

# Professional Communication

## Advertising

Agricultural Communication  
Communication Studies  
English

## Graphic Design

Journalism and  
Mass Communication  
Linguistics

## Marketing

Speech Communication  
Technical Communication  
World Languages and Cultures

**Iowa State University has more than 100 majors that provide virtually unlimited academic opportunities.** In this brochure you'll find information about your specific area of interest and a family of related majors that you may want to explore during your adventure here at Iowa State. Please use the contact information listed inside and let us help you discover your passions, unlock your potential, and **enjoy the adventure.**

You like nothing better than passionate editorials that inspire people to take action on current issues. You keep a journal ... faithfully. You're a secret (all right, not so secret) poet. It was your unique layout for the school yearbook that won the publisher's prize. Under your direction, your school developed a marketing campaign that raised enough money to foot the bill for the senior class trip to Japan. You see yourself as the networker, the central player in a major corporation, someone who defines your company's printed image, or manages public relations, or facilitates corporate communications. If communicating images and information sounds exciting to you, then consider all the options Iowa State has to offer.

### Words to the wise

Whether your interest lies in public relations, technical or creative writing, education, or foreign languages, your studies at Iowa State will prepare you for the world of professional communication.

National studies about workplace correspondence indicate that employers value communication skills as much as or more than any technical or scientific skills you bring to the job.

Your communication background supports your work in any field where writing, design, or speaking is required. Many students secure positions such as technical writer, journalist, speechwriter, politician, minister, translator,

retailer, and teacher. Because advanced communication skills are valued in any company, you may consider complementing another degree program with a communication major or minor.

### Can we talk?

#### We've built a reputation on it!

Iowa State's faculty have a history of achieving some of the most prestigious accomplishments in their fields. Among those accomplishments: a Pulitzer Prize for editorial writing, a national teaching award for work in advertising and new communication technologies, six National Council of Teachers of English Awards for the

best scholarly articles in technical communication, two awards for the best books in technical/professional communication, editor of the most prestigious journal in technical communication, and five American Business Communication Awards. Our graduates include Pulitzer Prize winners, the editor of the *Wall Street Journal*, directors, producers, authors, reporters, and public relations and advertising leaders.

You will learn from faculty actively participating in determining the future of communication, especially in the areas of electronic media and communication technologies.

### How will you tap into the lines of communication?

Faculty serve as mentors as you develop your own interests. Many programs utilize industry resources to provide you with a market perspective. Several programs require internships and work to place you with companies that may be difficult to access as a job applicant. These connections follow you through your professional career.

### Catch the wave to your future

At Iowa State you have access to the latest educational technologies, so you can be competitive in a job market where the international trend is to utilize electronic media as the preferred method for conducting business activities.

Our Greenlee School of Journalism and Communication has two fully equipped television studios. Almost every building on campus is equipped with student computer laboratories, which feature the latest hardware and software for written and visual communication.

# Professional Communication

## Select an academic program that's best for you

Recognizing industry focus on global communication, many students choose to major or minor in one of the professional communication programs listed in this brochure. As part of your curriculum, you may take courses in first-year composition, technical communication, business communication, proposal and grant writing, Web design, manual writing, magazine writing, literature, visual design, fiction, or poetry. These basic courses provide strategies for job-related writing and design tasks.

As you consider your personal and professional interests, you will choose a program that best supports you. For example, a graphic designer might choose to emphasize visual fundamentals. If marketing interests you, you might select courses in advertising and rhetoric.

No matter what career you intend to pursue, you will find that a background in professional communication enriches your workplace performance and enhances your employment opportunities. For more information, please contact the person listed for each program, or phone Iowa State University's Office of Admissions at 800 262-3810.

## Technical Communication

Charles Kostelnick  
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www.engl.iastate.edu

Web sites, memos, reports, proposals, marketing materials, presentations—any type of communication we use to educate or inform is considered technical communication. A major in technical communication prepares you to write, present, and interact in any professional situation. Learn how people communicate in print and online, how they collaborate, and how they interact in the workplace. Your courses will focus on principles, practices and technologies in the workplace,

including studies in computer applications.

