Journalism and Mass Communication, B.A.

Learning Outcomes

• Law and Ethics Learning Goal
  Students will understand and be able to apply the principles and laws of freedom of speech and press in real space and cyberspace, and demonstrate an understanding of professional ethical principles and their historical development.

• Media Literacy Learning Goal
  Students will understand the principles of media literacy and develop the skills necessary to access, analyze, evaluate, and create media messages across multiple media domains.

• Writing and Storytelling Learning Goal
  Students will understand that clear, concise, and correct writing is at the heart of journalistic expression, and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally-accepted standards in all work.

• Multiculturalism Learning Goal
  Students will be able to demonstrate an understanding of the diversity of groups (including communities defined by gender, race, ethnicity, age, religion, and sexual orientation) in a global society in relationship to communications.

• Media History Learning Goal
  Students will understand the history of media in the context of industries and identify transformations in audiences, engagement, and business practice over time. They will grasp the significance of advances in mass communication technology for cultural production in domestic and global media markets from the printing press to the latest digital platforms. Students will trace the production of cultural meanings across historical periods as well as connections between business models and news consumption.

Overview

Media writing and visual storytelling form the core of the undergraduate major in journalism and mass communication. Students are required to take both professional and conceptual courses offered by the school; they develop professional skills while studying the historical, legal, cultural, and institutional roles of media in society. They also complete extensive academic work outside the school, consistent with the University’s commitment to the liberal arts and sciences.

First-year students completing a major in journalism and mass communication are advised at the Academic Advising Center. Students who have earned 24 s.h. or more and have declared the journalism and mass communication major are advised at the Academic Advising Center. Students who are advised at the Academic Advising Center.

Transfer Students

The School of Journalism and Mass Communication may accept transfer credit in journalism earned at institutions accredited by the Accrediting Council on Education in Journalism and Mass Communications. A maximum of 9 s.h. of approved transfer credit may be applied to the major in journalism and mass communication. Some journalism coursework taken at other schools may be used to fulfill the GE CLAS Core and/or second area of concentration requirements.

Students who wish to apply transfer credit toward School of Journalism and Mass Communication requirements must discuss the proposed transfer credit with a journalism advisor and must have approval from the head of undergraduate studies.

Requirements

The Bachelor of Arts with a major in journalism and mass communication requires a minimum of 120 s.h., including at least 38-39 s.h. in journalism and mass communication courses, plus a second major, certificate, or minor from the school’s approved list. See “Second Major or Concentration Area” below for specific requirements. Reasonable accommodations may be made for students who wish to develop their own secondary area of concentration, which must consist of a minimum of 24 s.h., and at least 15 of the 24 s.h. must be earned in advanced courses numbered 3000 or above.

Students must maintain a g.p.a. of at least 2.00 in the major. All students must complete the College of Liberal Arts and Sciences GE CLAS Core.

Students may count a maximum of 48 s.h. earned in School of Journalism and Mass Communication courses (prefix JMC) toward the 120 s.h. required for the degree.

Each student works with an assigned educational advisor and/or faculty advisor to develop a study plan that meets the major’s requirements. Requirements for the major are consistent with the program’s accreditation requirements; the school cannot make exceptions.

The B.A. with a major in journalism and mass communication requires the following course work.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td><strong>Foundation Courses</strong></td>
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<td>Foundation Courses</td>
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<tr>
<td></td>
<td>Grammar Requirement</td>
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<td></td>
<td>Professional Skills Courses</td>
<td>8</td>
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<tr>
<td></td>
<td>Reporting and Writing Courses</td>
<td>6</td>
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<tr>
<td></td>
<td>Workshop</td>
<td>3</td>
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<td>Advanced Writing or Workshop Course</td>
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<td>Conceptual Courses</td>
<td>9</td>
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<td></td>
<td><strong>Second Major or Concentration Area</strong></td>
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<td></td>
<td>Total Hours</td>
<td>38-39</td>
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Foundation Courses

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<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>JMC:1100</td>
<td>Media Uses and Effects</td>
<td>3</td>
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<tr>
<td>JMC:1200</td>
<td>Media History and Culture</td>
<td>3</td>
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<tr>
<td>JMC:2200</td>
<td>Principles of Strategic Communication</td>
<td>3</td>
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And one of these (completed with a grade of C-minus or higher before enrollment in the professional skills courses):

