variety of instructional methods when teaching approved course objectives to ensure that students with all types of learning styles have 'Aha' moments. You'll help evaluate and resolve student inquiries, issues, and problems, and ensure appropriate action is taken to the satisfaction of the student, company, and regulatory agencies in compliance with policies, procedures, and legal requirements. Most importantly, you will have an opportunity to successfully engage, guide, advice, support, and coach individual students to success in their programs of study and make a difference in the lives of many.

Job Responsibilities

- Work with the Program Director / Academic Dean to maintain an acceptable retention rate of students in accordance with institution, accreditation, and company guidelines
- Work with the Program Director to address and resolve student concerns and issues quickly and effectively
- Interact with students in accordance with course outcomes and objectives to engage them in the learning process
- Inform students about course outcomes, assessment procedures, and attendance policies
- Provide students with academic support-tutoring, advising, and coaching-and give referrals for additional assistance as required
- Monitor, evaluate, and document individual student progress using monitoring, interaction, and ongoing assessment
- Ensure each student receives individual attention as warranted to promote academic integrity, customer satisfaction, and student retention
- Support student retention by utilizing a variety of communication methods to contact students and acting to remediate at-risk students
- Apply an appropriate amount of time teaching each class, which includes: planning, development of engaging learning activities, maintaining an active and accessible instructor presence, and assessing student understanding
- Select and utilize a variety of approved materials and teaching methods within the assignment and assessment sections of courses to ensure the needs of individual students are met

Online Adjunct Instructor - Speech Communication (Continued)

Job Responsibilities (Continued)

- Teach assigned courses in a professional manner based upon the standardized syllabus provided to assure that course content and objectives are met
- Keep the prescribed number of office hours each week for both student-facing and administrative duties
- Submit requested changes to assignments and assessments in course syllabi (leaving outcomes and objectives unchanged) to Program Director / Academic Dean for approval
- Assist in providing student appreciation, morale maintenance, and awards in coordination with Student Services and the Academics Department
- Work as a team with all campus departments to ensure that overall student satisfaction levels are at 85% or higher as appropriate to the campus
- Meet all faculty credentialing, certification, and accreditation requirements
- Ensure that all educational activity is conducted in a legal and ethical manner

Job Requirements

- Academic credentials appropriate and necessary to warrant the employment including a graduate Degree from an accredited college or university in one of the following specific areas of study: **S**peech or Communication
- Experience in the field of instruction, post-secondary required, online preferred
- Demonstrate effective organizational skills and the ability to work independently with minimum supervision
- Computer skills, including Microsoft Office Suite
Must own a reliable computer running Windows 7, 8, Vista, XP or Mac OS 10.6 or higher and Java 7 compatible
- Exceptional communication and interpersonal skills, including the ability to communicate via email, texting, phone, and other virtual modalities
- Online teaching experience preferred, including familiarity with online delivery platforms such as eCollege or Blackboard
- Commitment to student retention, including strong problem solving skills
- Demonstrated strong desire to support student success via connection and support activities

Communication Specialist

<http://vacature.monsterboard.nl/Communication-Specialist-Vacature-Dallas-Verenigde-Staten-131431598.aspx>

Job Description

Kemper Corporation is a diversified insurance holding company. We are currently looking for an Internal Communication Specialist (My Kemper, Events, Projects).

As part of the Internal Communications team supporting the Kemper Property & Casualty segment and Corporate HR function, this role will have responsibility for managing and maintaining the P&C MyKemper Intranet site. In addition, the role will support events such as Town Hall meetings and other special programs/campaigns. The candidate will need to possess business acumen, interpersonal and relationship-building skills as well as having experience in dealing with employees at all levels across the business. The specialist will support the delivery of internal communication through established channels by writing, editing, developing, posting or publishing content. The position reports to the Internal Communications Manager.

Areas of Responsibility

- Supports the development of the internal communications strategy and tactical plans to ensure alignment among employees and corporate/P&C mission, brand, and values.
- Maintains relevant content for Intranet in support of employee engagement and all audiences and stakeholders.
- Posts content on Intranet and functions as an expert in the content management system.
- Liaises across the company and businesses to support internal communication needs and achievement of employee engagement objectives.
- Supports the tracking of appropriate measurements to ensure the effectiveness of internal communications including MyKemper site.
- Supports events and meetings to ensure high quality execution and meeting of internal communications objectives.
- Supports special programs/campaigns through content development, design and execution.

Job Requirements:

- Bachelor degree in communications, marketing, journalism, or related field.
- 3-5 years of experience in communication.
- Excellent writing and editing skills.
- Excellent skills with Microsoft Office-Word and PowerPoint.
- Able to interact at all levels within the organization with ability to build strong working relationships as a trusted business partner.
- Ability to work collaboratively with tact at all times and with confidentiality as required.
- Strong knowledge of employee communications techniques, vehicles and workplace culture through writing and delivering communications.
- Experience in project management.

Desired Qualifications:

- Familiar with creative design/development programs such as Photoshop, etc. a plus.
- Skills with Intranet content management programs and SharePoint or ability to learn.
- Experience in the insurance industry is a plus.
- Ability to work with visual media such as video shooting and editing.
- Event planning experience.
- Experience with Website analytics and measurement.

Account Manager

http://www.careerbuilder.com/JobSeeker/Jobs/JobDetails.aspx?sc_cmp1=js_jrp_jobclick&APath=2.21.0.0.0&job_id=J3F60W6035DQC67B6VX&showNewJDP=yes&IPath=ILKTV0G

Position Summary

The Account Manager is responsible for devising effective marketing strategies to attract/recruit qualified candidates for client's job vacancies; maintaining a regular presence at client work sites to quickly address all client needs; and coordinating an efficient and productive relationship between Aquarius and its client.

Essential Functions and Responsibilities

- Serving as the primary liaison between the client and Aquarius.
- Acting as an extension of Aquarius management by presenting a professional, courteous, and collaborative demeanor at all times with client representatives.
- Recruiting qualified candidates for client job vacancies through a variety of means, such as utilizing job searching websites, social media sites, attending job fairs, and fostering relationships with local community and professional organizations.
- Travelling to client work sites within assigned geographic area to address client questions/concerns, assist with on-going training efforts for location managers, and complete all tasks necessary to attract qualified talent to the client.
- Building and maintaining strong working relationships with client's location managers and executives.
- In collaboration with Account Director, acts as an escalation point for any client, candidate or recruiter issues.
- Communicating time sensitive information to Aquarius management and all necessary parties in a timely manner.
- Adhering to standard recruiting process methodology for all client/candidate facing interactions.
- Responsible for in-depth understanding of the Client's HR Policies and Procedures to ensure compliance with Aquarius processes.
- Ability to quickly become proficient with applicant tracking software and navigate through the candidate pipeline.
- Demonstrate knowledge of both ATS and Manager Portal and ability to effectively train client on the Manager Portal when necessary.
- Understanding and execution of marketing strategies for designated positions.
- Utilizing extensive knowledge of multiple recruiting sources with on-going revision of alternative sourcing venues.
- Creating and updating operating reports to send to Aquarius President, as needed, in an effort to identify ongoing methods to improve client-Aquarius relationship.
- Collaborate with Aquarius management to introduce new ideas on process improvement.
- Assist in resolution of any invoicing discrepancies.

