

Journalism

University of Wisconsin-River Falls
www.uwrf.edu/journalism

The study of journalism encompasses learning how to gather, interpret, and disseminate news and information through print, broadcast, and on-line formats. As one of 104 programs accredited by the Accrediting Council on Education in Journalism and Mass Communications, the UW-River Falls journalism department recognizes the importance of providing aspiring journalists with a solid foundation in the liberal arts and sciences.

Program Within the context of a broad liberal arts degree program, journalism majors will concentrate on core courses in journalism and mass communication principles, media production and editing, information gathering, writing, reporting practicums and mass communication law. Electives may be taken in a variety of theoretical and professional subject areas such as history of documentary, history of mass communication, public opinion, international communication, mass media and society, media ethics, visual communication, and specialized media writing and production. Recommended areas of study for a minor or double major include environmental science, political science, philosophy, sociology, psychology, English, art, economics, film studies, geography, history, international studies, agriculture or business. Journalism majors may not double major or minor in the mass communication emphasis offered in the Speech Communication and Theatre Arts department. A student who desires to teach journalism at the secondary school level would pursue a degree through the College of Education and Professional Studies.

Faculty All journalism faculty have extensive professional media experience and advanced degrees in journalism and mass communications. Individually they have worked as daily and weekly newspaper reporters and editors, radio and television broadcast journalists, public relations professionals, photographers or freelance writers. Their academic work includes numerous publications, conference presentations and lectures. Faculty remain active as professional writers, broadcasters, consultants and speakers. In addition, faculty advise undergraduate majors, WRFW-FM, *NewsCenterU* and *The Student Voice*. Department faculty take pride in their close, personal attention to the academic and professional success of their advisees and graduates.

Career Opportunities Because Journalism provides a solid foundation in interviewing, information gathering and writing skills, a broad selection of career options in the news, sports and public relations fields awaits journalism graduates. Incorporation of new technologies into the classroom prepares students for media convergence, giving them hands-on experience with print, radio, television and online formats. UW-RF journalism alumni are employed as reporters, editors, photojournalists, producers, writers and directors. They work for newspapers, broadcast and cable companies, specialty magazines, government public information offices, nonprofit organizations, book publishing houses, agricultural publications, corporate public relations departments and other communications-related occupations across the country.

Student Opportunities The campus offers students a variety of journalism experience outside class. Students may work for the award-winning independent weekly student newspaper, *The Student Voice*. They could choose to work in the news department of the 3,000 watt university radio station, WRFW-FM, offering the only local news broadcasts in the surrounding area. They may join the staff of *NewsCenterU*, a weekly news program distributed via cable to the campus and CATV systems in River Falls and nearby communities. Journalism students are also encouraged to join the campus chapter of the Society of Professional Journalists (SPJ). Other activities include working at the UW-RF public affairs office, the UW-RF sports information office, television services, and for *The Prologue*, a student-edited literary magazine produced under the auspices of the English department.



JOURNALISM

Department of Journalism
310 North Hall
(715) 425-3169



Bachelor of Science Degree. Academic Advising Plan.

Journalism majors must complete a minimum of 80 credits outside the major area of journalism/mass communication and a minimum of 65 credits in the liberal arts and science.

Semester 1 (Fall)

JOUR 110	Principles of Journalism	3
JOUR 121 or 123	Production course	2
HIST 100	Events in U.S. History	3
Goal 1	Communication	3
Goal 3	Science	3
Total semester hours		14

Semester 2 (Spring)

JOUR 101	Intro to Mass Communication	3
JOUR 122 or 124	Production course	2
Goal 2	Social/Behavioral Science	3
Goal 2	Humanities/Fine Arts	3
Goal 3	Science	3
Total semester hours		14

Semester 3 (Fall)

JOUR 201	Information Gathering	3
Goal 1	Communication	3
Goal 2	Social/Behavioral Science	3
MATH 216 or		
PSYC 201	Statistics	3
Minor course	3
Total semester hours		15

Semester 4 (Spring)

JOUR 202 or 203	Print or Broadcast Writing	3
Goal 1	Communication	3
Goal 2	Humanities/Fine Arts	3
Goal 5	Health/Wellness	2
Minor course	3
Total semester hours		14

Semester 5 (Fall)

JOUR 304	News Practicum	2
Goal 4	Interdisciplinary	3
Goal 5	Ethical Citizenship	3
Minor course	3
POLS 211 or 253 (Liberal Arts)	3
Total semester hours		14

Semester 6 (Spring)

JOUR 304	News Practicum	2
JOUR theory course	3
JOUR elective course	3
Minor course	3
Minor course	3
Liberal Arts Science course*	2
Total semester hours		16

Semester 7 (Fall)

JOUR 465	Mass Communication Law	3
JOUR elective course	3
JOUR theory course	3
Minor course	3
Minor course	3
Liberal Arts Science course*	2
Total semester hours		17

Semester 8 (Spring)

Supporting course	3
Supporting course	3
Supporting course	3
Minor course	3
General Elective courses	4
Total semester hours		16

Students must take two journalism theory courses from the following: JOUR 302, 316, 319, 320, 345, 455, or 460. Students must take the following supporting courses: HIST 100; POLS 211 or 253; MATH 216 or PSYC 201; and three of the following (each from different departments): ECON 201 or 202; ESM 105 or 307; ETHN 200; GEOG 120 or 220; any international HIST course; any INTS course; PHIL 245; POLS 212 or any international POLS course; or PSYC 285. Supporting courses may also fulfill General Education, Liberal Arts, or minor requirements. Students must also take an American Cultural Diversity course and a Global Perspective course. Both may also fulfill General Education, Liberal Arts, major, or minor requirements.

*A 4-credit beginning language course may substitute for the two 2-credit science courses for the Liberal Arts requirement.

Summary of Journalism Degree Requirements

General Education Goals	38 cr.
Journalism Core	23 cr.
Journalism Theory Courses	6 cr.
Journalism Elective Courses	6 cr.
Supporting Courses	9 cr.
Liberal Arts Courses	10 cr.
Minor Courses	24 cr.
General Electives	4 cr.
Credits to Degree	120 cr.