

新闻学，JBA



新闻与大众传播学院 (SJMC) 为学生提供了一个充满热情的传播者组成的互联、协作和包容的社区，为他们在各个领域的职业生涯做好准备。无论他们对广告和公共关系、调查性新闻还是杂志出版感兴趣，学生都将接受以文科为基础的教育，并将动手技能培训、理论学习和实际实践独特地融合在一起。因此，毕业生毕业时将成为熟练的沟通者、批判性思考者、经验丰富的问题解决者和创新者，随时准备在职业生涯中大展身手。

我们的本科课程旨在帮助学生做好以下准备：

- 通过各种当代媒体向观众传达令人信服的信息并说服他们。
- 以战略性、创造性和批判性思维来解决问题在专业背景下。
- 通过各种实践技能和实际经验来满足不断变化的通信行业的需求。
- 了解负责任且合乎道德地使用大众媒体。
- 了解媒体与社会、政治、法律和经济体系的关系。
- 制定有效的实践来促进媒体专业和传播研究中的包容性和社会公正。

要获得 JBA 或 JBS 学位，学生必须完成以下两个专业课程中的至少一个：战略沟通或报道和多媒体新闻。

专业曲目

战略沟通

战略沟通可以告知并说服受众采取行动。通过使用书面、口头和视觉沟通技巧，战略沟通者可以讲述人物、品牌和组织的故事。[战略沟通课程](#)为学生从事广告、公共关系、媒体策划、社交媒体、内容、数字营销、创意策略等职业做好准备。战略沟通是品牌、政治、健康、企业和金融沟通的基础——仅举几例。

报道和多媒体新闻

报道和多媒体新闻向公众通报重要问题和事件。通过书面、口头和视觉交流，多媒体记者讲述对他们服务的受众最重要的故事。报道和[多媒体新闻课程](#)为学生从事印刷、广播和数字新闻、调查性新闻、杂志写作、编辑和出版、纪录片、播客等职业做好准备。学生将接触新闻实践、道德和影响及其在民主中的核心作用。

证书

除了战略传播和新闻学培训外，新闻学专业还为学生提供灵活性，让他们能够获得证书并加强他们在特定传播领域的学习。证书是深入了解特定兴趣、获得对主要学位的新视角以及在未来求职面试中脱颖而出的绝佳方式。该学院为任何有兴趣获得数字媒体、数据分析和体育传播经验的威斯康星大学麦迪逊分校学生提供三项证书——数字[媒体分析证书](#)、[体育传播证书](#)和[数字研究证书](#)。

实践经验：组织

学院鼓励学生通过学生组织、兼职和实习获得实践经验。

组织

学生媒体包括（但不限于）：

- [红衣主教日报](#)
- [獾先驱报](#)
- [WSUM 电台](#)
- [威斯康星州工会理事会出版物](#)

与学校、专业相关的学生组织包括（但不限于）：

- [美国公共关系学生协会 \(PRSSA\)](#)
- [广告俱乐部](#)
- [黑人之声](#)
- [专业记者协会 \(SPJ\)](#)
- [妇女传播协会 \(AWC\)](#)
- [女性体育媒体协会 \(AWSM\)](#)
- [全国黑人记者协会：威斯康星大学麦迪逊分校](#)
- [时尚杂志](#)

实习

鼓励计划从事战略传播或新闻事业的学生在其学术专业领域进行一次或多次实习。已申报新闻专业或未申报其他专业的准新闻专业学生可以通过与其专业轨道相关的实习获得课程学分。作为学位课程的一部分，学生在本科期间最多可以获得三 (3) 个 JOURN 697：实习学分。学生每学期只能获得一 (1) 个 JOURN 697 学分，但最多可以重复获得该学分三次。JOURN 697 不计入毕业所需的 31 个最低新闻学学分。学生在实习时必须注册 JOURN 697。

职业服务与建议

新闻与大众传播学院专业的一大优势是可以接触到一位敬业且经验丰富的传播行业职业顾问。学院还在其网站上提供最新的招聘信息列表。通过我们庞大的活跃校友网络、与行业专业人士的关系以及实践技能课程，超过 90% 的学生在毕业后三到六个月内找到了工作。

如何入场

新闻学学位课程录取

希望申请新闻学学位的学生必须向新闻与大众传播学院 (SJMC) 提交申请。学院每年秋季和春季学期接受申请，并于下一学期入学。未来的学位候选人必须向学校提交学业成绩、写作能力和课外活动参与记录，以表明在某些传播领域取得成功的可能性。

为了申请入学，学生必须满足以下要求：

- 在申请的学期结束时至少完成 24 个学分，包括转学分但不包括 AP 和追溯语言学分。
- Completion of [JOURN 201](#) by the end of the semester in which they apply. Students may have no more than 16 credits in Journalism courses taken at UW–Madison when applying for admission.

