

RU Interested in . . .

JOURNALISM

AT A GLANCE . . .

Department at RU:	Media Studies
Office Location:	188 Porterfield
Telephone	(540) 831-5531
Faculty Liaison:	Dr. Bill Kovarik, Dr. Clay Waite
College at RU:	Arts and Sciences
Degree Type:	Bachelor of Arts or Bachelor of Science
Homepage	http://www.radford.edu/~mstd-web/

CAREER ABSTRACT

The profession of Journalism is changing rapidly with new information technologies, but there is expected to be continued demand for the skills involved in gathering, reporting, and interpreting non-fiction and public affairs information. Print reporters and editors have traditionally worked for newspapers, news services, magazines, and book publishers. With the advent of new technologies, such as CD ROMs and the Internet, journalists are just as likely to be working on multimedia and “web” type programs as in the traditional areas. Also, with the distinction between print and broadcast journalism eroding, journalists may be as likely to handle video as well as still cameras and audio tapes for computers as well as for broadcasting.

Titles:

Reporter
Journalist
Writer
Author
Specialized Writer
(science, sports, education, etc.)
Editor/Copy Editor
Photographer

Alternate Titles:

Publication Designer
Multimedia Developer
Researcher, Production Assistant
Graphic Designer, Graphic Artist

Starting Salary Range: \$18,000 - \$20,000

Employment Prospects:

Small to medium sized newspapers report an increasing need for entry level journalists, while news services, broadcasting, and magazines have some need for entry-level staff. The most sought after graduates are those with skills in Internet and multimedia development who can add technical expertise to a publication. Prospects are generally fair to good, especially in metropolitan areas.

QUESTIONS STUDENTS OFTEN ASK

- **What can I do with a degree in Journalism?**
Positions are available in the following areas: newspapers, magazines, news services and photo agencies, multimedia and Internet development groups, government information agencies, and broadcasting.
- **What else can I do with a degree in Media Studies?**
Media Studies degrees have various concentrations. Students can major and minor in these concentrations. With a combination of a major and minor in related areas, students are more versatile in the job market.
- **What is the job market for Journalism like?**
It is competitive, and most jobs are paid at a relatively modest level compared to other businesses. Even so, a good writer with some technical abilities should not have great difficulty finding employment in metropolitan areas. Graduates should have a portfolio with several dozen news articles and examples of photos, video clips and other projects that demonstrate emerging professional abilities.
- **Should I specialize in a particular medium?**
The recent convergence of print, computer, and broadcast technology means that specialization in any one medium is not necessary. Courses in videography may well help a print journalist, just as courses in writing and still photography will help broadcast journalists. There is a greater need for specialized journalism than ever before. Until recently, “mass” marketing dominated both print and broadcast media, and journalists tended to be generalists who could write about anything. However, with the increasing complexity of public affairs and the ability of new information technologies to allow access to specialized subject

areas, the need for specialized journalists is greater. We recommend that Media Studies majors specialize in a subject area, such as business and economics, science and environment, or political science and history and also work to become good writers, editors, and designers.

- **What personal characteristics should I possess to succeed in the field of Journalism?**

Valuable skills in the field of Journalism include: listening skills, writing skills, the ability to reason and think, imaginative skills, discipline, punctuality, and accuracy.

- **What academic strengths and skills should I possess to be successful in Journalism?**

To be successful in the field of Journalism one should possess writing skills, philosophical skills, photographic skills, computer skills, political awareness, and cultural awareness.

- **Is there an introductory course or experience that you would suggest that will introduce me to the field of Journalism?**

Media Studies 101 or 105.

- **Are there specific conditions or requirements that I must satisfy to pursue a degree/career in Media Studies at Radford University?**

Students are expected to have a grade point average of 2.0.

- **What experiential opportunities are available for me in this field?**

Several experiential opportunities are offered. Either a practicum or an internship experience is required of all Journalism majors in Media Studies. From 1 to 3 credit hours can be earned for each practicum which may be repeated until a maximum of 9 credit hours has been accumulated. From 1 to 6 hours of internship can be earned at a variety of internship agencies.

- **What minors or concentrations may enhance my career opportunities in Journalism?**

Minors in history, political science, computer science, sociology, criminal justice, and business/economics can be helpful in finding a career in Journalism.

- **What additional graduate/professional study or certification is commonly required in this field?**

A master's degree in Journalism or Corporate and Professional Communication would be beneficial, but only after some experience in the real world of journalism. Great emphasis is placed upon experience within the field.

- **As a new graduate in Journalism, what should I expect to do during the first year of employment?**

Report on routine police, courthouse, and general community level news and public affairs; work with editors to improve your writing and reporting skills;

help set up web pages and work with Internet projects for your company.

