

THE FIELD

The journalism major has a distinguished, award-winning faculty including winners of the Pulitzer Prize and the Freedom Forum Journalism Teacher of the Year Award. It draws a diverse group of students who graduate to jobs in newspapers, magazines, television, online journalism, and other fields requiring skills in reporting and writing. The major emphasizes both the theory and practice of journalism. Students receive a thorough grounding in the ethics and traditions of journalism, as well as the nuts and bolts of reporting and writing. Although graduates of the program end up in a variety of fields including law, government, public relations, and teaching, the major is geared for students who want to work in journalism: daily or weekly newspapers, magazines, online publications, and broadcast media. Alumni work at the New York Times, the Boston Globe, National Public Radio, Dateline NBC, the Associated Press, and dozens of top media outlets around the world.

There is no minor available in journalism.

THE MAJOR

ADMISSION TO THE MAJOR

Journalism is an open major, yet current UMass students need to fill out the application to the major. The application can be found on the journalism website. Any journalism courses already completed or currently enrolled in at the time of admission will be applied to the journalism requirements. Students entering UMass Amherst may choose journalism on their application and be accepted directly into the program.

GENERAL JOURNALISM

Journalism majors must complete JOURNAL 201: Introduction to Journalism, JOURNAL 460: Journalism Ethics, and JOURNAL 300: Newswriting and Reporting (300 must be taken at UMass Amherst), as well as at least one advanced writing/reporting course offered by the department. Students also choose two multimedia courses in subjects such as visual storytelling, multimedia journalism, video content creation, and broadcast journalism. Students must also complete one concepts and critical thinking course in the area of journalism history, law, or media studies within the Department of Journalism. Students must also complete one international course. They must also complete two additional journalism elective courses (any 3- or 4-credit journalism courses) and have an academic major, minor, or certificate in another department or program.

SPORTS JOURNALISM CONCENTRATION

Sports journalism majors must complete JOURNAL 201: Introduction to Journalism; JOURNAL 460: Journalism Ethics; and JOURNAL 300: Newswriting and Reporting (300 must be taken at UMass Amherst); JOURNAL 332: Sports Journalism; one sports multimedia course; JOURNAL 425: Politics of Sports or JOURNAL 428: Sports in Film, Journalism and Literature; and JOURNAL 392T: Issues in Sports. Students also choose one more multimedia course in subjects such as visual storytelling, multimedia journalism, video content creation, and broadcast journalism. Students must also complete one international course, and they must complete one additional journalism elective course (any 3- or 4-credit journalism courses) and have an academic major, minor, or certificate in another department or program. Students in the sports journalism concentration must also complete a 120-hour internship for credit.

PUBLIC RELATIONS CONCENTRATION

Public relations majors must complete JOURNAL 235: Introduction to Public Relations; JOURNAL 300: Newswriting and Reporting; JOURNAL 336: Writing for Public Relations; JOURNAL 352: Public Relations Research & Analytics; JOURNAL 361: Public Relations Ethics; JOURNAL 432: Public Relations & Integrated Communication Cases; and JOURNAL 452: Public Relations Campaign Management. Students also choose two multimedia courses from the following: Introduction to Multimedia Reporting, Multimedia Journalism, Introduction to Visual Storytelling, Data-driven Storytelling, Video Content Creation, Web Design for Journalists, PR-specific option(s) currently offered and/or with the potential to be added in the future. Students must also complete one international course, and PR students must complete a 120-hour internship for credit.

HONORS

Contact the departmental honors coordinator for information on how to pursue honors opportunities within the major.

STUDY ABROAD AND EXPERIENTIAL EDUCATION

Students are encouraged to consider studying at a university outside the United States or completing an internship. International study and mastery of a language other than English enrich the academic experience, and internships enhance career opportunities in journalism and related fields. Students thinking about international study or internships should meet with an academic advisor to ensure that requirements for the major are being met.

CAREER OPPORTUNITIES

Journalism majors acquire qualifications for positions in which reporting, research, writing, and editing are central. These may include work for newspapers and other news organizations, book publishing, public relations, and government agencies. The major is also recognized as strong liberal arts preparation for graduate study in such fields as journalism, mass communication, history, advertising and public relations, or law.

COLLEGE OF SOCIAL AND BEHAVIORAL SCIENCES

The social and behavioral sciences focus on behavior and organization from cultural, social, and biological perspectives, examining people as both social and individual beings. Undergraduates in the College of Social and Behavioral Sciences study culture, society, and individual and social interaction processes and learn methods by which knowledge in the social and behavioral sciences is created. Students are guided by the SBS Pathways approach, integrating their academic, experiential, and professional pathways. They anchor their knowledge in at least one discipline, but are encouraged to expand this knowledge through various broadening experiences inside and outside the classroom.

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