

# Communication Science & Languages @ Unisa

A complete guide to preparing  
yourself for career opportunities



# Contents

<b>Contents</b>	<b>1</b>
<b>How will this brochure help me?</b>	<b>1</b>
<b>Before you start: Why this field?</b>	<b>1</b>
<b>Communication Science</b>	<b>2</b>
Areas of specialisation in communication science	2
Why study communication science?	4
What kind of personality is best suited for a career in communication?	5
Skills needed in communication science	5
Career areas related to communication science	7
<b>Languages</b>	<b>10</b>
Areas of specialisation in languages	10
Why study languages?	11
What skills are developed through the study of languages?	11
Careers in languages	13
<b>Careers in communication science and languages</b>	<b>14</b>
Advertising	16
Education	17
Broadcasting	18
Journalism	19
Marketing	20
Public Relations	20
Publishing	21
Theatre/ performing arts/ dramatic arts	22
Online social media	22

Translator	23
Interpreter	23
Fields where speaking another language is a big advantage	23
<b>Identify opportunities with career research</b>	<b>24</b>
How do you identify opportunities?	24
Prepare	25
Keep track of information	25
Evaluate	26
Further ways to do career research	27
<b>Prepare for opportunities and plan your career</b>	<b>40</b>
Prepare for career opportunities	43
Develop your skills	43
Skills reflection	44
Start with a career portfolio	44
Enhance your employability	47
Self-confidence	48
My career learning plan	51
<b>Qualifications offered by Unisa</b>	<b>52</b>
Undergraduate Qualifications	52
Postgraduate Qualifications	53
Short learning Programmes (SLPs)	55
<b>References</b>	<b>56</b>
<b>Counselling and career development services at Unisa</b>	<b>58</b>

*The information in this publication is correct as of 9 December 2019. Visit the Unisa Counselling and Career Development downloads page (<http://bit.ly/30yqrll>) to check for updates.*

Please check the Unisa qualifications webpage (<http://www.unisa.ac.za/qualifications>) regularly for updates related to available qualifications and the admission requirements to study.

# 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?
- Where does your interest come from?
- Where are you hoping to be in five years' time? In ten years' time?

- What are you hoping to achieve by completing a qualification in this field?

# 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 count in one's favour for jobs in mass communication. Other attributes needed vary depending upon the area one pursues.

### **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.

Skill	Activities
Communication Skills	<ul style="list-style-type: none"> <li>Writing clearly</li> <li>Speaking effectively</li> <li>Synthesising information</li> <li>Presenting different viewpoints</li> <li>Explaining processes, plans, and concepts</li> <li>Creating entertaining and persuasive messages</li> <li>Demonstrating creativity and artistic expression</li> </ul>
Research / Analytical skills	<ul style="list-style-type: none"> <li>Defining hypotheses</li> <li>Evaluating ideas and their presentation</li> <li>Gathering information and data</li> <li>Comparing / contrasting evidence</li> <li>Evaluating information and sources</li> <li>Thinking critically /interpreting</li> <li>Developing market research</li> <li>Measuring media effects</li> </ul>
Organisational Skills	<ul style="list-style-type: none"> <li>Planning and managing</li> <li>Working within deadlines</li> <li>Working independently</li> <li>Attending to details</li> <li>Organising teams and small groups</li> </ul>
Interpersonal Skills	<ul style="list-style-type: none"> <li>Identifying the different needs of individuals, groups, and mass audiences</li> <li>Understanding institutional and cultural values</li> <li>Working as a team member</li> <li>Rewriting or editing with others</li> <li>Interviewing people</li> </ul>

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 general phenomenon. 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 and 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/ organisational 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.

Example job titles directly related to your degree include:

Academic literacies facilitator	Educational consultant	Lecturer (university)
Blogger	English as a second language teacher	Linguist
Columnist	English conversation instructor	Materials developer
Content manager	Interpreter	Online editor
Copy editor	Journalist	Proofreader
Copywriter	Language consultant	Reading and writing consultant/facilitator
Document development practitioner	Language educator	Social media manager
Editor	Language learning and development facilitator	Speechwriter
Editorial assistant	Language practitioner	Translator
		Writer

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.

