Communication Sciences and Languages @ Unisa

A complete guide to preparing yourself for career opportunities
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How will this brochure help me?

- It will provide you with some insight into what studying Communication Science and Languages involves.
- It will help you gain more information about the skills needed in Communication Science and Languages.
- It will help you identify possible career fields in Communication Science and Languages.
- It will assist you in finding Communication Science and Languages qualifications offered by Unisa.

Before you start: Why this field?

Before considering pursuing this field of study there are some basic questions you can ask yourself:

- Why are you interested in studying communication science and/or languages?
Communication Science

Communication is a learned skill. Most people are born with the physical ability to talk, but we learn to speak well and communicate effectively. Speaking, listening and our ability to understand verbal and nonverbal meanings are skills we develop in various ways. We learn basic communication skills by observing other people and modelling our behaviours based on what we see. We are also taught some communication skills directly through education, and by practising those skills and having them evaluated.

Communication as an academic field relates to all the ways we communicate, so it embraces a large body of knowledge. The information relates to both verbal and nonverbal messages. A body of scholarship all about communication is presented and explained in textbooks, electronic publications and academic journals. In the journals researchers report the results of studies that are the basis for an ever-expanding understanding of how we all communicate. Communication teachers and scholars in the United States (1995 & 2000) have developed a definition of the field of communication to clarify it as a discipline for the public:

*The field of communication focuses on how people use messages to generate meanings within and across various contexts, cultures, channels, and media. The field promotes the effective and ethical practice of human communication.*
Areas of specialisation in communication science

A wide variety of subject matters are encompassed by the field of communication. While areas of emphasis differ from one school to another, some of the most common include:

- **Applied communication.** The study of processes used to analyse the communication needs of organisations and social interaction, including the design of training to improve communication between supervisors and employees.
- **Communication education.** The study of speech communication in the classroom and other pedagogical contexts.
- **Communication theory.** The study of principles that account for the impact of communication on human social interaction.
- **Family communication.** The study of communication unique to family systems.
- **Gender communication.** The study of gender and sex differences and similarities in communication and the unique characteristics of male-female communication.
- **Health communication.** The study of communication as it relates to health professionals and health education, including the study of provider-client interaction as well as the diffusion of health information through public health campaigns.
- **International and intercultural communication.** The study of communication among individuals of different cultural backgrounds, including the study of similarities and differences across cultures.
- **Interpersonal communication.** The study of communication behaviours in dyads (pairs) and their impact on personal relationships.
- **Language and social interaction.** The study of the structure of verbal and nonverbal behaviours occurring in social interaction.
- **Legal communication.** The study of the role of communication as it relates to the legal system.
• Mass communication and media literacy: The study of the uses, processes and effects of mediated communication.
• Mediation and dispute resolution. The study of understanding, management and resolution of conflict in intrapersonal, interpersonal, and intergroup situations.
• Performance studies. The study of communication as performance, including its components, that is performer(s), text, audience and context.
• Political communication. The study of the role that communication plays in political systems.
• Public address. The study of speakers and speeches, including the historical and social context of platforms, campaigns and movements.
• Public relations. The study of the management of communication between an organisation and its audiences.
• Rhetorical criticism. The study of principles that account for the impact of human communication between speaker and audience.
• Semiotics. The use of verbal and nonverbal symbols and signs in human communication.
• Small group communication. The study of communication systems among three or more individuals who interact around a common purpose and who influence one another.
• Speech communication. The study of the nature, processes and effects of human symbolic interaction. While speech is the most obvious mode of communication, human symbolic interaction includes a variety of verbal and nonverbal codes.
• Theatre and drama. The study and production of dramatic literature.
• Visual communication. The study of visual data, such as architecture, photography, visual art, advertising, film and television as it relates to communication.
Why study communication science?

The best jobs in the new information society, in virtually every industry, will be filled by workers who can read, write, compute, communicate, think and deal with large amounts of information. A recent survey asked professionals to list “things students can do to get a job in the communications field”. The top four responses were:

- Develop public speaking skills, computer skills, and networking skills.
- Compete with campus debate teams or Toastmasters.
- Get involved with the campus radio/TV stations or newspaper.
- Work as a paraprofessional or volunteer in campus offices such as admissions, orientation, career services, health & wellness or public information.

Many occupations today require an educated individual who can write and speak well, solve problems, learn new information quickly and work well with others on a team. This means that university and university of technology graduates use their education in a wide variety of fields, and your future career may relate more to your personal career interests, work values and transferable skills than any specific academic major.

What kind of personality is best suited for a career in communication?

Communication careers span various specialisations and industries and as such require a combination of skills and traits. Different areas ask for different qualities, but for anyone to take on any of the fields of mass communication definitely requires better than average performance in whatever one does. It is not easy to get in and progressing is difficult. In general, excellent communication skills and being a good team player are important, besides being confident and hardworking. Physical stamina and will power
Skills needed in communication science

Communication Studies students develop a broad range of analytical and communication skills, which provide the groundwork for numerous career paths in business, education, and public affairs.

