



CAREER PATHFINDERS

BACHELOR OF ARTS DEGREE WITH A MAJOR IN

# RHETORIC AND COMMUNICATIONS

## Overview

Graduates of the Rhetoric and Communications program develop skills and abilities that are valued in a wide range of careers and industries. Graduates may wish to pursue careers in government and politics (for example, as a speechwriter or program planner), publishing (copy-editing or publicity promotions), or business (public relations writer or interviewer). Adding on other experience fostered through part-time or volunteer work, graduates could be: fundraising consultants, public affairs officers, or media co-ordinators. Many organizations also have their own communications departments where strong writing and copy-editing skills are essential.

*"A degree in Rhetoric, Writing, and Communications will not teach you what to think, it will teach you how to think. For me, this meant learning how language, media, and communication technology are embedded with ideology, despite their appearance as neutral tools. The ability to interpret, analyze, and think outside of the instructions you are given will serve you throughout your professional and academic life, regardless of the field you choose. If that endorsement sounded convincing, you can thank this department for honing my highly developed communication skills. If not, then congratulations! Your critical eye will make you a perfect fit for this program."*

- Benjamin Dueck (BA 4-year '19 Rhetoric and Communications), who went on to graduate studies at University of Toronto

## Job Titles

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Account Executive (NOC 64101)</li> <li>• Advertising Manager (NOC 11202)</li> <li>• Association Administrator (NOC 13100)</li> <li>• Campaign Manager (NOC 00014)</li> <li>• Claims Adjuster (NOC 12201)</li> <li>• Communications Consultant (NOC 41400)</li> <li>• Corporate Communications Lawyer (NOC 41101)</li> <li>• Development Officer (NOC 41402)</li> <li>• Director of Communications (NOC 00012)</li> <li>• Editorial Assistant (NOC 14301)</li> <li>• Events Planner (NOC 12103)</li> <li>• Human Resources Manager (NOC 10011)</li> <li>• Journalist (NOC 51113)</li> <li>• Labour Relations Representative (NOC 11200)</li> </ul> | <ul style="list-style-type: none"> <li>• Lobbyist (NOC 41400)</li> <li>• Media Specialist (NOC 11202)</li> <li>• Motivational Speaker (NOC 53121)</li> <li>• Narrator (NOC 53121)</li> <li>• Public Information Officer (NOC 11202)</li> <li>• Social Media Specialist (NOC 11202)</li> <li>• Technical Writer (NOC 51112)</li> <li>• Marketing and Public Relations (NOC 11202)</li> <li>• Business Development Officer and Marketing Researcher and Consultant (NOC 41402)</li> <li>• Producer, Director, Choreographer and Related Occupations (NOC 51120)</li> <li>• Graphic Designer and Illustrator (NOC 52120)</li> <li>• Author and Writer (NOC 51111) 1,2</li> </ul> |
|--|---|

## Work Settings

- Advertising Agencies
- Conference/Convention/Event Planners
- Consulting Firms
- Cultural Organizations
- Educational Institutions
- Government Agencies/Departments
- Health Agencies
- Human Resource Departments
- Insurance Industry
- International Organizations
- Legal Profession
- Marketing/Public Relations Agencies
- Media/Publishing/Telecommunications Industries
- Museums/Galleries
- Non-Government Organizations
- Political Parties
- Public Interest Groups
- Research Institutes
- Social Service Organizations
- Trade/Professional Associations

## Skills and Characteristics

- Ability to express yourself and write in a variety of genres
- Study theoretical text practices
- Ability to express oneself in a clear and concise manner
- Practical reasoning skills
- Copy-editing skills

## Professional Associations and Other Links

- Canadian Public Relations Society <http://www.cprs.ca/>
- Canadian Society for the Study of Rhetoric <http://cssr-scer.ca/>
- Centre for Research in Reasoning, Argumentation and Rhetoric <http://www.uwindsor.ca/crrar/>
- Institute of Canadian Agencies [theica.ca](http://theica.ca)

This document is intended to provide a starting point for your career research. For more information about UWinnipeg's Rhetoric and Communications program, visit the Department of Rhetoric and Communications website, the [Rhetoric and Communication Fact Sheet](#), and the [Joint Communications with Red River College Fact Sheet](#).

Students are encouraged to [schedule an appointment with an Academic and Career Advisor](#) for assistance

---

1 The numbers following each job title refer to [Canada's National Occupational Classification \(NOC\) code](#). Jobs may require additional education or training.

2 Government of Canada. "Communication Studies/Speech Communication and Rhetoric (09.0101), Bachelor's degree". Job Bank, 30 March 2020, <https://www.jobbank.gc.ca/studentdashboard/09.0101/LOS05>