

POLITICAL COMMUNICATION

University of Northern Iowa College of Social and Behavioral Science

<https://csbs.uni.edu/polisci>

ABOUT THE MAJOR

Political communication is a subfield of communication and political science that is concerned with how information spreads and influences politics, policy makers, the news media and citizens. Within politics, communication flows move in many directions: downward from governing authorities to citizens, horizontally between political actors, including news media, and upward from citizens and groups to the political institutions.

SAMPLE COURSEWORK

Introduction to American Politics	Rhetoric and Civic Culture
Mass Communication and Society	Public Opinion and Voting Behavior
Campaigns and Elections	Communication, Community, and Change

POSSIBLE CAREERS *some titles may require further education

Legislative Aide	Lobbyist	Chief of Staff	Editor
Policy Analyst	Campaign Manager	Public Relations Manager	Technical Writer
Communications Coordinator	Political Consultant	Political Journalist	Reporter
Political Pollster	Media Strategist	Political Broadcasting	Website Manager

UNI GRADUATES: WHERE ARE THEY NOW?

- University of Northern Iowa
- University of Iowa
- State of Iowa – Executive Branch
- Iowa Department of Revenue
- Wisconsin Veterans Museum Foundation, Inc.
- Greater Des Moines Partnership
- Third Order Effects
- Culmen International
- FLS Connect
- Performance Marketing
- U.S. Global Leadership Coalition
- Pinpoint Digital
- Master Builders of Iowa
- Office of Consumer Affairs Public Policy
- Black Hawk County



SKILLS NEEDED

- Writing skills
- Research skills
- Public speaking
- Cultural competence
- Social media skills
- Crisis management
- Problem solving skills
- Persuasiveness
- Ability to take criticism
- Critical thinking

HOLLAND CODES

ESA