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<thead>
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<th>Skill</th>
<th>Activities</th>
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<td>Communication Skills</td>
<td>Writing clearly</td>
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<td></td>
<td>Speaking effectively</td>
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<td></td>
<td>Synthesising information</td>
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<td></td>
<td>Presenting different viewpoints</td>
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<td>Explaining processes, plans, and concepts</td>
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<td>Creating entertaining and persuasive messages</td>
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<td>Demonstrating creativity and artistic expression</td>
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<td>Research / Analytical skills</td>
<td>Defining hypotheses</td>
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<td>Evaluating ideas and their presentation</td>
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<td>Gathering information and data</td>
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<td>Comparing / contrasting evidence</td>
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<td>Evaluating information and sources</td>
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<td>Thinking critically /interpreting</td>
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<td></td>
<td>Developing market research</td>
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<td>Measuring media effects</td>
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<tr>
<td>Skill</td>
<td>Activities</td>
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<td>Organisational Skills</td>
<td>Planning and managing&lt;br&gt;Working within deadlines&lt;br&gt;Working independently&lt;br&gt;Attending to details&lt;br&gt;Organising teams and small groups</td>
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<tr>
<td>Interpersonal Skills</td>
<td>Identifying the different needs of individuals, groups, and mass audiences&lt;br&gt;Understanding institutional and cultural values&lt;br&gt;Working as a team member&lt;br&gt;Rewriting or editing with others&lt;br&gt;Interviewing people</td>
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Employers seek out individuals who can demonstrate excellent verbal and written communication skills, teamwork and interpersonal skills, initiative, and a strong work ethic. Student organizations and campus employment offer valuable opportunities to add to the skills you are developing in your classes. Other options include study abroad, off-campus employment or volunteering in the community. Finally, an internship may be the best way of all to test out a career field and develop marketable skills.

**Career areas related to communication science**

**Writing and Editing**

Writers are responsible for everything from novels to grant applications to news stories to screenplays to instruction manuals to corporate website content. Most writers are employed by a company, but some are self-employed or freelancers. For as many
competent people are working in every industry, a surprising number of them don’t know the difference between a predicate and a prepositional phrase, an apposition and alliteration, a compound sentence and a complex one. Understanding the fundamentals of writing opens the door to being a valued member of any team that needs to create well-written, finely edited content.

Internal Communications
Every company with multiple employees, from international banks to hospitals to non-profits, has a need for a communications specialist. Internal communications managers and specialists ensure the company’s various departments and employees are working together harmoniously and efficiently. Large companies employ entire communications departments responsible for ensuring top-down communication is clear, developing written materials such as newsletters and style guides, and overseeing the workflow of any written content. In a small company, the communications manager and specialist may be the same job.

Public Relations
A public relations specialist, sometimes known as a media or communications specialist, is responsible for a company’s public image. They manipulate public opinion and try to earn credibility and trust for their employer through various means of branding and messaging. Often they are the mediator between their employer and the press, and they write press releases and speeches, give public statements, organize events, and act as a spokesperson. If the company faces any kind of crisis, such as a public scandal, the public relations specialist coordinates media appearances to control and direct the story. In government offices, the public relations specialist is referred to as the public information officer or press secretary.
Publicity
Publicists help individuals like authors, athletes, politicians, celebrities, and others get the media coverage they need to succeed in their field. Communications skills are therefore important, as publicists spend their day talking to the press, arranging appearances on television or radio shows, landing interviews with key journalists, and generally generating excitement and interest around their client’s work or personality. Like public relations specialists, publicists must also spin negative events like scandals to protect their client’s image.

Market research analysis
Market research analysts design questionnaires, polls, and surveys to gauge the effectiveness of existing products, the reach of marketing strategies, or the needs and desires of the consumer base. So these analysts must be proficient in both communications and data analysis. They gather the data, analyse it, and create recommendations for company actions. In so doing, they help their employer increase profits and consumer satisfaction by thinking critically about how the company communicates and allocates resources.

News casting
Broadcast news analysts, news anchors, and radio personalities are responsible for distilling the day’s events into public broadcasts. They must be articulate, charismatic, and compelling. They must also be able to prepare—which means reading, interpreting, and writing—and deliver the day’s news. In breaking news situations, newscasters must think on their feet to relay critical information without bias and with sensitivity to those involved in the situation. Communications majors interested in pursuing news casting should take courses in journalism, which can teach you how to write with a news voice.
and put together news packages. But beware: While rewarding, journalism is a highly stressful and competitive industry.

Advertising
Advertising copywriters write brochures, product packaging, even commercial jingles, while art directors and designers create advertising images. Both assume responsibility for the development of marketing ideas and materials; they make up the creative department of advertising agencies. Other advertising departments are also good places for communications majors—the media department places ads in the places where the right consumers will see them. The account planning department advises and develops ad focus using insight into how consumers make use of marketing communications. The account management department is the liaison between the agency and the client. All of these roles require effective communication skills, and as a unit they make up one of the preeminent careers for communications majors.