## **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”.

Job title	Website
<b>Example:</b>	
<b>Public relations practitioner</b>	Quintcareers.com

## 2 Occupational information websites

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

Website	Description
Unisa Counselling & Career Development <a href="http://bit.ly/2TO2KoR">http://bit.ly/2TO2KoR</a>	This website provides more information about opportunities related to qualifications at Unisa.
National Career Advice Portal (NCAP) <a href="http://ncap.careerhelp.org.za/occupations">http://ncap.careerhelp.org.za/occupations</a>	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.

Website	Description
Career Planet <a href="http://www.careerplanet.co.za/">http://www.careerplanet.co.za/</a>	Learn more about career areas such as IT, tourism, engineering and more. The website also contains information about learnerships and student finance
O*Net <a href="http://www.onetonline.org/">http://www.onetonline.org/</a>	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.
Prospects <a href="http://www.prospects.ac.uk/">http://www.prospects.ac.uk/</a>	Explore different job titles related to job sectors, as well as what you could do with your major subject.

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>). 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
- Department of Communication (SA Government) (<http://www.doc.gov.za/>)
- Toastmasters International (<http://www.toastmasters.org/>)
- Event Management Body of Knowledge (<http://www.embok.org/>)
- Media, Information and Communication Technologies Sector Education Training Authority (MICTSETA) (<https://www.mict.org.za/Default.aspx>). The SETA website contains links to further career resources for individuals interested in this field.

### Activity

Go to any of the above occupational information websites and search for the job titles you identified during the Google search activity.

Use the tables below to explore your top three occupational interests.

*Example table:*

Job title	Website	Related job titles?	Pros	Cons
<b>Advertising and PR manager</b>	NCAP	Media manager; Communications Manager	Oversee advertising activities – related to my interests	Seems that managing budgets is important in this work – not sure if I like accounting?

Job title #1	Website	Related job titles?	Pros	Cons

Job title #2	Website	Related job titles?	Pros	Cons

Job title #3	Website	Related job titles?	Pros	Cons

### 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 an editor at a book publishing company.

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>)
- Careerjunction (<http://www.careerjunction.co.za>)
- Careers24 (<http://www.careers24.com/>)
- Indeed (<http://www.indeed.co.za>)
- Government positions (<http://www.gov.za/aboutgovt/vacancies.htm>)

### Activity

- Use one of the websites above to search for jobs related to communication science and/or languages. Read at least three advertisements and note the information in the tables below.

Job title #1	
Salary	
Organisation	
Responsibilities/ duties/ tasks	
Requirements (qualifications)	
Requirements (experience)	
Requirements (skills)	

Job title #2	
Salary	
Organisation	
Responsibilities/ duties/ tasks	
Requirements (qualifications)	

Job title #2	
Requirements (experience)	
Requirements (skills)	

Job title #3	
Salary	
Organisation	
Responsibilities/ duties/ tasks	
Requirements (qualifications)	
Requirements (experience)	
Requirements (skills)	

