

Journalism and Mass Communications

Most professionals in journalism or mass communications are responsible for gathering facts and informing the public about local, state, national, and international affairs. Often they will be assigned a specialty such as health, politics, business, foreign affairs, sports, religion, theatre, weather, or social events. Although studies in journalism overlap with communications, journalism focuses on the written product (e.g. newspaper articles) whereas communications covers a broad range of publications from writing to broadcasting.

Undergraduate: Students pursuing an undergraduate program in journalism and communications may receive a Bachelor of Arts (BA) or Science (BS) in Journalism and/or Communications. Degree titles vary by institution and academic program. Both the BA and BS degrees provide well-rounded academic programs, including general education course requirements in social science and humanities for the BA degree and hard or natural sciences for the BS degree. Sample courses available at the undergraduate level include News Writing and Reporting, News Editing, Journalism Ethics, News Commentary and Critical Writing, Graphics, Mass Media in Society, Psychology of Communication, and Rhetoric.

Graduate: Students pursuing a graduate program in journalism and communications may earn a Master of Arts (MA), Master of Science (MS), or Doctoral degree (PhD) in Journalism, Communication, or a combination thereof. Degree titles vary by institution and academic program. Graduate students usually will choose among a variety of degree concentrations in the field of journalism such as Public Relations, Publishing, Editing, Global Communications, Communications and Technology, Writing, and Communication Technology and Policy. A sample of courses available at the graduate level include World of Mass Communications, Introduction to Video Production and Editing, Writing for the Electronic Media, Professional Problems and Ethics, News Writing, Principles of Advertising Current Issues in Mass Communications, Reporting, Video Communication for Public Relations and Marketing, Introduction to Mass Communication Law, Mass Communication Practicum, Studio Production, and Multimedia Storytelling.

Occupations in Journalism and Mass Communications:

With a degree in journalism and communications, consider your professional opportunities as a News Reporter, Writer, Editor, Broadcaster, and Columnist or in the fields of advertising, marketing and public relations.

Choosing a Journalism and Mass Communications Program:

If you are considering continuing your education in this field, you should become familiar with academic trends and current developments. Utilize current literature and consider the existing research of professors in matching your academic and career goals with the right institutions for you. EducationUSA Centers provide advising services and a diverse collection of materials to assist students searching for schools and financial aid program. To find the nearest EducationUSA Advising Center, visit www.educationusa.info/centers.php.

In addition to researching regionally accredited colleges and universities which offer study in journalism and mass communications, prospective students, particularly for graduate-level study, can also identify academic programs with professional accreditation. The profession accrediting association for the field of journalism and mass communications is the Accrediting Council on Education in Journalism and Mass Communications www2.ku.edu/~acejmc.



Associations Affiliated with the Study of Journalism and Mass Communications:

- Associated Collegiate Press, www.studentpress.org/acp/
- Journalism Education Association, www.jea.org
- The American Journalism Review, www.ajr.org
- Journalism Association of Community Colleges, www.ccjaonline.org
- National Association of Hispanic Journalists, www.nahj.org
- Association for Education in Journalism and Mass Communications, www.aejmc.org

Scholarly Journals Related to the Study of Journalism and Mass Communications: Journalism Studies, Journalism and Mass Communications Quarterly, Media Report to Women, Mass Communication and Society, Journal of Cleaner Production, Columbia Journalism Review, and Media, Culture, and Society.

Undergraduate Program Search Print and Online Resources:

- College Board, www.collegeboard.com
- Search for schools with Collegeboard's online, "College Matchmaker."
- Read about specific majors and careers using the "Major and Career Profiles" search www.collegeboard.com/csearch/majors_careers/profiles/

Graduate Program Search Print and Online Resources:

- Peterson's Graduate Programs in the Humanities, Arts & Social Sciences; Book 2
- Peterson's online at www.petersons.com
- The Accrediting Council on Education in Journalism and Mass Communications, www2.ku.edu/~acejmc

Scholarships to Study Journalism and/or Mass Communications:

- EducationUSA Financial Aid links, www.educationusa.info/pages/students/finance.php
- Funding U.S. Study, www.fundingusstudy.org
- Peterson's Scholarship Directory, www.petersons.com
- The Fulbright Program, <http://fulbright.state.gov>
- University Writing Scholarship Program, www.elpublishers.com
- William Faulkner Wisdom Creative Writing Competition, www.wordsandmusic.org
- Olive W. Garvey Fellowship Competition, www.independent.org
- Jane Austen Society of North American Essay Contest, www.jasna.org
- Kurt Weill Prize, www.kwf.org
- L. Ron Hubbard's Writers of the Future Contest, www.writersofthefuture.com
- Women in Sports Media Scholarships/Internship Program, www.awsmonline.org
- Writer's Digest Annual Writing Competition, www.writersdigest.com/annual

If you are interested in pursuing higher education in the U.S. and would like further guidance please contact your local EducationUSA Advising Center