Event planning
Almost everyone plans an event at some point—a birthday party, a social gathering, a pie-eating contest, what have you. People skilled at organizing others, remembering details, and leading the realization of an action plan should consider going into event planning. Event planners take care of the logistics, like scouting a location, organizing lodging, and securing food and refreshments, as well as helping to determine the tone and scope of the event. Due to all the people involved in the process of planning an event—clients, vendors, attendees—event planning is a people-oriented, and thus a communicative, profession.
Customer service

Customer service representatives are employed by any company that must cater to consumers, including retailers, airlines, and health care companies. The successful customer service representative is someone with patience and a positive outlook, and who can understand and quickly address customer issues and find solutions while making the customer feel valued. Customer service representatives need a tough skin, as people usually don’t call to tell you how wonderful your product is—they call because there is a problem. The high number of customer service jobs available across all industries makes this an attractive option for communications majors.

Sales

Salespeople, sometimes known as account executives, sales agents, or sales representatives, sell products or services with a focus on building a loyal clientele. It is a highly personal profession, with the best salespeople being the best communicators and networkers. Often they meet with clients face-to-face, though some sales jobs are conducted over the phone or Internet. They need to be aggressive, present a convincing pitch, stay updated on the industry, and handle stress well. Advertising sales is a particularly popular niche for communications majors.

Languages

According to Wikipedia, language is

a dynamic set of visual, auditory, or tactile symbols of communication and the elements used to manipulate them. Language can also refer to the use of such systems as a
Language is considered to be an exclusively human mode of communication; although animals make use of quite sophisticated communicative systems none of these are known to make use of all of the properties that linguists use to define language.

Areas of specialisation in languages

Language training
Learning how to read and write a language. Also includes the sociocultural aspects of a specific language group. Unisa offers tuition in the following languages: English, Afrikaans, Northern Sotho, Shona, Southern Sotho, Swati, Tsonga, Tswana, Venda, Xhosa, Zulu, Russian, Mandarin, German, Hebrew (Classical and Modern), Greek (Ancient), Latin, Arabic, Italian, Spanish, Portuguese and French.

Linguistics
Linguistics, the study of language, tries to answer questions such as what all languages have in common, how languages differ from one another, what varieties occur within a single language, how written and spoken forms of language differ, how children acquire language, why languages change and whether differences among groups in society are reflected in their language.

Theory of literature
Theory of Literature includes an in-depth study of the different literary genres such as poetry, narrative and drama. It provides tools for the analysis, interpretation and evaluation of these forms of literature and it examines the role of the reader in these
processes. Given its interdisciplinary nature, it studies the relationship between literature and such diverse fields as linguistics, ideology, gender, history, politics, psychoanalysis, aesthetics, culture, the arts, media and society.

Why study languages?

Studying languages will not only provide you with language skills, but also with other important skills in terms of the labour market such as critical and analytical thinking and research skills. Individuals with language backgrounds are employed in various positions in business, research organisations, educational settings, publishing companies and financial institutions and in the cultural, entertainment, communications and health care industries. Even if you decide not to pursue a language-related career, you will be equipped with a range of skills that will be useful in any work environment regardless of job title.

What skills are developed through the study of languages?

A major in a language tells a potential employer certain things about the skills and abilities you possess.

Cultural competencies of language majors

- cross-cultural communication
- understanding of cultural differences
- knowledge of culturally specific behaviour, customs and values
- language competence for speaking, writing, reading and listening
• understanding of target culture, history, literature, music and folklore appreciation of diversity
• ability to interact effectively with people of different backgrounds

Analytical skills of language majors
• critical thinking
• analysing and comparing cultures
• creating and clarifying ideas
• gathering and analysing information
• defining and analysing complex problems
• weighing values and assessing needs
• ability to conduct research

Communication skills of language majors
• clear and concise writing
• understanding of audience needs
• ability to persuade/ influence
• listen and clarify well

Practical/ organizational skills of language majors
• oral and written comprehension
• following oral and written instructions
• attention to detail and good observation skills
• generating innovative ideas and solutions
• identifying resources
- evaluating/ assessing processes and products
- ability to work cooperatively and to coordinate work with others
- flexibility in learning and thinking
- ability to take risks
- overcoming obstacles and barriers
- independent thinking

**Careers in languages**

Language skills are in demand and can be used in almost any career, particularly within businesses that trade internationally.

Jobs directly related to your degree include:

- Interpreter
- School teacher
- Translator

Jobs where your degree would be useful include:

- Broadcast journalist
- Diplomatic Services operational officer
- English as a foreign language teacher
- International aid/development worker
- Logistics and distribution manager
- Marketing executive
- Patent examiner
- Sales executive
- Tour manager
Some modern language graduates work on a self-employed basis as interpreters or translators. However, many others choose careers not directly related to their subject but where there is the opportunity to use their language skills, for example working for companies who trade or offer services internationally or to non-English speaking customers and suppliers. This means that language graduates work for a huge variety of employers and sectors.

**Careers in communication science and languages**

When investigating a possible career in communication and languages, it is important to know the possible job titles available in the field and potential types of employers. The discussion in this section describes some of the careers and jobs available linked to the various communication and language-related qualifications offered at Unisa. In this ever-changing economy, there are job titles and descriptions which are not included but which might open up for the communication and languages graduate with the right skills, knowledge and experience. Knowledge of communication can be beneficial to any career. If you enjoy studying communication, but do not plan on pursuing it as a career, consider taking as many communication courses as you can fit into your elective selections.