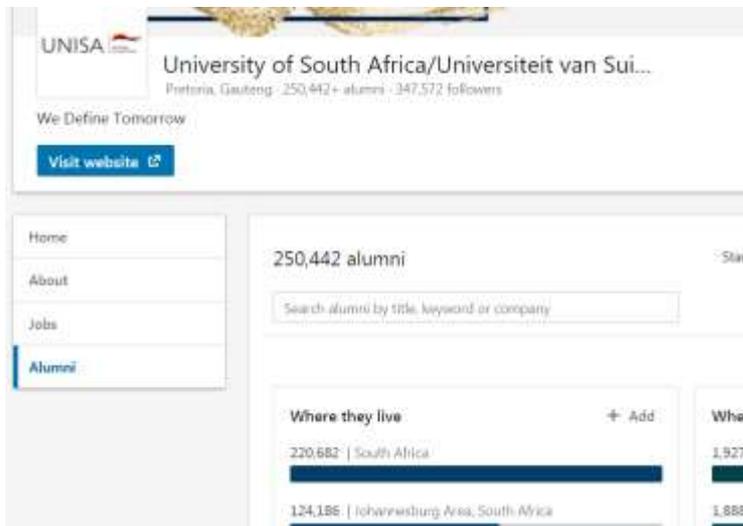
#### 4 LinkedIn

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

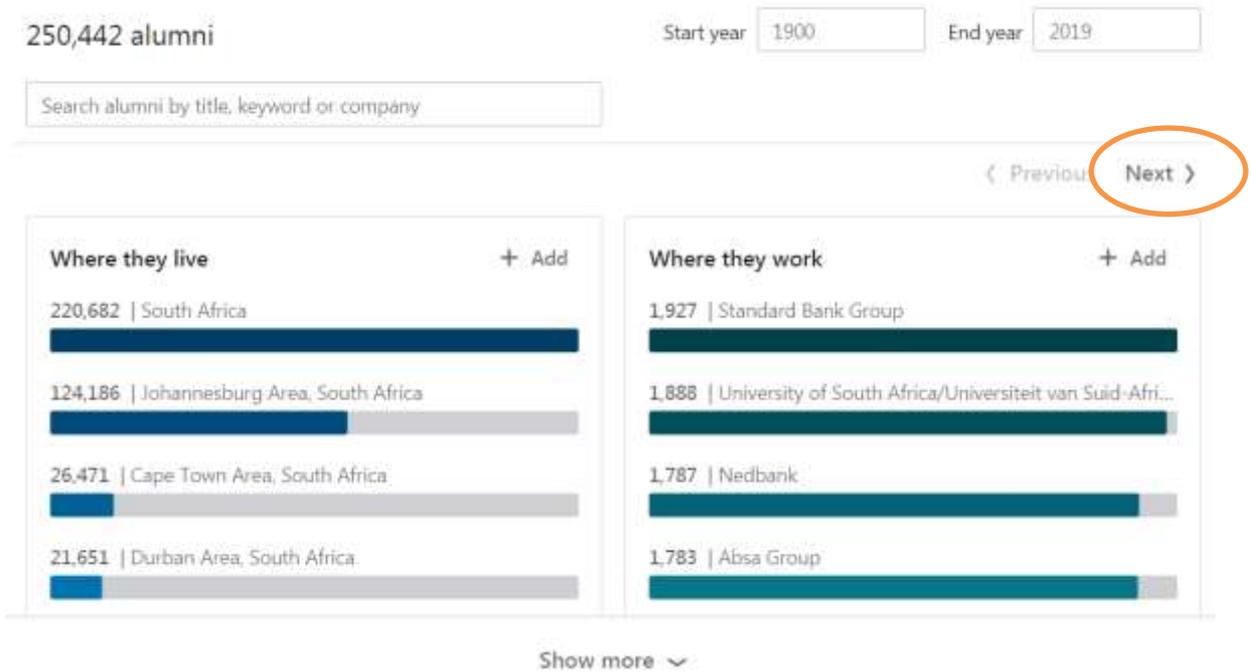
Register for a free account and start connecting with your network online. Join groups relevant to your career field so that you could participate in discussions, ask questions and provide answers about specific topics and search for people, organisations and jobs in your field of interest. Do research about companies and

employees to help you identify opportunities. To learn more about using LinkedIn effectively, go to <http://bit.ly/2JSxa3b>.

