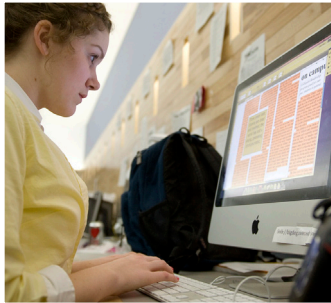


Journalism

At UW-Eau Claire

A degree in journalism will enhance your oral, written and visual communication skills – the primary skills employers look for. You will develop research and information skills and strengthen your capacity for critical and analytical thinking. It will help you become a more informed consumer by understanding mass communication processes in diverse cultural, social, legal and ethical contexts.



Learning journalism, doing journalism

Experience give UW-Eau Claire journalism majors a competitive edge. Hands-on learning experiences begin during the first journalism class and continue throughout the program. Students report from the campus, the community, across the country, and around the world.

Contemporary curriculum

Courses in the journalism program focus on the traditional principles of ethically and effectively gathering and reporting information in the context of the rapidly evolving journalism industry. As a journalism major at UW-Eau Claire, students learn to report in multiple formats, using print, sound, visual images and social media to tell stories for newspapers, magazines, television, radio, online outlets, and whatever other information sources emerge over the next few years.

Modern facilities

The department is home to the recently renovated Communication and Journalism Center, a state-of-the-art facility that includes TV and radio news studios and production facilities, a visual communication studio and lab, and the offices of student media outlets, the *Spectator* and Blugold Radio (WUEC FM 89.7).

In-class experiences

From the very earliest journalism class, students shoot and edit video, record and edit audio, shoot photos, write stories and create blogs as part of class projects. Students in more advanced classes file public records requests, report on city council meetings, and produce a twice-weekly news broadcast carried on campus and area cable. In the final course in the major, students are responsible for managing

and creating content for Inside Eau Claire —an online news portal serving the community of Eau Claire. You can visit Inside Eau Claire at www.insideec.com.

Experience beyond the classroom

Journalism majors at UW-Eau Claire also practice their profession far beyond the walls of the classroom. Students have reported from the Civil Rights Pilgrimage across several southern states, and from Peru and Moldova on faculty-lead trips.

Scholarships for continuing students

Thanks to the generosity of our alumni and other donors, the Department of Communication and Journalism is able to offer more than 30 scholarships to continuing majors. Be sure to apply as a sophomore and junior!

“Last summer, through the Communication and Journalism program, I did a collaborative research project with faculty in the small country of Moldova about media perception. It was one of the most eye-opening experiences I’ve ever had.”

— Chi Ab



Our graduates

Typical positions held by journalism

graduates include newswriting and reporting for broadcast or print media; corporate or political communication

or administration; or internet communicator.

Majors

Journalism

Minors

Journalism

Suggested freshman curriculum

University writing requirement—depending on placement exam.

For test-out options, see uwec.edu/Blugoldseminar/testout.

Communication and Contemporary Society

Fundamentals of Speech

General electives

Multimedia Communication

Accreditation

The journalism major is nationally accredited by the Accrediting Council on Education in Journalism and Mass Communication.

Places our grads go:

- *Multimedia Reporter*, WEAU-TV 13, Eau Claire, WI
- *Multimedia Journalist*, WQOW-TV 18, Eau Claire, WI
- *Producer*, Wisconsin Public Radio
- *Reporter*, WKOW-TV, Madison, WI
- *Document Control Specialist, Copywriter*, JAMF Software, Minneapolis, MN

note:

Nearly all upper division courses (numbered 300 and above) required in major and minor programs are available only to students who have completed prerequisite courses with grades of C or above and whose total and resident grade-point averages are 2.5 or above.

www.uwec.edu/commjour

The Power of

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What will your **AND** be?
Be a Blugold and find out!

COMMUNICATION AND JOURNALISM

Hibbard 152, hoffmamf@uwec.edu, Mary Hoffman
715-836-2528 • www.uwec.edu/commjour

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www.uwec.edu/admissions