

NEWS MEDIA, BA

In a digital age, information is increasingly important to all professions, but it is truly at the heart of the journalism industry. The news media major stresses the gathering, analysis, and communication of information for all kinds of audiences. Students learn the many ways information is produced by journalists, from the traditional practices of professional news outlets to the emerging practices of media start-ups.

News Media students gain expertise in writing, editing, design, broadcasting, visual communication, videography, multimedia production, history, law, and ethics. They learn to produce journalism for a variety of topics, from politics and social issues to sports, food, fashion, and travel. The program's graduates are prepared for jobs in the journalism industry and for jobs in many other professions. Employers of all sorts, from business to law to education, are desperate for employees who can write well, visualize ideas, search for supporting evidence, and organize information in engaging and clear ways. A news media degree gives graduates these skills.

The volume of information in our highly mediated society can be overwhelming, and it is the journalist who ensures that the information we get is trustworthy. While the communication skills and liberal arts knowledge that news media majors gain is valuable for their future careers, it's also crucial to good citizenship. As our majors learn to produce the news, they also learn to think critically and ethically about the role that news plays in society.

In classes, laboratories, and campus media, News Media students emphasize the knowledge, values, and skills of journalism: compelling storytelling, strong writing, accurate reporting, sensitive editing, artful presentation, and racial, ethnic and cultural diversity. News Media majors also value critical thinking, teamwork, integrity, public service, the First Amendment, and the appreciation for the free flow of information in a democratic society. The JCM department encourages dual majors when possible and advises that all majors complete internships, work in campus media, and develop relationships with WVUA and the Digital Media Center.

Accelerated Master's Program in Journalism/News Media

News Media majors admitted into this program will be able to earn both the BA in News Media and MA in Journalism at The University of Alabama in five years. For the highly motivated and academically gifted student, this program offers a faster, more economical plan than earning the degrees separately; a richer undergraduate experience and more courses in the major; and a stronger mentoring relationship with the faculty. Please contact the department for more information.

News Media Major Requirements

News Media majors must complete 120 hours for graduation, 43 of which are within the major as outlined below. Students also must complete a minor or a second major.

News Media Major Requirements (43 credits)		Hours
MC 101	Intro To Mass Communic	3
JCM 102	Media Foundations	3
JCM 103	Mechanics of Media Writing	1
JCM 493	Ethics and Diversity in Media	3
JCM 499 or JCM 484	Digital News Capstone Sports Portfolio	3

Skills 12

JCM 180 Jou. Principles and Practices

JCM 303 News Writing and Reporting

JCM 315 Adv. News Writing

or

JCM 325 Sports Writing and Reporting

JCM 331 Intro to Electronic Reporting

Concepts 6

MC 401 Mass Comm Law & Regultrn

MC 409 or History Mass Communctn

JCM 448 News Analysis

or

JCM 494 Global Media Systems

or

JCM 372 Media Effects

or

MC 426 or Race, Gender and Media

MC 430 or Video Games and Media

MC 431 or Sports & Social Media

MC 446 or Issues in Sports Media

MC 464 Sports Media Research

Students must complete six hours in one of the focused areas listed below: 6

News Writing and Reporting (pick 2)

JCM 429 Food Writing and Reporting

or

JCM 442 Specialized Magazine Writing

or

JCM 411 Depth Reporting and Writing

or

JCM 485 Com News in Dig World

or

JCM 426 Adv. Design and Visualization

Visual Journalism (pick 2)

JCM 327 Visual Journalism

or

JCM 318 Documentary Storytelling

or

JCM 426 Adv. Design and Visualization

Broadcast and Mobile News (pick 2)

JCM 333 Working for Television News

or

JCM 326 TV and Radio Performance

or

JCM 328 Sports Announcing

or

JCM 340 Digital News

or

JCM 435 Sports Documentary

or

JCM 490 Electronic News Producing

Electives

JCM/MC Elective 100-499	3
JCM/MC Elective 300-499	3
Total Hours	43

Sports Media Concentration

Students in the sports media concentration must complete the requirements as identified below as part of their 43 hour News Media major. The 12 hour concentration replaces the 6 hour focused area and 6 hours of electives. Additionally, students with a sports media concentration are encouraged to take specific courses in the news media requirements.

Sports Media Concentration Hours

Recommended Course Selections in the News Media Requirements:

JCM 325	Sports Writing and Reporting	
Concept Courses:		
MC 446 or	Issues in Sports Media	
MC 431	Sports & Social Media	
or		
MC 430	Video Games and Media	
or		
MC 464	Sports Media Research	
or		
MC 446	Issues in Sports Media	

12 concentration hours as noted below:

JCM 146	Intro to Sports Communication	3
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Sports Skills (pick 2) 6

JCM 425	Digital Sports Coverage	
or		
JCM 444 Adv.	Sports Reporting	
or		
JCM 328	Sports Announcing	
or		
JCM 442	Specialized Magazine Writing	

Sports Elective (pick 1) ¹ 3

MC 431 or	Sports & Social Media	
JCM 328	Sports Announcing	
or		
JCM 425	Digital Sports Coverage	
or		
JCM 435	Sports Documentary	
or		
JCM 382	News Media Internship	
or		
JCM 444	Adv. Sports Reporting	
or		
JCM 445	Analysis of Sports Writing	
or		
JCM 462	Motion Graphics	
or		
MC 430 or	Video Games and Media	
MC 446 or	Issues in Sports Media	
MC 464	Sports Media Research	

Total Hours	12
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Footnotes

¹ Students cannot double count courses for more than one requirement within the news media major.

Professional Experience

News Media students should seek a variety of media work experience, exploring opportunities at the campus newspaper and magazines, digital publications, WVUA-TV, campus radio stations, literary magazines, departmental and alumni newsletters and magazines, and in University communications and sports information offices. Students are strongly encouraged to seek internships with professional media organizations throughout their study at UA. The Department of Journalism & Creative Media has ongoing internship programs with The Tuscaloosa News, WVUA-TV and several other local media outlets. Internships may be completed for academic credit when the student has completed 45 semester hours and JCM 303 News Writing and Reporting with a C- or better. Job and internship listings are posted on the college internship website and outside the departmental office. An internship before senior year makes students more marketable when they graduate.

Career Options for News Media Majors

Graduates can work as writers, reporters, television anchors, editors, photographers, designers, broadcasters, producers and content managers at newspapers, magazines, digital publications, television stations, wire services and book publishers. Many also work in public relations, corporate communications, electronic news, political communication or enter law school or graduate school.

Types of Jobs Accepted

Recent graduates have accepted positions as reporters, covering sports, news, features and business in television, web and/or print outlets. Others have found jobs as editors, writers and designers at lifestyle and specialty magazines. One of the fastest-growing segments for jobs is online media, including outlets connected with newspapers, magazines and television stations, as well as web-only publications. Our top students, especially those who dual major in fields such as political science and communication studies, have been successful in gaining admission to law schools.

Jobs of Experienced Alumni

Our alumni hold top positions in media organizations nationally and internationally. Examples include the U.S. Supreme Court reporter for CBS News, the White House reporter for The Chicago Tribune, an online producer at BuzzFeed, a correspondent for The New York Times, the former editor of O Magazine, presidents and CEOs of online news outlets and public relations firms and several television news reporters in Alabama and throughout the Southeast.

Learn more about opportunities in this field at the Career Center