



Media Career Guide: Preparing for Jobs in the 21st Century

By James Seguin

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The guide to getting that first media job *Media Career Guide* provides students with all the information they need to prepare for and conduct a successful communication-related job search. The manual includes an overview of the employment prospects for today's student and provides a comprehensive directory of media jobs including positions in print, radio, broadcast, online, new media, and advertising. In addition, guidelines walk students through the entire process — from how to research an industry or company and writing resumes to preparing for interviews and appropriate on-the-job behavior — making this an ideal resource for students.

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Media Career Guide: Preparing for Jobs in the 21st Century By James Seguin Bibliography

- Sales Rank: #11190707 in Books
- Published on: 2000-03
- Original language: English
- Dimensions: 9.25" h x 6.25" w x .25" l,
- Binding: Paperback
- 87 pages

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Editorial Review

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James Seguin is a professor of communication at Robert Morris University in Pittsburgh. He is also President of Creative Video, Inc. and has received awards for his television and video productions.

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