Here are some career fields and occupations in which communication is important.
Business
It is well recognised that communication plays a vital role in the functioning of any government, business, or industrial organisation. The career options that you may consider would depend on the subjects that you combine with communication science.

Education
A teacher of any subject has to effectively organise and deliver material effectively to students. Communication skills are necessary to facilitate comprehension and understanding no matter whether the subject is maths, science, reading, or English. Great teachers are great communicators.

Government/politics
Communication skills are essential to address the issues that challenge political leaders and our systems of government. Communication is the basis for gaining understanding between people, discussing similarities and differences, and settling disputes. Communication and government/political-related careers include public information officer, speechwriter, press officer, public information officer and elected official.

High technology industries
The link between information technology and communication has become the subject of extensive research by communication specialists. Careers in technology and communication include trainer for communication technologies, systems analyst and technical writer.
Health industry careers
Communication is a key tool that health care providers must use in dealing with clients and patients to prevent illness, diagnose disease, and manage treatment and patient care. It is necessary for developing and maintaining trust between provider and client, their families, and other health care providers. Equally important in health careers is the use of communication to educate and train a population in healthy behaviours such as nutrition, sexual health and family planning. Careers in health and communication include health educator, communication, public relations and marketing careers in the health industry.

International relations and negotiations
International relations and negotiations are communication centred. Understanding the effect of internationalism and how it affects communication is fundamental to dealing with others in the world arena. In an increasingly diverse world economy, essential communication skills are problem solving, speaking, listening, writing, and the ability to analyse information and interact with multiple cultures. Careers in international relations and negotiations include interpreter, translator, student tour coordinator, diplomat, foreign relations officer, host/hostess for foreign dignitaries, and foreign correspondent.

Law
Law is a profession that is essentially about communication. It involves establishing meaning and community through language. With a field so steeped in verbal and nonverbal skill requirements, a background in communication can serve as an effective beginning to a career in law. Communication training, or a degree in communication, can be useful for further studies in law, as well as providing skills for use after legal training. It is also valuable for paralegals and legal secretaries.
Social and human services
The way human services are communicated can affect how people use and evaluate those services. Social workers, counsellors, psychologists and other similar professionals must be effective communicators.

Advertising

Account executive
The account executive acts as a link between clients and the advertising agency. They have overall responsibility for the smooth running of campaigns in their care and deal with the day-to-day turnaround of work, ensuring it is produced on time and on budget and that the client is satisfied with the work. Executives coordinate the activities of the advertising team and administrative staff and will typically handle the accounts of three to four noncompeting clients.

Account planner
Their role is to combine the attitudes and interests of consumers, clients and creative staff to help produce effective advertising. Acting as the voice of the consumer within an agency, planners use research data to identify ideal audiences and optimum methods of communication.

Copywriter
Copywriters gather information about the product or service and potential customers, write advertisements and scripts for TV, film and radio commercials and think up ideas for complete advertising campaigns in all media. Copywriters are also employed to write promotional or informational booklets, sales promotional materials or merchandising campaign materials.
Media buyer and media planner

Media buyers purchase the most appropriate advertising space within a range of media including digital, radio, press, television and the Internet. Media planners enable their clients to maximise the impact of their advertising campaigns through the use of a range of media. Their knowledge of media and communication platforms helps them to identify the most appropriate vehicle for building awareness of a client's brand.

Education

Teacher
Teachers are employed to facilitate the learning of learners in specific areas (subjects) and can be employed by primary or secondary schools (private or government). In order to communicate effectively, knowledge of communication science and languages are recommended.

Lecturer
Lecturers teach at tertiary institutions such as universities, universities of technology and private training institutions. An Honours degree in your field of study is necessary to be employed as a junior lecturer. Complete your doctorate for opportunities in terms of senior lecturer and professor.

Training facilitator
Training facilitators are employed by organisations to train employees in a variety of fields.

ABET facilitator
Adult Basic Education and Training facilitators help adult learners to develop basic skills such as literacy skills.
Foreign language teacher

Foreign language teachers are employed by language schools in most countries to teach English to children and adults. These teachers are usually TEFL (Teaching English as a Foreign Language) or TESOL (Teaching English as a Second Language) trained.

Broadcasting

Announcer (radio) or disc jockey

A radio announcer/disc jockey may develop, create, record and produce special radio programmes. An announcer may introduce recorded music, present news and commercials and comment on matters of local interest and also conduct research to prepare programmes which are relevant and meaningful to the target audience.

Television/film/video producer

Producers are the main players in the television, film and video industries. The initial idea for a project often comes from a producer, who will oversee each project from conception to completion, and may also be involved in the marketing and distribution processes. In theory, the producer deals with all the practical and political aspects of keeping a project running smoothly, so that the director and his team can concentrate on the creative angles.

Program researcher

Researchers collect, verify and prepare information for film, television and radio productions, either working on a wide variety of programmes or within one subject area. The work involves organising, planning and researching everything that will happen during the programme: who will be interviewed; where; will the film crew fit; does the budget stretch? The researcher will contribute ideas, contacts and sources to the process.
Presenter (television)
A television presenter specialises in specific areas of announcing such as children's programmes, news, sports or the weather and should be familiar with the chosen area.

