Journalism and Mass Communication, BA

Media writing and visual storytelling form the core of the undergraduate major in journalism and mass communication. Students are required to take introduction, foundation, application, and capstone 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 major, 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 30 s.h. or more and have declared the journalism and mass communication major are advised by one of the journalism and mass communication academic advisors.

Transfer Students

The School of Journalism and Mass Communication may accept transfer credit earned at other institutions. A maximum of 15 s.h. of approved transfer credit may be applied to the major in journalism and mass communication unless the transfer institution has an approved articulation agreement with the School of Journalism and Mass Communication to count additional coursework. Some journalism coursework taken at other schools may be used to fulfill the GE CLAS Core and/or second area of study requirements. Additional transfer coursework may be used to fulfill the second area of study requirements if accepted by the second area of study program.

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

Learning Outcomes

Students will learn to:

- write correctly and clearly;
- conduct research and evaluate information critically;
- present images and information effectively;
- use media tools and technologies appropriately;
- apply basic numerical and statistical concepts accurately;
- evaluate work for accuracy, fairness, style, and clarity; and
- create audience-aware, culturally responsive communication.

Students will explore:

- the multicultural history of media professionals and institutions; and
- the role of media in shaping cultures.

Students will value:

- the First Amendment and free speech;
- equity and inclusion for a diverse global community; and
- ethical principles in pursuit of truth, accuracy, and fairness.