JOURNALISM

Millersville journalism students meeting with Gov. Josh Shapiro

The Journalism concentration is available to Communication majors who want to pursue a career in news media.

DEGREE/MINORS

BACHELOR OF SCIENCE (B.S.) IN JOURNALISM

Our students work in campus media and beyond, engaging in journalism to cover the local community and tell stories that are important to Millersville. We have a variety of campus media outlets, including *The Snapper*, *Her Campus*, MUTV and WIXQ. Student journalists have opportunities to write hard news about local issues, feature stories they care about, opinion journalism that resonates and sports stories about Millersville's impressive athletics programs. Faculty in the program have built working relationships with local media that give students the opportunity to work as freelance journalists covering local government and school boards, and to hear from local journalists in the classroom.

Our curriculum in the journalism concentration in the Department of Communication & Theatre has a five-point curricular approach. Students will master the craft of journalistic writing across all media platforms. Along with this skill set , they should be able to articulate the responsibilities journalism has to society at the local, state, national and international levels. An essential part of that education is ethics. All courses have elements to help students recognize the ethical challenges journalists face and articulate a range of solutions to those challenges. Student journalists are taught to employ thorough research methods, a basic understanding of statistical concepts and the verification of facts for accurate reporting. Finally, the concentration helps students gain professional experience through service in internships and student media.

Our facilities include the *Snapper* newsroom, with up-to-date iMacs and the full suite of Adobe software. Journalism students also have access to the Media Arts Production program's fully equipped television studio, a smaller studio for individual student and faculty projects, digital video- and audio-editing suites, two computer labs with current media-editing software, and the Communication Equipment Room's production gear.

COURSEWORK

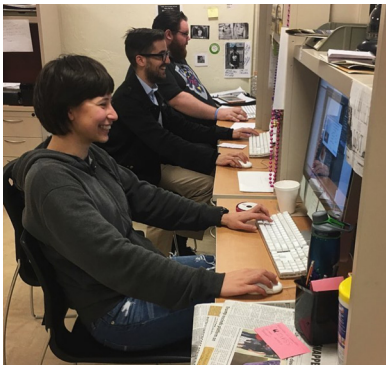
Communication core (12 credits)
COMM 101 – Intro to Communication (3 credits)
COMM 201 – Theories of Communication (3 credits)
COMM 301 – Communication Research (3 credits)
COMM 401 – Critical-Cultural Studies in Communication (3 credits)

Foundations in Journalism block (12 credits)
JRNL 250 – Journalism and Society (3 credits)
JRNL 313 – Fundamentals of Journalism (3 credits)
JRNL 315 – Advanced Reporting in a Diverse World (3 credits)
JRNL 430 – Investigative and Computer-Assisted Reporting (3 credits)

Professional Emphasis block (12 credits)
COMM 121 – Intro to MAP (3 credits)
WRIT 317 – Editing for Publication (3 credits) or ITEC 356 – Desktop Publishing (3 credits) or COMM 380 – Writing for Digital Media (3 credits)
JRNL 328 – Ethics in Digital Media and Journalism (3 credits) or COMM 206 – Communication and Media Law (3 credits)
COMM 300 – Internship (3 credits of internship experience) or COMM 498 – Independent Study (3 credits)

Electives
Students are also required to take either 12 credits in communication department electives or a minor. Many students minor in Media Arts Production, Public Relations and Sports Studies.

"Journalism is not a profession or a trade. It is a crusade for truth."
– Robert C. Maynard



INTERNSHIP OPPORTUNITIES

Radio: Citadel Broadcasting, Clear Channel Radio Philadelphia, Cumulus Media Group, Echoes Radio Program

TV: WGAL, LNP/Lancaster Online, Blue Ridge Communications, FOX 43, LCTV 66, PCN-TV

Sports Industry: Baltimore Orioles, FC Sports Lancaster Inferno, Hershey Bears Hockey Club, Lancaster Stormers

Marketing and Advertising: Lupeer Marketing, Matrix Marketing, Millersville Communications and Marketing, Stoner Bunting Advertising

Media Production: aideM Media, Aurora Films, Evolve Productions, Glass Entertainment Media

Department of Communication & Theatre

STUDENT LEARNING OUTCOMES

Journalism classes cover topics such as news writing for all forms of media, editing, page design, feature writing, ethics and the law. Journalism courses at Millersville University include Journalism and Society, Fundamentals of Journalism, Advanced Reporting in a Diverse World, Computer-Assisted Reporting, and Feature Writing.

The skills covered in the journalism coursework include:

- Writing for a wide range of news genres and platforms
- Interviewing subjects and gathering information for news reporting
- Data analysis for reporting
- The history of American journalism and the contemporary issues it faces
- Technological changes in the field
- The style/grammar guide established by the Associated Press
- Journalistic ethics and the portrayal of news subjects
- Legal issues surrounding the news media

CLUBS AND ACTIVITIES

- **MUTV** – **MUTV** is the on-campus streaming and cable station of Millersville University. Students get involved in all aspects of leadership, management and content creation behind the scenes and in front of the camera, in the studio and on multicamera field shoots.
- ***The Snapper*** – Millersville University's student-run newspaper reports for the student body as the campus's independent watchdog and champion of student rights. *The Snapper* provides every student an opportunity to gain experience in a professional journalism setting.
- **WIXQ-FM** – Millersville University's college radio station, broadcasting at 91.7 on the Lancaster FM band and WIXQ.com online. Students, faculty and staff are all eligible to become a WIXQ DJ.
- **National Electronic Media Association (NEMA)** – A preprofessional organization designed to aid aspiring students in the electronic media field. The purpose of NEMA is to establish meaningful communication between students and media professionals and foster integrity in the use of the powerful instruments of radio, television, film, cable and streaming, and its many associated businesses and industries. NEMA participates in district, regional and national conferences and meetings.
- **Society of Motion Picture and Television Engineers (SMPTE)** – A student club that advances theory and development in the motion imaging field, with the latest in technology information and education in a rapidly changing industry.

CONTACT

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