Transfer students must be enrolled for at least one semester at UW–Madison before applying for admission to the SJMC (their first semester may be in progress at the time they submit their application). Students transferring journalism course credit from other colleges and universities should check their record of transferred credit with the SJMC undergraduate academic advisor. The academic advisor is available for consultation at most SOAR orientation sessions for transfer students.

The number of students to be admitted in a given semester is subject to change based on the school’s capacity to provide adequate access to required courses. Admissions decisions are based on the entire application, with particular emphasis on academic performance and writing ability. Specific guidelines for submitting the application portfolio are available online at [this link](#) or in SJMC academic advising. The academic advisor conducts one-hour information sessions for applicants each semester, with dates and times listed on the application; these sessions are highly recommended and provide more information for applicants than is possible in a one-on-one advising meeting.


After admission to the school, the student’s classification will be changed to JBA or JBS to reflect this change in status.

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University General Education Requirements

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate [General Education Requirements](#) section of the *Guide*.

General Education	<ul style="list-style-type: none">Breadth—Humanities/Literature/Arts: 6 creditsBreadth—Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 creditsBreadth—Social Studies: 3 creditsCommunication Part A Part B *Ethnic Studies *Quantitative Reasoning Part A Part B *
	
* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.	

College of Letters & Science Degree Requirements: Bachelor of Arts-Journalism (JBA)

The School of Journalism and Mass Communication is a professional school within the College of Letters & Sciences (L&S). The College confers the Bachelor of Arts—Journalism (JBA) degree.

Students pursuing a Bachelor of Arts—Journalism (JBA) degree in the College of Letters & Science must complete all of the requirements below. The JBA is a special degree program; it is not considered a major. The JBA degree is not available to students who intend to earn a degree outside the College of Letters & Science.

Mathematics	Complete the University General Education Requirements for Quantitative Reasoning A (QR-A) and Quantitative Reasoning B (QR-B) coursework.
Language	Complete either: <ul style="list-style-type: none">the fourth unit of a language other than English; orthe third unit of a language and the second unit of a different language other than English.
LS Breadth	Complete: <ul style="list-style-type: none">12 credits of Humanities, which must include at least 6 credits of Literature; and12 credits of Social Science; and12 credits of Natural Science, which must include one 3+ credit Biological Science course and one 3+ credit Physical Science course.
LS Breadth	Complete: <ul style="list-style-type: none">12 credits of Humanities, which must include at least 6 credits of Literature; and12 credits of Social Science; and12 credits of Natural Science, which must include one 3+ credit Biological Science course and one 3+ credit Physical Science course.
Liberal Arts and Science Coursework	Complete at least 108 credits.
Depth of Intermediate/Advanced Coursework	Complete at least 60 credits at the Intermediate or Advanced level.
Major	Declare and complete at least one major.
Total Credits	Complete at least 120 credits.
UW–Madison Experience	Complete both: <ul style="list-style-type: none">30 credits in residence, overall; and30 credits in residence after the 86th credit.
Quality of Work	<ul style="list-style-type: none">2.000 in all coursework at UW–Madison2.000 in Intermediate/Advanced level coursework at UW–Madison

Requirements for the Major

Students must complete 32 credits in major course work, to include:

- + Introductory Requirements
- + Concentrations
- + Perspectives, Topics and Advances

Residence and Quality of Work

- 2.000 GPA in all JOURN and all major courses
- 2.000 GPA on 15 upper-level major credits, taken in residence ⁵
- 15 credits in JOURN, taken on the UW–Madison campus

⁵ JOURN 400–699 are upper-level in the major.

Honors in the Major

Students may declare Honors in the Major in consultation with the Journalism undergraduate advisor.

Honors in the Journalism Major Requirements

To earn Honors in the Major, students must satisfy both the requirements for the major (above) and the following additional requirements:

- Earn a 3.300 University GPA
- Earn a 3.400 GPA for all JOURN courses and all courses that count toward the major
- Complete one additional Topics or Advances course, for a total of two Topics or Advances courses
- Earn a grade of B or better in the four Perspectives, Topics and Advances courses
- Complete a two-semesters of Senior Honors Thesis in [JOURN 681](#) and [JOURN 682](#), for a total of 6 credits.