- **What is the current employment outlook for Journalism graduates?**

Employment opportunities are fairly good in small and medium sized markets. Willingness to look at nonconventional opportunities such as corporations, industries, and governmental agencies will help.

- **Where can I obtain more information about the field of Journalism?**

- RU Department of Media Studies
- RU Career Services Center
- RU Advising Centers
- RU Center for Counseling and Student Development

**For an application to Radford University
contact the RU Admissions Office**



Radford University Office of Admissions
Martin Hall
P.O. Box 6903
Radford University
Radford, VA 24142

Phone: (540) 831-5371 or (800) 890-4265

Fax: (540) 831-5038

Homepage: www.radford.edu/Admissions.html

Email: ruadmiss@radford.edu

MEDIA STUDIES SUGGESTED FOUR-YEAR CURRICULUM

JOURNALISM

Courses in **boldface** type are **required** for the concentration. Courses in *italics* are **recommended electives**. Courses marked with an asterisk (*) are *not required* for the concentration, but *are recommended for electronic journalism students*.

FRESHMAN YEAR

101: Introduction to Media Studies
105: Basic News Writing (formerly MSTD 105: Intro. to Media Writing)
*146: Media Performance**

SOPHOMORE YEAR

205: Beginning Reporting
226: Digital Imaging (formerly MSTD 325 and 426)
*246: Basic Audio Production** (formerly MSTD 345)
305: Advanced Reporting

JUNIOR YEAR

300: Media History
326: Web Production
328: Print Production
346: Electronic Field Production and (same semester)*
*347: Video Editing and Effects** (formerly MSTD 447)
406: Specialized Journalism
481: Journalism Practicum (formerly MSTD 450.01) ■

SENIOR YEAR

335: Media and Society
400: Media Law and Ethics
444: Media Management
481: Journalism Practicum (formerly MSTD 450.01)
or **499: Media Studies Internship** (formerly MSTD 455) ■

★ The Media Studies Department strongly recommends that students consult with their advisors in order to insure that all prerequisites have been fulfilled before attempting to register for courses in their chosen concentration. ★

■ **Journalism students must have completed MSTD 105, 205, 226, 305, 326 and 406 before they can register for a practicum.**

Journalism students must complete three credits of Journalism Practicum with a grade of “C” or better before the department will approve an internship.

All Journalism students must complete an additional 3 credits of Journalism Practicum and/or Internship to fulfill Journalism Concentration requirements.

MEDIA STUDIES DEPARTMENT
Journalism Concentration
2005-2006 Catalog

BS Requirements (6-8 hours)

BA Requirements (12 hours)

(Grade/Department/Course Number)

(Grade/Department/Course Number)

_____ ()

_____ ()

_____ ()

_____ ()

Chosen from the following:

The Bachelor of Science degree requires six to eight semester hours (in addition to the general education requirements) selected

from any of the following: **mathematical science, natural and physical sciences, or social and behavioral sciences, in any combination.**

_____ ()

_____ ()

Required Core Courses (12 hours)

Grade/^{credit}~~credit~~ Hours

MSTD 101 Introduction to Media Studies _____ (3)

MSTD 300 Media History _____ (3)
Prerequisite: MSTD 101

MSTD 335 Media and Society _____ (3)
Prerequisite: MSTD 101

MSTD 400 Media Law and Ethics _____ (3)
Prerequisite: MSTD 101

Required Journalism Concentration Courses (24 hours):

MSTD 105 Basic News Writing _____ (3)

MSTD 205 Beginning Reporting _____ (3)
Prerequisite: MSTD 105

MSTD 226 Digital Imaging (formerly MSTD 325 and 426) _____ (3)

MSTD 305 Advanced Reporting & News Writing _____ (3)
Prerequisite: MSTD 205

MSTD 326 Web Production _____ (3)
Prerequisite: MSTD 226

MSTD 406 Specialized Journalism _____ (3)
Prerequisite: MSTD 205

MSTD 481 Journalism Practicum (formerly MSTD 450.01) _____ (3)
Prerequisite: MSTD 205, MSTD 226, MSTD 305, MSTD 326, and MSTD 406

And an additional three credits of:

MSTD 481 Journalism Practicum (formerly MSTD 450.01) _____ ()
Prerequisite: MSTD 205, MSTD 226, MSTD 305, MSTD 326, and MSTD 406

OR

MSTD 499 Media Studies Internship (formerly MSTD 455) _____ ()
Prerequisite: 80 hours of college credit completed, major GPA of 2.0, and 3 hours of MSTD 481 with a grade of "C" or better.