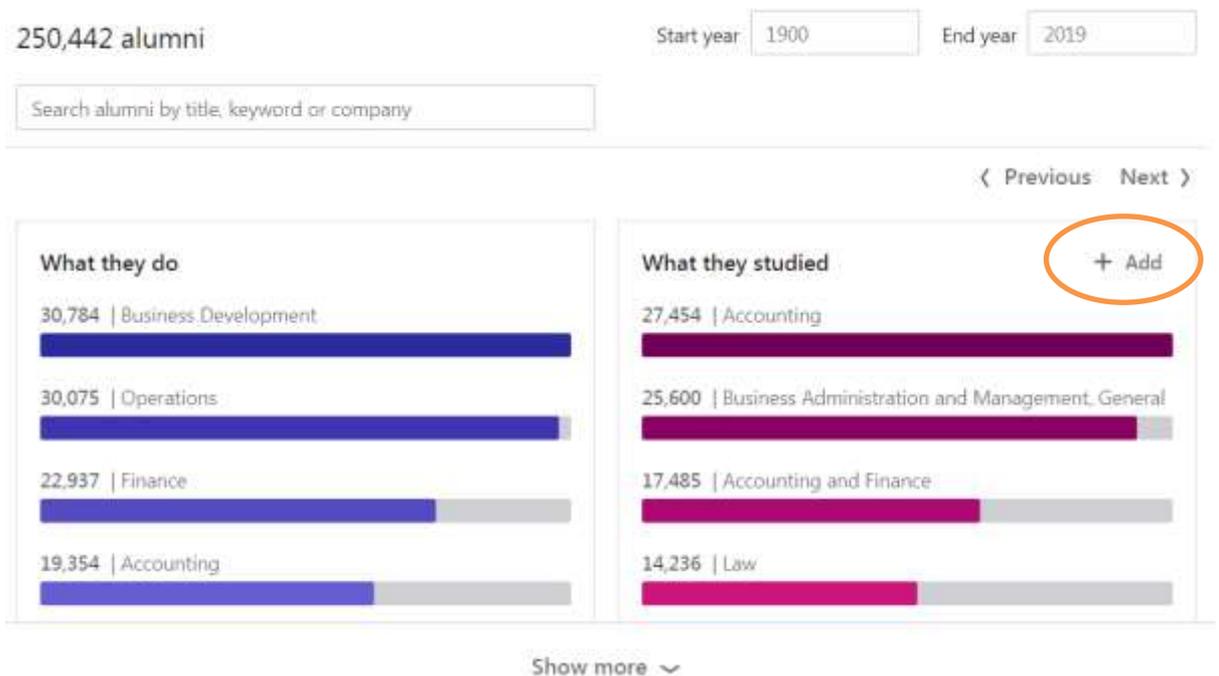
1. Go to [www.linkedin.com](http://www.linkedin.com) and sign in to your LinkedIn account. If you do not have an account yet, then create one.
2. Make sure that you have captured your current or previous studies at Unisa on your LinkedIn profile.
3. Once you are signed in, go to the University of South Africa page at <https://www.linkedin.com/school/12049/>.
4. Click on the “Alumni” link.



- Click on the “Next >” link to go to the next set of headings (“What they do” and “What they studied”).



- Click on “+Add” next to the heading “What they studied”



- Type in Communication Science and/or Languages (name of language) in the Search box.

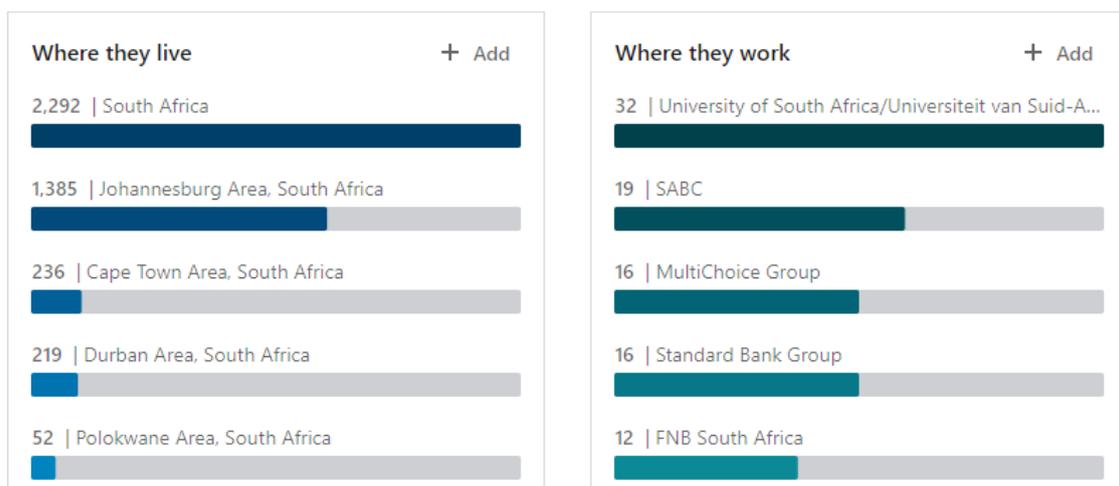
8. You will notice that the graphs for the different headings adjust. You have now filtered the information to contain information about Unisa graduates who studied in these fields.

