

Define: Communication

Communication isn't a simple concept, there are many different levels and forms. The basic concept of communication is the process of one (the sender) transferring a message, idea, or feeling- orally or physically, implied, or unintentional- that is received by the other party, and interpreted to understand and respond.

Communication is anyway to interact with someone else. Humans communicate orally in various languages, by movements and motions, by writing, music, advertisements, etc. Anyway one delivers a message to another is communication. Through decades, cultural norms were created

Relating communication to advertising; communication is how the advertiser sends their message. That includes the channel (radio, TV, paper etc.) their voice, and credibility. Communication is important in business, To maintain strong successful client-relationships is vital. Great communication skills are being able to adapt to diverse people and situations professionally, remaining positive and welcoming forming relationships and maintaining them by following up with said clients or other businesses.

The value of graduation from an "umbrella" communication department?

Why YOU are a positive representative of PSU's communication department?

I think we, as PSU Comm majors, have the upperhand. Learning under an umbrella department, we are all integrated with one another, whether our emphasis areas are the same or not. My emphasis is advertising but I have some experience in PR and broadcasting, etc. because the synergy of the professors and courses have prepared me. Which makes me very well rounded while entering the "real world." Every job has multiple responsibilities, and work with other departments to make the company a whole. Coming from PSU's Communication Department, I have an advantage in understanding these concepts and am knowledgeable of what it takes for all departments of communication to work together successfully. I have acquired the knowledge and skill to not only represent myself positively, but the PSU Comm dept as well. My professors and fellow student at PSU are very encouraging and always push me to do my best. PSU has taught me the importance of what we really do and how big of a difference we can make if we set our minds to it.

The value to society that is provided by a communication graduate?

In today's society millennials are considered lazy and careless about pretty much everything, but as a graduating millennial I beg to differ. Myself, along with my classmates and all other students across this country prove by graduating that we do care.

I will be very valuable to society and I can make a difference not only in the workplace. Communication students are hungry to figure out the why? Why do people do what they do? Why do certain advertisements resonate with consumers? Why are people worried about X and not Y? With communication comes research and understanding.

Technology is taking over the world and most communication is digital instead of physical, and it is affecting the physical communication that's left. As a communication student, I have learned how to study groups of people and analyze marketing strategies, while learning how to evaluate the best channels and mediums. I understand the value of professional relationships and the skills to interact with others effectively and work efficiently.