

Communication Degree and Professional Future

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### Abstract

This capstone project aims at explaining the communication prospects, and other vital aspects of the communication degree and career life. The proceeding parts of this project emphasize on demonstrating the four departmental cornerstones that include democracy, diversity, technology and globalization, and how they have been instrumental to me, towards becoming a responsible social employee. The same gets done by incorporating personal experiences, and explanation of the volunteering project that I carried out at the Winter Baptists Church. Lastly, I will provide insights and in-depth understanding interpersonal communication. I will also explain aspects of globalization which I encountered during my volunteering program, mentioned at the beginning. Besides offering some necessary help to people in the society, most of them who were from disadvantaged backgrounds, I was able to reach many people from different parts of the globe, through a program initiated by my employer. The skills that I have gained since my admission in college are constructive in my daily businesses.

### Introduction

Since am a final year student with communication majors, I have set some strategies whose primary aim to guide my entire professional life, and facilitate the achievement of my goals and objectives. A degree in communication, as I have come to realize needs a lot of input, in and out of school, for one to be successful professionally. As such, this field requires one to have practical communication skills, since communicating with the audience is one of the essential fundamentals aspects of the same. It also involves strengthening relationships, as well as developing ideas on other issues related to communication. On the other hand, this degree needs effective networking, and reaching out many people across the world. To achieve some of this prospects, I have enhanced some opportunities that I think are fundamental towards the same. Below are the explanations on the same

On the same note, I have both long-term and short-term goals. The difference between the two solely lies on the time factor. Whereas I intend to achieve short-term goals shortly after my graduation, they will lay a basis for the achievement of long-term goals. Therefore, long-term goals are unachievable without the substantial progress of the short-term goals. To achieve some of the short-term goals explained in the preceding parts of this capstone project I volunteered to work at Faith Baptist Church in San Jose, Cali. This involved volunteering for close to forty-eight hours during the semester helped the homeless with providing food, finding temporary shelter for the homeless, providing food, cleaning up the place and coordinating some aspects under the church program, which facilitated the achievement of the mentioned activities. Experiences learned from this project are of great importance as far as success in this career is concerned.

Earning a degree certificate is my first goal, and the end of this semester will achieve this. Such was the primary short-term objective and is a requirement in any academic field across the

United States of America. Many organizations, before offering a job placement require this certificate. Furthermore, it's essential in facilitating the venturing into other academic prospects, later in the career life. Such is vital because it helps one to improve skills and make one more valuable.

Creating a website is my second short-term objective. A personal website offers many connectivity options and hence reaching many people across the world for business, or other purposes is easy. Also, scholars claim that any career needs effective networking for its prosperity and if the same lacks, the prospects associated with the same are bound to fail or malfunction. Therefore, one cannot achieve career goals with ineffective communication. The communication degree provided me with several aspects that aid website development and maintenance and hence this won't be complicated. In this aspect, a website will merely aid my long-term objective of networking.

Besides, I also intend to secure a job in one of the leading media houses across the United States of America. Such will genuinely act as a stepping stone, through which I shall achieve other future and long-term career goals. It shall make me understand the prospects of the communication industry, in an in-depth mechanism, in addition to what I learned during my internship period. Furthermore, this objective is quite significant since it allows one to meet established professionals in this field and learn from them due process. It is an additional instinct to the networking objective. My communication studies have played a significant role towards this because the degree earned at the end will facilitate this. It becomes very difficult, or nearly impossible for an individual to secure a job in the media house without a well-graded degree certificate, and from a renowned institution across the world.

Other than the goals mentioned above, it is also my objective to become well-known expertise in the communication field. On the same note, I intend to become an influencer, and one of the few people that set trends in the communication field. However, at times this appears to be a complicated process that requires a lot of input. Although it seems to be difficult, the communication degree has proved to be significant towards the same. In addition to some of the skills that I achieved while at the internship, are all relevant towards the achievement of this objective. For example, to make this objective, one has to efficiently network; one needs effective networking, other than having a famous brand line. Details of achievement of this have been described before, i.e., having a personal website will enhance effective networking and building of an own brand.

