

Thinking Critically

How does Jennifer apply her communication skills daily in her profession? What influence has technology had on Jennifer's professional life?

Jennifer A. Machiorlatti, PhD., Professor of Communication Studies; The University of Windsor (Canada)

The University of Windsor (Canada), first established over 130 years ago, offers more than 120 undergraduate, graduate, cooperative, and professional programs to over 14,000 students.

Professionalism. *How do strong communication skills enable Jennifer to establish herself as a professional in her field?*

Stories from the Real World

- ▶ **Name:** Jennifer A. Machiorlatti, Ph.D.
- ▶ **Profession:** Education, Professor of Communication Studies
- ▶ **Years of Experience:** Twelve

How do you use communication in your daily life?

Communication is the most important process of my life. It is a part of being human—I use my mind to analyze, reflect and philosophize, as well as keep a journal. I lecture publicly and am a part of group meetings and team assignments. Effective communication across culture is one of the most important aspects of being human as we all live in very different experiences.

How are written and spoken communication skills essential in your profession?

I write both formally and informally. On the informal level, I write emails, memos, reports and letters. These are for correspondence and administration of professional matters. Formally I write articles, reviews, course lesson plans, and lecture notes as well as assignments and evaluations of those assignments. Written communication is not the same as spoken communication, but it certainly complements it and is a skill I have refined over the last 25 years.

How have changes in technology impacted communication in your professional life?

My professional life blends communication practice and theory with technology. Technology changes everyday, which makes it difficult to stay abreast of all the changes. The web has also changed the way we run our daily lives. The world feels much smaller because we can be linked globally to people in a matter of moments through computers.