Journalism and Mass Communication, B.A.

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 in the School of Journalism and Mass Communication by the journalism and mass communication academic advisor.

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 7 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 major's elective 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 s.h. in journalism and mass communication courses, plus a second major or a certificate from the school's list of approved certificates. 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. By the time students have completed 60 s.h., they must obtain their advisor's approval of their choice of secondary area of concentration, and notify the undergraduate director of that choice.

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 General Education Program.

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 faculty advisor and/or an educational 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.

Journalism and mass communication majors may count up to 6 s.h. of course work used to satisfy their major toward the Certificate in Media Entrepreneurialism.

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

Foundation Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:1100 Media Uses and Effects</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1200 Media History and Culture</td>
<td>3</td>
</tr>
</tbody>
</table>

And one of these (completed with a grade of C-minus or higher before enrollment in the professional skills courses):

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:2200 Principles of Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JMC:2300 Principles of Journalism</td>
<td>3</td>
</tr>
</tbody>
</table>

Grammar Requirement

Before enrollment in professional skills courses, JMC:2010 Journalistic Reporting and Writing and JMC:2020 Introduction to Multimedia Storytelling, students are required to complete one of the following:

- enroll in and successfully compete 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 main 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

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC:2010 Journalistic Reporting and Writing</td>
<td>4</td>
</tr>
<tr>
<td>JMC:2020 Introduction to Multimedia Storytelling</td>
<td>4</td>
</tr>
</tbody>
</table>

Reporting and Writing

Two of these:

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

Workshop
One of these:
JMC:3600 Topics in Media Production 3-4
JMC:3603 TV News Production 3-4
JMC:3605 Editing the News 3-4
JMC:3610 Graphic Design 3-4
JMC:3611 Web Design Basics 3-4
JMC:3615 Strategic Communication Campaigns 3-4
JMC:3620 Applied Digital and Social Media 3-4
JMC:3630 Photo Storytelling: Making Powerful Images 3-4
JMC:3633 Philanthropy Communication in a Digital World 3-4
JMC:3635 Political Public Relations 3-4
JMC:3640 Data Journalism 3-4
JMC:3645 Digital Storytelling 3-4

Advanced Writing or Workshop
One of these:
JMC:4100 Advanced Reporting and Writing 3-4
JMC:4110 Advanced Magazine Reporting and Writing: Iowa Journalist 3-4
JMC:4130 Advanced Public Relations Writing 3-4
JMC:4300 Advanced Photo Storytelling 3-4
JMC:4310 Advanced Media Workshop 3-4
JMC:4320 Advanced Television News 3-4
JMC:4350 Advanced Graphic Design 3
JMC:4360 Advanced Web Design 3

Conceptual Courses
Both of these:
JMC:2600 Freedom of Expression 3
JMC:3180 Media Ethics and Diversity 3
And one of these:
JMC:3100 Fundraising and Philanthropy Communication 3
JMC:3101 Fundraising Fundamentals 3
JMC:3110 Visual Communication 3
JMC:3115 Audience Engagement: Marketing Research in the Digital Age 3
JMC:3116 Communication-Based Approaches to International Development 3
JMC:3121 Business of Media: Profits, People, and Power 3
JMC:3122 Digital and Gaming Culture 3
JMC:3123 Advocacy Communication 3
JMC:3124 Entertainment Media 3
JMC:3125 Media and Consumers 3
JMC:3126 Social Media Marketing 3
JMC:3130 Comparative Communication Systems 3
JMC:3135 New Media and the Future of Sport 3
JMC:3140 News-Editorial Problems 3
JMC:3145 On the Campaign Trail: Elections and the Media 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

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 that is listed on the department's list of approved certificates (students may not double count courses for their journalism and mass communication major and a certificate). Students can choose from one of the following certificates: aging and longevity studies, American Indian and native studies, American sign language and deaf studies, arts entrepreneurship, critical cultural competence, disability studies, entrepreneurial management, global health studies, human rights, international business, large data analysis, Latin American studies, leadership studies, medieval studies, museum studies, nonprofit management, 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 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:3100 Fundraising and Philanthropy Communication, 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, and a sufficient number of semester hours to graduate

**Sample Plan of Study**

**Journalism and Mass Communication (B.A.)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>JMC:1100</td>
<td>Media Uses and Effects</td>
<td>3</td>
</tr>
<tr>
<td>JMC:1200</td>
<td>Media History and Culture</td>
<td>3</td>
</tr>
<tr>
<td>JMC:2200 or JMC:2300</td>
<td>Principles of Strategic Communication or Principles of Journalism</td>
<td>3</td>
</tr>
<tr>
<td>RHET:1030</td>
<td>Rhetoric (GE: Rhetoric or other General Education course)</td>
<td>4</td>
</tr>
<tr>
<td>CSI:1600</td>
<td>Success at Iowa</td>
<td>2</td>
</tr>
</tbody>
</table>

(Note: 1 = Hours)

Success at Iowa
Spring
ENGL:1200 The Interpretation of Literature (GE: Interpretation of Literature) 3
GE: Diversity and Inclusion 3
GE: Natural Sciences with a lab 4
GE: Values and Culture 3
Elective course 3
Hours 15

Second Year
Fall
JMC:2010 Journalistic Reporting and Writing 4
JMC:2020 Introduction to Multimedia Storytelling 4
JMC:3180 Media Ethics and Diversity 3
GE: World Languages or elective course 3
Elective course 1
Hours 15-17

Spring
Major: 3000-level writing or workshop course 3
GE: Historical Perspectives 3
GE: Literary, Visual, and Performing Arts 3
GE: Natural Sciences without a lab 3
GE: World Languages or elective course 3
Hours 15-17

Third Year
Fall
JMC:2600 Freedom of Expression 3
Major: 3000-level writing or workshop course 3
Major: conceptual course 3
GE: Social Sciences 3
GE: World Languages or elective course 3
Hours 15-17

Spring
Major: 3000-level writing or workshop course 3
GE: International and Global Issues 3
GE: Quantitative or Formal Reasoning 3
GE: World Languages or elective course 3
Elective course 3
Hours 15-17

Fourth Year
Fall
Major: 4000-level advanced course 3
Elective course 3
Hours 15

Spring
Major: 4000-level advanced course 3
Elective course 3
Elective course 3
Elective course 3
Hours 15

Total Hours 120-128

1 General Education (GE) courses may be completed in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses. For more information, view the General Education Program.
2 Students who have completed four years of a single language in high school have satisfied the College of Liberal Arts and Sciences GE: World Languages requirement. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course.
3 Students may use their elective courses to complete a double major, minors, or certificates.
4 JMC:2010 Journalistic Reporting and Writing and JMC:2020 Introduction to Multimedia Storytelling should be taken concurrently.

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.