

## What is Journalism and Mass Communication?

The school offers a B.A. major program in Journalism with three professional tracks: Professional Strategic Communication, Professional Journalism, and Mass Communication. 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](http://www.catalogs.umn.edu/programs.html) and select “Undergraduate majors.”

## Typical courses

### **Jour 1001:** Introduction to Mass Communication

Introduction to the historical, economic, political, legal, ethical and social aspects of mass communication across various mediums including books, magazines, newspapers, radio, television and the internet.

### **Jour 3004W:** Information for Mass Communication

Learn to access resources for professional and academic work in mass communication. Includes techniques for locating, retrieving, and verifying information from a variety of sources.

### **Jour 3006:** Visual Communication

Investigate the role of images in mass communication and learn social, cultural, historical, and psychological approaches to visual communication.

### **Jour 3614:** History of Media Communication

Overview of the historical perspective on tools of communication and the impact of new technologies.

### **Jour 3741:** People of Color and the Mass Media

Examine past and present depictions of people of color in the media and the personal and political effects of these depictions.

### **Jour 3745:** Mass Media and Popular Culture

Explore mass media’s role in the formation of popular culture and cultural discourse. Discuss the social and commercial pressures that influence media representation.

### **Jour 3771:** Mass Media Ethics: Moral Reasoning and Case Studies

Overview of the ethical dilemmas faced by journalists, advertisers, and communications specialists. Includes examination of case studies, professional codes of ethics, and standards used by mass media.

## 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 third week of fall and spring semesters.

## For more information:

### **About the Journalism major:**

School of Journalism and Mass Communication Student Services Center  
110 Murphy Hall  
(612) 625-0120  
<http://www.sjmc.umn.edu/>

### **About CLA requirements, graduation, and other information about majors:**

CLA Communications and Media Student Community  
B-16 Johnston Hall  
(612) 624-1820

or

CLA Martin Luther King, Jr. Program  
19 Johnston Hall  
(612) 625-2300  
<http://www.class.umn.edu/mlk/>  
[mlk@class.cla.umn.edu](mailto:mlk@class.cla.umn.edu)

### **About careers, internships, and community learning opportunities in this major and others:**

Career and Community Learning Center  
135 Johnston Hall  
(612) 624-7577  
[www.cclc.umn.edu/](http://www.cclc.umn.edu/)  
[cclc@class.cla.umn.edu](mailto:cclc@class.cla.umn.edu)

### **About graduation with honors:**

CLA Honors Division  
20 Nicholson  
(612) 624-5522  
[www.honors.class.umn.edu/](http://www.honors.class.umn.edu/)  
[honors@class.cla.umn.edu](mailto:honors@class.cla.umn.edu)

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.

## Admission

The Journalism major requires that you submit an application for admission. Applications are due the third week of fall and spring semesters.

## 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!**