

INVESTIGATING CAREER CLUSTERS



Communications and Media

What Is the Communications and Media Cluster?

Occupations in this cluster deal with organizing and communicating information to people. Jobs are found in radio and television broadcasting, journalism, motion pictures, the recording industry, and telecommunications.

Skills Needed

strong oral and written communication skills, creative skills, technical skills, and an understanding of the communication industry

THE FACTS	Types of Careers in This Cluster	Work Description	Career Outlook	Education
	Telephone operator	Assist with special phone needs	Extremely limited	High-school diploma
	Radio announcer	Select and introduce recorded music; present news; interview guests on radio	Average	Voc-Tech diploma, Bachelor's degree
	Technical writer	Gather and organize technical information; put it into words the audience can understand	Faster than average	Bachelor's degree
	News correspondent	Prepare and report stories that inform the public about events of interest	Slower than average	Bachelor's degree
	Camera operator	Use cameras to capture the special mood that sells products; provide entertainment; highlight news stories	Slower than average	Voc-Tech diploma, On-the-job training, Bachelor's degree
	Director	Guide cast and crew members during rehearsals and filming	Slower than average	On-the-job training, Bachelor's degree

ACTIVITY

Your goal: Communicate your ideas in a mock news story.

What to think about: Watch the news on TV. You will notice that sometimes the newscasters are speaking without a script. Most of the time, though, they are following the words on a monitor.

What to do: Write a news story to be presented on the 6 o'clock news. The subject might be your school dance, a school or class project, student accomplishments, or sports or club activities.

Create an exciting or thought-provoking opening line to catch the attention of the viewers. Then communicate your message by covering the five Ws of journalism:

1. Who—explain who was involved
2. What—describe what happened
3. Where—describe where it happened
4. When—explain when it happened
5. Why—explain why it happened

CRITICAL THINKING

1. What do you think of the jobs in this cluster? Do you think you might like to work in one of them? If so, which one?

2. How do the people who work in this cluster help you, your family, and your community? Explain in one paragraph.
