The journalism curriculum offers a balance of professional and theory courses for majors and non-majors. Majors take a variety of skills and theory courses while acquiring a strong liberal arts background. Non-majors, including those minoring in journalism, may choose from a wide selection of courses.

Besides gaining a solid academic background in the classroom, students get practical experience by working with media on and off campus. On campus, these include public television and public radio stations, a student-owned FM station and the campus newspaper. Off campus, students have opportunities to intern with a variety of radio and television stations, newspapers and other media-related businesses and organizations, both in and out of Alaska.

The department has several laboratory facilities including a news writing/digital photography lab, a multimedia lab, a digital audio production lab, a digital video editing lab, two photography labs and a photography studio. The department is fully accredited by the Accrediting Council on Education in Journalism and Mass Communication.

### UNDERGRADUATE PROGRAM

#### MAJOR

**Journalism—B.A. Degree**

**Concentrations:** Broadcast Journalism, News-Editorial, Photojournalism, Publishing-Multimedia

1. Complete the general university requirements (page 28).
2. Complete the B.A. degree requirements (page 33). As part of the B.A. degree requirements, complete ENGL 317* or pass JRN grammar test, and HIST 132*.
3. Complete the following program (major) requirements:*  
   - JRN 101—Introduction to Mass Communications.................................3  
   - JRN 301W—News Reporting and Writing............................................3  
   - JRN 400—Professional Media Internship .............................................3  
   - JRN 413—Mass Media Law and Regulation .........................................3  
   - JRN 421—Journalism in Perspective .....................................................3  
4. Complete credits outside of journalism. **.........................................90  
5. Complete 1 of the following concentrations:*  

#### Broadcast Journalism  

a. Complete the following:  
   - JRN 215—Radio Production..............................................................3  
   - JRN 451O—Television Production......................................................4  
   - JRN 452W—Radio and Television News Writing.................................3  
   - JRN 453—Television News Reporting ..................................................3  
b. Complete 2 courses from the list of approved journalism electives.  
c. Minimum credits required ....................................................................124

#### News-Editorial  

a. Complete the following:  
   - JRN 323—Publication Editing ............................................................3  
   - JRN 401—Beat Reporting ....................................................................3  
   - JRN 444W—Investigative Reporting....................................................3  
b. Complete 3 courses from the list of approved journalism electives.  
c. Minimum credits required ....................................................................123

#### Photojournalism  

a. Complete the following:  
   - JRN 203—Basic Photography ............................................................3  
   - JRN 402—Advanced Photography ......................................................3  
   - JRN 404—Photojournalism I ...............................................................3  
   - JRN 406—Photojournalism II ..............................................................3  
b. Complete 2 courses from the list of approved journalism electives.  
c. Minimum credits required ....................................................................123

#### Publishing-Multimedia  

a. Complete the following:  
   - JRN 323—Publication Editing ............................................................3  
   - JRN 324—Typography and Publication Design ...................................3  
   - JRN 484—Multimedia Theory and Practice ........................................3  
b. Complete 3 courses from the list of approved journalism electives.****  
c. Minimum credits required ....................................................................123
Approved journalism electives:*  
- JRN 102—Introduction to Broadcasting ............................................... 3  
- JRN 203—Basic Photography ............................................................ 3  
- JRN 215—Radio Production ............................................................ 3  
- JRN 240—International Communications .......................................... 3  
- JRN 300—Internship ...................................................................... 3  
- JRN 311W—Magazine Article Writing ................................................. 3  
- JRN 323—Publication Editing ............................................................ 3  
- JRN 324—Typography and Publication Design .................................... 3  
- JRN/BA 326—Principles of Advertising ............................................ 3  
- JRN 340—Mass Media and Society .................................................. 3  
- JRN 350—Adobe Photoshop ............................................................ 3  
- JRN/ART 371—Digital Photography and Pixel Painting ...................... 3  
- JRN/WMS 380O—Women, Minorities and the Mass Media .................. 3  
- JRN 401—Beat Reporting ............................................................... 3  
- JRN 403—Color Photography .......................................................... 3  
- JRN 404—Photojournalism I ............................................................ 3  
- JRN 405—Advanced Photography Seminar ...................................... 3  
- JRN 406—Photojournalism II ............................................................ 3  
- JRN 408—Media Management .......................................................... 3  
- JRN 411W—Advanced Writing for Publication .................................. 3  
- JRN 424—Magazine Production ....................................................... 3  
- JRN 433—Public Relations .............................................................. 3  
- JRN 440—Ethics and Reporting in the Far North ................................ 3  
- JRN 444W—Investigative Reporting .................................................. 3  
- JRN 451O—Television Production ..................................................... 4  
- JRN 452—Radio and Television News Writing .................................. 3  
- JRN 453—Television News Reporting ............................................... 3  
- JRN 454—Advanced TV News Production ........................................ 3  
- JRN/ED 486—Media Literacy ........................................................... 3  
- JRN 493—Special Topics ................................................................. 3  
- JRN 497—Independent Study .......................................................... 3

* Student must earn a C grade or better in each course in the major requirements; ENGL 317; HIST 132; and any course offered through the Department of Journalism.

** To assure the journalist a broad liberal arts education, 80 credits must be outside of journalism, 65 of which should be from traditional liberal arts courses offered by any of these departments: AKNP, ALST, ANI, ANS, ANTH, ART, ASLG, ATM, BIOL, CHEM, COMM, ECON, ENGL, ENVE, ESK, FISH, FL, FREN, FSN, GEOG, GEOS, GER, HIST, HONR, HUM, JPN, JUST, LING, LS, MATH, MSL, MUS, NORS, NRM, PHIL, PHYS, PS, PSY, RUSS, SOC, SPAN, STAT, THR, WMS.

*** JRN 102, 308, 408 and 486 may not be used as approved JRN electives in this concentration. However, any of the following courses may be substituted for one of the 3 approved JRN electives: BA 343, 436 or 445W.

**** JRN 471O and 472O may be used as approved JRN electives in this concentration.

MINOR*  
1. Complete the following:  
   - JRN 101—Introduction to Mass Communications ......................... 3  
   - JRN 301W—News Reporting and Writing .................................... 3  
   - Approved JRN electives ......................................................... 9  
2. Minimum credits required ....................................................... 15

* Student must earn a C grade or better in all department courses used to satisfy minor requirements.