

Journalism Major

51 units

The journalism major (<https://www.apu.edu/clas/programs/journalism-major>) offers an in-depth study of journalism, cultivating practical experience in writing, reporting, editing, and publication production and management. Three concentrations are offered:

- News and Storytelling
- Media Studies
- Sports Journalism

Each concentration carries additional Program Learning Outcomes specific to its focus; see the Program Learning Outcomes tab above.

Career Opportunities

To prepare for their career opportunities, students are required to complete a 3-unit communication internship prior to graduation. Journalism graduates often work as:

- News bloggers/columnists
- Freelance writers
- Foreign news correspondents
- TV news anchors
- Print/digital reporters
- Investigative journalists
- Copy editors
- Managing editors
- News analysts
- Media relations specialists
- Copywriters
- Videographers
- Sports reporters/anchors
- Podcast/radio show hosts

Program Requirements

To graduate, journalism major students must maintain a cumulative grade-point average of 2.0 or higher in their major coursework.

Code	Title	Units
Lower-division Core Requirements		
COMM 111	Public Communication ¹	3
COMM 200	Introduction to Mass Communication	3
JOUR 210	News Writing and Reporting	3
JOUR 220	Press Theory and Democracy ²	3
JOUR 230	Digital News Gathering	3
Upper-division Core Requirements		
JOUR 300	Editing	3
COMM 305	Writing 3: Writing for Communication ³	3
JOUR 305	Media Law and Ethics	3
JOUR 335	Journalism Research Methods	3
JOUR 435	Media Entrepreneurship and Economics	3
COMM 490	Communication Internship ⁴	3
Area of Concentration		18
Select one of the concentrations below		
Total Units		51

- 1 Meets the General Education Oral Communication requirement.
 2 Meets the General Education Civic Knowledge and Engagement requirement.
 3 Meets the General Education Writing 3 requirement.
 4 Meets the General Education Integrative and Applied Learning requirement.

Areas of Concentration

News and Storytelling

Code	Title	Units
JOUR 119	Converged Journalism Workshop: Introduction	1
JOUR 315	Multimedia Publishing and Design	3
JOUR 319	Converged Journalism Workshop: Intermediate	1
JOUR 419	Converged Journalism Workshop: Advanced	1
JOUR 430	Public Affairs Reporting	3
Select three courses from the following:		9
PUBR 250	Introduction to Public Relations	
JOUR 261	Audio Broadcasting	
JOUR 376	Television Journalism	
JOUR 410	Global Journalism and Media Systems	
JOUR 420	Entertainment, Religion, and Specialty Beat Reporting	
JOUR 495	Special Topics	
Total Units		18

Media Studies

Code	Title	Units
JOUR 410	Global Journalism and Media Systems	3
JOUR 445	Media Theory and Applications	3
COMM 360	Studies in Popular Culture	3
Select three courses from the following:		9
JOUR 420	Entertainment, Religion, and Specialty Beat Reporting	
JOUR 495	Special Topics	
CINE 275	History of Television and Digital Media ¹	
CINE 351	Film and Social Issues ²	
COMM 440	Persuasion and Attitude Change	
PUBR 250	Introduction to Public Relations	
Total Units		18

- 1 Meets the General Education Humanities: Fine Arts requirement.
 2 Meets the General Education Intercultural Competence requirement.

Sports Journalism

Code	Title	Units
JOUR 119	Converged Journalism Workshop: Introduction	1
JOUR 315	Multimedia Publishing and Design	3
JOUR 319	Converged Journalism Workshop: Intermediate	1
JOUR 340	Sports Writing and Broadcasting	3
JOUR 345	Sports Communication and Public Relations	3
JOUR 415	Communicating Sports History and Economics	3
JOUR 419	Converged Journalism Workshop: Advanced	1
Select one of the following:		3
JOUR 261	Audio Broadcasting	

Program Learning Outcomes

Students who successfully complete this program shall be able to:

1. Generate excellent storytelling across a variety of media and platforms.
2. Explain the history and theories of the media and the press which compel us to civic engagement as professional journalists, media practitioners, and scholars of the field.
3. Apply ethical principles in the gathering and production of stories based on industry standards and Christian values that affirm people's inherent worth.
4. Understand the fields of a variety of different media through interaction with journalists and media professionals, work experience, and various coursework.

News and Storytelling Concentration

1. Demonstrate core journalistic competencies including interacting with sources, accuracy, proper grammar and spelling, and research and interviewing skills.
2. Practice skillful collaboration and interpersonal communication through editorial workshops as well as interaction with sources and publics.

Media Studies Concentration

1. Demonstrate competency in traditional and new media literacy.
2. Explain the relationship between communication technology and culture, and critique various schools of thought on technology and culture.
3. Use communication and media skills to engage the culture and solve problems through digital storytelling, advocacy, and persuasion.

Sports Journalism Concentration

1. Practice a variety of sports writing, broadcasting, and digital dissemination for audiences to consume.
2. Identify key roles and opportunities within the sports industry at all levels of sport.