

# MAJOR IN JOURNALISM AND MEDIA COMMUNICATION

The study of journalism, mass communication, and specialized media combines high-level professional training with a broad foundation in the liberal arts. All students complete a common 24-credit core, including writing, multimedia, and conceptual courses, as well as a capstone course. Students work closely with their Academic Success Coordinator and Faculty Advisors to select an additional 22 credits in a focus area crafted to match their career interests with options in **Journalism and Storytelling**, **Media Production and Strategic Communication**. Practical experience can be gained on the staffs of the *Rocky Mountain Collegian*, the award-winning campus television station Collegian TV, *College Avenue* magazine, and KCSU-FM Radio. Graduating seniors present professional portfolios for assessment by panels of faculty and communication professionals from Denver and elsewhere in Colorado. Because successful communicators require broad knowledge, this flexible program encourages development of a background in the humanities, social sciences, natural sciences, and in-depth study in an area of interest outside journalism. The addition of a minor or double major in disciplines such as political science, information technology, history, economics, business, communication studies, psychology, the arts, or natural or applied sciences is possible.

The Department of Journalism and Media Communication is one of a relatively small number of departments formally recognized by the Accrediting Council on Education in Journalism and Mass Communications. Participation in volunteer activities, cooperative education opportunities, or communication-related part time jobs is highly recommended to enhance practical training and development.

## Learning Outcomes

Students will demonstrate:

- Competence in writing, editing, and producing media messages as well as in planning, designing, and evaluating effective public information programs.
- Knowledge and use of communication theory and research principles to guide the selection of communication audiences, message content and format, and media channels to enhance communication impact.
- Understanding of the ethics, laws, and values associated with professional communication activity.

## Accelerated Program

The major in Journalism and Media Communication includes an accelerated program option (<https://provost.colostate.edu/accelerated-programs/>) for students to graduate on a faster schedule. Accelerated Programs typically include 15-16 credits each fall and spring semester for three years, plus 6-9 credits over two to three summer sessions (<https://summer.colostate.edu/acceleratedprograms/>). Students who enter CSU with prior credit (AP, IB, transfer, etc.) may use applicable courses to further accelerate their graduation. Visit the Office of the Provost website for additional information about Accelerated Programs (<https://provost.colostate.edu/accelerated-programs/>).

## Potential Occupations

The Journalism and Media Communication program emphasizes the role of mass and specialized media in society and prepares students for entry-level work in private business, government, and education. Depending

upon the focus of study, students may find career opportunities in a wide variety of professional communication venues. Specific career opportunities may include: advertising copywriter, designer, or producer; agriculture writer, reporter, or editor; attorney specializing in communication law; blogger, columnist, or editorial cartoonist; college professor; communications manager or director; company spokesperson; corporate media specialist; e-mail and direct mail strategist; environmental media specialist; freelance writer, editor, or photographer; health writer, editor, or producer; marketing coordinator; media relations director or strategist; multimedia producer; non-profit communications director; novelist or non-fiction author; reporter or photojournalist for the web, magazines, newspapers, or television; owner of public relations agency or production company; professional speaker; public affairs officer for government agency; public relations agency account executive; publication designer for magazines or newspapers; radio disc jockey, reporter, or music director; reality television producer, writer, photographer, or on-camera talent; science writer or editor; social media specialist; sports writer, photographer, or producer; technical writer or editor; teacher for any level of K-12 education upon completion of appropriate licensing (see the Center for Educator Preparation (<http://cep.chhs.colostate.edu/>)); television news anchor or program host; television or radio news program producer or director; television documentary producer; travel writer, photographer, or program host; video editor for news, corporate, or entertainment television; website designer and manager.