

JOURNALISM, JBA

The School of Journalism and Mass Communication (SJMC), founded in 1905, offers professional education within the context of the liberal arts degree of the College of Letters & Science. The student earns the journalism bachelor of arts (JBA) or journalism bachelor of science (JBS) degree upon completion of the program. Students are required to complete at least one of the two professional tracks, Journalism or Strategic Communication.

The school seeks to provide students with both a broad cultural base for future careers and the competence to do professional work immediately after graduation. Of the 120 credits required for graduation, at least 21 must be in the social sciences/humanities—for example, economics, history, psychology, political science, sociology. In addition to skills courses, students are required to take courses in conceptual subjects such as law and history of mass communication, public opinion, international communication and communication theory. The student approaches mass communication as science, art, and service while relating it to many facets of society.

PRACTICAL EXPERIENCE: ORGANIZATIONS

The school encourages students to gain practical experience through part-time jobs and internships. Student media include (but are not limited to) *The Daily Cardinal*, the Badger Herald (<http://www.badgerherald.com>), WISUM radio (<http://wsum.wisc.edu>) and the Wisconsin Union Directorate Publications (<https://union.wisc.edu/get-involved/wud/publications/>). Student organizations related to the school and major include (but are not limited to) the Public Relations Student Society of America (PRSSA), the Advertising Club, the Society of Professional Journalists (SPJ) and the Association for Women in Communication (AWC). Professionals from the media and related fields appear often in classes and meet with students in professional student organizations.

INTERSHIPS

Students planning careers as media professionals are encouraged to hold one or more internships in the area of their academic specialization(s). **Declared journalism majors** or prospective Journalism majors with no other declared major may earn course credit for internships that relate to their professional tracks. As part of their degree programs, students may earn a maximum of 3 credits of JOURN 697 Internship during their undergraduate careers. Students may earn only one credit of JOURN 697 per semester, but may repeat the credit up to three times. Students who wish to earn degree credit for their internships should consult with career advisor Pam Garcia-Rivera **before they accept an internship**. Students must enroll in JOURN 697 at the time they hold the internship. Students who wish to enroll in JOURN 697 should see Pam Garcia-Rivera for authorization to enroll.