

Journalism

The journalism major is a course of study where students learn about mass communication through advertising, broadcast news, graphic communication, magazine, newspaper, online journalism, photojournalism and public relations. The journalism major also includes courses for those who plan to teach high school journalism.

Skills & Knowledge Developed in this Field of Study

In almost every journalism class students are taught a combination of knowledge, skills, values and ethics. The goals of the curriculum are: (1)develop skills in thinking and judgment, in gathering, organizing, and presenting information in words, images and numbers on paper, on the air, and online, (2)graduate students with both visual and verbal literacy and the flexibility to respond to changing media environments, and (3)promote the professional values of truth, accuracy, and fairness

Career Options

Business marketing representative	Advertising creative positions	Magazine copy editor
Magazine staff writer	Editorial assistant	Television reporter
Television producer	Television assignment desk	Newspaper copy editor
Television anchor	Television writer/researcher	Wire service reporter/editor
Graphic designer	Art director	Photo-journalist
On-line journalist	Web designer/webmaster	Radio reporter
Radio producer	Newspaper editor	Newspaper reporter
Advertising account executive	Television video photographer	Manager of a variety of media organizations or businesses

Salary Information

Salaries vary widely, based on such factors as size of the company and the geographic location. A starting salary at a small newspaper may be \$18,000, while at a metropolitan newspaper it could be in the mid-to-upper "20's." An average starting salary in an advertising or public relations agency could be from \$18,000 to \$25,000. Starting salaries at television stations are among the lowest. It is not uncommon to start as low as \$18,000.

Potential Career Growth

Some people prefer to spend their careers in creative positions such as writers or editors, while others progress into media management or perhaps start their own venture. Thus, career growth varies widely based on interests, talent, creativity, and initiative.