

Introduction to Mass Communication – Spring 2017

Job Analysis Extra Credit Assignment

Mass communication offers a variety of jobs for college graduates and certificate holders wishing to pursue a career in the field. The choices include: broadcast journalist, radio announcer, disc jockey, social media specialist, public relations consultant, advertising specialist, book writer and musician. That's not at all an exhaustive list.

Your job is to research one of these areas of employment to find out whether a career in the field is viable to a young job seeker. You'll be analyzing data from the State of California Employment Development Department (EDD) to justify what makes the specific area you've selected – it doesn't have to be something you for sure want to go into, just a career area you'd like to explore.

Research

Visit the EDD Labor Market Info website (<http://bit.ly/1KsUds5>), enter a career choice and select "California" as the state. The site is not always precise when it comes to job titles, so you may have to do a few searches to find the industry that closely matches your choice.

Consider that for "advertising specialist" the results yielded "editor and writer." Only searching for "advertising" will yield several other results, including "Advertising Sales Agent."

Select the career closest to your search choice and then click "Explore Career." Look at the data.

Write

Using the information from the EDD, write about whether or not this job would fit you. Is the pay enough? Consider the "Hourly Mean" and whether or not you want to make that much, more or less. Do you have the skills? Choose three of the skills listed and elaborate on why you either have them or you don't. Do you think the required job tasks would be boring or fun in the "About this Occupation" section? Choose three tasks and write about how you would do in those areas.

Don't just answer the questions. Elaborate. Offer explanation. **You will not receive points for simply turning in the extra credit assignment without thoughtful analysis.** Assignments without EDD data analysis will not be accepted.

A possible breakdown of paragraphs includes: 1) Opening/reasoning why a career in this area sparks your interest 2) Analysis of skill set, 3) Analysis of tasks to be done, 4) Closing paragraph, including pay amount and whether it interests or doesn't interest you.

Minimum Expectations: Two full pages, MLA style, double-spaced Times New Roman font. Points will be deducted for failing to meet minimum expectations. No works cited page is required.

Total points possible: 20, which can be applied to previous tests, papers, attendance or participation

DUE APRIL 14, PRINTED OUT TO THE INSTRUCTOR. YOU MUST INSTRUCT PROFESSOR (AND SIGN YOUR GRADE SHEET) ON WHERE POINTS GO BY MAY 5 OR EXTRA POINTS WILL BE APPLIED TO THE FINAL TEST.