On the other hand, I also intend to open a communication and media company in the Downtown Street, San Jose. Such has been one of my long-term goals, and my communication degree has played a significant role towards the achievement of this. The communication degree offers relevant management prospects that are essential in the management of such a company. However, I intend to further my studies on the management aspect of effective control of the same.

#### Four Department Cornerstones

This section gives an in-depth explanation of how the departmental cornerstones have shaped my perspectives, in regards to community engagement, ethics, and social responsibility. The four corporate foundations include democracy, diversity, technology, and globalization. Below is a detailed explanation of these important aspects.

## Democracy

Different definitions of the same are available, depending on the area of applicability. In a broader perspective, freedom is the control of an organization or group or a country by the majority of members, where representatives are elected. The same aligns with the department of communication's democracy cornerstone. According to it, democracy is an essential aspect that provides an adequate balance of an individual's freedom and other relates social, political issues. Therefore, to achieve equality, dialogue, argument, and persuasion between individuals have to be enhanced (McChesney, 2015).

Democracy is one of the social aspects that scholars and many people in the society have advocated. A democratic community is advantageous on many issues. For example, human rights and freedoms, which offer prosperity opportunities get upheld by democratic practices. As such, a society that embraces democracy is characterized by various aspects, which every individual finds most meaningful to him/her. For example, in such a society, someone will choose a religion that best suits him, choose a spouse and education most meaningful to him and even listen to the kind of music that best interests the person. Also, with democracy, one can freely move around, without seeking for permission for the same. Therefore, Democracy incorporates some rights and freedoms that mostly impact the society.

As previous researchers indicate, communication studies, and their related career fields such as the media, play an essential role in the shaping of democracy in the society. For instance, the mass media is critical to ensuring the quality of justice in the community. As such, modern societies cannot efficiently perform without the input of mass communication, which incorporates radio, television, newspapers and the internet.

In many instances, the mass media has been said to be overly aggressive in matters concerning governance, and their role as the society's watchdog. It is through this aspect that democracy is either promoted or hindered. The media has a capacity and sufficient grounds of holding governmental administrations accountable for their decisions since such decisions affect people to a greater extent. Many societies in the world, including America, use the press and other media channels to have their views presented. With such privileges, different opinions in the community are given for debate and discussion, aiding an active democratic society.

The above-explained cornerstone has proved to be useful towards shaping me in a socially responsible way in the society. One of the most fundamental aspects that the base emphasizes, which I found to be most relevant is the respect of other people's decisions, opinions, their freedoms and political elements. This aids better understanding and productive coexistence in the society. Therefore, when given a chance to represent the culture in a media and communication environment, I shall apply the discussed prospects; serve the community in a more enhancing mannerism, respecting everyone's rights, expressions, and other social aspects.

### Diversity

This departmental cornerstone aims at exploring various aspects of communication in the promotion and shaping of beliefs, perceptions, and cultures inhabited by different people in the society. Over time, diversity is one of the numerous aspects that have impacted societal lives in America. In this essence, different people, depending on their backgrounds have different cultures, religions, practices, among other aspects, which at times make integration completely difficult. In such scenarios, achievement of peace and coexistence in the society is purely complex (Healey, 2013).

Other than the aspects as mentioned earlier, some scholars also argue that diversity involves insights and approaches to problems since the same has been evolving. As previous research indicates, embracing diversity in any organizational setting provides some advantageous stances, and hence should be incorporated. However, some regulatory challenges have made the achievement of this prospect quite challenging. The same applies to the American society, where the increased number of immigrants has led to the introduction of different cultures.

The aspects of diversity, as explained in the above scenario played a significant role towards one of my projects this semester. My project incorporated a volunteering program, where I worked at the Winter Faith Church for forty-eight hours, as a volunteer. Activities involved in the same included helping the homeless by providing food, shelter, and clothing. Also, it required cleaning up the place and interviewing some of the needy persons on the prospects that led to their current situations. Lastly, the project incorporated the coordination of activities, which would ensure that achievements, as set by the church, are achieved.

