

# BACHELOR OF SCIENCE IN 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 (<http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/>)
- **Degree:** Bachelor of Science in Journalism (p. 1)
- **Specialization:** Sports and Media ([http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JM\\_BS/JM\\_BSJ01/](http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JM_BS/JM_BSJ01/))
- **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

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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.

## Required Core Coursework | 27 Credits

Code	Title	Credits
JOU 2100	Broadcast Writing Bootcamp <sup>1</sup>	1
JOU 3015	Principles of Journalism <sup>1</sup>	3
JOU 3101	Reporting <sup>1</sup>	3
JOU 3110	Applied Fact Finding <sup>1</sup>	3
JOU 3220C	Visual Journalism <sup>1</sup>	3
JOU 3346L	Multimedia Reporting <sup>1</sup>	3
MMC 1009	Introduction to Media and Communications <sup>1</sup>	1
MMC 2450	Data Literacy for Communicators <sup>1</sup>	1
MMC 2604	Media, Cultures, and Identity <sup>1</sup>	3
MMC 3203	Ethics and Problems in Mass Communications <sup>1</sup>	3

or JOU 4700	Problems and Ethics of Journalism in Society	
MMC 4200	Law of Mass Communication <sup>1</sup>	3
<b>Total Credits</b>		<b>27</b>

<sup>1</sup> Minimum grades of C are required in all journalism courses.

## Specialization Areas | 12 Credits

Students take a minimum of four courses in a specialization, one of which must be an advanced-level course. Some specializations have a required course. Students must take appropriate prereqs. Students can take courses in other specializations which will count as electives in the major and may work with an advisor and the department chair to customize a plan.

### Broadcast

Code	Title	Credits
<i>Required course</i>		3
RTV 3303	Audio News and Reporting <sup>1</sup>	
<i>Advanced course</i>		3
RTV 3305 or RTV 4684	In-Depth Broadcast Reporting <sup>1</sup> Advanced Broadcast News Producing	
<i>Select 6 or more credits</i>		6
JOU 4201	News Center Practicum <sup>1</sup>	
JOU 4202	Advanced News Center Practicum <sup>1</sup>	
JOU 4951	Noticias <sup>1</sup>	
RTV 3304	Advanced Audio Storytelling <sup>1</sup>	
RTV 3632	Broadcast News Producing <sup>1</sup>	
RTV 4301	TV News Reporting <sup>1</sup>	
RTV 4681	Advanced TV News Reporting <sup>1</sup>	
<b>Total Credits</b>		<b>12</b>

<sup>1</sup> Minimum grades of C are required in all journalism courses.

### Visual

Code	Title	Credits
<i>Required course</i>		3
JOU 3601C	Photographic Journalism	
<i>Advanced course</i>		3
JOU 4605 or JOU 4214	Advanced Photographic Journalism 2 <sup>1</sup> Advanced Design	
<i>Select 6 or more credits</i>		6
JOU 3213	Design <sup>1</sup>	
JOU 4327	Video Storytelling <sup>1</sup>	
JOU 4603	Specialized Journalistic Photography <sup>1</sup>	
JOU 4604	Advanced Photographic Journalism 1 <sup>1</sup>	
<b>Total Credits</b>		<b>12</b>

<sup>1</sup> Minimum grades of C are required in all journalism courses.

### Topical Reporting

Code	Title	Credits
<i>Required course</i>		3
JOU 3202	Editing and Coaching <sup>1</sup>	
<i>Advanced course (select one):</i>		3
JOU 4941	Fresh Take Florida <sup>1</sup>	
JOU 4123	Investigative Reporting <sup>1</sup>	
JOU 4311	Narrative Nonfiction Writing <sup>1</sup>	
<i>Select 6 or more credits</i>		6
JOU 4111	Advanced Reporting <sup>1</sup>	
JOU 4304	Science Journalism <sup>1</sup>	
JOU 4308	Magazine and Feature Writing <sup>1</sup>	
JOU 4313C	Sports Reporting <sup>1</sup>	

JOU 4314	Environmental Journalism <sup>1</sup>	
JOU 4950	Applied Journalism <sup>1</sup>	
<b>Total Credits</b>		<b>12</b>

<sup>1</sup> Minimum grades of C are required in all journalism courses.

