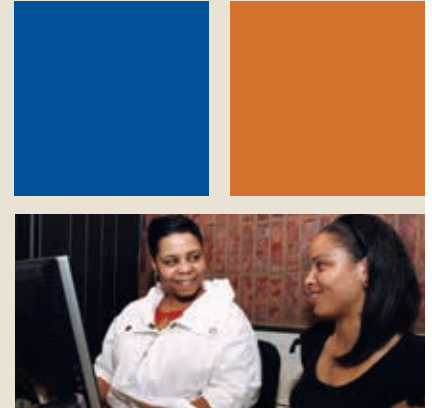


# SPEECH COMMUNICATION ARTS



*In my  
job at the  
Michigan  
Dept. of*

*Human Services, I see people every day from different walks of life who are victims of this economy and don't know how to navigate the culture. Because of the Communication and Intercultural classes I took, and the multicultural experiences I had at Macomb, I'm able to more efficiently help them in the daunting, emotional, and very personal process to apply for what they're entitled to. I just try to live by the Golden Rule. After all, next week it may be me who's on the other side of the counter.*

*—Pam O'Connor-Waldecker*

## INTERCULTURAL/ INTERPERSONAL COMMUNICATION

This Specialty is intended for those whose private or professional life includes encounters with people from cultures different from their own. Many theories and concepts are discussed, and skills are practiced to sharpen real sensitivity and improve personal effectiveness. Focuses also include one-on-one communication combined with experiences in verbal and non-verbal interaction, message preparation, understanding the role of body language, and other non-verbal methods of effective speaking.

- Emphasis is on the theory of interacting with diverse cultures
- Skills are practiced for communicating verbally and non-verbally with diverse cultures
- The Intercultural courses can lead to a transfer into the Oakland University Multicultural Program
- No foreign language is required at Macomb

### DEGREE:

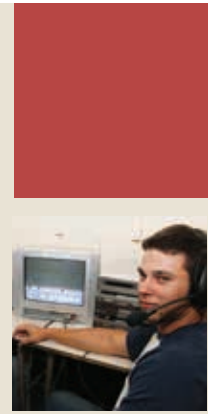
Earn an Associate of Applied Science degree (AAS) in Speech Communication Arts—Intercultural/Interpersonal Communication.

Students should plan Arts and Sciences courses with a counselor, academic advisor, or program advisor. Students planning to transfer for bachelor's degree completion should consult with an academic advisor or counselor when selecting courses.

Visit [www.macomb.edu](http://www.macomb.edu) and search "Intercultural/Interpersonal" or call 586.445.7144.

### JOB OUTLOOK:

- Macomb's Speech Communication Arts, Intercultural/Interpersonal Communication degree is intended to develop the skills necessary to become a multicultural specialist for a career in homeland security, diplomatic, or business settings
- Many opportunities exist, depending on the student's interests and goals



Discover and develop the skills to bring your message to the world.

# SPEECH COMMUNICATION ARTS

## SPECIALTY AREAS OF STUDY:

- Mass Media
- Public Relations
- Presentation
- Intercultural/Interpersonal Communication
- International & Global Studies (Associate of Arts degree)

## THIS PROGRAM IS FOR THOSE WHO:

- like to interact with others
- enjoy being in front of the microphone or camera
- have technical and creative skills
- have been told they are a good public speaker
- think they could create cutting-edge commercials or influential articles for print and the Internet
- want to succeed and advance in a rapidly changing world
- realize that productivity and leadership are dependent on effective communication
- plan to work in the global arena



*The Intro to Broadcasting class was like the first time I*

*ever wrote a script and reported on something. I loved it and got so much encouragement. It's such a competitive field and I thought it was just a pipedream, but Macomb gives you the opportunities to network and make connections, and the experience that makes you qualified for a job that others are not going to get. And now, here I am on the air at WXYZ Channel 7. That's very cool!*

—Rachel McCrary

For more information on Macomb Community College's Speech Communication Arts Program, please contact:

Janet McKenney, Ph.D.  
Program Advisor / Professor  
mckenneyj@macomb.edu  
586.445.7144

For general information about Macomb Community College:

[www.macomb.edu](http://www.macomb.edu)  
866.Macomb1 (866.622.6621)  
[answer@macomb.edu](mailto:answer@macomb.edu)



**Macomb Community College**

Education • Enrichment • Economic Development

*Discover. Connect. Advance.*