

NCA

NATIONAL COMMUNICATION  
ASSOCIATION

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2013 ACADEMIC JOB LISTINGS  
IN COMMUNICATION REPORT

WASHINGTON, DC 2014

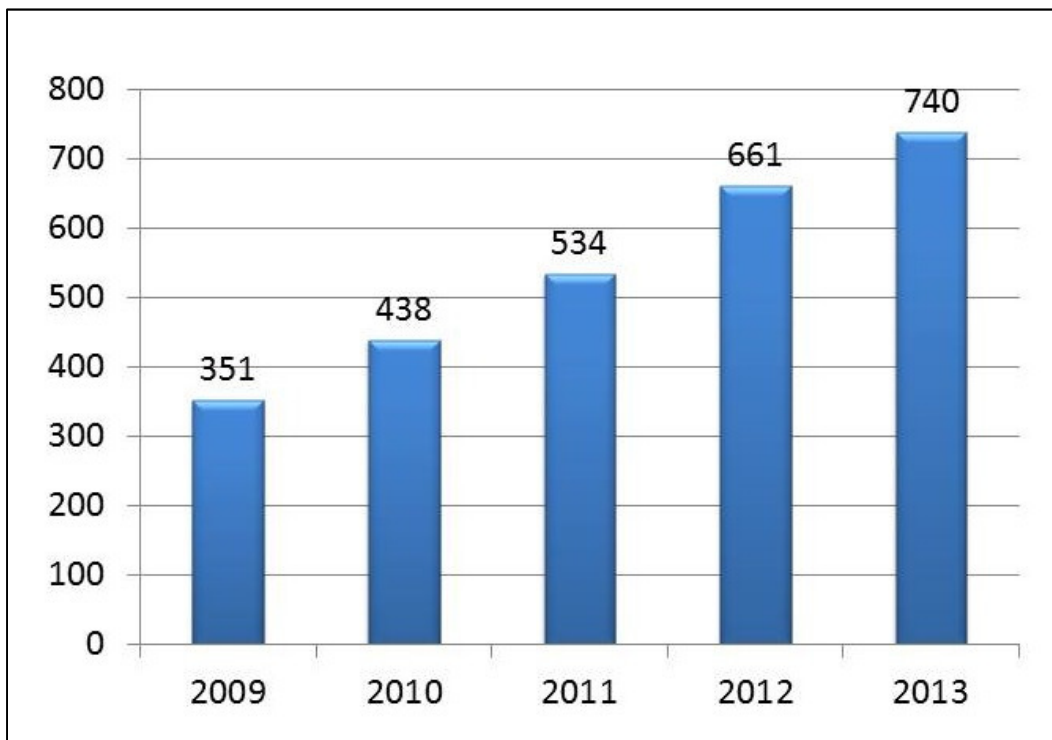
The National Communication Association (NCA) performs an annual analysis of college and university searches to fill academic positions in Communication. We collect job postings from three different outlets: the NCA Career Center, CRTNET, and *Spectra*. CRTNET is a disciplinary listserv where employers may post position announcements. *Spectra* is the NCA magazine. If a job was posted in more than one outlet, it was counted only once.

In the following report, we provide a descriptive account of the growth of the Communication job market over the last few years, as well as a more detailed assessment of available jobs with respect to areas of research and teaching specialty and rank or type of position.

### Five-Year Trends

The current job market is quite healthy compared to just a few years ago. The total number of positions in Communication advertised by institutions of higher education has more than doubled from 2009 to 2013. Figure 1 reveals that there were 351 jobs advertised in 2009, followed by a steady increase over time to 740 in 2013. While these data do not allow us to identify all of the reasons for this increase, it is worth noting that 2009 was during a recessionary period in the United States.

