What about a major in…?

Journalism and Mass Communication

What is Journalism and Mass Communication?
The school offers a B.A. major program in Journalism with two professional tracks: Journalism and Strategic Communication; and a Mass Communication track. The Mass Communication track is for students who wish to study the economic, political, legal, and social aspects of mass communication. Students may develop a program emphasis in areas such as history, law, media effects, media industry studies, international communication, or other aspects of mass communication studies represented at the school.

What are the major requirements?
Go to www.catalogs.umn.edu/programs.html and select “Undergraduate majors.”

How do I declare a Journalism and Mass Communication major?
You will be required to declare a major by the time you have completed 60 credits.
1. Stop in Room 110 Murphy Hall to schedule a pre-major meeting to learn more about the major and its requirements. At this meeting, you will also learn about the application process.
2. The Journalism major requires you to submit an application for admission. Applications are due around the sixth week of fall and spring semesters.
3. Once you are admitted to the Journalism major, meet with your faculty adviser from the department to complete a Major Program form.
4. Bring a copy of the form to your CLA student community.
5. If you decide to change your major, contact your student community to learn more about your new major’s declaration process.

What can I do with a major in Journalism and Mass Communication?

Skills
Journalism majors develop skills that are applicable to a wide variety of careers. These skills include:
• Writing and editing skills
• Visual communication skills
• Research skills
• Presentation skills
• Computer skills
• Ability to work under pressure of deadline
• Ability to work effectively on group projects
Employment
Common areas of employment for this major include but are not limited to:
• Journalism—reporters, editors, producers, photojournalists, graphic artists
• Public Relations—media relations, employee and community relations, public and
government affairs, special events, development and fundraising, and marketing
communication

Today’s workplace requires individuals with interpersonal skills, the ability to
communicate effectively, an ability to solve problems, and adaptability. CLA graduates
find that they are well-prepared in all these areas and that their education—especially
when combined with experience gained through internships, volunteer positions, past
jobs, and other collegiate involvement—makes them competitive.

The Career & Community Learning Center provides students with the tools to
identify and pursue potential careers. An extensive resource room, career courses and
workshops, and a helpful staff are just some of the ways we can help.

Remember!
You have not declared a major until you have:
• completed a Major Program form with your major adviser,
• filed a copy with the major department,
• and filed a copy with your CLA student community.

Don’t forget: keep a copy for yourself!