At the workstation, I met people from different diversities either as fellow workers or under the program of aid. It was striking that working with people from different diversities led to the discovery of various brilliant ideas that facilitated practical problem-solving. By exploring different thoughts, beliefs and lifestyles as presented by people from those cultures, and in an open mind, some creativity was achieved, which enhanced the latter. From the mentioned experiences, it is evident that having a proper and adequate diverse population in the society and the workplace is essential and encouraged.

Technology



Technology is the third departmental cornerstone that is provided by the San Jose University. Technology has become part of today's life and hence affects the society either directly or indirectly. As compared to the past, technology users have increased, attributed to its evolution, which saw the development of portable computers, smartphones, Tablets, among other vital devices.

Such evolution of technology, as described in the above aspects, has brought new prospects in the communication sector, whereby technology mediates communication. As research indicates, there are various social and psychological impacts, and implications in any computer rendered technique, especially after continued use of the same, which leads to overdependence.

For instance, such mediated communication eliminates the use of physical and social cues and as such, one cannot hear, feel, or see the other communicating party. Additionally, there is an absence of regulating feedback, hence causing coordination problems. Besides, the mediated communication eradicates face to face communication, and thus essential aspects such as observing facial expressions and gestures is unachievable. Prior research indicates that some of the problems associated with the same include longer times needed to reach decisions, perform tasks or arrive at a consensus. At times, such communication gets disrupted by the communication failure.

However, other researchers indicate positive attributes associated with the same. For example, many people have met and interacted online, which later results in marriages or long-term business engagements. Therefore, from the above experiences and explanations, it is evident that technology is an essential tool although its application in communication and related aspects should be balanced. On the other hand, to promote societal values and for the benefit of the community, we should use technology in a way that does not offend others.

### Globalization

In a broader perspective, globalization the process by which people, organizations, and business across the world become interconnected. This cornerstone emphasizes at recognizing the integration, fragmentation, and conflict from the same perspective. As research indicates, globalization has become one of the leading factors which have an influence on the society, and therefore, to become socially responsible, several aspects associated with the same need to be keenly considered.

Globalization, depending on the operating environment and other aspects, possess a significant influence on the culture and other standard social practices. On the same note, globalization leads to increased cultural understanding, which is a considerable prospect towards achieving societal well-being (Singer, 2004). Communication, especially the internet, plays a vital role towards globalization. Since its creation, individuals from different parts of the globe have had a chance to interconnect, facilitating cultural understanding across the world.

Other than learning on the common challenges faced by people around the globe, I had a chance to explore various cultural aspects in the world, especially throughout developing countries in Asia and Africa.

Through the same, I learned that for an individual to realize aspects of the community in a compelling ethical perspective, and for the benefit of the people in a given area, there is need to balance between the universal societal objectives with global challenges. As the world becomes more interconnected the role of individuals, especially leaders, in managing global teams is becoming increasingly important, and required. Therefore, one must be able and willing to operate

and navigate through different cultural backgrounds. It requires being aware of different people's attitudes, beliefs, and behaviors.

#### Interpersonal Communication.

When different individuals transfer or interchange information, this is called interpersonal communication. In this instance, one or more people may be involved. Other scholars describe interpersonal skills as the sending and receiving of data, comprising two or more people (Trenholm, 2008). Therefore, interpersonal skills required in changing situations and must incorporate more than one people. This type of communication also mechanisms facilitating communication and the intended goal of communication.

On the same note, scholars argue that interpersonal communication incorporates more than what is said; Content of the communicated content and non-verbal aspects of the disclosure are considered. Therefore, as explained in the above prospects, interpersonal communication requires a sender, receiver, and medium for transmission. Other important aspects of the same include encoding and decoding of information, interference, and feedback. They are as explained below.

#### The Sender

In communication, the sender is someone who initiates a message, and in other terms, is referred as the communicator or the source of transmission. In many instances, the sender can be a speaker or someone gesturing. The sender plays a significant role towards the facilitation of communication. According to the communication and speech theory, the reputation of the sender is critical as it provides credibility and validation of his/her statements and speech. Furthermore, the attractiveness and friendliness of the sender play an essential role in the way the receiver will interpret the information.

