



Introducing Communication Theory: Analysis and Application

Fourth Edition

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Moving in New Directions

Chapter Overview

- Thinking about the Future
- Thinking about Career Opportunities

Introduction

- Communication skills are increasingly important
- Theories help us understand our own behaviors and experiences
- A communication degree provides background for a variety of jobs

How Theory Acts as a Lens

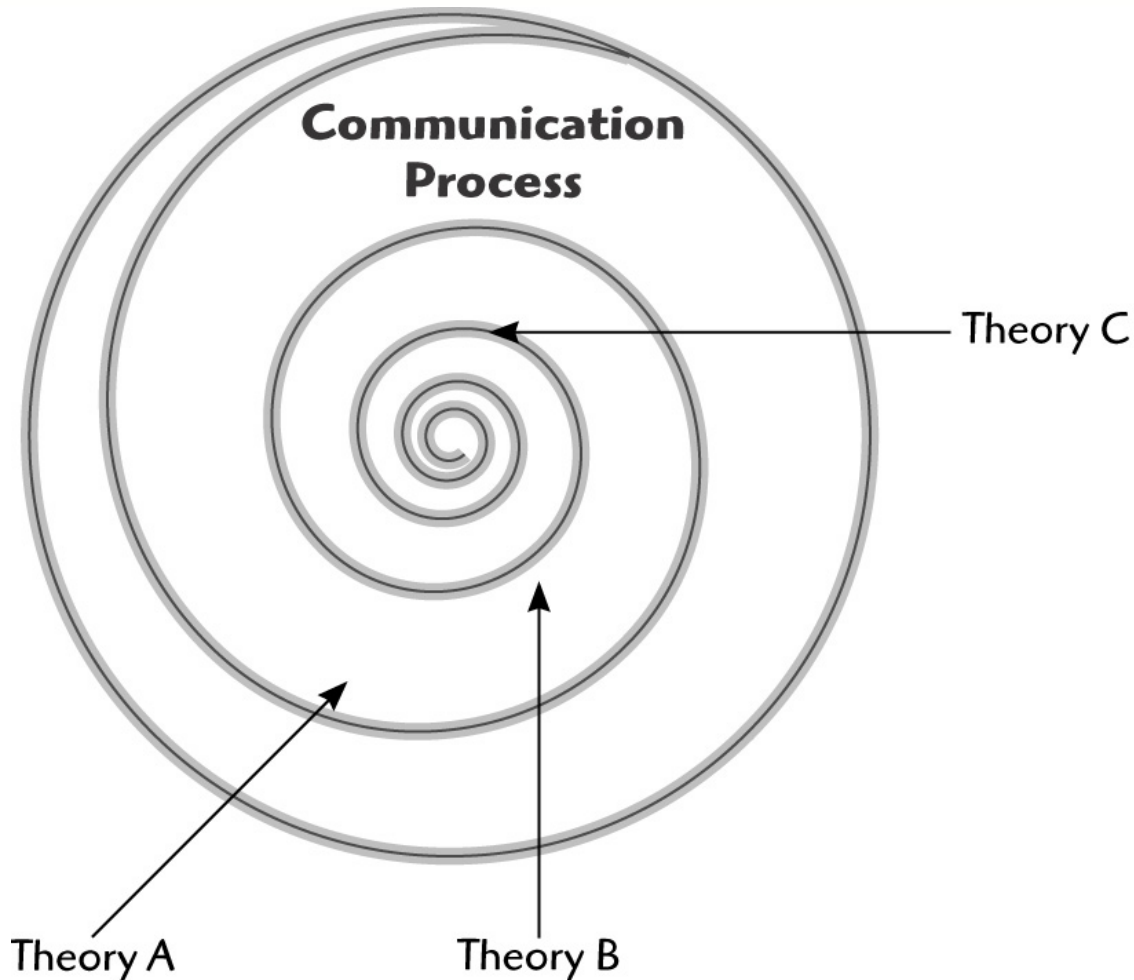


Figure 30.1
How Theory Acts
as a Lens

Thinking About the Future

- Technology
 - Computer-mediated communication
 - We are no longer readers
 - More targeted media
 - Impact on interpersonal communication

Thinking About the Future

- Work and family life
 - Juggling different stressors
 - Blurring of boundaries
 - Workplace relationships
 - Cross-realm talk

Thinking About the Future

- Aging and health
 - Communication and issues of aging
 - Health communication
 - Disability

Thinking About the Future

- Culture and identity
 - Inclusion and diversity
 - Cultural ethnocentrism and theory
 - Relationships between people from contrastive groups

Thinking About Career Opportunities

- Advertising
- Education
- Electronic/new media
- Journalism
- Public relations
- Business
- Health care
- International relations
- Law
- Social and human services

Thinking About Career Opportunities

- Suggestions for the workplace
 - Remain ethical
 - Be flexible
 - Embrace diversity
 - Cultivate new technologies
 - Maintain creativity
 - Don't forget basic skills
 - Keep a sense of humor