- JMC:1100 Media Uses and Effects
- JMC:1200 Media History and Culture
- JMC:2200 Principles of Strategic Communication
Grammar Requirement

Before enrollment in professional skills courses, JMC:2010 Journalism and Multimedia Storytelling, students are required to complete one of the following:

- enroll in and successfully complete (with a grade of C-minus or higher) JMC:1600 Writing Fundamentals (1 s.h.), a five-week course covering grammar and usage rules; or
- take and successfully complete an online grammar and usage test prepared by the School of Journalism and Mass Communication. Successfully completing the test entails correctly answering 80 percent of questions on the test. The test is offered several times each semester. Students should contact the school’s resource center office for more information concerning dates and how to enroll for the test. Students may take the grammar and usage test two times before being invited to enroll in JMC:1600.

Professional Skills Courses

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<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>JMC:2010</td>
<td>Journalistic Reporting and Writing</td>
<td>4</td>
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<tr>
<td>JMC:2020</td>
<td>Introduction to Multimedia Storytelling</td>
<td>4</td>
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Reporting and Writing Courses

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<tbody>
<tr>
<td>JMC:3400</td>
<td>Specialized Reporting and Writing</td>
<td>3-4</td>
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<tr>
<td>JMC:3405</td>
<td>Investigative Reporting and Writing</td>
<td>3-4</td>
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<tr>
<td>JMC:3410</td>
<td>Magazine Reporting and Writing</td>
<td>3-4</td>
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<tr>
<td>JMC:3411</td>
<td>Radio and Television Storytelling</td>
<td>3-4</td>
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<tr>
<td>JMC:3412</td>
<td>Strategic Communication Writing</td>
<td>3-4</td>
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<tr>
<td>JMC:3413</td>
<td>Sports Writing</td>
<td>3-4</td>
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<tr>
<td>JMC:3414</td>
<td>Basic Elements of Book Writing: Fiction and Nonfiction</td>
<td>3-4</td>
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<tr>
<td>JMC:3415</td>
<td>Writing Across Cultures</td>
<td>3-4</td>
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<tr>
<td>JMC:3420</td>
<td>Content Marketing</td>
<td>3-4</td>
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<tr>
<td>JMC:3460</td>
<td>Arts and Culture Reporting and Writing</td>
<td>3-4</td>
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<tr>
<td>JMC:3470</td>
<td>Narrative Journalism</td>
<td>3-4</td>
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<tr>
<td>JMC:3490</td>
<td>Feature Reporting and Writing</td>
<td>3-4</td>
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Workshop

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<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>JMC:3600</td>
<td>Topics in Media Production</td>
<td>3-4</td>
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<tr>
<td>JMC:3603</td>
<td>TV News Production</td>
<td>3-4</td>
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Optional Journalism Electives

Students may earn elective credit by completing additional journalism and mass communication course work (prefix JMC) but they may not exceed a maximum of 48 s.h. earned in the School of Journalism and Mass Communication toward the 120 s.h. required for the degree. Credit earned in JMC:4955 Honors Project counts toward the total journalism and mass communication course work that students may apply to their degree.

Second Major or Concentration Area

Every student majoring in journalism and mass communication must complete a second major or a concentration area outside the School of Journalism and Mass Communication. Study in the second major or concentration area enables students to acquire a substantial body of knowledge or expertise in a relevant area, learn how another discipline views the world, and/or develop a companion set of skills to those in journalism and mass communication.

The Certificates in Fundraising and Philanthropy Communication, Event Planning, or Media Entrepreneurialism do not satisfy the requirement for a second major or concentration area.

Specific Requirements for the Second Major or Concentration Area

Students must complete the requirements for the journalism and mass communication major (38-48 s.h.) and must satisfy the school's second major or concentration area requirement in one of two ways.

Option 1: complete a B.A. major in another department.

Option 2: complete an undergraduate certificate or minor that is listed on the department's approved list (students may not double count courses for their journalism and mass communication major and a certificate or minor). Students can choose from one of the following: aging and longevity studies, Native American and indigenous studies, American sign language and deaf studies, arts entrepreneurship, business administration, critical cultural competence, disability studies, entrepreneurial management, geographic information science, global health studies, human rights, international business, interscholastic athletic/activities administration, large data analysis, Latin American studies, leadership studies, medieval studies, museum studies, nonprofit management, political risk analysis, public health, risk management and insurance, social science analytics, sustainability, wind energy, or writing.

