

## **Sample Letter 1**

### **Public Relations Specialty Area**

Student Name

Contact Information [Phone and email]

Student Id

Today's Date

Dear Speech Communication Department Members,

I would like to propose an emphasis in Public Relations as my specialization area for my A.A. degree in Speech Communication. I'm aspiring towards a career in PR/marketing, and I believe that a number of courses here at De Anza will be beneficial to fulfill the 12-unit requirement for this specialization. These courses consist of Ethics (PHIL 8), Introduction to Business (BUS 10), and Argumentation: Analysis of Oral and Written Comm. (SPCH 9). I feel that I have developed a number of personal skills in these courses that I could put to use in a professional working environment, especially between Ethics and Business (Since many believe that they are mutually-exclusive). SPCH9 has also been monumental in teaching me the essentials of reasoning, fallacies, and techniques for becoming a seamless communicator.

These courses, in addition to my other speech classes, have helped me to become a more dynamic and confident leader, public speaker, and student as a whole. I've worked a number of jobs where such skills are in high demand, and I'm currently employed at a motorcycle shop alongside school, where I help work on motorcycles, create website content, and represent the company. I believe that a degree in Speech Communication would help to further my qualifications and skill set prior to joining the increasingly-competitive American workforce.

After taking several Speech and Public Relations/Marketing-related courses here at De Anza I have acquired newfound motivation and the drive to continue my studies at UC Davis or Cal Poly San Luis Obispo starting Fall 2016 with an emphasis in Public Relations. I hope to use what I've learned to raise awareness for the importance of effective communication both in and outside of the workplace.

Sincerely,

Student Name

## **Sample Letter 2**

### **Intercultural Communication Specialty Area**

Student Name

Student Id

Address

Phone

Email address

Today's Date

Dear Speech Communication Department Members,

I would like to propose the interdisciplinary studies of intercultural Communication to fulfill my specialty area for an A.A Degree in Speech Communication. From these studies, I will do my best in using my acquired knowledge and skills into my personal and professional life. The influences of culture define who we are and why we have become so accustomed into doing things that other people may view as different. My Intercultural Communication courses have helped me embrace new perspectives between different races, gender and societies in which cultures may differ. Only through keeping an open mind and intercultural communication can get people to understand why there are different customs throughout every ethnic group. Without these courses, one may become very close minded from the world around them and may even get a sense of "culture-shock" since they may have had no previous knowledge to the mundane routines of different cultures.

The knowledge gained from my Elementary French [FREN1], History as Mystery: A Critique of Western Perspectives in a Global Perspective [HUMI 18], and Introductory Business class [BUS10] have helped me embrace different people and their customs. Prior to taking Elementary French here at De Anza College, I had taken two years of French in my high school, while including one year of Spanish. Adding on to my previous experiences with French and Spanish, I have been enrolled at the San Jose Learning Center where I am currently on their third level of Portuguese. My experiences from my current and prior linguistic courses have helped me understand the people, the aspects of their language, and their culture.

All my knowledge from the French, Spanish and Portuguese cultures has inspired me and has given me a better understanding of their characteristics as well as helping me gain intercultural competence. I would like to submit Elementary French, A Critique of Western Perspectives in a Global Perspective and Introductory Business as the courses that qualify for the specialty area of the A.A. Speech Communication Degree. These three courses that I will be using in my specialty in Speech Communication will benefit me in pursuing a career in associated with public relations or cross-cultural human resources. I intend to expand my knowledge and continue my education and in Communication Studies at Sacramento State University in the fall of this year and have already been accepted. I would like to thank you for this opportunity and your time.

Sincerely,

Student Name

## **Sample Letter 3**

### **Business Management Specialty Area**

Student Name

Student Id

Phone Number

Email

Today's Date

Dear Speech Communications Department Members,

I would like to propose the interesting and dynamic studies of Graphic Design Communication [ARTS55A], Intro to Business [BUS10], and Business Law [BUS 18] to fulfill my specialty area for an A.A. degree in Speech Communication. From these studies, I currently apply all my acquired skills in my job as a retail manager at Pet Smart and intern at a startup company for graphic design. Graphic communication as it says in the name is communication through graphic elements. People do not only use verbal communication but also go by what is visually presented to them as well. It involves planning, designing, and creating communication that conveys forms of information that could be read or seen. Art communicates many different things and it's all in the eye of the beholder. Graphic communication helps me communicate through multimedia means, which is what our society is adapting to more and more. It is visually stimulating and creates critical thinking.

My area of study will be Speech Communications with an emphasis on retail management and business management. On management side I have learned to communicate to an eclectic group of individuals regarding goals and tasks. I have to be able to relay important information within my business. Business communication is vital because it encompasses marketing, brand management, customer relations, consumer behavior, advertising, public relations, corporate communication, community engagement, reputation management, interpersonal communication, employee engagement, and event management. It is closely related to the fields of professional communication and technical communication. The courses mentioned above and the speech classes I have taken as part of my AA degree in Speech Communication enable me to reach these goals.

Sincerely,

Student Name