2,616 alumni

Start year  End year

**Communication and Media Studies** × Clear all

< Previous Next >



9. You can now see how many graduates in communication science and/or languages are on LinkedIn, where they work, what they do, what they're skilled at, and how you are connected. For example, in December 2019, most alumni who studied communication science and media studies worked at Unisa, SABC and MultiChoice Group.
10. You are also able to view the profiles of alumni who meet the criteria you searched for. For example, you can filter your search results to those alumni who indicated that they studied communication science, and work at SABC.
11. As you filter the results, you will get an indication of the filters you have selected (e.g. communication and media studies). You can clear these filters

by clicking on the x next to the filter or clicking on “Clear all”.

19 alumni Start year  End year

**Communication and Media Studies** × **SABC** × [Clear all](#)

12. Make some notes about the interesting things you find below.

Your notes about what you find on LinkedIn

### 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, go to <http://bit.ly/2LX7qp3>. Also, watch this video to learn more: The Dos and Don’ts of Informational Interviews: <http://youtu.be/ixbhtm8l0sl>.

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.

### Activity

Write a list of any people you know who might work in the fields you are interested in. For instance, do any of your parents' friends work in any of the fields you are considering? And write a list of those people who could give you information about any careers you are considering.

You may have identified a lot more people than you thought! Imagine how much information you can gather about the career you are interested in just by talking to these people. Each person will give you fresh insights, opinions and valuable information about the careers you are considering, whether they are currently working in that field or are only remotely related to or associated with it.

### 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 from March to 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 communication sciences and languages. These resources will enhance your understanding of the various opportunities related to this field.

Search for communication science and languages related courses and open textbooks on these sites:

- Coursera.org (<http://www.coursera.org/>)
- Udemy (<http://www.udemy.com/>)
- Saylor Academy (<http://www.saylor.org/books/>)
- Open University (<http://www.open.edu/openlearn/free-courses>)
- MITOpenCourseware (<http://ocw.mit.edu/index.htm>)
- iTunes university (<http://www.apple.com/education/itunes-u/>)
- OpenLearn (<https://www.open.edu/openlearn/free-courses>)
- YouTube (<http://www.youtube.com>)
- FreeVideoLectures (<http://freevideolectures.com/>)

## 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](#)

# Prepare for opportunities and plan your career

“Don’t ask kids what they want to be when they grow up but what problems do they want to solve. This changes the conversation from who do I want to work for, to what do I need to learn to be able to do that.”

*Jaime Casap, Google Global Education Evangelist*

One interesting way of preparing for opportunities and planning your career is to think about the type of problems you would want to be able to solve. This will help you to focus on what you wish to contribute, and not necessarily, who you want to “become”. Once you have identified some of the problems you would want to focus on, you can then explore how individuals from different academic and professional backgrounds are addressing these problems. Then, you could start thinking about how you would want to contribute and what you will need to do in order to prepare for this.

## **Activity**

Think about your environment (family, community, South Africa, Africa, international) and what problems or challenges you know about. Perhaps you have even thought of possible solutions to these challenges. Write down some of the problems or challenges you would want to address.



The following are some ideas of challenges/ problems experienced across the world, including South Africa.

Access to digital technologies	Economic growth	Rapid urbanisation
Access to education	Economic inequality	Retirement
Access to employment	Economic inequality	Rural development
Access to health care	Ethical institutions	Safety at work
Affordable energy	Food security	Sea life
Ageing world population	Gender inequality	Skills development
Cancer	Health and well-being	Skills gap
Child labour	HIV/AIDS	Small enterprises
Clean air	Human rights	Social cohesion
Clean water	Hunger	Social inequality
Climate	Illegal drugs	Substance addiction
Climate change	Income inequality	Sustainable agriculture
Corruption	Justice	Sustainable communities
Crime	Knowledge transfer	Sustainable economic development
Data security	Lifelong learning	Unemployment
Digital economy	Literacy	Urban development
Disabilities	Nutrition	Violence
Disaster management	Peace	Water security
Discrimination	Poverty	
	Quality education	

As an example, you may want to address the problem of helping people to live a healthier life. Think about the different individuals that may be able to contribute to the solving of this problem: medical practitioners, dieticians, and social workers. A medical practitioner would focus on diagnosing and treating individuals who present with health problems; a dietician on how to eat more healthy foods; and a social worker on how to access social services to live a healthier lifestyle. As a communications practitioner, you would possibly want to understand how health promotion campaigns can be communicated in such a way as to change the behaviour of individuals to choose a healthier lifestyle.