Course Number	Course Name	Grade/Credit Hours
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()

Total Elective Credit Hours (22 to 28 hours): _____

General Education Credit Hours (50 hours): _____

Media Studies Major Credit Hours (36 hours): _____

Degree Credit Hours (B.S.: 6 to 8 hours or B.A.: 12 hours): _____

Total Radford University Credit Hours (120 hours): _____

Media Studies GPA (2.0 minimum): _____

Radford University GPA (2.0 minimum) : _____

Student Name _____
I.D. Number _____

Date _____
Completed by _____

GENERAL EDUCATION PROGRAM (50 HOURS)
2005-2006 ACADEMIC YEAR
(*denotes required courses)

Area 1: Communication (6-9 hours)
Grade
* _____ ENGL 101 (3)
* _____ ENGL 102 (3) _____ (3)

Area 2: Fine Arts (3-6 hours)
* _____ (3) _____ (3)

Area 3: Health and Wellness (3 hours)
* _____ (3)

Area 4: Humanities (6-9 hours)
Literature (3-6 hours)
* _____ (3) _____ (3)
Philosophy or Religious Studies (3-6 hours)
* _____ (3) _____ (3)

Area 5: International and Intercultural Studies (3-6 hours)
* _____ (3) _____ (3)

Area 6: Mathematical Sciences (6 hours)
* _____ (3)
* _____ (3)

Area 7: Physical and Natural Sciences (8 hours)
* _____ (4)
* _____ (4)

Area 8: Social and Behavioral Sciences (12-15 hours)
History (3-6 hours)
* _____ (3) _____ (3)
**Other Social and Behavioral Sciences (9-12 hours)
* _____ (3) _____ (3)
* _____ (3)
* _____ (3)

Required Courses = (47) + Optional Courses = (3) = 50 Hrs

Courses approved for general education credit are listed on the back of this sheet.

****MUST BE CHOSEN FROM 3 DIFFERENT DISCIPLINES****

COURSES APPROVED FOR GENERAL EDUCATION CREDIT

Area 1: Communication (6-9 hours)

Required (6): ENGL 101 and ENGL 102

Optional (0-3): One of the following courses: MSTD 146, COMM 114, COMM 240, COMM 250

Area 2: Fine Arts (3-6 hours)

Required (3-6): At least one and no more than two of the following courses: ART 111, ART 215, ART 216, ART 366, ART 412, ART 422, ART 424, ART 427, ART 428, ART 462, ART 482, DNCE 111, DNCE 366, DNCE 480, DNCE 481, MUSC 100, MUSC 121, MUSC 123, MUSC 321, MUSC 322, MUSC 366, THEA 100, THEA 110, THEA 180, THEA 366, THEA 375, THEA 376

Area 3: Health and Wellness (3 hours)

Required (3): One of the following courses: FDSN 214, HLTH 111, HLTH 200, RCPT 200, NURS 111

Area 4: Humanities (6-9 hours)

Required (3): One of the following courses: CLSS 210, CLSS 220, ENGL 201, ENGL 202, ENGL 203, FORL 204

Required (3): One of the following courses: PHIL 111, PHIL 112, PHIL 113, PHIL 114, RELN 111, RELN 112, RELN 200, RELN 202, RELN 205, RELN 206

Optional (0-3): One of the following courses: CLSS 110, CLSS 210, CLSS 220, ENGL 201, ENGL 202, ENGL 203, ENGL 314, ENGL 321, ENGL 322, ENGL 323, PHIL 111, PHIL 112, PHIL 113, PHIL 114, RELN 111, RELN 112, RELN 200, RELN 202, RELN 205, RELN 206, FORL 204

Area 5: International and Intercultural Studies (3-6 hours)

Required (3-6): At least one and no more than two of the following courses: ANTH 121, CHNS 101, CHNS 102, CHNS 201, CHNS 202, ECON 340, FORL 100, FORL 109, FORL 200, FORL 209, FORL 210, FORL 309, FORL 409, FREN 100, FREN 101, FREN 200, FREN 210, FREN 300, FREN 320, GEOG 101, GEOG 102, GEOG 280, GRMN 100, GRMN 200, GRMN 210, GRMN 300, GRMN 304, HIST 101, HIST 102, INST 101, LATN 101, LATN 102, LATN 201, LATN 350, POSC 130, PEAC 200, RELN 112, SPAN 101, SPAN 102, SPAN 201, SPAN 202, SPAN 325, SPAN 326, SPAN 335, SPAN 336, THEA 180, WMST 101

Area 6: Mathematical Sciences (6 hours)

