
MAJOR-SPECIFIC CAREER GUIDE

Foreign Language and Communication Media

Marketable Skills

Foreign Language and Communication Media majors develop professional skills including:

- Knowledge of the media, culture, and sociolinguistics of a region or ethnic community
- Familiarity with best practices in language translation / interpretation
- Experience measuring the media's effect on society
- Strong writing, editing, and public speaking skills in multiple languages
- Strong critical thinking skills
- Experience adapting content for different audiences
- The ability to use media to influence, persuade, inform, and entertain
- Experience facilitating conversations and presenting in front of groups
- Comfort working individually and as a member of a multicultural / multilingual team
- The ability to locate, research, analyze, and synthesize complex information in multiple languages

Relevant Fields

- Academia
- Advertising
- Advocacy
- Government
- Diplomacy / Foreign Service
- International Education
- Media
- Newspapers / Magazines
- Nonprofit Management
- Political Campaign Management
- Public Relations

Sample Occupational Titles

Bachelor's Degree:

- Community Relations Assistant
- Foreign Service Officer / Correspondent
- Marketing Assistant
- Media Analyst
- Teacher
- Translator / Interpreter

Advanced Degree:

- Bilingual Social Worker
- Corporate Communications Manager
- Marketing Development Director
- Market Researcher
- Press Agent
- Public Affairs Director

Print Resources

Find these titles and additional books, periodicals, and handouts in the [Career Resource Library](#):

- [Career Opportunities in Journalism](#) by Jennifer Bobrow Burns
- [Careers in Advertising & Public Relations](#) by WetFeet Publishers
- *Jack O'Dwyer's Newsletter: The Inside News of PR and Marketing Communications* (Available on the magazine rack in the Career Resource Library)
- *PR Week* (Available on the magazine rack in the Career Resource Library)
- [Realities of Foreign Service Life](#) by Melissa Brayer Hess, Patricia Linderman, and Marlene Manfiletto Nice
- [Working World: Careers in International Education, Exchange, and Development](#) by Sherry L. Mueller and Mark Overmann
- [Working for Change: Making a Career in International Public Service](#) by Derick W. Brinkerhoff and Jennifer M. Brinkerhoff

Online Resources

Visit these websites and others listed in our [School-Specific Resources](#):

- FabJobs at www.fabjob.com/publicrelations.asp
- Idealist at www.idealists.org
- International Jobs Center at www.internationaljobs.org/hotjobs.html
- JournalismJobs at www.journalismjobs.com
- Occupational Outlook Handbook at www.bls.gov/oco
- O*NET Resource Center at www.onetcenter.org
- TV Jobs at www.tvjobs.com

Professional Associations

The following professional associations offer career-related information and job listings:

- American Translators Association at www.atanet.org
- Institute for Global Communications at www.igc.org/igc/gateway/index.html
- International Press Association at www.internationalpress.com
- Public Relations Society of America at www.prsa.org
- The Association for Women in Communications at www.womcom.org

Find more professional associations at American Society of Association Executives at www.asaecenter.org/Directories/AssociationSearch.cfm