Journalism

Journalist
The journalist gathers factual information on subjects of general public interest and set out to write clear, informative reports for publication. A journalist may specialise in print journalism, broadcast journalism or work in both and may cover a specific field (such as crime, art, finance or the environment) or work on a special assignment. Journalists observe events, conduct interviews and undertake research to get their information.

Content editor/ manager/ writer
Content editors coordinate with content writers and gather content relevant to the different areas of a specific website. Their tasks may include sourcing content, editing it and then publishing it; writing copy for links, article summaries and electronic newsletters and promoting sites. Content writers write content exclusively for websites, e.g. features or benefits of a product, service or an idea. Their tasks may include writing web content for websites or portals from scratch; editing and proofreading content once written; writing product descriptions, and brand support material; checking web pages before publishing online and writing content for websites, including blogs.

Marketing

Events manager
The event organiser plans, sets up and organises events such as seminars, conferences and exhibitions for clients. Your client could be large firms, professional
organisations, small business, educational institutions, clubs, hotels and government. Events organisation combines aspects of marketing and public relations and requires exceptional project management skills.

**Marketing manager/ officer**
A marketing manager promotes and sells a company's products and services to other businesses, merchants and institutions. You will be responsible for recruiting, selecting, appointing and motivating marketing personnel; formation of marketing divisions and the assignment of authority and responsibility for marketing tasks.

**Salesperson/ manager**
The task of the sales manager is to train salespersons, do forecasting and budgeting, organise, recruit, and lead and motivate the sales force; sales compensation, sales territory and the evaluation of sales performance.

**Market researcher**
A market researcher is concerned with the scientific accumulation, analysis and interpretation of marketing information. You will collect, analyse and interpret data to determine the appeal of products or services, study the effectiveness of company advertising and advise management on sales and distribution policies.

**Public Relations**

**Public relations manager/ officer**
Public relations specialists help people and organisations gain public acceptance by building and maintaining a favourable image. This could include issuing press releases, conducting public contact campaigns, planning conferences and fundraising events, preparing stockholder's reports and improving employer/ employee relations. They may work in a variety of areas or in one specific field, for example consulting, community
involvement, employee communication, industrial affairs, media liaison, corporate advertising, videos, speeches, organising of special events and crisis communication.

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**Publishing**

**Commissioning editor**

Their job is to find, develop and match ideas having market potential to appropriate authors. Their key tasks include identifying and assessing the publishing market, developing and supporting projects and authors, and contributing to marketing and sales activities.

**Editor**

Editors in book publishing firms decide if a manuscript has the potential to be a successful publication. Once a manuscript has been approved, an editor would arrange for the copyright and decides on the print, production techniques and promotion. Copy editors in a publishing firm checks through the text carefully, corrects language and factual errors and sometimes does extensive rewriting.

**Proof-reader**

The proofreader compares texts against the original to make sure that the typesetter has followed all instructions correctly and that there are no inadvertent mistakes such as repetition or omitted material.

**Document designer**

Designers provide expert knowledge and guidance on items such as the selection of typefaces to be used, the size of the page and the number of columns of text it will have, the selection and use of illustrations, design of the cover and methods of binding.
Theatre/ performing arts/ dramatic arts

Theatre managers
Theatre managers have responsibility for all the artistic work produced within a theatre and for the management of all parts of the organisation. Typical tasks include financial management of the theatre and for specific productions, recruiting and managing staff from the box office to back stage, marketing and publicity.

Actor
An actor uses speech, make-up, costumes and gestures to portray characters on stage, in films, television and radio productions. An actor may be involved in the following fields of acting: live theatre, film and television, radio production, education, and industrial theatre.

Online social media

Social media manager
You will be responsible for implementing your organisation’s social media strategy, developing brand awareness, generating inbound traffic and encouraging product adoption. You will work with the marketing and public relations teams to achieve this. Typical tasks could include managing social media campaigns, managing organisation’s presence in social networking sites such as Facebook, Twitter and other, measuring the impact of social media programmes and monitoring trends in social media tools. You should be skilled in the following: project management, social media platforms and how they are used in organisations, written and oral communication, blogging programmes and teamwork.

Online community manager
You will manage communities related to your organisation in social networking sites such as Twitter, Facebook and others. This would include communication with users in
these environments, ensuring that your company’s community portal is up to date and functional, encouraging users to participate, reporting trends to marketing team, engaging in online conversations with users and answering questions. Your skills would include reading and writing skills, diplomacy, interpersonal skills, project management and organisational skills, building and maintaining relationships and good technical understanding and the ability to learn new tools quickly.

**Translator**

Translation is a highly flexible career. Among the perks are the opportunity to work at home, freelance, part or full-time, or in an office should you wish. Many translators specialise in a particular field, for example legal translation, technical translation or medical translation, which ensures a steady flow of well-paid work. Other translators prefer working in a variety of industries to keep the working day more diverse. Translation agencies often work with various freelance translators.

