

# JOURNALISM

In the Journalism major, students become proficient in multiple areas of journalism, reporting, and storytelling. Students learn core skills in interviewing, writing, multimedia/visuals, broadcast, and public records, as well as legal and ethical principles and practices. Students choose a specialization in broadcast, topical reporting, visuals, editing/producing, or data/coding, as well as take electives in these area and more. Finally, students have multiple opportunities to gain practical and immersive experience inside and outside the College of Journalism and Communications.

## About this Program

- **College:** Journalism and Communications (<https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/>)
- **Degree:** Bachelor of Science in Journalism ([https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JM\\_B SJ/JM\\_B SJ\\_B SJ/](https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JM_B SJ/JM_B SJ_B SJ/))
- **Specialization:** Sports and Media ([https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JM\\_B SJ/JM\\_B SJ01/](https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JM_B SJ/JM_B SJ01/))
- **Credits for Degree:** 120
- **Contact:** Email ([jouasst@jou.ufl.edu](mailto:jouasst@jou.ufl.edu)) | 352.392.0500 | 2070 Weimer Hall (<http://campusmap.ufl.edu/?loc=0030>)
- **More Info**

*To graduate with this major, students must complete all university, college, and major requirements.*

## Department Information

Graduates of the Department of Journalism work in traditional forms of media, emerging platforms, and in corporate roles. Ultimately, the department offers transferrable skills that creates outstanding leaders with successful achievements across all fields.

**Website** (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/journalism/>)

### CONTACT

Email ([advising@jou.ufl.edu](mailto:advising@jou.ufl.edu)) | 352.392.0466

2070 WEIMER HALL

GAINESVILLE FL 32611

Map (<http://campusmap.ufl.edu/#/index/0030>)

### Curriculum

- Combination Degrees
- Creative Advertising Certificate
- International Communication Certificate
- Journalism
- Journalism | Sports and Media UF Online
- Mass Communication Studies Minor
- Mass Communication Studies Minor UF Online
- Media Sales Certificate
- Political Communication Certificate
- Spanish Language News Media Certificate

The courses enable students to develop their storytelling talent - in words, visuals, or data - and prepare them for careers in all kinds of media professions, including as reporters, writers, photographers, editors, designers, multimedia storytellers, broadcast journalists, and more. The flexible curriculum allows students to work in all kinds of traditional and new media platforms. Excellent writing skills are essential. Graduates of the program work with major journalism and media companies, as well as other industries, and have won prolific honors, including the Pulitzer Prize.

### Academic Learning Compact

The Journalism curriculum provides a foundation in reporting, writing, numeracy, the use of public records, First Amendment/media law, history of media, and storytelling in a variety of platforms. Specialized coursework is offered in a variety of subjects, and the curriculum is designed to allow flexibility for faculty to develop curriculum in evolving areas (such is the case for the robust development of courses in data journalism and coding, both areas that did not exist several years ago).

Skills developed are applicable to traditional platforms of Journalism, as well as new, hybrid, or non-traditional forms of media. Learning outcomes prepare students for the challenges of culturally diverse and technologically changing marketplaces.

## Specializations

### Journalism

Students learn base skills required for journalism- and journalism-related careers. Students gain a foundation in reporting, writing, public records, and more, and they all develop a two-course specialization in their area of interest (such as photojournalism, coding, data journalism, specialized reporting, magazine writing, and more). Students come together after these two-course specializations to work in small teams in a common capstone that emphasizes advanced project work.

### Sports and Media

While still having roots in traditional journalism, this curriculum has an emphasis on sports-related coursework across the college's departments. Students are prepared for a variety of careers in sports media. Students are required to do an internship in this curriculum, which can serve as a capstone experience.

## Before Graduating Students Must

- Complete requirements for the baccalaureate degree, as determined by faculty.

## Students in the Major Will Learn to

### Student Learning Outcomes | SLOs

#### Content

1. Apply basic numerical and statistical concepts used by journalists.

#### Critical Thinking

2. Conduct research and evaluation information that is accessible through advanced database and public records.
3. Demonstrate reporting skills that reflect a diverse and pluralistic society.
4. Understand and apply the principles and laws of freedom of speech and press.

#### Communication

5. Write correctly and clearly in forms and styles appropriate for the journalism and communications professions and audiences.

## Curriculum Map

*I = Introduced; R = Reinforced; A = Assessed*

| Courses  | SLO 1 | SLO 2 | SLO 3 | SLO 4 | SLO 5 |
|----------|-------|-------|-------|-------|-------|
| MMC 2604 |       | I     | I     | I     |       |
| MMC 2121 |       |       |       |       | I     |
| MMC 2450 | I     |       |       |       |       |
| VIC 3001 |       |       | R     |       |       |
| JOU 3101 | R     | R     | R     | R     | R     |
| JOU 3110 |       | A     |       |       |       |
| JOU 3346 | A     | R     | A     |       | A     |
| JOU 4950 | R     | R     | R     | R     | R     |
| MMC 4200 |       |       |       | A     |       |

## Assessment Types

- Exams
- Story Evaluation