**Political Communication**

University of Northern Iowa College of Social and Behavioral Science

[https://csbs.uni.edu/polisci](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

<table>
<thead>
<tr>
<th>Political Communication</th>
<th>Rhetoric and Civic Culture</th>
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</thead>
<tbody>
<tr>
<td>Introduction to American Politics</td>
<td>Public Opinion and Voting Behavior</td>
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<tr>
<td>Mass Communication and Society</td>
<td>Communication, Community, and Change</td>
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<tr>
<td>Campaigns and Elections</td>
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</tbody>
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### 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