## Data/Coding

Code	Title	Credits
<i>Select 12 or more credits</i>		<i>12</i>
JOU 3305	Data Journalism <sup>1</sup>	
JOU 3121	DataViz and Mapping <sup>1</sup>	
JOU 3363	Introduction to Web Apps for Communicators <sup>1</sup>	
JOU 3365	Artificial Intelligence in Media and Society <sup>1</sup>	
JOU 4306	Advanced Data Journalism <sup>1</sup>	
JOU 4318	Sports Data Journalism <sup>1</sup>	
JOU 4364	Advanced Web Apps for Communicators <sup>1</sup>	
JOU 4950	Applied Journalism <sup>1</sup>	
<b>Total Credits</b>		<b>12</b>

<sup>1</sup> Minimum grades of C are required in all journalism courses.

## Editing/Producing

Code	Title	Credits
<i>Required course</i>		<i>3</i>
RTV 3632 or JOU 3XXX	Broadcast News Producing <sup>1</sup> Editing and Coaching <sup>1</sup>	
<i>Advanced course (select one):</i>		<i>3</i>
JOU 4447C	Applied Magazines <sup>1</sup>	
JOU 4950	Applied Journalism <sup>1</sup>	
RTV 4684	Advanced Broadcast News Producing <sup>1</sup>	
<i>Select 6 or more credits</i>		<i>6</i>
JOU 3366C	Social Media for Journalists <sup>1</sup>	
JOU 4011C	Audience Engagement <sup>1</sup>	
JOU 4201	News Center Practicum <sup>1</sup>	
JOU 4202	Advanced News Center Practicum <sup>1</sup>	
<b>Total Credits</b>		<b>12</b>

<sup>1</sup> Minimum grades of C are required in all journalism courses.

## Customized

Students may customize courses to career goals by using 12 credits of different specializations with the approval of the department chair.

## Professional Electives | 14 credits

Students may take any other 3000-level or above courses in the College of Journalism and Communications to count as electives (JOU, RTV, PUR, ADV), including other courses in the JOU specializations. Students are encouraged to work with faculty members to construct electives that best meet career goals.

*Up to six credits of professional Journalism Internship (JOU 4940) and up to 3 credits of Electronic Media Practicum (RTV 3945) will count as Professional Elective credit. Internship courses in Public Relations, Advertising, and Telecommunication will not count as Professional Elective credit. Minimum grade of C required in College of Journalism and Communications upper division courses.*

## EQUIPMENT REQUIREMENT

Students are required to have a laptop computer which is capable of running the Adobe Creative Cloud suite software. Other courses require Microsoft Office software or equivalent, including spreadsheets and statistics software (e.g., Excel, SPSS) and presentation software (e.g., PowerPoint or Keynote).

Some software is available for free or at a steep student discount through UF Apps. Please inquire with UF Apps before making software purchases. More Info (<http://info.apps.ufl.edu/>)

## Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (<https://cpm.flvc.org/advance-search/>) may be used for transfer students.

## Semester 1

- Complete 1 of 10 critical-tracking courses: MMC 1009, ENC 1102, MMC 2604, STA 2023, ECO 2013, JOU 3101, MMC 2450, JOU 3015, MMC 3203 or JOU 4700, MMC 4200
- 2.0 GPA on all work at all institutions

## Semester 2

- Complete an additional 2 of 10 critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