## **Prepare for career opportunities**

Many people believe that a degree will lead directly to a career specifically related to the major(s)/ specialisations for that degree. The fact is that degrees do lead to careers, but that the relationship between the major(s)/ specialisation you choose and the career you build for yourself is complex. Many graduates follow careers that are seemingly not related to their chosen major(s)/ specialisations. Various career management techniques will assist you in managing your career in communication science and/or languages:

1. Develop and reflect on your transferable skills
2. Start with a career portfolio
3. Volunteer work
4. Enhance your employability

## **Develop your skills**

### [Develop and reflect on your transferable skills](#)

Your degree will equip you with subject-specific knowledge and several work-related skills (transferable skills), for example, the ability to learn fast in new situations, to work independently, and to analyse, evaluate and interpret data. You should be able to identify and articulate the skills that you feel you are gaining through your studies.

While you are busy with your studies, you need to reflect continuously on how you could apply the skills that you are learning to contribute to your professional development and who will be able to benefit from what you already know.

## Skills reflection

Module passed in the last semester	Skills developed	How can I use the skills to add value to an organisation, or help them solve specific problems?

## Start with a career portfolio

Your career management portfolio could help you keep track of the information that you need to gather to manage your career. It could include information about yourself, about job opportunities, occupational information and about the different fields related to communication science and languages. Learn more about compiling a career portfolio here: <http://bit.ly/2WaPes7>.

### Work experience for communication science and languages students

Gaining experience is an important part of helping you develop transferable skills as well as specific career-related skills.

### Volunteer work

As a volunteer, your studies will be enriched, and you will be able to build up an important network of people who

could comment on your professional abilities. You may be wondering how volunteering is related to your studies

and your career. We would encourage responsible volunteering where the organisation and community that you are supporting benefit. You also can apply and further develop your skills and knowledge as a student to support the community. Your volunteer work links to your career vision and planning: before you volunteer, think about where you would want to invest your effort.

Volunteering will help you to:

- figure out whether a specific field of work is for you or not;
- find out information about a specific field;
- connect with others and maintaining relationships;
- network with others in your field of interest.

Some questions to think about:

- Which organisations or community would benefit from my skills and knowledge?
- How would this organisation or community contribute to my career vision?

- What conduct is expected of a professional in this organisation and in my future career?
- What are you hoping to gain from your volunteer activities?

Your volunteer work could lead to other opportunities, so it is important to treat it professionally: keep to your commitment, communicate when you cannot volunteer and update your portfolio with examples of what you have learnt and achieved. As a volunteer, you are already working as a professional – you need to conduct yourself as you would conduct yourself in a work environment. As you are volunteering, you are building your reputation (your “brand”): you would not want to build a reputation as an exploiter or as an unreliable worker.

Your volunteer environment will help you to develop what is valued in professional environments. This includes punctuality, problem-solving and effective communication. In this sense, volunteering contributes to your development as a unique graduate: one who has subject-specific knowledge and an understanding of professional workplace behaviour. The

one thing to remember about volunteering is that your conduct needs to be accountable and ethical. Consider that you are contributing to the community and at the same time you are building your skill sets for the workplace – you need to balance self-interest with that which may benefit others. It is important that your work within the community be done with the utmost respect.

Identify volunteer opportunities in your area through conversations with members of your community. The GreaterGoodSA website at <http://www.gretergoodsa.co.za/> will further help you to identify volunteer opportunities in your community that are related to your interests. Make a list of the organisations that you would want to contact about exploring volunteer opportunities.

### Activity

Identify a volunteer work opportunity.

