

The ever changing world of communication

Facebook, Twitter, LinkedIn oh my! Social media feels like it has taken over the communication world. In a few short years social media has taken over the way teenagers, employers, families and students communicate and interact on a daily basis.

The Department of Speech Communication is keeping up the social media world by incorporating them into the program and classes. Graduate program director, Dr. Jocelyn DeGroot Brown said, "What the students want, the university does their best to give them that." Learning how to work with social media in the corporate world can only benefit the graduates of the speech communication department.

This program prepares the students for career opportunities in applied communication, education (both at the community college level and secondary level), management, business training and development, sales and public relations. Some students continue their education by pursuing to get their Ph.D. in communication.

Social media has become such a huge part of our daily lives. Communication is no longer just between individuals but now businesses are using social media to their advantage. Two students who are currently enrolled in the graduate program are Alex Leith and Trisha Hoffman. They are both currently working on their thesis, which involves researching social media and its influence on real life relationships.

Leith's thesis is researching parasocial effect, thinking you are friends on Facebook but in reality you really do not know each other. On Facebook there are people who have over a thousand friends and are constantly requesting to be friends with more people or accepting friend requests.

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How many of these thousand people could they really know? Could they pick them out of a crowd and know their name?

Hoffman's thesis focuses on jealousy within a relationship due to Facebook. Relationships are constantly treading on thin water because of who may write on his or her wall. It is amazing to see how Facebook has added more stress in relationships.

Communication is changing on a daily basis whether it is face to face or through the Internet. The program and the world are constantly evolving, but you can count on speech communication graduates to keep up with those changes.

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