



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

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| <ul style="list-style-type: none"> • Account Executive (NOC 1123) • Advertising Manager (NOC 0124) • Association Administrator (NOC 0423) • Campaign Manager (NOC 0124) • Claims Adjuster (NOC 1312) • Communications Consultant (NOC 1123) • Corporate Communications Lawyer (NOC 4112) • Development Officer (NOC 4163) • Director of Communications (NOC 0124) • Editorial Assistant (NOC 1452) • Events Planner (NOC 1226) • Human Resources Manager (NOC 0112) • Journalist (NOC 5123) • Labour Relations Representative (NOC 1121) | <ul style="list-style-type: none"> • Lobbyist (NOC 4161, 4163, 4164) • Media Specialist (NOC 1123) • Motivational Speaker (NOC 4216) • Narrator (NOC 5135) • Public Information Officer (NOC 1123) • Social Media Specialist (NOC 1123) • Technical Writer (NOC 5121) • Marketing and Public Relations (NOC 1123) • Business Development Officer and Marketing Researcher and Consultant (NOC 4163) • Producer, Director, Choreographer and Related Occupations (NOC 5131) • Graphic Designer and Illustrator (NOC 5241) • Author and Writer (NOC 5121) 1,2 |
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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/>
- CAAP (Communications and Advertising Accredited Professional) <http://www.caapcanada.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>