Success Factors/Job Competencies

Sales skills, negotiation skills, conflict resolution skills, time management, relationship building, networking with location managers, commitment to company values, problem solving skills, interpersonal/communication skills, and teamwork.

Account Manager (Continued)

Required Qualifications

- Bachelor's degree in Business Management, Marketing, Communications, or related field
- 2 years of prior experience in account management
- 2 years of outside and/or inside sales experience
- Proven track record of success in a sales/commission environment
- Clean Driving record with valid proof of insurance

Preferred Qualifications

- Prior experience with applicant tracking/recruiting software
- Strong understanding of transportation industry basics, client needs, and position details in order to accurately and efficiently recruit on positions

Copywriter

http://www.careerbuilder.com/JobSeeker/Jobs/JobDetails.aspx?APath=2.21.0.0.0&job_id=J3G674630R86FYVS1KN&sc_cmp1=js_jrp_jobclick&IPath=ILKTV0A

Job Description

Paladin's Phoenix, Arizona office is actively recruiting for a Copywriter for one of our nationally recognized clients. If you are a mid-senior level professional that is enthusiastic and eager to join an industry leading organization then we're interested in hearing from you!

Responsibilities

- The Copywriter will be responsible for writing, editing and proofing all marketing materials and product descriptions for print and web, multimedia, mobile, and speech/presentations.
- Must be able to interpret incredibly detailed/complex terminology and translate into simple copy and terms that allow customers to properly understand products and services.
- Provide creative and strategic insight regarding copy approaches, calls to action, follow-up strategies and promotional strategies.
- Needs to have a well-rounded understanding of the web and familiarity with leading trends in usability, online marketing, and search engine optimization. Knowledge of writing keyword rich web content and SEO is a bonus!
- Research and analyze competitor strategies and materials (print and online).
- Mastering corporate voice in messaging while advancing the consistency and influence.
- Ensure compliance and consistency with corporate brand guidelines.
- Focus on accuracy and quality is crucial and mandatory for this role.
- Must be able to adjust to an ever-changing environment that is deadline driven.

Qualifications

- Bachelor's Degree in Communication, Marketing, Journalism, Finance and/or related field of study.
- 4 years minimum experience in a professional environment (corporate or agency)
- Must have samples of work to prove outstanding writing, proofreading and presentation skills.
- Expert in copywriting process and grammar.
- Proficient in Microsoft products.
- Understanding of the financial industry is a bonus



Association Database

http://associationdatabase.com/aws/RSA/pt/sp/resources_gradprograms

Bowling Green State University

Rhetoric & Writing PhD Program: Since its founding in 1980, this program has been committed to preparing students for faculty careers in rhetoric and composition. Students and faculty in the Rhetoric & Writing PhD Program utilize the range of approaches--rhetorical, cultural, empirical, and technological--that characterize the field of rhetoric and composition in the twenty-first century. While some courses emphasize writing instruction and writing administration, students have varied scholarly interests and do research on a wide range of dissertation topics. The program has a very strong placement record into tenure-line faculty positions at universities and colleges.

Carnegie Mellon University

The Doctor of Philosophy in Rhetoric at Carnegie Mellon University focuses on how people produce and understand discourse across a variety of social, cultural, and material contexts, in schools, workplaces, and communities. The program familiarizes students with the history and theory of rhetoric and language study and with a variety of methods, qualitative and quantitative, for systematically exploring their interests in research projects and dissertation work. The program prepares students for academic careers centered on the history and theory of rhetoric, research about the writing process and communication design more generally, or rhetorical approaches to discourse and cultural studies.

Clemson University

The Rhetorics, Communication, and Information Design (RCID) PhD program seeks an overall balance of ecologies in rhetorics and communications and, thereby, features a cross-cultural, transdisciplinary curriculum with a conceptual emphasis on Aristotle's triad of knowing, doing, and making, that is, on theoretical, practical-pedagogical, and productive approaches to knowledge. Communications is not simply speaking and writing. The RCID curriculum emphasizes, in addition, the study and multimodal production of language-communication apparatuses such as pictographic and alphabetic rhetorics, or more specifically, gestural, silent, oral, aural, temporal-spatial, visual, written and digital rhetorics.

The first word of the name of the program, "Rhetorics," is in plural form. It may be peculiar in this form for some readers, but it acknowledges that there is more than one rhetoric for there is more than one culture. Rhetoric(s)—in its singular-plural possibilities—establishes the conditions for How we discover not only the available means but also innovative forms of living, working, and playing together, across a multitude of cultures, with others. Through rhetoric(s) we not only build cultures but also construct multiple linkages among them.

Association Database (Continued)

Colorado State University

Graduate Students in the Department of Communication Studies undertake a specialized study of human communication from its classical antecedents to contemporary areas. The central focus is the pragmatic communication in which human beings engage when they are making decisions, solving problems, managing conflict, or participating in public discussions. Graduate course work, in combination with the thesis, enables students to develop expertise in one or a combination of three areas of emphasis: (1) media and visual culture, (2) relational and organizational communication, or (3) rhetoric and civic engagement. Graduate students also have the opportunity to apply for the Deliberative Practices specialization and work with our nationally recognized Center for Public Deliberation.

Indiana University Purdue University - Indianapolis (IUPUI)

The graduate English program has been designed to prepare students for careers in the analysis and production of texts. The program covers issues and skills in reading and writing, in the richest sense of these words - in order to prepare students to address these issues and to teach these skills. Graduates of the program should be prepared for such careers as teaching writing and literature; teaching English as a second language; and writing for business, government, and other professions. In contrast to traditional M.A. programs, which place heavy emphasis on literary history, the IUPUI program focuses on the application of English studies to contemporary situations and problems. Within the M.A. program, we have a Certificate in Teaching Writing.

Iowa State University

Ph.D. program in Rhetoric & Professional Communication: Our Ph.D. program in Rhetoric & Professional Communication focuses on the rhetoric of science and technology, visual communication, and multimodal communication pedagogy across the disciplines. Graduates are qualified for academic positions in rhetoric and professional communication as well as work in the private sector as writing specialists, editors, and communication production managers. Our graduates enjoy 100% placement in academia and industry.