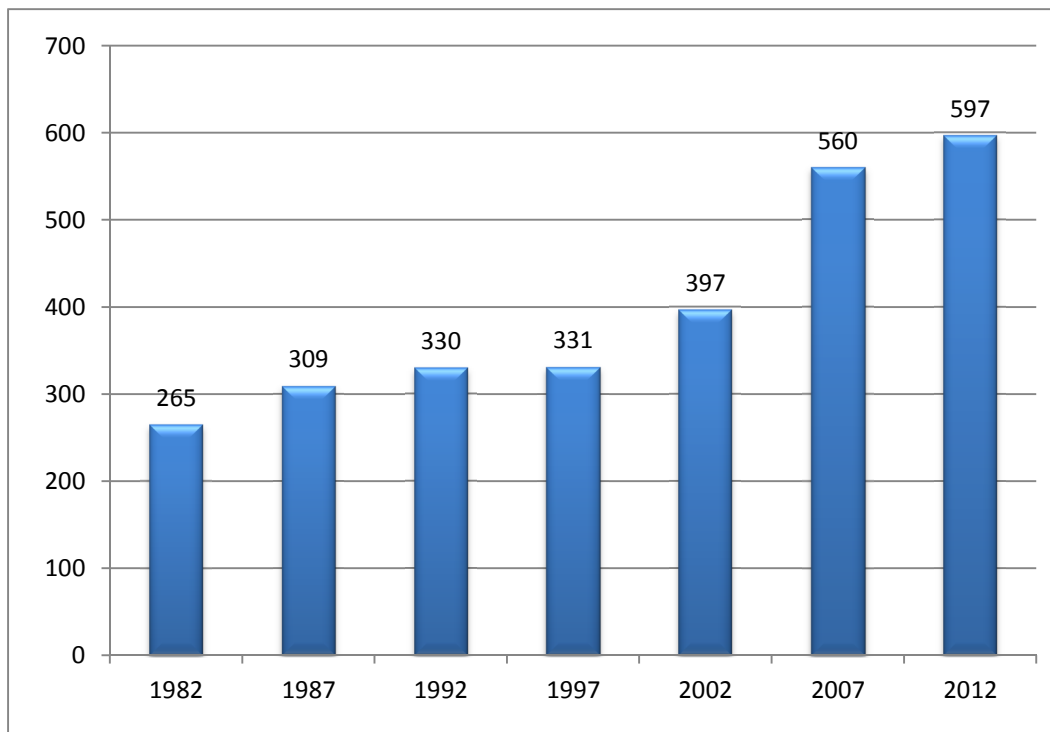
**Figure 1. Total Academic/Teaching Positions Advertised for the Past Five Years**



## Alignment of Ph.D. Production and Job Openings in Communication

Much attention has been paid in recent years to the seeming over-production of Ph.D.s relative to the evolving academic job market, and indeed this is a meaningful concern when examining the overall health of a discipline. To explore this question for Communication, we used the National Science Foundation's *Survey of Earned Doctorates (SED)*. Figure 2 shows that the number of job postings for positions in Communication exceeds the number of Ph.D.s granted in Communication in 2012 by 64 jobs. Not every position is available or relevant to every Ph.D. recipient, however.

Figure 2. Number of Ph.D.s in Communication, 1982-2012. Source: NSF SED



## Distribution of Jobs by Research/Teaching Specialties

Given that not all jobs in Communication have requirements that align with the backgrounds of all Communication Ph.D.s, the breakdown of advertised jobs by sub-field is also of critical concern to job seekers and employers. Specialties are presented below in Table 1.

Many postings advertise for individuals possessing more than one specialty, so here we present both primary and secondary specialties. Because academic positions in Communication are described in advertisements using hundreds of different sub-disciplinary terms, we have coded all positions to align with the list of most commonly used specialty titles.

With 156 postings for generalists, Table 1 indicates that generalists are being recruited more than people with any particular area of specialty. The most common research/teaching specialties are mass communication/media and public relations, with 87 and 81 postings, respectively. Those are followed by journalism (67), digital/emerging/new media (66), organizational (57), rhetoric/public address (49), and health (47).

