

SCHOOL OF COMMUNICATION

B.A. Journalism and Promotional Communication Journalism Track

Journalism provides training in the skills necessary to succeed in a modern digital newsroom. For their final two semesters, majors produce the *Cleveland Stater*, which is a laboratory digital newspaper (clevelandstater.com) housed in the School of Communication.

The theory courses focus on learning and understanding the relationship among news media, society, politics and the economy, the ethics professional journalist are expected to uphold, and understanding the importance of journalism and a free press for democracies and supporting equitable treatment and

- Professional writing and reporting remain foundational to journalism. Our program trains you in these skills and provides experience through working on the *Cleveland Stater Lab Newspaper*.
- Today's journalists are also expected to have digital skills to compose reporting across multiple media platforms while engaging audiences through social media.
- Digital Storytelling is the focus of the curriculum.
- *Journalism* majors receive hands-on training in the tools (e.g. Adobe Creative Suite) necessary to create effective digital content.
- Specific skills include podcasting, photo editing, video editing, and effective use of social media.
- We encourage Journalism majors to both write for other campus publications and complete internships in Northeast Ohio news industry.

Types of Careers

Students emerge with 'in demand' skills, and most seek opportunities in journalism, television, radio, and digital news platforms. Since these writing and digital content skills are sought after by most organizations, other majors have pursued careers in areas such as professional writing, strategic communication, public relations, advertising, corporate communication, nonprofits, and others too varied to list.

Internships

The School of Communication encourages *Journalism and Promotional Communication* majors to complete at least one internship during their undergraduate studies. Internships allows students to gain valuable skills, network with professionals in their field, gain professional feedback, and build their resume. For more information about School of Communication Internships visit our website: <https://class.csuohio.edu/communication/cominternships>.

If you are interested in the *Journalism* Major to contact the School of Communication for more information and schedule an appointment with our *Journalism and Promotional Communication* Major Director:



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