Kent State University

"Literacy, Rhetoric, and Social Practice," our doctoral program in R/C embraces theoretical foundations for the study of writing and rhetoric in postsecondary disciplinary and workplace contexts.

Miami University

Since 1981 we at Miami have had the pleasure of collaborating with hundreds of MA and PhD students to promote diverse and equitable scholarly inquiry, professional development, and pedagogical creativity. Please visit our web site for more information.

Association Database (Continued)

Ohio University

We emphasize rhetoric and composition theory, history, and research, and the ways these underlie the teaching of writing. Situated within the English department, the rhetoric and composition concentration maintains conceptual connections with the department's literary, cultural and creative writing concentrations. Because most of our students are also teaching associates, the combination of coursework, teaching experiences, and administrative opportunities has resulted in our graduates consistently earning tenure track positions at a variety of colleges and universities.

Old Dominion University

The PhD in English, now in its first year, is an innovative program that integrates writing, rhetoric, discourse, technology, and textual studies. Offering opportunities for creative reinterpretation of these fields within the discipline of English, we emphasize research that examines texts in a variety of overlapping and sometimes competing language-based worlds. Our focus is on how the creation and reception of texts and media are affected by the form, purpose, technology of composition, audience, cultural location, and communities of discourse. All students take 15 hours of core courses, 9 hours of electives, a 3-hour Dissertation Seminar, and 12 hours of specialized courses in one of two fields:

Rhetoric and Textual Studies. Designed for those interested in applying the analytic tools provided by rhetoric, linguistics, and critical/literary theory to the study of verbal, graphic, and visual texts, this track prepares students for placement and advancement in academic and nonacademic careers related to the study and teaching of rhetorical theories/practices, composition instruction and administration, as well as rhetorical approaches to composition, discourse, literature and culture.

Professional Writing and New Media. Designed for those in education and industry who wish to study the connections between discourse and technology and involving both theoretical exploration and experiential learning, this track prepares graduates for leadership roles in technical and professional communication, composition instruction and administration, and software development.

Students may pursue full- or part-time study through a combination of on-campus and distance learning courses. At present, we offer one to two distance learning courses per semester, and distance students will visit the campus to take six to nine additional hours through our Doctoral Summer Institute program, which offers intensive study of major issues in English Studies in the company of nationally-known specialists.

Penn State University, Dept. of Communication Arts and Sciences

Penn State offers courses in Rhetoric and Public Discourse, Social Movements, Rhetoric of the Media, Rhetorical Criticism, Rhetorical Theory, and the History of Public Address. Graduate students enjoy extensive opportunities for interdisciplinary study within the community of rhetoricians in CAS and English and a chance to work with and learn from rhetorically minded colleagues in African-American studies, education, history, linguistics, philosophy, women's studies, and other fields.

Association Database (Continued)

Purdue University

Purdue's graduate program in rhetoric and composition dates to 1980 and has 264 graduates (183 PhD and 81 MA). Our graduates hold positions as writing teachers, program and writing center administrators, graduate program faculty, department heads, editors, usability testers, and professional and technical writers/managers.

Saint Cloud State University

The graduate program in Rhetoric and Writing at St. Cloud State University builds on our B.A. program by further equipping students with knowledge of how language shapes our perceptions of the world as well as instruction in written and digital communication skills that enable greater facility to write and communicate in a diversity of workplace, organizational, and everyday contexts. The M.A. emphasis in Rhetoric and Writing provides two tracks of courses from which students can choose: professional communication courses and the teaching of writing/literacy courses. Some of our graduates have gone on to become professional writers (freelance writers, editors, grant writers, publishers, etc.). Others have gone on to teach at community and technical colleges. A third group of our graduates have gone on to pursue their doctoral work (recent graduates have pursued doctoral degrees in Technical Communication at Illinois State University; Rhetoric and Composition at Purdue University; Rhetoric and Composition at Ball State University; Rhetoric and Composition at Texas Christian University; and Rhetoric and Writing at Bowling Green University).

San Diego State University

The M.A. program in Rhetoric and Writing Studies prepares students for advanced study in rhetoric, composition, communication, and related fields, as well as for careers in areas requiring advanced skills in writing and rhetorical analysis. Students from a variety of educational and professional backgrounds will have an opportunity for intensive examination of the nature of written discourse and its relationship to knowledge, culture, and professional practice.

University of Arizona

The RCTE program was officially created in 1988. Its progenitor was a program in English Education founded at UA in the 1960s. It is one of four graduate programs in the Department of English. The others are Literature, Creative Writing, and English Language and Linguistics. RCTE offers the MA and PhD degrees.

At the University of Arizona, we view rhetoric and composition as arts that must be studied and practiced in the context of broad cultural and public interests. These commitments are reflected in the array of research published by our faculty and graduate students and by our efforts to improve the teaching of writing at the undergraduate and graduate levels. Our work on writing program administration and curriculum development is informed by our commitment to addressing issues of difference in equality and our outreach to the community. Our outreach efforts have taken us to local schools, reservations, community literacy centers, and advocacy groups. Because of these commitments, students and faculty look for opportunities within our institution and the Southwest region to relate the study of rhetoric to the cultural and technological changes that are redefining what it means to teach writing in the twenty-first century.

Association Database (Continued)

University of Colorado at Boulder

The Communication Department at the University of Colorado at Boulder offers advanced work leading to the MA and Ph.D. in Communication. Students emphasizing rhetoric will study in an environment that brings rhetoric into dialogue with interpretive social sciences. Themes of emphasis include the rhetoric of science, rhetoric and social theory, and vernacular rhetoric.

University of Findlay

The MA program in Rhetoric and Writing at The University of Findlay assumes that today's communication practices are multimodal in nature and all of our core courses, from composition pedagogy to research methods, read and develop both print and multimodal texts. Students gain firsthand experience with writing not only sustained print pieces, typical of graduate programs in rhetoric and writing, such as scholarly articles and white papers, but also develop videos, podcasts, websites, and electronic portfolios as part of their education. Both print and digital theses options are available to accommodate student interests. Our program prepares students for a variety of writing-focused careers, including teaching writing at the college level (including at community colleges and in dual enrollment courses), editing and publishing, law, grant writing, public relations, marketing, and technical communication. Because publication and presentation skills are emphasized throughout the program, graduates are also well poised to pursue PhD work in rhetoric and composition or other English or communication fields. Because UF is one of only two private schools in Ohio that offers this program, we focus on one-on-one course and career advising. Students in the program are offered a variety of classes and times to meet program requirements, and the night class and summer schedule is flexible for working students. Teaching, research and administrative full and part time assistantships are available.

