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For immediate release

Communication student pursues three minors

A Mason communication major will tackle a triple minor in conflict analysis and resolution, intelligence analysis, and graphic design.

Carlos Zavala has decided to study these minors to prepare for his goal of going into crisis communication. He thought that these minors will allow him to gain different knowledge that he can apply to the field he wants to enter, in terms of terminology and insight.

“Crisis communication is still pretty new, as there is no undergraduate bachelor’s degree for it, but one can study it when entering grad school,” said Zavala. “I think that by studying these minors I will learn a lot in terms of political conflicts, and employers will value it.”

He wants to enter into crisis communication in the political field, so these minors will allow him to take courses where one studies current political situations both domestically and internationally. Crisis communication is a branch of public relations; however, this solely focuses on events that can negatively affect the organization and stakeholders.

Zavala has always been passionate about public relations, which is what he wanted to enter into in the beginning. However, after taking Professor Katherine Rowan’s class in public

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relations, he got a glimpse of how crisis communication worked, and wanted to not only learn more, but work in it.

“My dream is that once I graduate and begin working in the field, that I can help bring more awareness to the field, and hopefully see there be for undergraduate students to fully concentrate in crisis communication,” said Zavala.

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