Honors

Honors in the Major

Students majoring in journalism and mass communication have the opportunity to graduate with honors in the major. Students in the school's honors program must have a g.p.a. of at least 3.50 in work for the major. To graduate with honors in the major, they complete JMC:4955 Honors Project, earning 3 s.h. of credit in work guided by a faculty member. The honors project may be a thesis or a professional project and typically is completed during the last semester of the senior year.

All majors with an overall g.p.a. of at least 3.33 are encouraged to take any journalism and mass communication course for honors credit and to make use of other honors opportunities in the school. Visit Journalism Honors Program on the school's website or contact the school's honors advisor for details.

National Honor Society

The school's chapter of Kappa Tau Alpha, the national society honoring scholarship in journalism and mass communication, was founded in 1936 and is named for former director Leslie G. Moeller. Students are considered for membership if their grade-point average places them in the top 10 percent of their class and they have completed at least five semesters of University work, including a minimum of 9 s.h. in journalism and mass communication skills courses. Contact the school's Kappa Tau Alpha advisor for details.

University of Iowa Honors Program

In addition to honors in the major, students have opportunities for honors study and activities through membership in the University of Iowa Honors Program. Visit Honors at Iowa to learn about the University's honors program.

Membership in the UI Honors Program is not required to earn honors in the journalism and mass communication major.

Academic Plans

Four-Year Graduation Plan

The following checkpoints list the minimum requirements students must complete by certain semesters in order to stay on the University's Four-Year Graduation Plan.

Students must declare the journalism and mass communication major by the first semester of their sophomore year in order to be eligible for the Four-Year Graduation Plan. The checkpoints below include the required work in journalism

- JMC:3135 New Media and the Future of Sport 3
- JMC:3140 News-Editorial Problems 3
- JMC:3146 Arab Spring in Context: Media, Religion, and Geopolitics 3
- JMC:3150 Media and Health 3
- JMC:3154 Foundations of Event Management 3
- JMC:3165 African Americans and the Media 3
- JMC:3175 Gender and Mass Media 3
- JMC:3181 The Business of Sport Communication 3
- JMC:3182 Sport, Scandal, and Strategic Communication in Media Culture 3
- JMC:3183 Sport and the Media 3
- JMC:3185 Topics in Mass Communication 3
- JMC:3190 Classics of Sports Journalism: From Jack London to Grantland 3
- JMC:3260 Event Planning Workshop 3
- JMC:3270 Event Planning and the Arts 3

- JMC:3154 Foundations of Event Management 3
and mass communication plus a second concentration area, 
but they do not include the requirements of a second major, 
since the Four-Year Graduation Plan does not apply to second 
majors.

**Before the fifth semester begins:** JMC:1100 Media Uses 
and Effects, JMC:1200 Media History and Culture, JMC:2200 
Principles of Strategic Communication or JMC:2300 Principles 
of Journalism, and at least one quarter of the semester hours 
required for graduation

**Before the seventh semester begins:** JMC:2010 
Journalistic Reporting and Writing, JMC:2020 Introduction to 
Multimedia Storytelling, JMC:2600 Freedom of Expression, 
JMC:3180 Media Ethics and Diversity, an additional course 
in the major, and at least one-half of the semester hours 
required for graduation

**During the seventh semester:** one writing or workshop 
course, one conceptual course, and at least three-quarters of 
the semester hours required for graduation

**During the eighth semester:** one writing or workshop 
course, one advanced workshop course, all remaining GE 
CLAS Core courses, and a sufficient number of semester hours 
to graduate

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**Career Advancement**

The major prepares students for careers in the field. 
Graduates find employment in a variety of areas, such 
as public relations, advertising, marketing, political 
communication, health communication, philanthropy and 
fundraising communication, newspapers, magazines, 
radio, television, online communications and social media, 
publication design, photojournalism, and media research.

The school’s internship and assessment coordinator 
helps students seeking career guidance and employment 
opportunities. The school compiles and publicizes notices of 
professional jobs open to journalism and mass communication 
students and graduates. It also cooperates with the 
University’s Pomerantz Career Center in providing career 
guidance and placement services as well as workshops and 
programs on seeking jobs.