Make a list of the organisations that you would want to contact about exploring volunteer opportunities.

What are you hoping to gain from your volunteer experience?

What can you contribute to an organisation?

## Enhance your employability

Your employability refers to your ability to gain initial employment, maintain employment, and obtain new employment if required. In simple terms, employability is about being capable of getting and keeping fulfilling work. There are many aspects related to maximising your employability, including managing your personal brand, job-searching skills, networking, writing a CV, writing a cover letter, include networking, CV-writing, cover letter writing and how to manage job interviews.

### *Why is your employability important?*

Today's careers are not what they used to be: Lifetime employment is a thing of the past: It is not unusual for an individual to hold about six different

occupations during their careers, each with several jobs. The reasons for this are technological advances, globalisation, economic shifts and changing social norms. Careers are boundaryless: your career can cut across different industries and companies. Instead of seeing your career as a ladder, you can view it as a web. Career success is defined in many ways: The big house and fancy car are not the only measures of success. Some people choose to follow a more balanced lifestyle with more time to spend with their family. Where, when and for whom you work are not necessarily fixed: Flexible work hours, working from home, part-time, temporary and contract work is all part of today's world of work.

Source: Greenberg, J. & Baron, A. Behaviour in Organisations. 8th edition. Pearson Education Inc: New Jersey.

*How can you develop your employability skills?*

- Work through the information and activities on the *Prepare for job opportunities* section of the Directorate: Counselling and Career Development website (<http://bit.ly/2ufeSA6>).
- *The Muse* career website (<https://www.themuse.com/advice>) provides career advice related to your career questions.
- LiveCareer has an extensive library of resources related to enhancing your employability. Go to <https://www.livecareer.com/> for more information.
- The Monster website (<http://www.monster.co.uk/>) provides several articles related to employability issues. Click on “Career Resources” and “Browse Career Advice” (at top of page) to access career-related information.

## Self-confidence

Your personal experiences (for example, your relationships with your parents and siblings; how you related to peers and how you compare yourself to others) shapes your self-confidence. Low self-confidence on all areas of your life, mainly how you negotiate relationships, your career and your studies.

How much you believe in yourself or you do not believe in yourself impact on your success in your career and studies. Low self-confidence affects your career and your studies in several ways:

- Your confidence determines the effort and determination towards your studies and your career. For example, if you do not believe that you can pass a particular module, you also do not spend time studying, since when you start studying you feel like “what is the use – I will fail in any case”.
- If you keep on telling yourself that, you are not capable of completing your qualification because you have low self-confidence, challenges in your

studies act as confirmation that you are a failure. You will then also not go out and get help since you do not think that it will make a difference – you are not hopeful that this could change how you perform.

- Even when you experience challenges that are normal for all students to experience, you tell yourself it is a confirmation that you cannot make it.
- You spend disproportional amounts of time and energy gathering evidence or reinforcing your belief that you cannot make it so that it becomes a reality.
- When you do things well or when you get positive results you deny them. You find it hard to accept that positive things can happen in your life and you find external factors that have contributed to the results or success.
- You will make statements such as “Maybe I was just lucky this time – the other candidates did

not accept the offer due to a low salary offer” or “Maybe the lecturer felt sorry for me.”

- When you are presented with an opportunity, you will not use it since you are concerned about failing.
- You project a negative attitude towards yourself and others. You find it hard to appreciate the strengths of others and you are critical about others.
- You will not take a risk to advance in your career because you think you will not make it. For example, you will not apply for an internship because you decide that you will not be selected even though you meet all the requirements.
- You are always concerned about how other people think about you in a negative way- you will not go and talk to the lecturer or ask other people because you think they will think you are stupid.

**On the other hand, when you have a healthy self-image:**

- You accept yourself for who you are, and you acknowledge that there are things you do well and things you do not do well.
- You use your strengths in one area to build your self-confidence in other areas.
- You acknowledge things people appreciate about you since you use these as a re-affirmation to develop areas where you feel you have room for growth.
- You believe you can achieve your desired career goals and you put your energy and resources towards your vision. This affects your studies in that you can talk to others about your study-related challenges and you are pro-active in terms of managing your studies since you know why you are studying.
- You can recognise and make use of presenting opportunities since you believe that you can contribute.
- You can help others understand your potential and you appreciate how others could contribute to your development.
- You are more able to deal effectively with feedback on your performance since you are able to integrate the feedback with your self-knowledge.

