

Each class a student takes at Rogers State University in the corporate communications course opens them up to a new concept or benefit. If you can recall the first day of any of your classes you may remember the professor saying “if there is one thing I want you take away from this class, it’s this.” As often as those are the concepts we held on to, they are just as often not. Upon reviewing the courses I have studied while attending RSU I have reviewed some of the most important concepts and benefits from five of my corporate communications option. These classes range from production courses as well corporate and media studies courses and have been influential to my college education.

The first course benefit I will discuss was acquired my first semester of RSU. Professor Blakely’s Voice and Articulation course was an interesting experience. This course helped me improve my public speaking skills. The class included exercises to work on improving diction, projection as well breathing while giving a speech. Every morning the class would begin on the stage of the theater, and in unison the class would repeat Professor Blakely’s tongue twister. This course was so important to me because afterward it changed the way I listened to people and how I would speak in conversation. What I benefited most from voice and articulation was the importance of presenting yourself when speaking in public or even in conversation. This is a skill that has proven useful, and will continue in a professional career.

While taking the Global Communication course under Professor Evusa, students are shown how other countries forms of media have changed over time. Global Communication provided some practical mass media for several countries. This included how other countries

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have taken steps to censor the internet. Specifically Germany wanting to redirect search engine hits involving searches regarding Germany's Nazi period. In a sense they wanted to regulate their history. Facts such as this are what made Global Communication interesting. This class gave students like me a perspective of the world we hadn't seen. Growing up in the United States of America, I never considered how radio stations were regulated in other countries, let alone their newspapers and television. Most importantly Global Communication made me realize how important the concept of social media use was in for other countries. To grow up in a country that is founded on the right to free speech you can easily take it for granted. Researching social media use in countries such as China or Islamic Middle Eastern countries helped me understand the potential social media has. Through a blog or web diary, someone has the ability to reach the world through social media providing a more knowledgeable perspective.

Some classes that you take are simply to expand your academic horizons. Originally I wasn't sure how I would apply lessons from this class to a professional career. After completing this course I can say what I learned is to appreciate the concept of diversity. While taking Professor Evusa's women and minorities in the media class I was introduced to demeaning role women and other minorities have portrayed in mainstream American media. For decades Hollywood films and television have presented very limited perspective until recently. What this showed me as a student was that this presented a lack of needed diversity and clarity in the media. The concept of being more open to what the world is and not what it has been made out to be is something that I really took from this class. The women and minorities in the media course made me appreciate the diversity that is available in any work environment.

Upon taking Professor Gray's public relations strategy course I was introduced to a great deal of information on corporate structure. Overall public relations strategies were the course that persuaded me to change my major from the Radio/Television option to the corporate communications option. This class showed me how many career options existed in the corporate communications field. Possibilities such as human resources or public relations seemed like something I would like to do. What concept I appreciated the most was her lesson on ethics. After researching cases of companies and corporations who experienced a breach in ethics I always wondered how I would respond. This lesson me realize that there is a proper way of addressing your publics or even your rival competitors. This course provided examples of ways that they have abused their positions to either resort to smear campaigns against business rivals or even using altogether false advertisements. Luckily in the last 18 months there has been a heightened interest in promoting more ethical behavior through social media sites and webinars. The concept of ethical behavior in public relations is something that I will take with me throughout my professional career.

In my first semester at Rogers State University I took courses that provided skills that I would use again and improve upon. Professor Evusa's small group communication course provided guidelines to aid in group orientated tasks. At first some of the assignments seemed almost basic until your group suffered from conflict or unable to come to agreement. This course provided tips to help guide your group to get back on track. The small group communication excercies provided enough opportunities to explore interesting methods of group conflict resolution. Small group discussion thoroughly introduced students to the recurring concept of working together to complete a task that couldn't be achieved alone.

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There are many important concepts that I have learned from RSU, but these listed above are some of the most prominent. Some of these concepts are as simple as being able to present myself clearly or important enough to affect what kind of employee I want to become. These are only some of the important concepts I have embraced since beginning college, and they will stay with me when I begin my professional career.