

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.

Requirements

News Media majors must complete 120 hours for graduation, 43 of which are within the major as outlined below.

In addition to the general education requirements in the University Core curriculum, news media majors are required to complete 4 credits of JCM core classes and an additional 33 credits of news media classes. The final six credits for the major can be any 300-400-level class within JCM, following all pre-requisite rules as listed in the course catalog. Students also must complete a minor or a second major. News Media majors may not complete a minor offered by the Department of Journalism & Creative Media or by the Department of Advertising and Public Relations.

JCM Curricular Requirements

All students are required to take the following department core courses:

JCM Department Core (4 credits)		Hours
JCM 102	Intro to Med. Content Creation	3
JCM 103	Mechanics of Media Writing	1
Total Hours		4
News Media Major Requirements (33 credits)		Hours
MC 101	Intro To Mass Communic	3
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 & Regultn	
MC 409 or	History Mass Communctn	
JCM 448	News Analysis	
or	JCM 494 Global Media Systems	
or	JCM 372 Media Effects	
or	MC 426 Race, Gender and Media	
or	MC 431 Sports & Social Media	
or	MC 446 Issues in Sports Media	
or	MC 464 Sports Media Research	
Students must complete six hours in one of the areas listed below:		6
Specialized Writing		
JCM 429	Food Writing and Reporting	
JCM 442	Specialized Magazine Writing	
Visual Journalism		
JCM 327	Visual Journalism	
JCM 426	Adv. Design and Visualization	
Public Affairs Reporting		
JCM 411	Depth Reporting and Writing	
JCM 485	Com News in Dig World	
Management and Entrepreneurship		
JCM 324	Audience Analysis	
or		

JCM 448 News Analysis
 or
 JCM 451 News Media Management
 or
 JCM 458 Entrepreneurial Journalism
 or
 MC 426 Race, Gender and Media

Digital News	
JCM 333	Working for Television News
JCM 490	Electronic News Producing
or	
JCM 326	TV and Radio Performance

Total Hours **33**

Electives (6 credits)

Code and Title	Hours
Students are encouraged to take JCM or MC 300-400 classes that connect to their chosen sequence to meet their elective requirement, assuming that pre-reqs for those courses are met at the time of enrollment.	6

Total Hours **6**

Sports Media Concentration

Students planning on completing the sports media concentration must officially declare the concentration on myBama. Students in the sports media concentration will be required to complete six hours of specified major electives and a six-hour course sequence in either Digital Sports or Sports Writing. These 12 hours are completed within the news media major for a total of 43 hours. Additionally, students with a sports media concentration are encouraged to take specific courses in the news media core. These requirements are outlined below:

Sports Media Concentration **Hours**

Recommended Course Selections in the News Media Requirements:

JCM 325	Sports Writing and Reporting ¹
JCM 496	Ethics in Sports Journalism ²
JCM 484	Sports Portfolio ³

Concept Courses:

MC 446 or	Issues in Sports Media
MC 431	Sports & Social Media
or	
MC 464	Sports Media Research

12 concentration hours as noted below:

JCM 146	Intro to Sports Communication	3
---------	-------------------------------	---

Students must complete one of the two course sequences below **6**

Digital Sports	
JCM 425	Digital Sports Coverage
JCM 435	Sports Documentary
or	
JCM 328	Sports Announcing

Sports Writing	
JCM 444	Adv. Sports Reporting
JCM 445	Analysis of Sports Writing

One of the following courses **3**
 Students cannot double count courses in this concentration.

MC 431 or	Sports & Social Media
JCM 328	Sports Announcing
or	
JCM 333	Working for Television News
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 431 or	Sports & Social Media
MC 446 or	Issues in Sports Media
MC 464 or	Sports Media Research
PHL 256 or	Philosophy of Sport
APR 429 or	Sport, Publicity and Promotion
HSM 338	Sport Mktg. Promotion Strategy

Total Hours **12**

Footnotes

- ¹ Instead of JCM 315 Adv. News Writing
- ² Instead of JCM 493 Ethics and Diversity in Media
- ³ Instead of JCM 499 Digital News Capstone

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](#)