University of Houston - Downtown

UHD offers an M.A. degree in Rhetoric and Composition (MARC). Students complete all of their course work in writing and rhetoric on our urban campus in the heart of downtown Houston. The program is especially focused on pedagogical strategies for the multicultural composition classroom. The MARC degree qualifies students for the teaching of college-level writing. It also serves as an excellent foundation for doctoral study in rhetoric and composition.

University of Kansas

The Department of Communication Studies at the University of Kansas offers graduate courses in public address, rhetorical criticism, critical theory, publics' theory, the rhetorical tradition from classical through contemporary times, new media, and argumentation. Graduate students enjoy extensive opportunities for interdisciplinary study within the community of rhetoricians at KU. Beyond the Communication Studies Department—which boasts nine full-time faculty devoted to the study of rhetoric and three faculty members who approach rhetorical artifacts using qualitative methods—students will find a thriving group of rhetorical scholars in the English Department and they will have the chance to learn from rhetorically minded colleagues in African and African-American studies, Sociology, American Studies, Political Science, Women's Studies, and other fields.

Association Database (Continued)

University of Maryland, College Park

The University of Maryland offers an MA Program with a Minor in Rhetoric and Composition and a flexible PhD Program that may encompass a specialty in Rhetoric and Composition.

The MA Program combines requirements in literature, theory, and rhetoric and composition. Within requirements, the student may choose courses to focus on a particular professional or academic interest: editing and professional writing, for example, or the teaching of writing, or rhetorical analysis of texts, or history of rhetoric and composition. While MA students are not funded, once admitted, students may apply for GA positions on campus, or take ENGL 611, "Approaches to College Composition," and apply to teach the first-year writing course.

The PhD program also combines requirements in literature, theory, and rhetoric and composition, but with a great deal of flexibility to develop an individualized program of study: feminist history of rhetoric for example, or composition and digital studies. Admission is highly competitive, but all admitted students receive a five-year funded package.

Faculty at the University of Maryland provide students with opportunities to study rhetorical theory, composition theory and pedagogy, digital media, history of rhetoric, literacy studies, cognitive linguistics, discourse analysis, technical and professional writing, and writing program administration. Graduate courses available prepare students for long-term careers in academia or bolster their professional development in the workforce. Many faculty offer students the possibility of independent study in highly specialized areas not covered by the curriculum.

The Language, Writing, and Rhetoric discipline group at UMD includes faculty and students who are interested in the power of language and writing to shape an audience's view of the world and persuade them to certain beliefs or actions. They host speakers, put on symposia, meet to discuss research topics, and discuss the latest research in a reading group.

University of Nebraska-Lincoln

Faculty and students in the Rhetoric and Public Culture area focus on understanding communicative sites of citizenship as they are transformed by globalization, digital mediation, and an accelerating cultural pluralism. Scholars explore the tensions created by these paradigmatic changes through the study of cultural myth and civic identity, networked public spheres and deliberation, and relationships between social identity and public argument. Graduate students will have the opportunity to take a variety of graduate seminars including Classical Rhetorical Theory, Contemporary Rhetorical Theory, Rhetorical Criticism, Public Argument and Deliberation, Gender and Communication, Political Communication, and Cultural Criticism.

Association Database (Continued)

University of Pittsburgh

The graduate program in Communication at the University of Pittsburgh aims to train rigorous researchers, insightful theorists, and excellent teachers for placement in tenure-stream positions at either major research universities or quality four-year colleges. To this end, the program offers philosophical, theoretical, critical, historical, and cultural approaches to the study of communication. The curriculum includes traditional and innovative course work from four areas of emphasis:

- History, Theory and Criticism of Rhetoric
- Media and Culture
- Public Address and Argument
- Rhetoric of Science

University of Utah

The University Writing Program offers the PhD in Rhetoric and Composition through its affiliated departments. Students take courses with faculty in the Program while individualizing their curriculum through English; Communication; Linguistics; or Education, Culture, and Society. Students pursue varied projects in writing and rhetoric working with leading researchers in a collaborative, interdisciplinary environment.

University of Washington

M.A. and Ph.D. in Communication. Rhetoric is a thriving area of study in the department, with research emphases on the rhetoric of science, rhetorics of the marketplace, and critical/cultural studies of multiracial media representations. All graduate students in the program are funded, with most getting the opportunity to teach classes like rhetorical criticism, argumentation, and public speaking. Job placement upon graduation has been very good.

University of Waterloo

The English department at Waterloo offers four graduate degrees: a Master of Arts in Rhetoric and Communication Design (RCD); a Master of Arts in Literary Studies (LIT); a Master of Arts in Experimental Digital Media (XDM) and a Doctor of Philosophy in English Language and Literature. In all programs, students gain core expertise in critical theory and research techniques. The MA-Literary Studies draws on the strengths of our department in all major areas of British, American, Canadian and postcolonial literatures in English. The MA-RCD is led by our faculty whose research and expertise lies in rhetoric, multimedia design and critique, discourse and text analysis, and professional writing. Our unique doctoral program allows students to develop research projects that integrate literary studies with fields of study related to professional writing and communication.

University of Wisconsin, Madison

The Program in Composition and Rhetoric in the English department at the University of Wisconsin-Madison offers an interdisciplinary Ph.D. with special emphasis in empirical research, the study of literacy, and the theory and practice of rhetoric. Coursework is available in, among other areas, composition theory and practice, rhetoric, discourse analysis, and research methods in all areas of composition and rhetoric.

Association Database (Continued)

University of Wisconsin-Madison, Communication Arts

Graduate work in Rhetoric focuses on three interrelated areas: public discourse, rhetorical theory, and critical method. Research in public discourse explores significant themes, trajectories, and transformations in American public address, as well as consideration of particular rhetors, cultures, eras, genres, and topics. Special attention is given to political discourse, to the intersection of rhetoric and technology, and to the rhetoric of social movements from the American Revolution to the ongoing campaign for women's rights. Theoretical studies deal with the cultural development, intellectual content, and practical implications of rhetorical perspectives from the classical period to the present--including contemporary rhetorical theory, argumentation theory, and public sphere theory. In addition to studying a wide range of theorists, students are encouraged to engage in the process of theory construction. Study of critical method focuses primarily on approaches to rhetorical criticism, as well as on other methods of inquiry that are productive for explicating the complex dynamics of rhetorical texts and contexts. Students develop a comparative knowledge of critical methods, an ability to assess the strengths and weaknesses of various methods, and the capacity to apply those methods in their own research. All three areas of study are united by a common commitment to understanding the role of public discourse in social coordination and change, in the construction and practice of citizenship, and in the process of civic engagement in general. Students are encouraged to investigate a wide range of contemporary and historical phenomena so as to develop the kind of expertise that will allow for significant research and scholarly achievement.

