

Sydney Jones, Spanish, Public Relations, Class of 2021

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“Don’t be afraid to do your research. Lean on other people and know that you are worth more than you think you are.”

“Public relations is all about knowing your audience,” says WKU Modern Languages alumna Sydney Jones, who graduated in 2021 with a double major in Public Relations and Spanish. “It’s all about knowing who you are going to be communicating to, what they are going to want to hear, and what your responsibility is to tell them. From a Spanish point of view, it’s kind of similar...knowing who your audience is, who you’re speaking to, maybe what dialect they’re going to be using, what different vocabulary you’re going to have to switch to, and what message it is that you’re trying to get across.” Sydney has been studying Spanish since middle school. Upon coming to college, she realized that the language was something that she wanted to continue pursuing to make herself a more competitive candidate for public relations positions.

Reflecting on the experience of double majoring, Sydney adds, “I think that looking at a double major is something that can really put you ahead in terms of the different things that you can do, not just on a resume, but in terms of your ability to pivot from one thing to the next.” Sydney also understands the challenge of balancing multiple majors, however, and suggests focusing on small ways to keep up proficiency in a language with a busy schedule. She often journals in Spanish at night and makes sure to surround herself with the language and culture through music and TV shows. “It definitely helps just to be immersed in it as much as you can, especially living in a country or region, a place where not a lot of people speak the language,” she says.

Jones also urges students to lean on others for support through the process of language learning. “Rely on your mentors,” she says, “whether they are your professors, whether they are people outside of the college, whether they are through friends.”

Sydney currently works at Small Potatoes, an integrated communications agency, where she uses her Spanish to work with clients in California. She is also a published author with her fantasy series, *Exordium*, which she began writing in high school.



