



Journalism

Degree: Bachelor of Arts

Introduction

The fields of Journalism and Mass Communication make use of various media (radio, television, cable, newspaper, magazines, computers, etc.) to report or sell information. There are four emphasis areas: news (including factual and editorial), public relations, advertising, and telecommunications.

News (factual and editorial)

Reporters and correspondents play a key role in our society. They gather information and prepare stories that inform us about local, state, national, and international events; present points of view on current issues; and monitor the actions of public officials, corporate executives, special interest groups, and others who exercise power. In covering a story, reporters investigate leads and news tips, examine documents, observe on the scene, and interview people. At their office, they organize the material, determine their focus or emphasis, and write their stories. Reporters in radio and television broadcasting often compose their stories and report "live" from the scene of a newsworthy event. A degree in journalism is very important to enter this field.

Public Relations

An organization's public reputation, profitability, and even its continued existence can depend on how successfully it presents its goals and policies to the public. Public Relations Specialists help businesses, governments, universities, hospitals, schools, and other organizations build and maintain positive relationships with the public. Public relations workers put together information that keeps the general public, interest groups, and stockholders aware of an organization's policies, activities, and accomplishments. In addition, they keep management aware of the public attitudes and concerns, as well as with many of the groups and organizations with which it must deal.

Advertising

Account executives sell airtime for radio and television, layout space for newspapers, magazines, and other publications. Advertising agencies generate ideas and create advertising campaigns to promote a particular product. Advertising managers oversee advertising budgets, decide on the type of media to be used, and direct advertising programs.

Telecommunications

The technological merging of the personal computer, television, and the telephone industries will open up many new opportunities for job seekers. New television and computer services will be available to customers via phone lines, including entertainment, education, home banking, and shopping. There are various jobs in telecommunications, and the industry is currently changing.

What are some desirable personal qualities?

- Initiative and writing ability
- An outgoing personality and self-confidence
- Creativity and imagination
- Express thoughts well
- Work well under pressure
- Work well with a diverse group of people

What are some potential occupations?

Account Executive
Advertising Copy Writer
Advertising Sales Specialist
Assignment Editor/Technical Editor
Bureau Chief/Journalist/Editor
Columnist/Correspondent
Copy Editor/Copy Writer
Media and Promotions Specialist
News Director/Reporter/Writer
TV/Radio Production Manager/
Broadcaster
Technical Director

What are some of the job tasks?

- Arrange and supervise public relations programs
- Arrange speaking engagements
- Establish and maintain cooperative relationships
- Gather information
- Inform public
- Interview people
- Investigate leads and tips
- Monitor actions of those in power
- Observe on the scene
- Prepare and write stories
- Research, prepare, write, and present public speeches

Who hires?

- Advertising Agencies
- Publishing Companies, Magazines, Newspapers
- Businesses/Corporation
- Cable TV/Radio/TV Stations
- Colleges/Universities/Government Agencies
- Hospitals/Schools

Additional information

Experience acquired through internships or cooperative education programs can prove valuable in obtaining a full-time position after graduation.

Reporters need good typing and word processing skills. Shorthand skills are also useful.

Since many entry-level positions are a combination of reporter/camera operator or reporter/photography jobs, knowledge of news photography is beneficial.

Promotion to supervisory jobs may come as workers show they can handle more demanding and creative assignments.

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