Virginia Tech

The PhD program in Rhetoric and Writing at Virginia Tech focuses on rhetoric in society. We study language use and rhetorical activity in public, academic, corporate, and governmental settings, in a collective effort to engage pressing social and cultural issues from the perspective of rhetorical and writing studies.

Washington State University

The MA and PhD programs in Rhetoric and Composition Studies at the Washington State University offer training in the history of rhetoric, rhetorical theory, composition theory and pedagogy, technical communication, and writing program administration. With a strong commitment to preparing new faculty in the field, the department supplements theoretical coursework with practical experience in Washington State's award-winning writing center. The department also offers significant classroom training for new instructors, as well as opportunities to work on one of the journals associated with the English department.

California State University – Fullerton

<http://communications.fullerton.edu/commbackup/graduate/maspeech.html>

M.A. in Speech Communication

The Master of Arts Program in Speech Communication at Cal State Fullerton allows students to develop a broad understanding of speech communication as a discipline and an in-depth emphasis in an area of concentration, such as argumentation and persuasion, interpersonal, intercultural and organizational communication. Our graduate students reflect the community of diversity at Cal State Fullerton, including international students and students of various ethnic backgrounds. There are more than a dozen faculty members in the Department of Human Communication Studies. Many have national or international reputations in their areas of research. Each is committed to helping students learn to apply theory and research in practical settings, such as training and development and conflict mediation. The department also offers excellent training for students who want to teach at the college level, including hands-on experience in teaching their own classes.

The Master of Arts in Speech Communication is designed for students who have an interest in and background for the study of communication theory and process. The degree is designed to give students broad exposure to the discipline and, at the same time, allow them to specialize in one area (i.e., argumentation and persuasion, intercultural communication, interpersonal communication, organizational communication, rhetorical theory and criticism). The Master of Arts is an advanced degree and all students are expected to complete comprehensive examinations, or write a thesis or research project as part of completing their degrees. The objectives of the Masters program include improving students' academic and professional competence in speech communication, developing students' research capabilities, increasing students' knowledge in their chosen area of specialization, preparing students for advanced work toward the doctoral degree, and for those students planning teaching careers, to improve their teaching skills.

Students in the program are expected to demonstrate a high degree of intellectual competence and scholarly discipline; to develop the ability to evaluate concepts, research, and theories critically; and to demonstrate mastery of an area of concentration. These goals are met through a variety of experiences. Similar to undergraduate work, graduate students are expected to complete a series of courses. Graduate education, however, is not limited to course work. Graduate students are expected to read widely in their area of concentration (beyond their course work), and discuss their ideas with other graduate students and faculty (particularly their supervisory committee; discussed below) outside the classroom context. A large portion of the learning in a graduate program comes from this informal inter-action outside the classroom. The level of achievement required of graduate students is considerably higher than in undergraduate work. Students are expected to demonstrate qualities of self-reliance, creativity, accuracy, scholarly integrity, and ethical conduct.

Career in Speech Communication

Our students have diverse goals when they enter the Master's Program in Speech Communication. After completing their degree, some students pursue a Ph.D. Many Cal State Fullerton graduates currently are teaching at nationally ranked universities, others teach speech communication at the community college level. Our graduates also pursue rewarding careers as trainers in organizational settings, policy analysts, organizational development specialists, directors for state political parties, professional mediators, and directors of forensics programs. These are only a few of the positions graduates currently hold.

Hofstra University

<http://www.hofstra.edu/Academics/Colleges/SOC/SCRPS/index.html>

Hofstra University's Department of Rhetoric offers a liberal arts education that is designed to transform students into informed, skillful, and ethical communicators who will become leaders in their careers and their communities. Course offerings include speechwriting, debate, performance history, and intercultural communication, and blend theory, critical practice, and analysis to explore how meaning is created and shared in the social world. Students also have access to hundreds of internships on Long Island and in nearby New York City, and go on to successful careers in fields such as media, business, politics, government, and education. They become clear, sharp thinkers and eloquent orators for the things that matter to them most - personally, professionally, and politically.

Highlights of our program include

- A concentration in Political Communication for students interested in positions of leadership in civic life or advanced study in law, communications or public affairs.
- A distinguished faculty of award-winning scholars of national and international repute who have ongoing research interests in political and intercultural communication, performance studies, cultural studies and popular culture, social movements, persuasion, and rhetoric.
- Enriching experiences beyond the classroom walls including the student-run club P.O.I.S.E. (Professional Organization in Speech Education), oratory competitions in persuasive speaking, and "Spotlight Performances" that highlight excellent student work at the end of each semester.

Career Potential

Graduates of the Hofstra University Department of Rhetoric are skillful communicators pursuing successful careers in a wide range of fields including media, law, education, government and politics, and business. Of those 2011-12 graduates of the Lawrence Herbert School of Communication who responded to an alumni survey, 96 percent reported being employed or pursuing graduate studies. They reported an average annual income of \$35,067. Graduates of our program hold positions such as:

- Digital Media Training, Inc. – Business Development Strategist
- Hunter College – Manager of IT Services Support Desk
- Ovando – Events Coordinator
- Adrenaline Entertainment – Owner
- Lynch Development Associates – Finance Manager

Hofstra University (Continued)

Many of our recent graduates are also currently enrolled in graduate programs at New York University, Hofstra University, Queens College, and George Washington University.

According to the National Communication Association, in addition to jobs in journalism, public relations, and television/film, graduates with a communication degree are qualified for career opportunities in areas including:

- Advertising (advertising or marketing specialist, copy writer, account executive, media planner, media buyer, creative director, public opinion researcher)
- Education (elementary or secondary school language arts coordinator, high school speech teacher, forensic/debate coach, drama director; also school/university information specialist, director of college news, educational tester, development officer, educational fundraiser, alumni officer, college placement officer, admissions director or recruiter)
- Theatre/Performing Arts/Dramatic Arts (performing artist, script writer, producer, director, performing arts educator, theatre critic, stage manager, casting director, arts administrator)
- Business (public information officer, negotiator, director of corporate communications, newsletter editor)
- Government/Politics (speech writer, public information officer, legislative assistant, campaign director, research specialist, lobbyist, press secretary, elected official)
- Social and Human Services (public administrator, human rights officer, community affairs liaison, public relations specialist, philanthropic representative)

Master of Arts in Speech Communication and Rhetorical Studies

The philosophy of the Department of Rhetoric is based on the recognition that our society is enmeshed in an all-encompassing, interdependent, and ever-expanding web of human and technological communication. Students who major in or take courses in this department learn how the communication process works in interpersonal and group settings, in formal organizations, and in public communication situations. The primary goals of the curriculum are to develop competencies in observing, analyzing, and evaluating communication practices; to develop knowledge about human communication theory; and to develop communication skills in a variety of settings.

