Job Market Success  - By Kerry Brown

The Spanish Inquisition starts the fall before graduation: “What are you going to do with your life?” And while living off of Mom and Dad’s couch and a lifetime supply of Fritos might sound like the good life now, the sight of your friends’ corner offices will quickly make you feel otherwise.

Christy Hanson, Assistant Director/Graduate School Coordinator at the Career Center, promises that there are painless ways of avoiding post-graduation unemployment and networking is one of them. “I know you’re probably sick of hearing it,” she admits, “but that’s because it’s been shown to be the most effective job hunting strategy.” Forget cheesy smiles and fake handshakes. Networking is about building relationships and sharing information, not using people.

Step two: the resume. The longest read most get is a sixty-second skim. So, to earn a closer look, stick the most attractive information (education and related experience) right under your contact information. And always introduce it with a cover letter unless instructed otherwise.

Hanson’s sneaky tip: “Print out a copy of the job description, then highlight the requirements that describe you and mention them as often as possible” - this goes for the resume and the interview. (Get this: some companies even have scanners that search for keywords coming straight from the job description.)

The National Association of Colleges and Employers found verbal and written communication skills at the top of employers’ most-wanted lists (wink and a nudge to the audience of this newsletter). Other hirable qualities? Ferguson Enterprises echoes the mantra of high school college counselors everywhere: “We would rather see a student with a balance of [grades, extracurricular involvement, and employment history] than the 4.0 student who has no related experience.”

Last words of wisdom? Hanson encourages everyone - underclassmen, those with no clue what to do with their majors, even those without majors - to make use of the Career Center. To access most of its resources you don’t even have to leave the comfort of your computer. Visit the website at www.messiah.edu/offices/career.

And now the burning question: interview with Microsoft or drain your parents’ retirement fund? Hmm, tough one.

Messiah Student Presents at Conference - By Carla Briggs

In the communication major, you are no stranger to presentations and speeches. At the same time, you still dream of communicating more fully with a wider audience, right? Well, maybe not, but there is at least one student in the department that made this dream a reality.


The purpose of the October 5th conference was to promote dialogue and academic excellence within the field of communication. Taylor did just that with his case study analysis of the popular television show Nip/Tuck. His paper analyzed and discussed ways in which the show constructs, creates, and informs cultural values, norms, and perspectives, as related to Stuart Hall’s Cultural Studies theory.

In order to participate in the conference, Taylor submitted the paper, which was written for Dr. Kate Simecox’s Communication Theory class, to the PCA undergraduate writing competition in early May. After winning the contest, Taylor was invited to give a presentation at the conference about his paper. Taylor especially enjoyed the question and answer session after the presentation because it gave him a chance to hear further reflections about his conclusions, and receive valuable critiques of his work.

For other communication students eager to gain an audience in this type of academic venue, Taylor has two pieces of advice. The first is to write about a topic that you feel passionate about so “it ends up being not just busy work, but ... a product which could actually stimulate positive change in the field and society.”

The second piece of advice is to conduct exhaustive research on your topic of interest. There are lots of ideas out there from previous scholars. Find out what they have to say and apply their work to your ideas. This lends credibility to your arguments, and gives you a backbone upon which to organize your ideas.

Congratulations to Nathan Taylor for his participation in this conference, and good luck to any other aspiring communication scholars out there.
“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

-Sydney J. Harris

Resources:

With the Internet being such a helpful resource, it is easy to forget that actual books from our very own Murray Library are easily available as well. In addition to the many online articles and resources provided by the library, there are over 2,000 books relating to the field of communication on the shelves. And if Murray Library does not have the right book for you, an interlibrary loan can find it for you.

If you need help navigating the call numbers in the library or finding just the right book, ask a librarian or IM “askalib” from your AOL Instant Messenger account. Happy Reading!

Opportunities

Grant
The National Association of Broadcasters is offering grants to fund research on economic, business, social, and policy issues important to the field of broadcasting. The application process is open to all senior undergraduate students, as well as graduate students. The $25,000 in funding will be divided among four to six grants. Proposals are due on January 31, 2007. For more information or to obtain an application visit www.nab.org/research/grants.

Scholarship
The Academy of Television Arts & Sciences Foundation is offering two $10,000 scholarships in honor of Fred Rogers, of Mister Rogers’ Neighborhood. Applicants must be upper division undergraduate or graduate students pursuing careers in children’s media, and demonstrate commitment to any combination of 2 of the following fields: Early childhood education, child development/psychology, film/TV production, music, or animation. Applications are due by February 15, and require recommendations. For more information contact Michele Fowble at 818.754.2802 or visit www.emmys.tv.

Internship
FCF Schmidt Public Relations and Flemming Van Metre Advertising are offering paid internships for winter, spring, and summer internships in Philadelphia. Intern duties include coordinating media lists, organizing press materials, writing press releases and pitch letters, and analyzing market data. The internships are public relations focused, but also provide some exposure to advertising, graphic design, production, and media buying. Interested parties can send resumes to Abby Rizen: arizen@fcfschmidtpr.com or Kristen Egan: kegan@fcfschmidtpr.com.

Looking Ahead

Spring registration is quickly approaching, so here’s your chance to get a jump start on planning your semester. If you’re looking for a J-term communication class, here are your options:

- Fundamentals of Interpersonal Communication
- Fundamentals of Public Communication
- Digital Editing

In the spring, the Communication Department plans to offer:

- Fundamentals of Interpersonal Communication
- Fundamentals of Public Communication
- Introduction to Communication Seminar
- 16mm Filmmaking
- Writing for Mass Media
- Digital Production
- Media in Everyday Life
- Christianity & Media Culture
- Persuasion: Theory & Practice
- Radio Production and Performance
- International Cinema: Topics
- Essence of Cinema
- Business & Organizational Communication
- Communication Theory
- Crisis Communication and Media Relations

Good luck as you prepare for the upcoming semester!