**Table 1. Primary and Secondary Research/Teaching Specialties Requested in Job Advertisements, 2013**

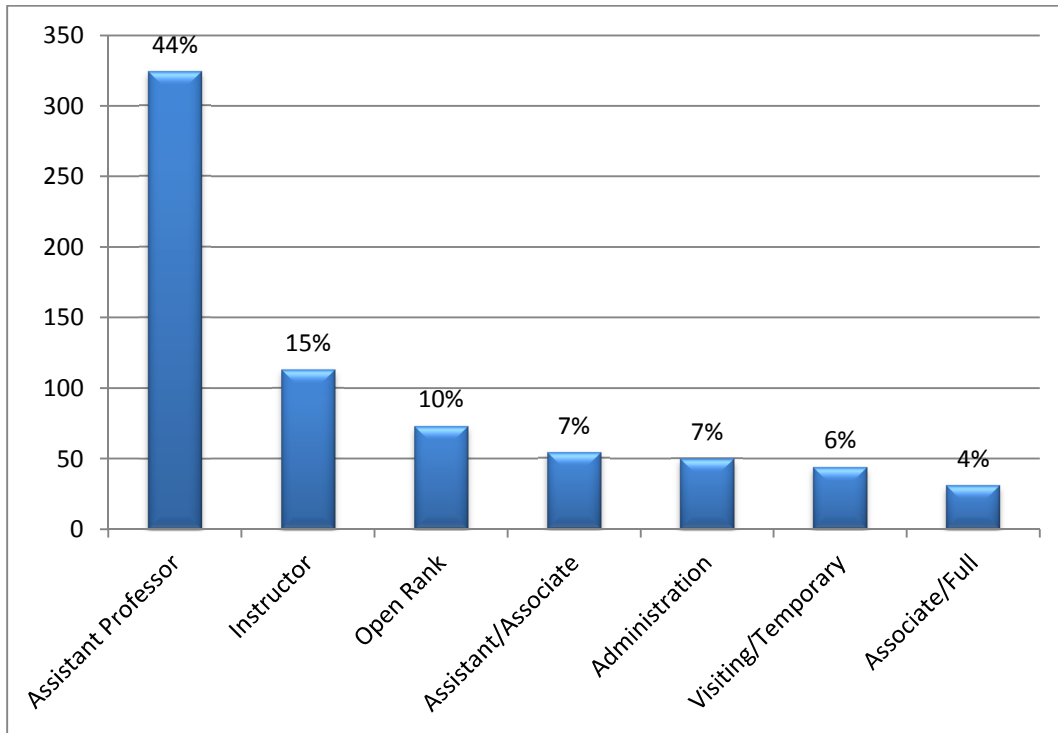
	<b>Primary</b>	<b>Secondary</b>	<b>Total</b>
<b>Generalist</b>	156	0	156
<b>Specialty</b>			
<b>Mass Communication/Media</b>	62	25	87
<b>Public Relations</b>	69	12	81
<b>Journalism</b>	67	0	67
<b>Digital/Emerging/New Media</b>	54	12	66
<b>Organizational</b>	46	11	57
<b>Rhetoric/Public Address</b>	35	14	49
<b>Health</b>	36	11	47
<b>Interpersonal/Small Group</b>	24	13	37
<b>Intercultural/International</b>	26	9	35
<b>Advertising</b>	25	3	28
<b>Debate/Forensics</b>	23	2	25
<b>Strategic</b>	21	1	22
<b>Political</b>	10	8	18
<b>Communication Theory</b>	6	8	14
<b>Film/Cinema</b>	14	0	14
<b>Public Speaking</b>	10	2	12
<b>Visual</b>	8	3	11
<b>Persuasion</b>	6	3	9
<b>Basic Course</b>	8	0	8
<b>Environmental</b>	4	3	7
<b>Performance Studies/Theater</b>	5	0	5
<b>Applied</b>	4	0	4
<b>Communication Education</b>	3	0	3
<b>Legal</b>	3	0	3

### **Job Advertisements by Rank or Type of Position**

In addition to substantive alignment, job seekers' career trajectories need to be aligned with advertised rank or type of position. Figure 3 shows that 65 percent of 2013 job postings sought individuals for tenured or tenure-track positions. The largest number of position postings by far, 44 percent, were for tenure-track assistant professor positions. Twenty-one percent of the

postings advertised for more than one rank or for an open rank tenure-track faculty member. Non tenure-track positions (Instructor and Visiting/Temporary) accounted for another 21 percent of the job postings in 2013. Seven percent of available positions were in administration.

**Figure 3. Number of Job Postings by Rank or Type of Position, 2013**



Note: Percentages do not sum to 100 percent because some postings were vague or unspecified.