**Interpreter**

Interpreters take words spoken in one language and translate them into another. When this is done in real time, it is called simultaneous interpreting. When the interpreter waits for the speaker to stop before translating, it is known as consecutive interpreting. Interpreting is a highly skilled job, as it is important to quickly express not only the words, but the emotions intended. In some very multilingual situations, speech may first be interpreted into a lingua franca like English and from that language into other language. Work for interpreters can be found in international organisations, private business, the military, health services, the courts or other public services.
Fields where speaking another language is a big advantage

There are many areas where language skills are an enormous advantage.

Tourism/Hospitality
Dealing with people from other cultures requires not only language skills but cultural understanding, which in turn requires authentic exposure to a culture. Learning a language in immersion abroad is the most effective and enjoyable ways to achieve this.

Diplomacy / international organisations
Saying a great deal in few words, or saying nothing in many words, is an art. If you are representing your country or an organisation, one of the most important ways you can do this is to speak to people in their own language.

Journalism
If you have ambitions to work as a foreign correspondent, you will benefit hugely from the ability to speak with people in their own languages. Being able to read the foreign press also gives you the opportunity to get international stories first and in more depth.

Retail/Trade
Whether working as a buyer or selling to an international clientele, your language and cultural skills allow you to make that essential human connection. On a technical level, the ability to speak a foreign language is important in any industry where goods or services move across international borders.
Identify opportunities with career research

How do you identify opportunities?

Labour market information can help you when you search for work, plan your career or explore self-employment opportunities. It is essential information to have if you want to make informed career decisions and/or search for a job. It can tell you how industries and occupations are changing; what skills are needed; and the working conditions for specific jobs and industries.

There are many factors that influence the availability of jobs such as the impact of globalisation (local companies having to compete on the global market) and technology (use of computers and the availability of information electronically) on the international and national labour market. This means that you need to do continuous research as circumstances change constantly. Also, you will need to be creative in finding labour market information – all the information that you need is not stored in one place.

Your career research will connect you to others who will help you to:

- answer questions you have with relation to your career choice;
- expand your understanding of the opportunities related to your career vision;
- identify “hidden” career paths that you did not think of previously; and
- think about how you could plan to pursue specific opportunities.
Prepare

Think about what you still need to find out: what questions do you have? You will use these questions as a starting point to structure your research. Examples of questions include: “What can I do with a major in...”, “How much do language practitioners earn?” or “What must I study to be ..?”

Keep track of information

Keep track of your research by making notes about what you learn and what you still need to find out. Use online services or apps such as Evernote (http://www.evernote.com) or Diigo (http://www.diigo.com) to keep track of your research online.

Evaluate

Evaluate the information that you are finding: Who wrote the information (person/organisation)? Which country does the information relate to? When was the information last updated? After you have visited a number of websites, you could compare your notes about the information you found – what are the similarities and differences? What else do you need to find out?
Further ways to do career research

1 Online search

Use a search engine such as Google to search for information related to your questions. For example, you need to find out about career opportunities related to communication science. You could start with using keywords such as “careers in communication”, and then to further contextualise your findings, you could search keywords such as “careers in communication Africa” and “careers in communication South Africa”. Scan the brief descriptions of the first ten results and decide which website you would want to explore first. Skim read through the information on the website (start with the headings) to get an understanding of the content of the page and to find information related to your question. Also check whether there are links to other websites that you could further explore. As you are reading, make a summary of the information. You could use the information you find to make lists of job titles related to your field of study, organisations that employ individuals in these fields and professional organisations.

Remember to bookmark pages that you would want to return to and make notes about what you find and what you would still like to find out about.

Activity

Use Google to find specific job titles related to the field(s) of study you wish to explore. The following are some example search terms you could consider: “job titles languages”; and “job titles languages south africa”.
<table>
<thead>
<tr>
<th>Job title</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong></td>
<td></td>
</tr>
<tr>
<td>Public relations practitioner</td>
<td>Quintcareers.com</td>
</tr>
</tbody>
</table>

2 Occupational information websites

The following websites will help you to learn more about specific job titles:

<table>
<thead>
<tr>
<th>Website</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unisa Counselling &amp; Career Development</td>
<td>This website provides more information about opportunities related to qualifications at Unisa.</td>
</tr>
<tr>
<td>Kheta (from SAQA)</td>
<td>Search for information about any of the specific job titles you identified during your Google search and in this brochure. The website also provides information about occupations that have been identified as in high demand, and green occupations.</td>
</tr>
</tbody>
</table>
### Website Description

<table>
<thead>
<tr>
<th>Website</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Planet</td>
<td>Learn more about career areas such as IT, tourism, engineering and more. The website also contains information about learnerships and student finance</td>
</tr>
<tr>
<td>O*Net</td>
<td>Explore job titles related to different categories such as your interests, skills, values, typical work activities, and more. You could also browse through groups of occupations related to specific industries or economic sectors.</td>
</tr>
<tr>
<td>Prospects</td>
<td>Explore different job titles related to job sectors, as well as what you could do with your major subject.</td>
</tr>
</tbody>
</table>

The following South African websites can provide you with a further understanding of the scope of communication science and languages:

- Bizcommunity.com ([http://www.bizcommunity.com](http://www.bizcommunity.com)). This site contains sections on Marketing, Sales, Advertising, Eventing in South Africa. Browse through the information to get the latest news, and view jobs and companies in these and other fields.
website (http://www.mappp-seta.co.za/inner.aspx?section=6&page=22) contains links to further career resources for individuals interested in this field.

