What can I do with a Major in…

Major: Journalism

O*net Outlook Link to Career Titles

Directors- Stage, Motion Pictures, Television, and Radio
Broadcast News Analysts
Reporters and Correspondents
Technical Directors/Managers
Radio and Television Announcers
Film and Video Editors
Program Directors
Communications Teachers, Postsecondary
Audio-Visual Collections Specialists
Public Relations Specialists
Broadcast Technicians
Atmospheric and Space Scientists
Editors
Producers
Advertising Sales Agents
Creative Writers
Advertising and Promotions Managers
Copy Writers
Park Naturalists
Technical Writers
Library Science Teachers, Postsecondary
Computer Security Specialists
Caption Writers
Proofreaders and Copy Markers
Sound Engineering Technicians
English Language and Literature Teachers, Postsecondary
Bookkeeping, Accounting, and Auditing Clerks
Professional Photographers
Transportation Inspectors in Demand
Purchasing Agents, Except Wholesale, Retail, and Farm Products
Compensation, Benefits, and Job Analysis Specialists
Training and Development Specialists

Examples of Employers Recruiting UNT Journalism Majors:
Action Video Productions
American Cancer Society
AP Communications, INC
Art Squad
Asher Media, Inc.
Audio Visual Services Corp.
Bexel Corporation
Blair Television
BTWW Retail, L.P.
CAMP TV Media, Inc.
Clear Channel Outdoor
Comcast Spotlight
CSTV (College Sports Television, CBS owned)
Cuatro Communications - La Subasta
Dallas Mavericks
Fleishman-Hillard, Inc.
Internal Revenue Service (IRS)
Javelin Direct
KDAF-TV WB33
KDFW Fox 4
KERA
KFDA-TV
KKDA-FM/KKDA-AM/KNRB-FM
KRHD-TV abc34
KSWO-TV
KTMO-LP
KUVN 23 Dallas/Fort Worth
KWES-TV
KXXV-TV News 25 (see Centex Television, LTD.)
Latimundo
Moroch Partners, LP
Univision Communications
VideoPlus
WFAA-TV
World Economic Development Alliance
Zimmerman and Partners Advertising
Zunch Communications, Inc.

Knowledge, Skills and Abilities Learned with this Degree:

Knowledge:
Communications and Media
Journalism
Computers, keyboarding
English language

Skills:
Speaking.
Writing —
Reading Comprehension
Active Learning
Active Listening.
Critical Thinking.
Complex Problem Solving.
Social Perceptiveness
Time Management
Adaptability
Research
Time Management

Abilities:
Oral Expression
Oral Comprehension.
Speech Clarity
Written Expression
Written Comprehension
Inductive Reasoning
Multitasking

Links:
Job Search Websites:
UNT Journalism Department Job and Internship Data Bank
Texas Public Relations Association
The National Diversity Newspaper Job Bank
Newslink
Journalism Jobs
I Want Media
DFW Communicators

Associations:
UNT Department of Journalism
American Copy Editors Society
Society for News Design
Public Relations Society of America
Council of Public Relations Firms
PR News Wire
Dallas International Association of Business Communicators
International Association of Business Communicators (Student Page)

Student Organizations & Campus Links:
Department of Journalism
NT Daily
Public Relations Student Society of America

Majoring in Journalism:
UNT’s journalism department is nationally accredited in all concentrations by the Accrediting Council on Education in Journalism and Mass Communications [University of Kansas School of Journalism, Stauffer-Flint Hall, 1435 Jayhawk Blvd., Lawrence, Kan. 66045-7575, telephone (785) 864-3973]. This accreditation means that the programs have met the high standards set by this national agency.

Faculty members in the journalism department have worked in the subject areas they teach. Among the faculty are authors, former reporters and editors, and advertising and public relations professionals. Many of them work on research in the field in addition to teaching. Research topics have included political campaign communication, the art of persuasion in sales and public opinion, the trustworthiness of information on the Internet, media in other countries and the depiction of minorities in advertising.

Department alumni have won a total of seven Pulitzer Prizes, journalism’s top award. Graduates also work in some of the nation’s most prestigious public relations and advertising firms.

Many journalism-related associations have student chapters at UNT, including the National Association of Black Journalists, the National Association of Hispanic Journalists, the National Press Photographers Association, the Society for Professional Journalists, the Public Relations Society of America and the International Association of Business Communicators.

As a journalism major, you will select one of following concentrations: news writing-editorial, broadcast news, photojournalism, advertising or public relations.

A grade point average of 2.5 or higher is required for the first four courses taken in any concentration. Course work varies depending on the concentration. Here is a general description of the course work required for each concentration.

News Writing — Editorial.
Choose this concentration if you want to be a print media news writer or editor. These professionals must carefully check facts, know about current events and write swiftly — skills first learned in college with extensive writing and editing courses. In this concentration, you will learn about editing, editorial writing, feature writing, political science, opinion writing, reporting and management. You must have good writing and grammatical skills and knowledge of world events. Students may work as reporters or editors for the North Texas Daily, UNT’s student newspaper.

Broadcast News.
As a student in broadcast journalism, you will learn how to write and report for radio, television and the Internet. Great emphasis is given to practical experience. Some students have the opportunity to write, produce and announce news on KNTU-FM, UNT’s 100,000-watt radio station, and to produce television feature packages for NTTV, the campus cable station. Other students create feature packages or produce news programs for the North Texas Daily web site, which features audio and, soon, video production. Most students complete an internship with a television or radio station in the Dallas- Fort Worth region, the nation’s seventh-largest media market. Others will write and produce news and entertainment.

Photojournalism.
In this sequence you will learn how to work as a photojournalist. You will learn news writing skills in addition to visual news gathering practices to become visual storytellers. You will learn basic black-and-white photography, color photography, picture editing, photo page layout and design, and advanced digital technology. Students may work as photojournalists and photo editors for the North Texas Daily. Many students receive internships with major newspapers between their junior and senior years.

Advertising.
In this concentration, you will learn about advertising campaigns, advertising sales, copywriting, direct response planning, media buying, and marketing and account management. Many advertising students minor in communication design and take art, drawing and design courses. All advertising students take an 18-hour business concentration.

Public Relations.
If you choose this concentration, you will learn the principles of public relations and how these principles apply to specific case studies. Your studies will include effective communication techniques, from creating materials that help an organization address its employees to promoting a particular cause or product to the general public. Since public relations professionals must have excellent writing and speaking skills, you will learn about writing and editing styles and take basic journalism courses in feature writing, news writing and reporting.

http://www.unt.edu/pais/insert/ujour.htm

**General information on Careers in the Major:**
A career in journalism may range from working as a general news reporter for a newspaper to working as an ad agency writer and creator of a national commercial. Many career options exist for a journalism graduate. UNT’s journalism department offers several areas of specialization.

Using the basics of journalism as a foundation, you will be prepared to become a hard-hitting, objective reporter and/or editor. Or you may learn to apply innovative marketing strategies in advertising and public relations. And you may apply what you learn in radio, television, magazines and newspapers, or the Internet.

Our career development specialist, located in the Mayborn Graduate Institute of Journalism, will help you identify your career goals. The institute, working with the journalism department, provides information about potential employers. We also assist with resume and letter writing, job search strategies and interview preparation, and maintain an Internet database containing current job and internship information.

UNT’s [Career Center](http://careercenter.unt.edu) can help you prepare to pursue your career. The center has information about jobs and employers. The staff can help you with resume and letter writing, job search strategies and interview preparation.  

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