

Rogers State University

CONCEPT PAPER

Communication Major, Graphic Design Minor

Project Title: Course Concept Paper

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This essay is my attempt to review my program of study. This entails an examination of the courses I have taken within the communication program and identifying one significant concept from five different classes (Total of five concepts). This explains why these concepts will assist me as I pursue my post-graduation career or educational pursuits.

In the corporate communications degree program I have found that I have learned valuable skills in each class that has prepared me for the workforce. Some classes have stood out more than others have due to the option of corporate communication I have chosen, due to the fact that I want to go into the public relations field. These concepts I have practiced well and perfected so that I will be able to begin the workforce with little or no problem.

One significant class I have taken has been writing for the media. In this class I learned how to write for the media, not just one medium, but several. I learned how to write for print and the web. Although both types of writing have their differences, they share the same style, the Associated Press style, or AP style. Throughout your academic career you learn to write in several different styles such as MLA, APA, or Chicago. When going into a field such as public relations where you will write for the media, you must learn AP style. AP style has a lot of different variances in the way things are formatted. Going into my internship at the Public Relations Department at RSU, I found that you not only need to know AP style, you need to be an expert in it. There are a lot of differences in AP styles, which is why they have an AP Style Book. I invested in one of these upon taking the class and it is like a bible for people going into the public relations field. This class prepared me to use AP style writing with several exercises testing these styles. This will help me when I enter my career by allowing my to use my skills of proper AP style in writing my press releases or other writing projects for work. It will save my supervisor's time and myself by being able to have the correct format the first time.

Another significant class I have taken in my major has been corporate media production. In this class I learned how to produce a number of different promotional material. The number one concept that I gained the most from was shooting and editing a television and radio commercial. Before taking this class I was able to think of an idea for a commercial but was not aware how to produce it. I learned how to write the script, operate a professional camera, edit on Adobe Final Cut Pro, and burn the commercial to a DVD. The use of these skills will translate to the workforce when promoting a client. The skills will aid me in not only thinking of the idea for a commercial but also producing it. When I move into the workforce I will be able to demonstrate these skills, which will allow me to be more marketable to my future employers since I will be able to produce these as well as coming up with the ideas.

Video Production gave me additional knowledge to produce promotional material. I got a more in-depth hands on experience in shooting and editing. Shooting a video might seem like a walk in the park but learning additional skills is important. There were things I did not think of that make a video production seem flawless. I learned such skills as lighting and the 360 rule. I think the 360 rule is a concept that I took as a rule you never break. It's something that is simple yet if you mess it up and cross the line, it makes your video look unprofessional. This will aid me further in creating flawless videos for my clients. With this additional knowledge I will be able to produce a professional grade video for a cheaper cost to my client rather than having to hire someone skilled in video. I learned many other skills such as lighting, which will aid me in producing a high quality professional grade business.

Small group discussion is a class that I at first did not have a high inclination of taking. This class seemed to benefit me more than I realized. I have never been a fan of working in groups or with others on projects that have directly affected my grade. This class taught me many skills and concepts but the most significant I found was not only to work in a group, but the differences of listening and hearing. I learned that a lot of working in a group and with a group of people you are not familiar with is all about listening to what the other people are wanting or suggesting. I learned that you could hear someone and not listen to someone. Hearing is more about the physical noises around you, the chatter, the buzz of the television, or hearing people's voices. Listening is understanding and using your conscience efforts. I learned to listen to others ideas and how to incorporate and cooperation and compromise on how to make the best outcome for our projects and speeches. This will aid me with my future career by being able to communicate effectively with my employers and fellow employees. In the public relations business I will be working with a number of people in order to strategize plans for companies. Strategic planning is about compromising and incorporating ideas from everyone that will make the plan more effective for the client.

One class that I found to stand out more than others would be argumentation and persuasion. After my freshman speech class prepared me for this class but I was still not comfortable enough to speak in front of a crowd or my fellow classmates. In argumentation we were to conduct a persuasive speech and then present this speech to our classmates as well as read off of the teleprompter and be recorded with two professional cameras. I has never read off a teleprompter before, I had to learn this as well as how to conduct myself in front of the cameras, switching back and forth so to look as if I was being recorded. By the end of this first persuasive speech, I was able to overcome my fear of speaking in front a crowd. This skill will allow me to present myself as a professional speaker in front of office presentations and in front of my employers. In the public relations field you must be able to make presentations of behalf of companies to defend public images, or be able to present speakers, this will allow me to do this professionally with little to no fear.

My time at RSU has been very beneficial to my future career. In the beginning of my time at RSU I did not understand why I needed to take certain classes in my education plan. Once I took my internship at the RSU PR Department I learned that the classes I took helped me to gain the skills needed in my career path.