University Degree Requirements

Total Degree	To receive a bachelor’s degree from UW–Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.
Residency	Degree candidates are required to earn a minimum of 30 credits in residence at UW–Madison. “In residence” means on the UW–Madison campus with an undergraduate degree classification. “In residence” credit also includes UW–Madison courses offered in distance or online formats and credits earned in UW–Madison Study Abroad/Study Away programs.
Quality of Work	Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

Learning Outcomes

1. Convey information and express ideas effectively in contemporary media.
2. Understand the responsible and ethical use of mass media.
3. Appreciate the media’s relationship with social, political, legal and economic systems.
4. Think strategically, creatively and critically, to solve problems in a professional context.
5. Develop effective practices to advance inclusion and social justice in media professions and communication research.

Four-Year Plan

This Four-Year Plan is only one way a student may complete an L&S degree with this major. Many factors can affect student degree planning, including placement scores, credit for transferred courses, credits earned by examination, and individual scholarly interests. In addition, many students have commitments (e.g., athletics, honors, research, student organizations, study abroad, work and volunteer experiences) that necessitate they adjust their plans accordingly. Informed students engage in their own unique Wisconsin Experience by consulting their academic advisors, Guide, DARS, and Course Search & Enroll for assistance making and adjusting their plan.

First Year			
FALL	CREDITS	SPRING	CREDITS
Communication A		3 JOURN 201	4
Quantitative Reasoning A		3-4 Ethnic Studies	3
Science Breadth		3 Biological Science Breadth	3
Foreign Language (if needed)		4 Foreign Language (if needed)	4
		13	14
Second Year			
FALL	CREDITS	SPRING	CREDITS
JOURN 202		6 JOURN 335 or 345	4
JOURN 203		3 Literature Breadth	4
Quantitative Reasoning B		3 Physical Science Breadth	3
Social Science Breadth		4 Social Science Breadth	4
		JOURN 601	1
		16	16
Third Year			
FALL	CREDITS	SPRING	CREDITS
Journalism or Strategic Communication course		4 Perspectives course	4
Intermediate/Advanced Humanities or Social Science for JBA/JBS		4 Intermediate/Advanced Humanities or Social Science for JBA/JBS	4
Literature Breadth		4 Intermediate/Advanced COMP SCI, MATH, or STAT (if JBS)	3-4
Science Breadth		3 Science Breadth	3
		15	15

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First Year			
FALL	CREDITS	SPRING	CREDITS
Fourth Year			
FALL	CREDITS	SPRING	CREDITS
Perspectives course (JOURN 500+)		4 Topics or Advances course (JOURN 600+)	3-4
Intermediate/Advanced Humanities or Social Science for JBA/JBS		4 Electives	11
Intermediate/Advanced COMP SCI, MATH, or STAT (if JBS)		3-4	
Electives		5	
		16	
Total Credits 120		15	

Advising and Careers

Academic Advising

For information about academic advising, see the School of Journalism and Mass Communication [website](#).

Job Information Service

The school provides a job listing service at [current listings](#) on the SJMC website.

Current students and recent alumni are encouraged to meet with the undergraduate career advisor to discuss career and internship opportunities. Students may consult the [school website](#) or with the undergraduate career advisor for specific information.

L&S Career Resources

Every L&S major opens a world of possibilities. [SuccessWorks](#) at the College of Letters & Science helps students turn the academic skills learned in their major, certificates, and other coursework into fulfilling lives after graduation, whether that means jobs, public service, graduate school or other career pursuits.

In addition to providing basic support like resume reviews and interview practice, SuccessWorks offers ways to explore interests and build career skills from their very first semester/term at UW all the way through graduation and beyond.

Students can explore careers in one-on-one advising, try out different career paths, complete internships, prepare for the job search and/or graduate school applications, and connect with supportive alumni and even employers in the fields that inspire them.

- [SuccessWorks](#)
- [Set up a career advising appointment](#)
- [Enroll in a Career Course](#)- a great idea for first- and second-year students:
 - [INTER-LS 210](#) L&S 职业发展：主动性（1 学分）
 - [INTER-LS 215](#) 🎓 职业交流（3 个学分，满足 Comm B 通识教育要求）
- [了解实习和实习资金](#)
 - [INTER-LS 260](#) 文理学院实习
- [激活您的 Handshake 帐户](#)，向 200,000 多家招聘威斯康星大学麦迪逊分校学生的雇主申请工作和实习机会
- [了解 SuccessWorks 对学生生活的影响](#)

人们

教授兼主任：Culver
教授 Downey、Graves、Kim、McLeod、Riddle、Robinson、Rojas、Shah、Wagner
副教授：Culver、McGarr、Palmer
助理教授：Cascio、Christy、Wang、Yang
联系信息

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