

JOURNALISM

Mission Statement

The journalism track prepares students for media careers in which they will be expected to practice critical thinking, factual accuracy and clear communication. We emphasize hands-on reporting and editing experience, ethical and legal frameworks, and an awareness of how the mass media operate and how they serve society.

Student Learning Outcomes

UWF Journalism graduates should be able to do the following:

Content

- Demonstrate the distinction between hard news reporting and feature writing
- Write in accordance with Associated Press style rules
- Identify the key principles of good layout and design practices for newspapers
- Describe historical controversies related to the practice of journalism
- Identify career options in journalism

Critical Thinking

- Exercise news judgment, factual accuracy and proper sourcing in news articles
- Generate ideas worthy of journalistic treatment
- Synthesize diverse ideas to produce coherent news coverage

Communication

- Demonstrate mastery of the rules of grammar and English usage
- Demonstrate engaging and effective interviewing techniques
- Practice aesthetically pleasing graphic design techniques
- Use information technology effectively and efficiently to conduct research

Integrity/Values

- Describe and adhere to ethical principles in journalism:
 - Protection of sources
 - Balance
 - Avoidance of plagiarism

Project Management

- Develop and write news articles in accordance with occupational constraints
- Design and lay out newspaper pages
- Collaborate effectively with news colleagues and news sources

Assessment of Student Learning Outcomes

Students in the Communication Arts will be building a professional portfolio of materials through their coursework. The portfolios will document what you have learned as well as what you have learned to do. To assess the progress of students in Communication Arts, professors in the department will work with practitioners in journalism, telecommunications, advertising, public relations and organizational communication to evaluate how effectively students have met our professional expectations.

Job Prospects for Communication Arts Graduates

Reporter
Editor
Public Relations Specialist
Public Information Officer
Advertising Specialist
Advertising Sales

Filmmaker
Television Producer
Human Resource Agent
Journalist
Consultant
Media Manager

Find Out More about Journalism at UWF:
<http://uwf.edu/commarts/>