### *How do I build a healthy self-confidence?*

Building self-confidence is a process – it is like building a house: Building your confidence starts with small, practical actions. As you get feedback about your actions, you take some positive things out of it about yourself and appreciate the things you can do well and those you have to develop.

Spend some time each day writing down things you did yesterday that you

can be proud of and things you would want to do differently.

Give yourself time to develop – a house cannot be built in a day.

Most importantly, it must not be about thinking about things, but about doing things. This will not always be easy, but you need to take risk and test what you can do and see the results of your

actions. For example, if you really want information about your career, take a risk and send an e-mail to your lecturer with questions to see what the response is. As you take the risk, you need to change your attitude about how you view challenges and yourself. You will start thinking differently about challenges: that they are not meant to prove you as a failure, but rather to learn and discover new things about yourself.

You need to be able to embrace failure as part of the process in order to succeed. Your failures do not define you as a person: Even when you fail, you do not internalise the experience that you are a failure. You learn from the experience and you try again.

We want you to keep in mind your three circles (career, studies, and personal life) and make sure that you

use one of the circles where you have more positive experiences to influence the other areas. For example, in your studies, you are getting good results and you are capable. However, you feel demotivated every time you think about your family situation.

Think about how the fact that you are succeeding with your studies could affect your career. Could it make you hopeful that you will be able to find a good job and then change your family's situation in the future?

Thinking more about the things you can control (for example, your studies and how this will impact positively on your career), enables you to minimise the sense of helplessness in terms of your family situation. When you focus on the things you can control, you create a positive outlook on yourself, your life and others.

## **My career learning plan**

Your career learning plan will help you to stay focused on what you still need to do to find out more about your career development. The career learning plan focuses on the following questions: What is the information you still need? How will you get this information and by when?

Further information needed	Steps to get this information	When?
<i>Where do communication managers work in SA?</i>	Start with Google search	14 April
	Talk to lecturer about referring me to someone who works in this field	15 April

# Qualifications offered by Unisa

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

## Undergraduate qualifications

### College of Human Sciences

- Diploma in Public Relations

- Bachelor of Arts. You can choose Communication Science, Linguistics, Theory of Literature, and/or a language (or languages) as a major
- Bachelor of Arts in Communication Sciences
- Bachelor of Arts in Creative Writing

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 diploma or degree.

### College of Economic and Management Sciences

- Bachelor of Business Administration. You can choose Communication Science or a language as your second major for this degree. The first major in Business Management.

It is important to note that if you do not meet admission requirements for the undergraduate qualification in the College of Economic and Management Sciences then you will need to explore the option of applying for a Higher Certificate offered in the College of Economic and Management Sciences. Completing a relevant Higher Certificate programme will enable you to meet the requirements for a diploma or 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
- Master of Arts in Afrikaans
- Master of Arts in Applied Linguistics
- Master of Arts in Arabic
- Master of Arts in Communication Science
- Master of Arts in English Studies
- Master of Arts in French
- Master of Arts in Italian
- Master of Arts in Linguistics (Translation Studies)
- Master of Arts in Linguistics General
- Master of Arts in Portuguese
- Master of Arts in Romance Languages
- Master of Arts in Sociolinguistics
- Master of Arts in Teaching English to Speakers of Other Languages
- Master of Arts in Theory of Literature
- Doctor of Philosophy in Communication
- 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 (Italian)
- Doctor of Philosophy in Languages, Linguistics and Literature (Linguistics)
- 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:

<https://www.unisa.ac.za/sites/corporate/default/Colleges/Human-Sciences/Schools,-departments,-centres,-institutes-&-units/Centres/Centre-for-Applied-Information-and-Communication>.

### 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://www.unisa.ac.za/slp>.

### 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 programmes is available here: <http://www.unisa.ac.za/slp>.

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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> to access many self-help resources, or talk to a counsellor by e-mail to [counselling@unisa.ac.za](mailto:counselling@unisa.ac.za).