You will also learn about the structure and conventions of written, visual, and oral language. Summer or semester internships develop skills that you cannot learn in the classroom alone. Research reveals that employers prize communication skills as much as technical skills, so a major or minor in this field will enhance any career path you choose.

## Journalism and Mass Communication

Lindsay Gilbert or Kim McDonough  
Greenlee School of Journalism  
and Communication  
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www.jlmc.iastate.edu

One of the longest accredited journalism programs in America, the Greenlee School of Journalism and Communication is ranked among top journalism programs in the nation.

When you study journalism at Iowa State, you'll find mentors among award-winning teachers and scholars with real-world experience. Your faculty adviser will help you choose from among five emphases: electronic media, print media (newspaper and magazine), public relations/public

information, science communication and visual communication.

Students have opportunities to meet the professional internship requirement in magazines (*Vibe*, *Field and Stream*, and *Better Homes and Gardens*), newspapers (*Chicago Tribune*, *The Des Moines Register*, and *Quad City Times*), broadcast media (MTV, CNN, and KCCI) and public relations (Fleishman-Hillard, Principal Financial Group, and Meredith Corporation).

## Communication Studies

Doug Bonett  
Program in Communication Studies  
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www.las.iastate.edu/commstudies/home.shtml

If you have an interest in people and are fascinated by how people affect one another through their words and actions, then communication studies might be a good fit for your interests. Communication studies students tend to be people-oriented and are intrigued by such issues as how communication is used to develop relationships, how communication impacts the effectiveness of an organization, or how differences between cultures can be overcome through communication.

Communication studies focuses on the study of human communication theory and research within such contexts as interpersonal relationships, small groups,

organizations, and cultures. Students examine the role that symbolic communication plays in managing their interactions in both personal and professional contexts.

General areas where communication studies graduates are often employed include human relations, personnel, training and development, corporate communication, sales, public relations, management, and event planning. A degree in communication studies also serves as a foundation in graduate education in such areas as law, public administration, business administration, and graduate work in communication studies.

## Speech Communication

Amy Slagell  
Program in Speech Communication  
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www.engl.iastate.edu/programs/speech\_comm/

"Practical," flexible" and "friendly," those are the terms speech communications majors use to describe their major. Speech communication majors explore how language is used to create social change, study theories of communication to see how they help us make sense of everyday life and practice a broad range of communication skills learning to create and adapt messages for different audiences within various contexts. If you want to develop strong people skills, become more confident as you prepare and deliver presentations, enhance your listening skills, learn to assess the quality

of arguments and other forms of public discourse, you may want to explore becoming a speech communication major. Our majors are prepared for future employment in human resources, non-profit organization, sales, training and development and education, as well as for further education in graduate school, law school or seminary. Speech communications majors know the oral communication and listening skills, supported by a deep understanding of the communication process, prepare them to have an impact and to be successful in their personal, civic and professional lives.

## English

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Ames, Iowa 50011  
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www.engl.iastate.edu

As an English major, you will learn about the uses of English for various jobs and purposes, the structure of the language, and the enjoyment of reading and writing.

English majors may work as human resource trainers, technical writers, translators, teachers, television scriptwriters, or marketing and advertising professionals. They may also go on to graduate study in the humanities, or professional programs in law or medicine.

As an English major, you can choose one of three areas of emphasis: literary studies, rhetorical studies, or secondary education. Iowa State's program in rhetoric and professional communication has been recognized as a leader in breaking new ground. If you are a creative writer, you will have the opportunity to take courses in poetry, fiction, creative nonfiction, magazine writing, playwriting, or young adult writing.

## Linguistics

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www.iastate.edu/~apling

Students of linguistics study the structure, meaning, uses and history of human languages. They gain insight into how language is processed by the human mind and by computer, and they learn about cultural and linguistic diversity through the study of how language reflects meaning and worldviews. Through these perspectives, students discover how language reflects unique characteristics of humanity by connecting linguistic structure with the functional meanings that are used in communication.

Students learn how linguistic analysis can be used in practice through the study of such areas as second language acquisition and assessment, language teaching, computer processing of human language, and communication disorders. Linguistics courses are taught by outstanding faculty in language-related departments such as anthropology, computer science, English, philosophy and religious studies, psychology, and world languages and cultures.

