

Journalism (BA/BS)

<http://journalism.uoregon.edu>

Journalism is a legacy profession that today must be defined by bold solutions and entrepreneurial storytelling. Our approach challenges you to find and produce important stories via one of our three tracks: Writing & Reporting, Photojournalism, or Broadcast & On-Air. You'll learn to tell ethical, accurate, and compelling stories, beginning with How Stories Work, Journalism and Democracy, and Fundamentals of Reporting and Interviewing.

From there, the path to mastery and career readiness leads you to data journalism, investigative reporting, audio and video reporting, or multimedia stories. You'll have access to podcast and broadcast studios, along with a range of high-end equipment (think cameras, drones, light kits, immersive tech) to produce quality work. Our faculty teach by example: award-winning writers, photographers, reporters, editors, and entrepreneurs mentor students for a changing world that needs dedicated journalists more than ever before.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Understand the range of freedom of expression around the world and apply the principles and laws of freedom of speech to their profession/field.
- Demonstrate an understanding of how professionals and institutions shaped communications relevant to their profession/field.
- Demonstrate an understanding of diversity in domestic and global society and its impact as relevant to their profession/field.
- Demonstrate a conceptual understanding of the use and presentation of images and information and apply them to their profession/field.
- Understand and apply ethical principles appropriate to their profession/field.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to their profession/field.
- Write correctly and clearly in forms and styles appropriate to their profession/field.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate to their profession/field, including verbal and visual presentation as apt.

Journalism Major Requirements

| Code | Title | Credits |
|--|-----------------------------|---------|
| PLATFORM COURSES | | |
| JCOM 101 | Media Professions | 4 |
| JCOM 102 | Story Craft Audio | 2 |
| JCOM 103 | Story Craft Visual | 2 |
| JCOM 201 | Making Sense of Media | 4 |
| JCOM 202 | How Stories Work | 4 |
| JCOM 203 | Writing as Practice | 4 |
| CORE CONTEXT COURSES ¹ | | |
| JCOM 301 | Gender, Media and Diversity | 4 |

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|-------------|-----------------------|---|
| JCOM 302 | Communication Law | 4 |
| JCOM 303 | Media Ethics | 4 |
| JCOM 304 | The Media Business | 4 |
| JCOM 305 | Media History | 4 |
| or JCOM 306 | Global Communications | |

| SEQUENCE REQUIREMENTS | | |
|------------------------------|--|-----------|
| JCOM 330 | Journalism and Democracy | 4 |
| JCOM 331 | Fundamentals of Reporting and Interviewing | 8 |
| Choose one track: | | 20 |
| Reporting & Writing | | |
| Broadcast and On-Air | | |
| Photojournalism | | |
| Total Credits | | 72 |

¹ SOJC majors in this selective program do the 20-credit version of the Core Context requirement (SOJC Honors Program, see below). Must be taken graded and passed with a C- or better.

SOJC Honors Program

| Code | Title | Credits |
|----------------------------|---|---------|
| JCOM 329H | Honors Media Theory and Research | 4 |
| JCOM 429H | Honors Theory and Research: [Topic] (taken twice) | 8 |
| JCOM 302 | Communication Law | 4 |
| JCOM 303 | Media Ethics | 4 |
| Honors Thesis | | |
| Thesis Prospectus Workshop | | |
| Thesis Project | | |

Reporting & Writing Track

| Code | Title | Credits |
|-----------------------------------|-------------------------------------|---------|
| JCOM 332 | Public Affairs Journalism | 4 |
| JCOM 333 | Audiences | 4 |
| Choose two courses: | | 8 |
| JCOM 430 | In-Depth Reporting: [Topic] | |
| JCOM 431 | Data Journalism | |
| JCOM 432 | Solutions Journalism | |
| JCOM 433 | Catalyst Journalism | |
| JCOM 434 | Investigative Journalism | |
| JCOM 435 | Profiles and Narrative | |
| JCOM 436 | Magazine Production: [Topic] | |
| JCOM 437 | (Newsroom) | |
| JCOM 438 | Science Story | |
| JCOM 439 | Sports Story | |
| One additional Journalism course: | | 4 |
| JCOM 241 | Principles of Multimedia Techniques | |
| JCOM 341 | Audio Journalism I | |
| JCOM 342 | Video Journalism I | |
| JCOM 343 | Video Reporting II Live Broadcast | |
| JCOM 345 | Photojournalism I | |
| JCOM 347 | Social Media Journalism | |
| JCOM 348 | Media Entrepreneurship | |

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|----------------------|------------------------------|
| JCOM 349 | Project Management |
| JCOM 430 | In-Depth Reporting: [Topic] |
| JCOM 431 | Data Journalism |
| JCOM 432 | Solutions Journalism |
| JCOM 433 | Catalyst Journalism |
| JCOM 434 | Investigative Journalism |
| JCOM 435 | Profiles and Narrative |
| JCOM 436 | Magazine Production: [Topic] |
| JCOM 437 | (Newsroom) |
| JCOM 438 | Science Story |
| JCOM 439 | Sports Story |
| Total Credits | 20 |

Broadcast and On-Air Track

| Code | Title | Credits |
|----------------------|---|-----------|
| JCOM 241 | Principles of Multimedia Techniques | 4 |
| JCOM 341 | Audio Journalism I | 4 |
| JCOM 342 | Video Journalism I | 4 |
| JCOM 343 | Video Reporting II Live Broadcast | 4 |
| Choose one course: | | 4 |
| JCOM 441 | Audio Journalism II Narrative and Podcasting Capstone | |
| JCOM 442 | Video Journalism III Broadcast Capstone | |
| Total Credits | | 20 |

Photojournalism Track

| Code | Title | Credits |
|----------------------|---|-----------|
| JCOM 241 | Principles of Multimedia Techniques | 4 |
| JCOM 345 | Photojournalism I | 4 |
| JCOM 445 | Photojournalism II Photo Story | 4 |
| Choose two courses: | | 8 |
| JCOM 446 | Photojournalism III Multimedia Storytelling | |
| JCOM 447 | (Lighting for Photo) | |
| JCOM 448 | Visual Production: [Topic] | |
| Total Credits | | 20 |

Additional Requirements

- JCOM courses used to fulfill the major requirements must be passed with a letter grade of at least C- or a P* where pass/no pass is the only grading option for the course.
- Minimum 70 JCOM credits
- Minimum 70 non-JCOM credits (any subject code other than JCOM)
- Minimum 40 upper division JCOM credits
- Students must also complete one of the following:
 - SOJC minor (24 credits)
 - Other UO minor (24-40 credits)
- SOJC students who opt to minor within the SOJC may only overlap one JCOM course with the major and minor requirements.
- Upper division multilisted courses can only count toward programs in the School of Journalism and Communication if taken under the JCOM subject.

Four-Year Degree Plan

Requirements for the School of Journalism and Communication are complex, and students are strongly encouraged to consult with an advisor in the school's Student Success Center in 134 Allen Hall to ensure accurate interpretation of requirements and timely degree completion. For more information, visit the website (<http://journalism.uoregon.edu/students/undergrad/academic-requirements/>).