The Department of Rhetoric offers a Master of Arts degree both for those students intending to pursue doctoral work and for those for whom an M.A. will be the final degree. The program provides a strong liberal arts background that can be applied to a variety of professional fields such as business, education, and government. Examples of specific career applications include communication training and development, conflict management and resolution, law, corporate and public advocacy, and public performance. Students receive a great deal of individual attention from faculty and have considerable flexibility in tailoring a course of studies to fit their individual needs. Part-time students are welcome and most classes are scheduled in the evening to accommodate those with daytime employment.

Students may concentrate either in rhetorical studies or in performance studies. In addition, students may, with the permission of the program director, choose a cognate area outside the School of Communication, such as political science, history, English or comparative literature. Students may choose either a final project or a traditional thesis.

North Dakota State University

http://www.ndsu.edu/dce/degrees/graduate/ms_ma_speech

M.S. or M.A. in Speech Communication

Prepare yourself for a management-level position, advancement within your current career, teaching, or advanced graduate work. The online M.S. or M.A. in Speech Communication provides students with advanced knowledge in rhetoric, argumentation, risk communication, and crisis communication. Communication programs are useful to professionals in a variety of careers. The Communication Department tailors student research projects and academic programs to individual needs and interests.

Currently, sufficient classes to complete the master's degree are online and available for students. Additional courses are in the planning stages. Online courses are equivalent to face-to-face or on-campus classes, with similar rigor and expectations regarding student performance. However, the time frame for completing online courses is student-driven, enabling participants to control the rate at which they move through the program.

Southern Illinois University Edwardsville

<http://www.siu.edu/artsandsciences/spc/graduate/>

Graduate Program Description

The Department of Speech Communication offers a program leading to the degree, Master of Arts, in speech communication with a specialization in organizational, health or interpersonal communication.

The goals of the Speech Communication graduate program are to deepen students' understanding of communication theory and to prepare them to analyze, generate, and apply communication research. Students are encouraged to clarify and focus their professional goals and are then assisted in selecting courses in theoretical and applied communication areas that will complement those goals.

Graduates in this specialization often enter careers in applied communication and education (especially at the community college and secondary levels). Some graduates have chosen to pursue PhD degrees in communication. In addition, opportunities for speech communication graduates in business, industry, and other non-teaching professions are expanding. Mastery of communication theory, research methods, and application strategies is particularly relevant for those seeking careers in fields such as management, training and development, sales, advertising, public relations, community relations, intra-and inter-organizational communication, consulting, government service, fundraising, and human resources.

Syracuse University

<http://vpa.syr.edu/crs/graduate>

The graduate program in communication and rhetorical studies (CRS) provides a vibrant and dynamic environment for students hoping to pursue further study in communication studies. Our program has a strong academic research focus and is ideal if you plan to go on to pursue doctoral-level education.

One of the unique advantages of our Master of Arts or Master of Science (M.A.), (M.S.) degree program is that these students are our main focus. Graduates of this program have gone on to great success at the nation's top communication studies doctoral programs, including those at Pittsburgh, Iowa, Arizona State, and the University of Texas.

Another great advantage to graduate study at Syracuse University is the high-quality programs surrounding CRS. You can take up to three courses outside the department, which allows you to experience such other great SU programs as philosophy, women's studies, and composition and cultural rhetoric. These strong interdisciplinary ties allow you to pursue highly specialized topics of study across a number of disciplinary perspectives.

Finally, the CRS program maintains a vibrant and active scholarly life. In addition to regular departmental colloquia, the department hosts numerous conferences, symposiums, and guest speakers. The department's Public Memory Project for instance, has hosted three major, international conferences. Recent guest speakers hosted by the department include: Cara Finnegan (Illinois), Phaedra Pezzullo (Indiana), Gordon Mitchell (Pittsburgh), Karlyn Kohrs Campbell (Minnesota), and Robert Hariman (Northwestern).

About

The graduate program in communication and rhetorical studies is a highly special program, stressing innovation, application, and theoretical and methodological diversity. It represents a bold and innovative approach to communication and rhetorical studies—the kind that explores important threads and the kind that allows for piercing insights and specialization. Our program is specifically designed for persons who value the importance of theoretical rigor in the making of good praxis, who wish to do important scholarly work, and who appreciate the demands of excellence. We offer three areas of study:

1. Communication theory and research

This area focuses on the study of human communication as symbolic interaction. Its goal is to explain communication processes in many facets of human communication and interaction, such as interpersonal, family, intercultural, language and social interaction. Through a variety of theoretical and methodological approaches this area focuses on such topics as sexual communication, intra/interracial and ethnic relationships, and social cognition.

2. Cosmopolitan studies

This area uses a variety of critical, feminist, postmodern, and post-colonial perspectives to examine organizing as a communication phenomenon. Its goal is to identify problems, practices, and systems that undermine the full expression of organizational and public life. It also focuses on such problems as representation, identity and difference, non-hierarchical organizing processes, organizational spirituality, emergent organizational models, alternative forms of public dialogue, community activism and organizing, and other social justice issues.

Syracuse University (Continued)

3. Rhetorical theory and criticism

This area focuses on the study of rhetoric from antiquities to contemporary theories. Its goal is to explore the persuasive elements in social, political, economic, and artistic processes. It also focuses on the relationship between theory and criticism and explores through a survey of theoretical threads and critical tools such issues as the construction of rhetorical texts, popular culture, public sphere, identity, and public memory.

These three areas provide a comprehensive view of the discipline and allow graduate students to select a path for further study at the Ph.D. level. In short, we believe that our graduate program ensures an updated and even cutting-edge study of communication and rhetorical studies. We rely on outstanding faculty whose research and scholarly successes are paramount to the success of our program.

The mission

Students and faculty in the discipline of communication and rhetorical studies (CRS) focus on communicative discourse and its interactional consequences.

Our collective goals are to articulate the variety and complexity of communication phenomena and the co-creation of social realities that grow out of this process. As researchers of this process, we use social scientific and humanistic methods in order to describe, explain, or critique communication practices.

The roots of our discipline extend back to the classical study of rhetoric, most notably Aristotle. Two of the earliest known rhetoricians, Corax and Tisias, residents of the ancient city of Syracuse, were the first to theorize on the practice of persuasion. While the study of rhetoric and oratory continue to be a central feature of the discipline, researchers have extended the purview to examine other forms of communication, such as interpersonal, group, and organizational communication; argumentation; and political and mediated discourse.