## World Languages and Cultures

Dawn Bratsch-Prince  
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and Cultures  
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At Iowa State you have the opportunity to learn Chinese, French, German, Russian, Spanish, Latin, Portuguese, and classical Greek, and take professional communication courses in modern languages. The department also offers instruction in classical studies. Study abroad programs are regularly available in Cuernavaca and Monterrey, Mexico; Greece; Lyon, France; Lausanne, Switzerland; St. Petersburg, Russia; Valencia and Cáceres, Spain; and Peru.

In addition to traditional language courses, you may choose to take advantage of the department's secondary major program, language and culture for professions, designed to provide students with training in professional communication in the target language, along with an understanding of contemporary political, social, and cultural issues in countries and regions in which the target language is spoken.

## Marketing

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Committed to working with technology, the marketing program offers courses in promotional strategy, personal selling, and Internet marketing. Graduates from the program report that they were hired over others because of their combination of marketing and technical skills. Campus business laboratories provide you access to competitive resources such as the Pappajohn Center for

Entrepreneurship, where you work with faculty and industry specialists. Each year, nearly 200 businesses and organizations and some 3,800 students participate in Career Day activities, and more than 300 business students participate in cooperative internships.

## Advertising

Lindsay Gilbert or Kim McDonough  
Greenlee School of Journalism  
and Communication  
178 Hamilton Hall  
Ames, Iowa 50011  
Phone: 515 294-0303  
E-mail: lsg@iastate.edu; kmm@iastate.edu  
www.jlmc.iastate.edu

Communicate ... the world will respond.

Iowa State University offers one of only 15 accredited advertising majors nationally.

As an advertising major you can expect to study news writing and copy writing, visual principals, multimedia production, media planning and advertising sales. These unique courses will put you in the best position to conduct research, prepare strategic communication plans and create effective advertising campaigns.

As an advertising major you may also have the opportunity to participate in extracurricular activities such as student clubs and organizations and regional and national advertising case study competitions. The program prepares students for internships with a wide variety of media outlets. These experiences will allow you to apply the material you've learned in class and give you an excellent foundation for your future career.

## Graphic Design

John Wagner  
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290 Design  
Ames, Iowa 50011  
Phone: 515 294-2344  
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www.design.iastate.edu

Graphic design is a creative process that utilizes art and technology to communicate ideas. Iowa State's program teaches you to transform a message into visual communication that transcends words. As a graphic designer, you will combine aesthetic judgment with project management skills to develop overall communication strategies for clients. You may collaborate with marketing research and public relations specialists to create a client's public image in

printed and/or electronic form. You will work with illustrators, photographers, printers, and electronic providers to create designs that communicate your client's message effectively. As a freshman, you'll be designated an art major. After completing 23 semester credits, you will apply to the graphic design program. Admission is based on faculty review of portfolio work and your grade point average at Iowa State.

## Agricultural Communication

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Recent developments in agricultural technology are influencing the way we produce, market, and conduct agricultural business nationally and internationally. Recognizing the public's need to understand how this technology works and its impact on our culture, Iowa State has developed a curriculum that focuses on professional agri-cultural communication. Agricultural education majors may choose a communications option where they will learn and develop communication strategies

that bridge the gap between the agri-culture industry and those who are directly and indirectly impacted by it. Your program of study will prepare you for such jobs as training manager, customer services specialist, farm editor/writer, agricultural broadcaster, and industry spokesperson. Iowa State's program provides you an opportunity to develop industry contacts and earn credit as you intern in an agriculture-based industry. The student club is the Agricultural Communicators of Tomorrow (ACT).

# Professional Communication

## Honors and awards

Contributing to Iowa State's image of expertise and excellence is its legacy of award-winning faculty, including Pulitzer Prize recipients, Fulbright scholars, and National Endowment for the Arts grant recipients.

Iowa State's Greenlee School of Journalism and Communication, ranked in the top one third of 100 accredited programs in the United States, is one of only 12 named programs in the country. Award-winning journalism and advertising faculty with professional expertise and solid research experience specialize in national, international, and technical communications.

