

# SPEECH COMMUNICATION ARTS



## Also Available at Macomb:

The Media & Communication Arts Program offers a Video Production Specialty.

For more information visit [www.macomb.edu](http://www.macomb.edu) or call 586.445.7435.



*One of the things I discovered was that*

*I really liked the public speaking aspect, like presentations and class performances. The professors were fantastic, very knowledgeable in their areas. They had different tips and tricks for everybody, whether you were new or advanced. I did an internship at Channels 50 and 62, talking to, learning from, and making connections with the people who are doing the jobs that I'd like to do in the future. Today, I'm a jack-of-all-trades at WJR Radio. I'm actually out in the field doing what I love; it's not like a job at all!*

—Erik Anderson

## MASS MEDIA

Macomb's Mass Media Specialty includes theories and practices of media content and form. Students learn the process of creating diversified forms of programming for radio, television, film, and the Internet. Audience analysis and research are conducted, followed by critical review of programming and media production.

Students interested in performing in front of or behind the camera, or on a computer keyboard producing news, music, and special formatting, may find their place in the Mass Media Specialty.

- From the performer's perspective, emphasis is on the hands-on production process, including in-studio and field productions
- Learn how the performer and behind-the-scenes crew interact by producing finished live-to-tape and taped productions using video and film media
- Gain experience with traditional and emerging forms of media
- Receive voice training to enhance career prospects as radio announcers and film/TV voice-over artists

### DEGREE:

Earn an Associate of Applied Science degree (AAS) in Speech Communication Arts—Mass Media.

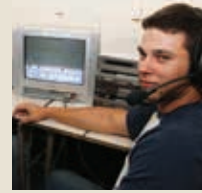
Students should plan Arts and Sciences courses with a counselor, academic advisor, or program advisor. Students planning to transfer should consult with an academic advisor or counselor when selecting courses.

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

### JOB OUTLOOK:

Radio and Television Broadcasting:

- Keen competition is expected for many jobs because of the large number of jobseekers attracted by the glamour of this industry
- Job prospects will be best for applicants with a college degree in broadcasting, journalism, or a related field; and relevant experience, such as work at college radio and television stations, or internships at professional stations
- In this highly competitive industry, broadcasters are less willing to provide on-the-job training and seek candidates who can perform the job immediately
- Many entry-level positions are often at smaller stations; workers may need to change employers and possibly relocate to advance their career



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.*