Required (6): Two of the following courses, *at least one of which must be in MATH or STAT*: MATH 104, MATH 111, MATH 112, MATH 114, MATH 116, MATH 121, MATH 138, MATH 140, MATH 145, MATH 151, MATH 152, MATH 155, MATH 260, STAT 200, ITEC 100, ITEC 109, ITEC 120

Area 7: Physical and Natural Sciences (8 hours)

Required (8): Any two of the following courses: ASTR 111, ASTR 112, BIOL 103, BIOL 104, BIOL 105, BIOL 111, BIOL 112, CHEM 101, CHEM 102, CHEM 103, CHEM 115, CHEM 120, GEOL 100, GEOL 105, GEOL 106, PHSC 121, PHSC 122, PHYS 111, PHYS 112, PHYS 221, PHYS 222

Area 8: Social and Behavioral Sciences (12-15 hours)

Required (3-6): At least one and no more than two of the following courses: HIST 101, HIST 102, HIST 111, HIST 112

****Required (9-12):**** At least three and no more than four of the following courses, *chosen from at least three different disciplines*: ANTH 121, ANTH 301, ANTH 332, ANTH 411, ANTH 430, ANTH 451, ANTH 471, ANTH 481, APST 200, ECON 101, ECON 105, ECON 106, ECON 295, ECON 309, ECON 311, ECON 340, GEOG 101, GEOG 102, GEOG 103, GEOG 140, GEOG 201, GEOG 202, GEOG 203, GEOG 280, POSC 110, POSC 120, POSC 130, POSC 140, PSYC 121, PSYC 218, PSYC 282, PSYC 317, PSYC 343, PSYC 361, PSYC 381, PSYC 391, SOCY 110, SOCY 210, SOCY 250, SOCY 331, SOCY 334, SOCY 446

***Students may use individual courses to meet only one General Education requirement. Some of the courses listed above have prerequisites. For additional information about General Education, consult the RU Catalog or the General Education web site, www.radford.edu/~gened/. To learn more about the specific courses listed here, see the Catalog or view official course syllabi at www.radford.edu/~academic/syllabi/index.html**

****MUST BE CHOSEN FROM 3 DIFFERENT DISCIPLINES****

MEDIA STUDIES DEPARTMENT CORE AND CONCENTRATION COURSE REQUIREMENTS

Core Courses (Must Be Taken By All Media Studies Majors)			
<p>MSTD 101: Introduction to Media Studies</p> <p>MSTD 300: Media History</p> <p>MSTD: 335: Media & Society</p> <p>MSTD 400: Media Law and Ethics</p> <p>Total Core Credits: 12</p>			
Advertising	Journalism	Production Technology	Web Design
<p>MSTD 173: Introduction to Advertising</p> <p>MSTD 223: Advertising Copywriting</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 273: Advertising Analysis</p> <p>MSTD 373: Advertising Media Planning</p> <p>MSTD 473: Advertising Production</p> <p>MSTD 483: Advertising Practicum</p> <p><u>And an additional 3 credits of:</u></p> <p>MSTD 483: Advertising Practicum</p> <p>OR</p> <p>MSTD 499: Internship</p> <p>Total Concentration Credits: 24</p>	<p>MSTD 105: Basic News Writing</p> <p>MSTD 205: Beginning Reporting</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 305: Advanced Reporting and News Writing</p> <p>MSTD 326: Web Production</p> <p>MSTD 406: Specialized Journalism</p> <p>MSTD 481: Journalism Practicum</p> <p><u>And an additional 3 credits of:</u></p> <p>MSTD 481: Journalism Practicum</p> <p>OR</p> <p>MSTD 499: Internship</p> <p>Total Concentration Credits: 24</p>	<p>MSTD 106: Script Writing</p> <p>MSTD 146: Media Performance</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 246: Basic Audio Production</p> <p>MSTD 346: Electronic Field Production</p> <p>MSTD 347: Video Editing and Effects</p> <p>MSTD 482: Production Technology Practicum</p> <p><u>And an additional 3 credits of:</u></p> <p>MSTD 482: Production Technology Practicum</p> <p>OR</p> <p>MSTD 499: Internship</p> <p>Total Concentration Credits: 24</p>	<p>ITEC 110: Principles of Information Technology</p> <p>ITEC 120: Principles of Computer Science</p> <p>ITEC 225: Web Programming I</p> <p>MSTD 105: Basic News Writing</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 326: Web Production</p> <p>MSTD 427: Advanced Web and Multimedia Production</p> <p>MSTD 484: Web Design Practicum</p> <p>Total Concentration Credits: 25</p>
Total Credits For Major: 36	Total Credits For Major: 36	Total Credits For Major: 36	Total Credits For Major: 37

Revised February 7, 2005