With a \$1.5 million gift from John Pappajohn, Iowa State established the Pappajohn Center for Entrepreneurship, which is based in the College of Business and facilitates collaborative efforts with the Colleges of Engineering, Agriculture and Life Sciences, and Veterinary Medicine. The center provides unique opportunities for you to work as a communications consultant with pioneering businesses at their start-up phase.

Regardless of what medium you choose to work with, you will find a place at Iowa State to develop your skills and talents.

## Internships and travel

Internships encourage students to practice and apply what they learn. They also afford a unique opportunity for you to establish a network of professional contacts as you make decisions about your future.

Iowa State's career services maintain listings of companies that provide internships and offer experiential learning opportunities.

Each year more than 400 professional communications students take advantage of internship opportunities, providing them experiences in advertising, public relations, journalism, marketing, and technical

communication that enhance employment opportunities. Many of the programs listed in this brochure offer supervised off-campus internship and teaching programs. Some departments also facilitate travel-study programs. The Agricultural Communication Program offers a travel-study course in Costa Rica. Such programs provide you with another opportunity to experience and observe practicing professionals in your field.

## Technical communications in a technical world

You will find that Iowa State's expertise in the study and development of science and technology enhances your educational experience.

A competitive job market demands that employees possess at least a working knowledge of communication technologies. In fact, Iowa State's undergraduates have consistently reported that their course work in technical communications and their use of state-of-the-art technologies have optimized their employment potential.

All communications programs listed in this brochure offer courses that expose you to competitive technologies in your field.

## Unique opportunities

As an Iowa State undergraduate, you will have the option of participating in a wide variety of social, academic, and professional activities outside of the classroom. These activities often create lasting professional and personal support systems. Some of these activities may include:

- **Student newspaper and magazines**—opportunities for you to publish your work: *Iowa State Daily*, *Ethos*, *Sketch*, and *Uhuru*
- **ISUtv**—viewed on campus and throughout the city of Ames

- **Specialized writing and computer labs**—including math and computer labs outfitted with state-of-the-art hardware and software specific to areas of study and interest
- **3M Corporate Business Laboratory and the Pappajohn Center for Entrepreneurship**—where students from different colleges work on real-work-world problems
- **Society for Technical Communication**—engaging you with workplace people and processes in professional conferences and scholarship competitions
- **National advertising competitions**—such as the American Advertising Federation (AAF) and National Agri-Marketing Association (NAMA), where you have the opportunity to work on corporate advertising campaigns

## Student organizations

You will have many opportunities to join organizations that support your academic pursuits. Organizations include:

- Advertising Club
- Agricultural Communicators of Tomorrow (ACT)
- American Institute of Graphic Arts Student Chapter
- Broadcast Club
- Business Council
- English Club
- Graphic Design Student Association
- Marketing Club
- Multicultural Business Network
- National Agri-Marketing Association (NAMA)
- Public Relations Student Society of America (PRSSA)
- Society of Professional Journalists (SPJ)
- Society for Technical Communication
- Sublingual (The Linguistics Club)

**Iowa State University**  
**Office of Admissions**  
**100 Enrollment Services Center**  
**(Alumni Hall)**  
**Ames, Iowa 50011-2011**  
**Phone: 515 294-5836**  
**Toll Free: 800 262-3810**  
**E-mail: [admissions@iastate.edu](mailto:admissions@iastate.edu)**  
**Web: [www.admissions.iastate.edu](http://www.admissions.iastate.edu)**

## Questions about admission

In addition to writing us at the address at left, we encourage you to visit our Web site, which features a course catalog, online application, and campus information.

## Preparing to do your best while in school

The best preparation continues to be a strong college preparatory program of study, which includes courses in English, mathematics, laboratory science, social studies, and foreign languages. If you intend to transfer credits from another institution, you may contact our Office of Admissions for assistance in selecting the best courses for your program of study.

Material in this brochure was accurate at the time of printing. For the most up-to-date information, visit our Web site at [www.iastate.edu](http://www.iastate.edu).

Iowa State University does not discriminate on the basis of race, color, age, religion, national origin, sexual orientation, gender identity, sex, marital status, disability, or status as a U.S. veteran. Inquiries can be directed to the Director of Equal Opportunity and Diversity, 3210 Beardshear Hall, 515 294-7612.