



# JOURNALISM

## BACHELOR OF ARTS

### SCHOOL OF COMMUNICATION & JOURNALISM

The Journalism major teaches students the skills necessary to be successful regardless of which branch of the profession they choose to enter. Journalism students learn and practice news writing and editing for multiple platforms, multimedia production, design, and photojournalism. They also learn to navigate the ever-changing social media landscape to promote their own work or crowdsource a story. Students are able to report breaking news and complete longer investigative projects for print, broadcast and online media, cover sports, design publications, and frame major events through their lenses. Students learn to think critically, produce creatively, write precisely, process information quickly, interview thoughtfully, manage people, and develop an excellent work ethic.

#### **WHAT CAREERS CAN I PURSUE WITH A JOURNALISM DEGREE?**

The skills required of a journalist are the foundation for any job that requires researching, talking to people, asking questions and synthesizing what is learned into a cohesive, coherent article or report. Our alumni have won Pulitzer Prizes and Emmy Awards, among other kinds of recognition for their work. You will find our alumni working in traditional journalism fields of broadcast, multimedia and print, but they have also parlayed their skills into other fields. You can find Eastern Journalism alumni working in the movie industry, lobbying, social media marketing, political campaigns, public relations, law enforcement, the legal profession, and book editing and publishing. What can you do with a Journalism degree? In short, just about anything you put your mind to.

#### **DIVISION CORE: 18 HRS**

- JOU 1401 - Journalism Forum
  - JOU 2001G - Journalism and Democracy
  - JOU 2101 - Writing for News Media
  - JOU 3401 - Journalism Practicum
  - JOU 4102 - Journalism Ethics
  - JOU 4401 - Journalism Capstone
  - JOU 4771 - Communication Law
- Complete one of the following:*
- JOU 3501 - Principles of Advertising
  - JOU 3953 - Perspectives on Sports and the Media
  - JOU 3970 - Race, Gender, and the Media

#### **ADDITIONAL REQUIRED COURSES: 18 HRS**

- JOU 2901 - Introduction to Copy Editing
- JOU 2950 - Introduction to Visual Communication
- JOU 3000 - Advanced Reporting
- JOU 3002 - Introduction to Multimedia Journalism
- JOU 3300 - Publication Design
- JOU 3610 - Broadcast News

#### **JOURNALISM OPTION ELECTIVES: 9 HRS**

Please see reverse for details.

#### **TOTAL JOURNALISM HOURS: 45 HRS**

Journalism majors are required to complete 30 hours in liberal arts and a non-journalism specialty. Please see reverse for details.

#### **SCHOOL OF COMMUNICATION & JOURNALISM**

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## **JOURNALISM OPTION ELECTIVES: 9 HRS**

JOU 2850 - Sports Media Relations  
JOU 3001 - Photojournalism  
JOU 3102 - Feature Writing  
JOU 3620 - Advanced Broadcast News  
JOU 3703 - Online Journalism  
JOU 3706 - Writing for Sports Media  
JOU 3800 - Advanced Editing  
JOU 3955 - Reporting on the Arts  
JOU 4000 - Investigative Reporting  
JOU 4001 - Media Management  
JOU 4275 - Journalism Internship  
JOU 4750 - Independent Study

## **LIBERAL ARTS AREA (BLOCK A): 18 HRS**

The Journalism program is accredited by the Accrediting Council on Education in Journalism and Mass Communications, and the faculty believe strongly in the council's requirement that Journalism students be exposed to a broad liberal arts background while in school. In consultation with their academic advisors, Journalism majors choose six courses from among a list updated every year. Some courses that satisfy the university's general education requirement also satisfy Block A requirements.

## **NON-JOURNALISM SPECIALTY (BLOCK B): 12 HRS**

In consultation with their academic advisors, Journalism majors choose a block of upper-division courses that allow students to develop an area of expertise in something besides Journalism. A second major or a non-Journalism minor satisfies this requirement, but students who choose not to have a minor are able to put together an area of specialty that reflects their career interests. Block A and B courses may not overlap.