### The Receiver

The receiver, in this cycle, receives the messages as sent by the sender. The receiver can be a listener, an observer or a reader. The news or information shipped must be received in mannerism as intended by the receiver, for communication to be deemed successful (Knapp et al., 2015). Also, understanding and accepting the message are some of the essential procedural mechanisms that enhance communication.

### Decoding and Encoding of the Message

These are amongst the most critical processes that facilitate interpersonal communication. Encoding is the process by which an abstract idea gets transformed into a communicable signal. This process is carried out by the sender, and it's done using words, image representations, symbols, and sounds. The mentioned prospects are directed to the sender. Besides, the process whereby information sent to the receiver gets interpreted is called decoding. The receiver usually does encryption.

### Feedback/ Response

The above refers to the response of the receiver. It incorporates the message that he sends back to the receiver. Through the feedback, the sender can determine if the message is accurately received and aspects surrounding its interpretation. In some aspects, the feedback can include intentional and unintentional messages. The feedback is an acknowledgment that the message sent over to the sender was received.

### Channel and Noise

Channel refers to the physical mechanisms through which a message gets relayed from one person to another. For example, in the face to face mechanism of communication, channels that facilitate the same are speech and vision. On the other hand, distortion refers to anything that compromises the message and therefore the receiver does not receive what was relayed by the sender.

### Theories of Interpersonal Communication

These refer to several arguments, proposed by renowned scholars in the communication field, trying to support facts about interpersonal communication. There are several theories of interpersonal communication, although three of them are majorly studied. They include the social penetration theory, the expectancy violations and the uncertainty reduction theory of interpersonal communication. The social penetration theory, in this aspect, refers to the study of how people get close, as interactions and exchanges increase to be more meaningful. According to this theory, closeness is achieved efficiently when the involved parties get to know each other deeper.

According to the founders of this theory, different stages get enhanced during the process of self-disclosure. The first stage, according to them is referred to the orientation stage and involves small talks and first impressions. In this stage, the communicators become acquainted by sharing which is not intimate, about themselves. The second stage in this theory is the exploratory affective stage, communicating parties or people know more about each other. The latter includes their personal opinions regarding common societal interests such as sports and politics. The third stage, the emotional phase involves disclosing of personal and private matters, and communicators feel free to argue and criticize each other. The stable step is the fourth stage, and communicators share

their relationship information comfortably. On the same note, they can predict diverse reactions to various types of information. The last step is the penetration stage, which occurs when the communicators perceive the cost of self-discourse and might withdraw from it, ending the relationship.

The second interpersonal communication theory the expectancy violations theory. This theory studies and establishes the personal boundaries in a physical and emotional mannerism. This theory takes into consideration our expectations about how other people, in the surrounding respect or infringe their spaces. With this type of argument, there are two types of expectancies, including the predictive and perspective likelihoods. On the other hand, the third theory in this perspective is the uncertainty reduction, whereby new relationships and associations define new uncertainties, which can be reduced by communication. The mentioned theories are useful towards the realization of the aspects that facilitate effective communication.

#### The relevance of Interpersonal Communication skills

The above-mentioned field plays a significant role in any social setting across the world. Interpersonal communication is important because they enhance effective communication in all perspectives where it is applied. Through interpersonal skills, people exchange, ideas, skills, and information, facilitating the performance of duties. Also, it keeps the feedback loop open and enhances transparency in the society.

#### Conclusion

From the above prospects, some career objectives are essential and useful in facilitating the achievement of career life. Such intentions act as a blueprint in ensuring the success of the same in later stages of life. Without them, having successful career life not only becomes complex

to achieve but also unsuccessful in some aspects. Furthermore, the mentioned departmental cornerstones provide a useful mannerism of shaping us to be socially responsible employees and members of the society. A keen analysis of the corporate bases, as explained in some stages above, reveal that they are some of the aspects that impact the community either directly or indirectly. Lastly, interpersonal skills play a significant role towards the achievement of societal and organizational goals. Therefore, practical completion of the same is required, to have an excellent social environment.

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