The study and practice of communication is a prominent feature of the educational mission at Syracuse University. In conjunction with this mission, the mission of the Department of Communication and Rhetorical Studies is to engage with colleagues, graduate, and undergraduate students in innovative, inclusive, and collaborative inquiry into the various theories, perspectives, and methods constituting human communication, rhetorical, and cosmopolitan processes.

The department's mission blends a traditional liberal arts education with discipline-based knowledge, critical thinking, and the development of communication and rhetorical skills. The approach of communication and rhetorical studies seeks to inform the practice, understanding, and critique of communication primarily with the spoken word, but also with nonverbal, written, or electronic formats.

The department's curriculum integrates theory and practice. Students assess communication theories, perform theoretically-grounded critiques of communication practices and situations, evaluate and employ research methods, engage in supervised performance-driven experiences, and assess issues of ethics and social justice thereof.

Texas Christian University

<http://www.commstudies.tcu.edu/>

Graduate

This is an exciting time in our College. Not only do we have a well established and widely recognized graduate program in Communication Studies (formerly Speech Communication), but we now offer two additional exciting programs in the School of Journalism and Strategic Communication.

Graduate Student Opportunities

Within the Bob Schieffer College of Communication, however, there are more specific opportunities. The College operates an interest group for the American Society for Training and Development, of which both graduate and undergraduate students are members. It is a good chance to network and make connections for current or future jobs. Many grad students write research papers in cooperation with faculty. Research is an integral part of the curriculum, and many papers are presented at national conferences and published nationwide.

TCU has an association for students in any graduate program. This organization, the Graduate Student Senate, represents all graduate students campus wide. GSS sends out a quarterly newsletter about events and opportunities of interest to grad students. This is an excellent way to adjust to life at TCU.

Careers After a TCU Graduate Degree

TCU graduates enter the working world in a variety of careers. Fields such as journalism, public relations, dramatic arts, advertising, electronic media, broadcasting, and more. A communications graduate degree is also useful in related fields like business, education, government, health careers, law, social services, technology, and anything with an international connection.

Furthering Your Education

What do people do with a graduate degree in communications from TCU? Many choose to continue their education at a PhD program. Graduate students in communication are often interested in pursuing a career in college teaching and research. A number of graduates go on to prominent PhD programs at other universities.

We offer a Master of Science degree in Communication Studies, with emphases in interpersonal and family communication, organizational communication, and instructional communication. We are committed to the integration of these areas of study, and our students develop both the content knowledge and the research tools necessary for conducting independent research projects (e.g., a publishable academic study, a well-designed corporate attitude survey, or a communication audit).

The Department of Communication Studies offers a Master of Science degree in Communication Studies. This program combines the fields of interpersonal and organizational communication to create a unique academic focus. In our rapidly changing electronic age, there is a tremendous need for technically competent professionals with expertise in communication related to social and professional relationships. Graduates are qualified to pursue further study toward advanced academic and professional degrees; or to take advantage of a wide variety of professional opportunities in business and industry, including human resources, training and development, communication, and managerial positions.

Texas Christian University (Continued)

The School of Journalism and Strategic Communication offers two Masters programs: Master of Science in Journalism and Master of Science in Strategic Communication (formerly Advertising/Public Relations). These programs offer professionals a unique opportunity to advance their knowledge by studying and interacting with journalism scholars and media professionals in a dynamic learning environment. This program is designed to give graduates the distinctive advantage that is necessary to meet the challenges of 21st century media and succeed in today's changing media climate.

The M.S. in Journalism degree is designed for journalists working in digital, television, or print news media. Coursework and research broaden the degree candidates' perspective by introducing them to the history, theories, and concepts that underlie mass communication systems, as well as the issues facing working journalists. Students take courses that study and analyze different fields of mass communication to enable critical and creative thinking about today's media.

The M.S. in Strategic Communication degree is designed for working strategic communication professionals seeking to broaden their understanding of strategic communication theories and processes and skills in strategy, research, storytelling, digital media, and leadership. Students will take a blend of advertising and public relations courses that enable them to compete in today's digital and global world.

University of Arkansas at Little Rock

<http://ualr.edu/speechcomm/index.php/home/graduate-program/>

Speaking and Writing Well. Forming Meaningful Relationships. Managing Diversity. Engagement in Community. Transforming Social Life. Personal Growth. Deep Learning.

These words capture the vision of the founding members of the department, Dr. John Gray and Dr. Jerry Butler, who began the department in 1970 and continue to define the Department of Speech Communication at the University of Arkansas at Little Rock. Today, our mission is clear: to foster the co-creation of better social worlds through positive communication.

Whether you are at work or at home, interacting in romantic relationships or across cultures, managing or leading others, communication lies at the heart of your professional and personal life. This department will prepare you to communicate more competently. Our on campus and on line courses range from public speaking, intercultural and interpersonal communication to health communication and organizational communication. In each, you will learn the skills that will equip you to create a better world through positive communication.

Named the Department of Excellence by the University, the Department of Speech Communication brings together award-winning faculty in teaching and research. At the undergraduate level, we offer a major in Speech Communication. At the graduate level, we offer a master's degree in Applied Communication and Health Communication. The department also houses the Communication Skill Center, a place where students and professionals can learn to improve their communication skills.

Masters of Arts: Applied Communication Studies

The Master of Arts in Applied Communication Studies provides graduate students with a solid theoretical and practical understanding of how communication practices operate in everyday life. In line with our department's mission, *to foster the co-construction of better social worlds through positive communication*, students develop communicative skills that are necessary to function effectively in all areas of today's business and professional world. The primary objective of the program is to guide students in the application of communication theory to a variety of interpersonal, institutional, public and organizational contexts. We achieve this objective by focusing on five major application models: (a) communication and culture, (b) communication and transformation/change; (c) positive communication; (d) crisis and renewal communication; and (e) experiential learning.

Our curriculum fosters a strong knowledge base grounded in communication theory and its various applications, such as management, consulting, human resources, training, organization development, relational communication, health care, education, and public relations. An undergraduate background in speech is helpful, but not required.

University of South Carolina

<http://artsandsciences.sc.edu/speech/graduatestudy.html>

Graduate Study in Speech Communication & Rhetoric

Successful applicants may come from a variety of fields, including rhetoric, speech, communication studies, cultural studies, political theory, philosophy and religious studies. While working toward their degree, students have the chance to be part of a program that provides an excellent faculty–student ratio, generous assistantships, and a diversity of teaching opportunities.

Located in Columbia and recognized by the Carnegie Foundation as an institution of “very high research activity,” the University of South Carolina features outstanding facilities, a diverse student body, and an internationally recognized faculty.

