

Journalism, B.A.

The School of Communication and Journalism's bachelor's degree in journalism is accredited by the Accrediting Council on Education in Journalism and Mass Communication. It comprises 48 credit hours and gives students the opportunity to choose from one of six areas of emphasis: broadcast, community, investigative, magazine, sports, and visual. The program stresses professional preparation.

Student Learning Outcomes

All graduates should be aware of certain core values and competencies and be able to:

1. understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
2. demonstrate an understanding of the history and role of professionals and institutions in shaping journalism;
3. demonstrate an understanding of gender, race, ethnicity, sexual orientation, and other forms of diversity in relationship to journalism;
4. demonstrate an understanding of the diversity of groups in a global society in relationship to journalism;
5. understand concepts and apply theories in the use and presentation of images and information;
6. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. think critically, creatively and independently;
8. conduct research and evaluate information by methods appropriate to the journalism profession;
9. write correctly and clearly in forms and styles appropriate for the journalism profession and the audiences and purposes they serve.
10. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
11. apply basic numerical and statistical concepts; and
12. apply tools and technologies appropriate for journalism.

Curriculum Map

Course name 1—Introduces; 2—Reinforces; 3—Demonstrates mastery	1. Under- stands laws	2. Under- stands history	3. Grasps domestic diversity	4. Under- stands global diversity	5. Applies theories	6. Under- stands ethics
1100 Fundamentals	N/A	N/A	N/A	N/A	N/A	N/A
2210 Newswriting	1	1	1	1	N/A	1
2310 Reporting	2	2	2	2	2	2
3010 Digital/B'cast Production	2	2	2	2	2	2
3020 Digital/B'cast Reporting	3	3	3	3	3	3
3110 Applied Journalism	N/A	N/A	N/A	N/A	N/A	N/A
3220 Feature Writing	2	2	2	2	2	2
3410 Photojournalism	1	1	2	2	2	2
3470 Editing & Design	N/A	N/A	2	2	2	2
3510 Multimedia JRNL	2	2	2	2	2	2
3530 Sports Reporting	2	2	2	2	2	2
4230 Advanced Reporting	3	3	3	3	3	3
4320 Entrepreneurial JRNL	2	2	2	2	2	2
4410 Journalism History	2	3	2	3	2	2
4470 Advanced Features	3	3	3	3	3	3
4480 Advanced Design	3	3	3	3	3	3
4490 Literary Journalism	N/A	2	2	2	N/A	2
4530 Adv Sports Reporting	3	3	3	3	3	3
4870 Community JRNL	3	3	3	3	3	3
4920 JRNL Internship	3	3	3	3	3	3

Curriculum Map

Course name 1—Introduces; 2—Reinforces; 3—Demonstrates mastery	7. Think critically	8. Conduct, evaluate research	9. Writes clearly, correctly	10. Evaluates self, others	11. Applies numerical concepts	12. Applies tools, tech
1100 Fundamentals	1	N/A	1	1	1	N/A
2210 Newswriting	1	1	1	1	1	1
2310 Reporting	2	2	2	2	2	2
3010 Digital/Broadcast Production	2	2	2	2	2	2
3020 Digital/Broadcast Reporting	2	3	3	3	3	3
3110 Applied Journalism	2	3	3	3	N/A	3
3220 Feature Writing	2	2	2	2	2	2
3410 Photojournalism	2	2	N/A	2	2	2
3470 Editing & Design	2	N/A	2	2	2	2
3510 Multimedia JRNL	2	2	2	2	2	2
3530 Sports Reporting	2	2	2	2	2	2
4230 Advanced Reporting	3	3	3	3	3	3
4320 Entrepreneurial	3	2	2	2	2	2
4410 Journalism History	3	2	2	2	N/A	N/A
4470 Advanced Features	3	3	3	3	3	3
4480 Advanced Design	3	3	3	3	3	3
4490 Literary Journalism	3	2	2	2	N/A	N/A
4530 Adv Sports Reporting	3	3	3	3	3	3
4870 Community JRNL	3	3	3	3	3	3
4920 JRNL Internship	3	3	3	3	3	3