

Journalism (BA/BS)

Journalism is a legacy profession that today must be defined by bold solutions and entrepreneurial storytelling. Our approach challenges you to find and produce important stories via one of our three tracks: Writing & Reporting, Photojournalism, or Broadcast & On-Air. You'll learn to tell ethical, accurate, and compelling stories, beginning with How Stories Work, Journalism and Democracy, and Fundamentals of Reporting and Interviewing.

From there, the path to mastery and career readiness leads you to data journalism, investigative reporting, audio and video reporting, or multimedia stories. You'll have access to podcast and broadcast studios, along with a range of high-end equipment (think cameras, drones, light kits, immersive tech) to produce quality work. Our faculty teach by example: award-winning writers, photographers, reporters, editors, and entrepreneurs mentor students for a changing world that needs dedicated journalists more than ever before.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Understand the range of freedom of expression around the world and apply the principles and laws of freedom of speech to their profession/field.
- Demonstrate an understanding of how professionals and institutions shaped communications relevant to their profession/field.
- Demonstrate an understanding of diversity in domestic and global society and its impact as relevant to their profession/field.
- Demonstrate a conceptual understanding of the use and presentation of images and information and apply them to their profession/field.
- Understand and apply ethical principles appropriate to their profession/field.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to their profession/field.
- Write correctly and clearly in forms and styles appropriate to their profession/field.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate to their profession/field, including verbal and visual presentation as apt.

Journalism Major Requirements

Code	Title	Credits
PLATFORM COURSES		
JCOM 101	Media Professions	4
JCOM 102	Story Craft Audio	2
JCOM 103	Story Craft Visual	2
JCOM 201	Making Sense of Media	4
JCOM 202	How Stories Work	4
JCOM 203	Writing as Practice	4
CORE CONTEXT COURSES ¹		
JCOM 301	Gender, Media and Diversity	4
JCOM 302	Communication Law	4

JCOM 303	Media Ethics	4
JCOM 304	Business of Media	4
JCOM 305	Media History	4
or JCOM 306	Global Communications	

SEQUENCE REQUIREMENTS		
JCOM 330	Journalism and Democracy	4
JCOM 331	Fundamentals of Reporting and Interviewing	8
Choose one track:		20
Reporting & Writing		
Broadcast and On-Air		
Photojournalism		
Total Credits		72

¹ SOJC majors in this selective program do the 20-credit version of the Core Context requirement (SOJC Honors Program, see below). Must be taken graded and passed with a C- or better.

SOJC Honors Program

Code	Title	Credits
JCOM 329H	(Media Theory and Research)	4
JCOM 429H	(Issues in Media Theory & Research (taken twice))	8
JCOM 302	Communication Law	4
JCOM 303	Media Ethics	4

Honors Thesis

Thesis Prospectus Workshop
Thesis Project

Reporting & Writing Track

Code	Title	Credits
JCOM 332	Public Affairs Journalism	4
JCOM 333	Audiences	4
Choose two courses:		8
JCOM 430	(Topics in Reporting)	
JCOM 431	Data Journalism	
JCOM 432	(Solutions Journalism)	
JCOM 433	Catalyst Journalism	
JCOM 434	Investigative Journalism	
JCOM 435	Profiles and Narrative	
JCOM 436	(Topics in Magazine)	
JCOM 437	(Newsroom)	
JCOM 438	(Science Story)	
JCOM 439	(Sports Story)	
One additional Journalism course:		4
JCOM 241	Principles of Multimedia Techniques	
JCOM 341	Audio Journalism I	
JCOM 342	Video Journalism I	
JCOM 343	(Video Reporting II)	
JCOM 345	Photojournalism I	
JCOM 347	Social Media Journalism	
JCOM 348	Media Entrepreneurship	
JCOM 349	Project Management	

JCOM 430	(Topics in Reporting)	
JCOM 431	Data Journalism	
JCOM 432	(Solutions Journalism)	
JCOM 433	Catalyst Journalism	
JCOM 434	Investigative Journalism	
JCOM 435	Profiles and Narrative	
JCOM 436	(Topics in Magazine)	
JCOM 437	(Newsroom)	
JCOM 438	(Science Story)	
JCOM 439	(Sports Story)	
Total Credits		20

Broadcast and On-Air Track

Code	Title	Credits
JCOM 241	Principles of Multimedia Techniques	4
JCOM 341	Audio Journalism I	4
JCOM 342	Video Journalism I	4
JCOM 343	(Video Journalism II)	4
Choose one course:		4
JCOM 441	(Audio Journalism II)	
JCOM 442	(Video Journalism III)	
Total Credits		20

Photojournalism Track

Code	Title	Credits
JCOM 241	Principles of Multimedia Techniques	4
JCOM 345	Photojournalism I	4
JCOM 445	(Photojournalism II)	4
Choose two courses:		8
JCOM 446	Photojournalism III Multimedia Storytelling	
JCOM 447	(Lighting for Photo)	
JCOM 448	(Topics in Visual Production)	
Total Credits		20

Additional Requirements

- JCOM courses used to fulfill the major requirements must be passed with a letter grade of at least C- or a P* where pass/no pass is the only grading option for the course.
- Minimum 70 JCOM credits
- Minimum 70 non-JCOM credits (any subject code other than JCOM)
- Minimum 40 upper division JCOM credits
- Students must also complete one of the following:
 - SOJC concentration (16 credits)
 - SOJC minor (24 credits)
 - Other UO minor (24-40 credits)

Four-Year Degree Plan

Requirements for the School of Journalism and Communication are complex, and students are strongly encouraged to consult with an advisor in the school's Student Services Center to ensure accurate interpretation of requirements and timely degree completion. For more information on student services and academic requirements, visit the website (<http://journalism.uoregon.edu/students/undergrad/academic-requirements/>).