Engaging Theory and Practice

The Master of Arts program in Communication & Rhetoric offers students an opportunity to undertake inquiry in the areas of rhetorical theory, textual interpretation and criticism, argumentation, critical social theory, visual, performance and cultural studies, and the philosophy of rhetoric. Throughout its curriculum, the program places particular emphasis on how the close reading of rhetorical practice yields theoretical insight and the ways in which rhetorical theory supports the capacity of speech to invent the terms of everyday life, energize public debate, and foster new forms of political and social engagement.

These concerns are reflected in the questions that focus the program’s research and teaching. Working both nationally and internationally, the faculty at USC devotes substantial attention to problems such as: How do violent and transitional societies create the basis for understanding and reinventing vocabularies for politics? What are the performative dimensions of human expression? With respect to questions of race, class, gender and sexuality, how does the power of language depend on and contribute to the formation of identity and subjectivity? How is speech embodied and how does this embodiment shape culture? What are the kinds of rhetorical practices that compose and divide communities? How do new forms of technology contribute to and complicate public discourse and debate?

An Interdisciplinary Edge

Rooted in a rich tradition of scholarship, the University of South Carolina program in Communication & Rhetoric is committed to interdisciplinary inquiry that advances critical understanding of human discourse and expression.

Self-consciously and critically aligned with the Rhetoric and Composition program in the Department of English, the South Carolina program is one of the few in the nation that seeks to build substantive bridges between different disciplinary interpretations of rhetorical and communicative inquiry. Working together, the core and affiliated faculty undertakes research and teaching that draws from a variety of fields, including literary studies, critical social theory, cultural and performance studies, social anthropology, feminism, philosophy, and political theory.

For graduate students, the program’s core curriculum is comprised of courses that provide foundational training in rhetorical and social/cultural theory, critical analysis and hermeneutics, and the history of public discourse and rhetorical practice. Together, these seminars provide students with a basis to undertake advanced study and research that sheds new light on the potential of rhetoric and communication.

University of Texas – Austin

Facilities for Graduate Work

Facilities available in the Department of Speech Communication include two state-of-the-art audio laboratories; a library of more than two thousand audiotapes; a conversation library of about two hundred hours of interpersonal interaction, both audiotaped and transcribed; and an editing center equipped for making master recordings and for dubbing to and from audio cassettes, reel-to-reel tape, and videotape. Additional facilities for training and research include Academic Computing and Instructional Technology Services, specialized libraries such as the Wasserman Public Affairs Library, an extensive collection of manuscripts of twentieth-century writers, and a major oral history collection.

Areas of Study

The master's and doctoral degree programs in speech communication provide training in the following areas of communication studies: interpersonal communication, language and culture, organizational communication, rhetorical studies, and performance studies. The Doctor of Philosophy degree with a major in speech communication is a research degree; doctoral students can expect opportunities to work closely with the faculty on research and to participate in the publication of research findings. All doctoral students are expected to achieve mastery of research design principles and methods appropriate to their program of study.

Interpersonal Communication

Interpersonal Communication involves the study of both the processes and effects of social interaction, usually in face-to-face situations. Both verbal and nonverbal behaviors are studied in laboratory and naturalistic contexts. Cognitions, emotions, and discourse patterns occurring during conflict, lying, and persuasion are some of the factors commonly studied. Communication in health-related contexts as well as personal and family relationships is two important contexts in which theories are applied.

Organizational Communication and Technology

Organizational Communication is the study of human interaction within complex organizations, and the management of organizational behavior. Course work in organizational communication offers both qualitative approaches to data analysis (category development and descriptive observation techniques) and quantitative approaches (measurement, psychological categories, and behavioral science research designs).

Rhetoric and Language

Rhetorical and Language Studies area focuses on how human symbols affect social and political change. Although rhetoric has been a popular area of study since antiquity, the Department focuses on such contemporary matters as political campaigning, culture and communication, social movement rhetoric, ethics and persuasion, the nature of public argument, discourse and knowledge, the formation of language communities, cognitive linguistics, etc. These matters are treated in three distinct sub-areas: (1) Rhetorical Theory and Criticism, focusing on how public discourse is conceived and executed, with special attention to the analysis of persuasive and cultural texts; (2) Political Communication, examination of how political leaders and the mass media change public opinion and fashion legislative policy; and (3) Semiotic Studies offers training in the naturalistic study of human symbol systems and consideration of how linguistic and gestural behaviors affect everyday social interaction.

Valdosta State University

<https://www.valdosta.edu/academics/majors-degrees/speech-communication.php>

About Speech Communication

Speech communication, a discipline with roots predating ancient Greece, has been one of the fastest-growing fields of study in the United States for nearly two decades. Effective communication is crucial to the success of organizations and businesses today and is central to several fields including public relations and politics. The speech communication program at Valdosta State University provides a balance of theory and practice, and students learn about communication in a variety of contexts.

Speech Communication at Valdosta State University

Students in the speech communication program at Valdosta State become proficient in the discipline both in and out of the classroom. Students can earn credit for internships completed during their junior and senior years and are encouraged to complete at least one prior to graduation. Several organizations on campus give students additional opportunities to hone their skills, network and learn about the discipline, including the Public Relations Student Society of America, the Forensics (speech and debate) Team and the Student Society of Communication Scholars. Exceptional students may be invited to join Lambda Pi, a communication honor society.

Master of Art (M.A.) in Communication

The graduate program in communication combines advanced theoretical knowledge and applied skills, enabling graduates to assume leadership positions in their field or continue their studies at the doctoral level. Students may select an emphasis in mass media or speech communication and have the option of following a thesis or non-thesis course of study.

Careers

- Account manager
- Advertising manager
- Advertising specialist
- Affirmative action specialist
- Communication consultant
- Community affairs administrator
- Copywriter
- Corporate trainer
- Development officer
- Diversity trainer
- Employee relations manager
- Event planner
- Forensics/debate coach
- Fundraiser
- Human resources manager
- Lobbyist
- Media analyst
- Media buyer
- Media planner
- Media production assistant
- Mediator
- Personnel manager
- Press secretary
- Public information officer
- Public opinion researcher
- Public relations professional
- Public relations specialist
- Publicity manager
- Sales manager
- Secondary school teacher
- Speechwriter

Master of Arts (M.A.) in Communication Arts

Valdosta State University offers a graduate program with emphases in Mass Media and Speech Communication. The mission of the program's faculty is to provide a graduate-level curriculum that combines advanced theoretical knowledge and applied skills that will allow students to assume positions of leadership in their chosen professions and prepare them for study at the doctoral level. Thesis and non-thesis options are available.