

# GENERAL COMMUNICATION



## Possible Career Options:

(some career options could require advanced study)

- Account Executive
- Advertising Manager
- Advertising Sales Representative
- Anchorperson
- Announcer/Commentator
- Arbitrator
- Arbitrator
- Art Director
- Art Director(Motion Pictures, Radio, TV)
- Artist
- Audio/Video Control Technician
- Audiovisual Production Specialist
- Broadcaster
- Cable Programmer
- Cinematographer
- Clergy
- Columnist
- Communications Equipment Operator
- Communications Operations Manager
- Compensation and Benefits Mgr
- Copywriter
- Corporate Communications Specialist
- Corporate Trainer
- Correspondent
- Critic
- Desktop Publisher
- Director
- Director of Community Relations
- Director of Photography
- Director, Research & Development
- Editor
- Editor
- Employment Interviewer
- Film Editor
- Fundraising Director
- Graphic Art Sales Representative
- Graphic Artist
- Graphic Designer
- Human Resources Director
- Human Resources Manager
- Job Analyst
- Journalist
- Lawyer
- Lobbyist
- Management Consultant
- Market Research Analyst
- Market Research Analyst
- Marketing Director
- Marketing Manager
- Media Analyst
- Media Buyer
- Media Market Researcher
- Media Planner/Director
- Media Specialist, School Library
- Media Supervisor
- Media Technician
- Motion Picture Director
- Music Director
- Music Librarian
- News Analyst
- News Director
- News General Mgr/Station Mgr
- News Producer
- Newscaster
- Newspaper Editor
- Newswriter
- Operations Director
- Print Production Manager
- Printing Sales Representative
- Producer
- Production Department Assistant
- Production Manager
- Production Planner
- Program Director
- Promotions Manager
- Public Relations Director
- Public Relations Specialist
- Public Relations Specialist
- Publicist
- Publicity Director
- Publicity Director
- Publisher
- Radio Disc Jockey
- Recording Engineer
- Recording Technician
- Recruiter
- Reporter
- Sales Manager
- Sales Manager
- Sales Representative
- Sales-Service Promoter
- Scriptwriter
- Sound Effects Technician
- Speechwriter
- Sports Announcer
- Sportscaster
- Technical Director
- Technical Illustrator
- Technical Writer
- Telecommunications Technician
- Training & Development Instructor
- Training and Development Specialist
- Training and Development Specialist
- Translator/Interpreter
- TV, Radio, Film Director
- TV, Radio, Film Producer
- Video Journalist
- Videographer
- Web Designer
- Web Editor
- Web Technical Designer
- Writer

## Transferable Skills:

- Ability to write clearly
- Attention to details
- Compare and contrast evidence
- Create entertaining and persuasive messages
- Create powerful images with sight, sound, motion & words
- Critical thinking skills
- Define hypotheses
- Demonstrate creativity and artistic expression
- Develop market research
- Effective speaking
- Evaluate ideas and presentation
- Evaluate information and sources
- Gather information and data
- Identify and manage different needs of individuals, groups, etc.
- Influential/persuasion skills
- Interpretation skills
- Measure media effects
- Planning and managing skills
- Present specific viewpoints
- Reporting and editing skills
- Synthesizing information
- Understand institutional and cultural values
- Work in teams / small groups
- Work independently
- Work with deadlines
- Write press releases, scripts, or other promotional materials

## Employment and Salary Information:

Please visit Career Services at the following website:

<http://www.fhsu.edu/career/>

## Occupation Information:

Please visit the Occupational Outlook Handbook website: (does not have information on every occupation)

<http://www.bls.gov/ooh/>