## Semester 3

- Complete 2 additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

## Semester 4

- Complete 1 critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

## SEMESTER 5

- Complete 1 critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

## SEMESTER 6

- Complete 1 critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

## SEMESTER 7

- Complete 1 critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

## SEMESTER 8

- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

## Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

*This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.*

Course	Title	Credits
<b>Semester One</b>		
Quest 1		3
AMH 2020	United States Since 1877 (State Core Gen Ed Social and Behavioral Sciences ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> )) <sup>1</sup>	3
ENC 1101	Expository and Argumentative Writing (State Core Gen Ed Composition ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> )) <sup>1</sup>	3
MMC 1009	Introduction to Media and Communications ( <b>Critical Tracking</b> ) <sup>1</sup>	1
Select one:		3
THE 2000	Theatre Appreciation (State Core Gen Ed Humanities ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> ))	
ARH 2000	Art Appreciation: American Diversity and Global Arts (State Core Gen Ed Humanities ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> ))	
State Core Gen Ed Mathematics ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> ) <sup>1</sup>		3
<b>Credits</b>		<b>16</b>
<b>Semester Two</b>		
ENC 1102	Argument and Persuasion ( <b>Critical Tracking</b> ; Gen Ed Composition) <sup>1</sup>	3
JOU 2100	Broadcast Writing Bootcamp <sup>1</sup>	1
JOU 3220C	Visual Journalism <sup>1</sup>	3
MMC 2604	Media, Cultures, and Identity ( <b>Critical Tracking</b> ) <sup>1</sup>	3
MUL 2010	Experiencing Music (Gen Ed Humanities with International)	3
State Core Gen Ed Biological or Physical Sciences ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> ) <sup>1</sup>		3
<b>Credits</b>		<b>16</b>
<b>Semester Three</b>		
Quest 2 <sup>1</sup>		3
Select one:		3
CPO 2001	Comparative Politics Introduction	
INR 2001	Introduction to International Relations	
POS 2112	American State and Local Government (preferred; Gen Ed Social and Behavioral Sciences)	
JOU 3101	Reporting <sup>1</sup>	3
JOU 3015	Principles of Journalism ( <b>Critical Tracking</b> )	3
MMC 2450	Data Literacy for Communicators ( <b>Critical Tracking</b> ) <sup>1</sup>	1
Select one:		3
Foreign language <sup>1</sup>		
Quantitative option		
<b>Credits</b>		<b>16</b>
<b>Semester Four</b>		
ECO 2013	Principles of Macroeconomics ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)	4
JOU 3110	Applied Fact Finding <sup>1</sup>	3
JOU 3346L	Multimedia Reporting <sup>1</sup>	3
POS 2041	American Federal Government (Gen Ed Social and Behavioral Sciences)	3
Select one:		3
Foreign language <sup>1</sup>		
Quantitative option		
<b>Credits</b>		<b>16</b>
<b>Semester Five</b>		
Select one:		3
SPC 2608	Introduction to Public Speaking <sup>1</sup>	
ORI 2000	Oral Performance of Literature <sup>1</sup>	
STA 2023	Introduction to Statistics 1 ( <b>Critical Tracking</b> ; Gen Ed Mathematics) <sup>1</sup>	3
JOU specialization course		3
Professional elective <sup>1</sup>		3
Outside concentration course		3
<b>Credits</b>		<b>15</b>
<b>Semester Six</b>		
MMC 3203 or JOU 4700	Ethics and Problems in Mass Communications ( <b>Critical Tracking</b> ) <sup>1</sup> or Problems and Ethics of Journalism in Society	3
JOU specialization course <sup>1</sup>		3
Professional electives <sup>1</sup>		5

Outside concentration course	3
<b>Credits</b>	<b>14</b>
<b>Semester Seven</b>	
MMC 4200 Law of Mass Communication (Critical Tracking) <sup>1</sup>	3
JOU specialization course	3
Gen Ed Biological or Physical Sciences <sup>1</sup>	3
English elective (Gen Ed Humanities; Writing Requirement: 6,000 words) <sup>1</sup>	3
Professional elective <sup>1</sup>	3
<b>Credits</b>	<b>15</b>
<b>Semester Eight</b>	
JOU specialization course	3
Professional elective	2
Outside concentration course	3
Electives (outside college)	4
<b>Credits</b>	<b>12</b>
<b>Total Credits</b>	<b>120</b>

<sup>1</sup> Minimum grade of C required.

## 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