



# Communication

## Have you ever asked yourself:

What is the real meaning behind what my friend is trying to say?

How does the media influence the way that I think about important events in the world?

Why is my time increasingly devoted to reading and sending messages on Facebook, Instagram, or Yik Yak?

These are the kinds of questions that those who study communication attempt to answer.

Communication is about sending and receiving messages. Communication scholars analyze symbols, interactions, and relationships among people in a variety of settings such as at work, in the family, across cultures, and in large and small groups. Since a lot of our time is spent on media, communication also studies magazines, comics, cinema, TV, radio, the Internet, and social media, exploring how these media are made and how we read and interpret what gets distributed across the public and private media landscape. It looks at the ways that we successfully communicate – “I see what you mean!” – and how we sometimes fail to do so – “Why did you text me that your ‘pickle was broken’?” All of these ideas and much more make up the Communication field of study.

**THE MAJOR:** Communication at Saint Mary's College offers concentrations in Relational Communication (leading to careers in counseling, human relations, and social work), Rhetoric and Culture (advertising, research and writing), Public Communication (journalism and public relations), and Media Studies (media production, design, social media, research).

**RELATED MINORS:** Minors that complement the Communication major include: Digital Studies; Cinematic Arts; Anthropology; Art and Art History; Business Administration; Creative Writing; Ethnic Studies; Justice, Community & Leadership; Sociology; Women & Gender Studies.

**STUDENT CLUBS:** Communication majors also have opportunities to participate in a wide variety of extra-curricular activities related to their field of study, including:

**KSMC RADIO** – KSMC broadcasts locally at 89.5 FM and worldwide via the Internet. Programming is provided 24 hours a day with over 80 students participating every semester. □

**COLLEGIAN NEWSPAPER** – The Collegian has been publishing weekly (in print and now online) for over 100 years. Students have the opportunity to write articles, work as photographers, and learn to edit and layout the paper each week. Open to incoming freshman. ☐

**COMMUNICATION CLUB** – The communication club provides students the opportunity to sponsor activities for Communication majors, including social events, alumni meet-and-greets, and tours of Bay Area TV and radio stations, and social media companies. It's a great way to meet local businesses and organizations and to interact with alumni working in the field. ☐

**MACKEN SPEECH & DEBATE TEAM** – Named after John Macken, an SMC alum and patron of the campus forensics program, the Macken Speech & Debate Team is a nationally recognized award-winning team. Scholarships for team members are available to qualified students. ☐

**SMC DEBATE UNION** – The Debate Union is a campus-wide activity sponsored by the Communication department but open to all students; it is focused on providing public forums for the SMC community on important topics of local, national, and international concern.

Graduates from the Communication major currently work in media production, human relations, marketing, and public relations; have pursued graduate study in communication, cultural studies, research, and filmmaking; attend law school; and serve with not-for-profit and non-governmental organizations. ☐

**INTERNSHIPS AND CAREERS:** Communication students have recently interned with: ☐

**DIABLO MAGAZINE** (marketing and writing); **SF CHRONICLE** (copyediting and production assistance); **BAM Magazine.com** (marketing and writing); **KTVU, KRON, and KQED** (marketing and production assistance in news, community affairs, and sports); **INTERCOM, CUMULUS Radio, KPFA, KQED** (fact-checking, marketing and production assistance); **Lewis Public Relations, Metz Communications, and Vantage PR** (public relations); **Diocese of Oakland** (public affairs and social media); **Kaiser Permanente** (marketing); **Oakland A's, Oakland Raiders, SF Giants, Golden State Warriors** (media production, marketing, sales)