3 Job-search portals

Job search portals are useful in terms of researching specific job titles linked to different career fields and industries. Finding job advertisements that interest you is a worthwhile activity, even if you are not currently applying for jobs. You may not yet be eligible to apply for your dream job, but you can still gain a lot of information that can be applied to your career planning. For example, you are interested in public relations, editing, and translating but you are not sure which specific job titles are linked to this field; or you want to know what kind of qualifications and skills are needed to be a psychologist at a hospital.

You can use this information to make career goals, and think strategically about how you can develop experiences that will help you meet more of the selection criteria in the future.

Job search sites include

- PNet (http://www.pnet.co.za)
- Careerjuction (http://www.careerjuction.co.za)
- Careers24 (http://www.careers24.com/)
- Indeed (http://www.indeed.co.za)
4 LinkedIn

If you have not done so already, start building your network on LinkedIn ([http://www.linkedin.com](http://www.linkedin.com)) today!

Register for a free account and start connecting with your network online. Join groups relevant to your career field so that you could participate in discussions, ask questions and provide answers about specific topics and search for people, organisations and jobs in your field of interest. Do research about companies and employees to help you identify opportunities. To learn more about using LinkedIn effectively, go to [http://bit.ly/2gyOAzS](http://bit.ly/2gyOAzS).

Activity

1. Go to [www.linkedin.com](http://www.linkedin.com) and sign in to your LinkedIn account. If you do not have an account yet, then create one.

2. Make sure that you have captured your current or previous studies at Unisa on your LinkedIn profile.

3. Once you are signed in, hover over “My network” and then click on “Find alumni”.

4. You will now be presented with a page with Headings and graphs beneath the headings (e.g. Where they live, Where they work, What they do). Click on the arrow to the right and then on the search icon next to the What they studied heading.

5. Type in a field of study you are interested in, e.g. communication science, languages, public relations, and marketing.

6. You will notice that the graphs adjust. You have now filtered the information to contain information about Unisa graduates who work in the field you searched for.
7. You can now see how many graduates in these fields are on LinkedIn, where they work, what they’re skilled at, etc.

5 Talk to others (informational interviewing)
Once you have done some research about specific options, your next step is to talk to individuals in the type of job/industry that you are interested in. The goal of these conversations is to explore your career options, to expand your network, to build confidence, to access information and to identify your own strengths and areas of development. For example, you read an article of an interview with the owner of a new public relations agency and you feel curious about the person’s career. You could contact him or her to ask if they would be willing to share how they went about identifying an area of specialisation. Before you interview someone, do research about what you would want to discuss with them – you could ask this person to “fill in the gaps” for you. Start with people you already know: friends, family, neighbours, colleagues, lecturers, tutors and fellow students. Use online social networks such as LinkedIn to further identify potential people. For more information on how to go about this and suggestions for questions that you might want to ask, http://bit.ly/2riGpQq. Also, watch this video to learn more: The Dos and Don’ts of Informational Interviews: http://youtu.be/ixbhtm8l0sI.

Remember to keep track of the information you have gathered and how you make sense of this. Also, track the questions you still have and how you think you would be able to get answers to these questions.

6 Attend a careers fair event
Attending a careers fair event gives you the opportunity to speak to people from different industries. You may be studying a qualification that does not seem to have a direct link to the exhibitors or the presenters, but they have one thing in common: they
employ people, who work in organisations, who do business with all kinds of suppliers and services. Somewhere in this value chain your qualification will find a place to fit – either as a customer or as an employer or employee.

The annual Unisa Careers Fair usually takes place in July and August at various venues. Go to http://www.unisa.ac.za/counselling for more information.

7 Experience studying topics related to your field of interest

Explore what communication science and languages are by watching and listening to on-line lectures and reading free open textbooks on a variety of topics related to data science. These resources will enhance your understanding of the various opportunities related to this field.

Search for life science-related courses and open textbooks on these sites:

- Khan Academy (https://www.khanacademy.org/)
- Coursera.org (http://www.coursera.org/)
- Udemy (http://www.udemy.com/)
- Saylor Academy (http://www.saylor.org/books/)
- Open Textbook Library (http://open.umn.edu/opentextbooks/)
- College Open Textbooks (http://www.collegeopentextbooks.org/textbook-listings/textbooks-by-subject/)
- MIT OpenCourseware (http://ocw.mit.edu/index.htm)
- Open Culture (http://www.openculture.com/freeonlinecourses)
- iTunes university (http://www.apple.com/education/itunes-u/)
- YouTube education (http://www.youtube.com/education?b=400)
8 Join a professional organisation

Professional organisations can be a very effective way of finding information related to your field of study and many offer networking opportunities such as meetings, training, and conferences to help professionals in a particular field connect to each other. The following professional organisations are related to communication science and languages:

- Public Relations Institute of Southern Africa
- SACOMM
- SACIA
- South African Applied Linguistics Association
- South African Translator’s Institute
- African Language Association of Southern Africa
- South African Association for Language Teaching

Qualifications offered by Unisa

Visit the Unisa website at http://www.unisa.ac.za/qualifications for more information about these qualifications.

