

Career Options

- Advertising Executive
- Assignment Editor
- Broadcast News Analysts
- Correspondent
- Court Reporter
- Creative Writer
- Editor
- Graphic Designer
- Journalist
- Media Specialist
- Newscaster/Narrator
- Photographer
- Producer
- Political Campaign Worker
- Public Relations Coordinator
- Publicist
- Publisher
- Reporter
- Teacher
- Television Producer
- Television Reporter
- Website Designer

What is Journalism?

Journalism majors learn how to find information and communicate their findings through writing, audio, video and photography. Journalism is good preparation not only for news reporting and writing, but for editing, public relations and new-media production. Journalistic research, interviewing and writing skills are useful across a broad range of careers, including law, business and social services. Competition for entry-level journalism jobs can be keen, especially for prestigious publications and media outlets. Expect to start in a smaller operation and move on as you build your career. At the Weissman School of Arts and Sciences, two specializations are offered: Journalism and Creative Writing, and Business Journalism.

Occupational Opportunities

The selected list of occupations illustrates the wide range of careers for which a journalism degree provides preparation, including both entry-level positions and advanced positions. For some of the occupations listed, additional knowledge or related training are desirable. A bachelor's degree is needed for most of the occupations; however, complementary experience and an advanced degree often provide greater career opportunities.

Skills & Abilities

Students majoring in Journalism have interpersonal skills and are able to convince and influence others. They also exhibit leadership qualities and are recognized for getting things moving. Word-processing skills are essential, and familiarity with photography, audio, video and other Web-related skills are very useful. Journalists value doing many different tasks. They seek opportunities to use their imagination, develop new insights, and discover previously unknown information. A sampling of representative skills and abilities follows:

Research/Analysis

- Defines hypotheses and think critically
- Evaluates ideas and their presentation
- Gathers information and data
- Compares/contrast evidence
- Evaluates information
- Analyzes market research data
- Measures media effects

Working with People

- Identifies needs of individuals, groups, and mass audiences
- Understands institutional and cultural values
- Works as a team member or leader
- Rewrites/edits
- Explains concepts
- Interviews people

Communication

- Writes clearly
- Speaks spontaneously and effectively
- Presents specific viewpoints
- Influences/persuades
- Synthesizes information
- Interprets

Communication

- Reports and edits
- Creates entertaining and persuasive messages
- Demonstrates creativity and artistic expression
- Interviews people



Career Snapshot: Assignment Editor

Assignment editor positions are on the content track and so their primary function is to gather and report the news. Each morning, they have a meeting to pitch story ideas and to assign resources to stories to be covered that day. They monitor wires, the fire department and police scanners and consults community sources, looking for stories or breaking news like fires and shootings. The assignment will also help write certain stories, particularly those from the wires, as well as copy to introduce reporter packages.

Career Snapshot: Graphic Designer

Graphic designers or graphic artists plan, analyze, and create visual solutions to communications problems. They find the most effective way to get messages across in print and electronic media using color, type, illustration, photography, animation, and various print and layout techniques. Graphic designers develop the overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications. They also produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems—called environmental graphics—for business and government. An increasing number of graphic designers also develop material for Internet Web pages, interactive media, and multimedia projects. Graphic designers also may produce the credits that appear before and after television programs and movies. Graphic designers prepare sketches or layouts—by hand or with the aid of a computer—to illustrate their vision for the design. They select colors, sound, artwork, photography, animation, style of type, and other visual elements for the design. Designers also select the size and arrangement of the different elements on the page or screen. They may create graphs and charts from data for use in publications, and they often consult with copywriters on any text that accompanies the design. Designers then present the completed design to their clients or art or creative director for approval. In printing and publishing firms, graphic designers also may assist the printers by selecting the type of paper and ink for the publication and reviewing the mock-up design for errors before final publication. They use specialized computer software packages to help them create layouts and design elements and to program animated graphics.

Additional Resources

U.S. Government's Occupational Outlook Handbook
<http://bls.gov/oco>

American Society of Newspaper Editors (ASNE)
www.asne.org

Center for Communication
www.cencom.org

Entertainment Employment Journal
www.entertainmentcareers.net

National Association of Broadcasters
www.nab.org

New York Women in Communications
www.nywici.org

Media Bistro
www.mediabistro.com

Make the Difference
www.makingthedifference.org/federalcareers