

## New-Age Communication

The ability to maintain a mutually beneficial relationship between a company and the public is a necessary asset to any successful business.

The most important aspect of that ability is successful communication on all levels. Communication within a company, as well as with its outside stakeholders, is crucial to keeping those relationships functional and creating opportunities for that business to continue. Therefore, those with expert communication skills are being sought out in every industry. The job market for communication positions is expected to grow at least 12% within the next six years, according to the United States Bureau of Labor Statistics.

In order for one to develop efficient communication skills, there must be a way to receive proper training in the areas of communication and audience-company relationship maintenance. Colleges should offer programs that teach students how to relate to the public like they teach those who want to become doctors or lawyers what they need to know to do their jobs effectively in the future. Students need to know how to relay messages to the public in multiple fashions, such as if a crisis were to occur involving their clients, promotional communication and all other channels that are necessary to maintain a relationship with those who are invested in the business they represent.

There are some colleges out there that offer programs that teach and train students in the areas of public relationship building and maintenance known as public relations. The University of Southern California's Annenberg School for Communication and Journalism has one of the world's top-ranked public relations program for undergraduate and graduate students. The PR program at Annenberg applies modern, innovative communication and technological skills with ones specific to public relations such as competent writing skills and strategic planning abilities. Students are educated in the crucial areas of PR and business communication by some of the finest professionals in the PR industry as well as full-time Annenberg public relations professors.

Being a part of the Annenberg PR program is receiving top-notch training for the public relations sphere. Learning and working with experienced, industry professionals while in one of the most active cities in the world is probably the most beneficial component of the program. Individuals who apply to the program and are willing to learn and work hard, while having fun, graduate and move on to rewarding careers.

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