Undergraduate Qualifications

- National Diploma: Public Relations Management
• Bachelor of Arts (General) – with Communication Science, Linguistics, Theory of Literature, and/or a language (or languages) as a major
• Bachelor of Arts (Human and Social Studies) Public Administration and Communication Facilitation
• Bachelor of Arts in Communication Sciences
• Bachelor of Arts in Creative Writing

Note: It is important to note that if you do not meet admission requirements for the undergraduate qualification in the College of Human Sciences then you will need to explore the option of applying for a Higher Certificate. Completing a relevant Higher Certificate programme will enable you to meet the requirements for a degree.

Postgraduate Qualifications

Honours degrees
• Bachelor of Arts Honours in African Languages
• Bachelor of Arts Honours in Afrikaans Language Stream
• Bachelor of Arts Honours in Afrikaans Literature Stream
• Bachelor of Arts Honours in Applied Linguistics
• Bachelor of Arts Honours in Arabic
• Bachelor of Arts Honours in English Studies
• Bachelor of Arts Honours in Integrated Organisational Communication
• Bachelor of Arts Honours in Linguistics
• Bachelor of Arts Honours in Media Studies
• Bachelor of Arts Honours in Modern European Languages and Literature
• Bachelor of Arts Honours in Theory of Literature
• Bachelor of Arts Honours in Translation Studies
Master’s and Doctoral degrees

- Master of Arts in African Languages (Full Dissertation)
- Master of Arts in Afrikaans (Full Dissertation)
- Master of Arts in Applied Linguistics (Full Dissertation)
- Master of Arts in Arabic (Full Dissertation)
- Master of Arts in Communication Science (Full Dissertation)
- Master of Arts in English Studies (Full Dissertation)
- Master of Arts in French (Full Dissertation)
- Master of Arts in Italian (Full Dissertation)
- Master of Arts in Linguistics (Translation Studies)
- Master of Arts in Linguistics General
- Master of Arts in Portuguese (Full Dissertation)
- Master of Arts in Romance Languages
- Master of Arts in Sociolinguistics (Full Dissertation)
- Master of Arts in Teaching English to Speakers of Other Languages (Full Dissertation)
- Master of Arts in Theory of Literature (Full Dissertation)
- Doctor of Philosophy in Communication
- Doctor of Philosophy in Languages, Linguistics and Literature
- Doctor of Philosophy in Languages, Linguistics and Literature (African Languages)
- Doctor of Philosophy in Languages, Linguistics and Literature (Afrikaans)
- Doctor of Philosophy in Languages, Linguistics and Literature (Arabic)
- Doctor of Philosophy in Languages, Linguistics and Literature (English)
- Doctor of Philosophy in Languages, Linguistics and Literature (French)
- Doctor of Philosophy in Languages, Linguistics and Literature (German)
- Doctor of Philosophy in Languages, Linguistics and Literature (Italian)
- Doctor of Philosophy in Languages, Linguistics and Literature (Portuguese)
• Doctor of Philosophy in Languages, Linguistics and Literature (Semitic Languages)
• Doctor of Philosophy in Languages, Linguistics and Literature (Theory of Literature)
• Doctor of Philosophy in Languages, Linguistics and Literature (Translation Studies)

Short learning Programmes (SLPs)

Unisa offers a number of SLPs that people could look at completing. It is important to remember that a SLP is not a formal qualification and will not allow you to qualify for a formal qualification.

Centre for Applied Information and Communication
The Centre offers short learning programmes and workshops for a range of topics including archival studies, child and youth librarianship, community journalism, and building stakeholder relationship. Read more about these programmes here: http://bit.ly/2tYYuFL.

Povey Centre for the Study of English in Southern Africa
This centre focuses on creative writing, intensive English for foreign speakers, English for academic research, English for speechwriting, and Teaching English as a Foreign Language to Adults. Read more about these programmes here: http://brochure.unisa.ac.za/slp/showlist.aspx?d=d_738.
Centre for Pan African Languages and Cultural Development
This centre offers programmes related to basic communication skills in all South African languages, court interpreting, and cultural policy and management. More information about these programme is available here:

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Counselling and career development services at Unisa

The Unisa Directorate for Counselling and Career Development offers career-, academic- and personal counselling services to Unisa students and the broader community. You can talk to a counsellor about:

- **Career decisions.** I am not sure which career path to follow; I don't know which qualification would be best; I want to change my career direction…
- **Career information.** How can I find out more about a career in …
- **Employability.** How do I market myself to employers? How can I look for work? How can I compile an effective CV? How do I go about networking with others? How do I put together my career portfolio? How can I meet potential employers? How can I improve my interview skills?)
- **My studies at Unisa.** How can I get started with my studies? How do I plan my studies? How can I study more effectively? I don 't feel motivated to continue with my studies… I feel worried about preparing for/ writing the exams. I failed my exams – what now? I need to improve my reading/ writing/ numeracy skills
- **Personal issues.** How can I have better relationships with others? How can I cope more effectively with issues that impact on my studies?

Visit our website at [http://www.unisa.ac.za/counselling](http://www.unisa.ac.za/counselling) to access many self-help resources, or talk to a counsellor by e-mail to counselling@unisa.ac.za.