Bachelor of Arts in Journalism and Public Communications

The Bachelor of Arts (BA) in Journalism and Public Communications (JPC) prepares students to engage in the role that free expression and communication play in a global society. Students create professional-quality projects in print, audio, video, and multimedia. Graduates are prepared for careers and graduate school because of hands-on experience and an emphasis on ethics, effective communication in a variety of contexts and formats, critical thinking, and community-engaged research and creative activity.

Admission Requirements

- Complete the Admission Requirements for Baccalaureate Degrees (http://catalog.uaa.alaska.edu/academicpoliciesprocesses/admissions/undergraduate/).

Graduation Requirements

- Complete the General University Requirements for Baccalaureate Degrees (http://catalog.uaa.alaska.edu/undergraduateprograms/baccalaureaterequirements/).
- Complete the General Education Requirements for Baccalaureate Degrees (http://catalog.uaa.alaska.edu/undergraduateprograms/baccalaureaterequirements/gers/).
- Submit a completed ePortfolio.
- Complete at least 72 credits from outside the major.
- Complete the major requirements below, which includes 42 credits of JPC coursework.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>JPC A201</td>
<td>Reporting and Writing News</td>
<td>3</td>
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<tr>
<td>JPC A202</td>
<td>First Amendment and Media Ethics</td>
<td>3</td>
</tr>
<tr>
<td>JPC A203</td>
<td>Writing and Producing Media</td>
<td>3</td>
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<tr>
<td>JPC A204</td>
<td>Media Literacy</td>
<td>3</td>
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Electives

Complete one of the following courses: 3

- JPC A210 Infographics, Data Visualization and Strategy
- JPC A212 Editing for Journalism and Public Communications
- JPC A213 Digital Imaging

Complete two of the following courses: 6

- JPC A312 History of Alaska Media
- JPC A313 Film and the First Amendment
- JPC A314 Documentary Filmmakers and Filmmaking
- JPC A404 Global Media
- JPC/LEGL A413 Communications Law

Integrative Capstone 3

- JPC A403 Communications and Media Research
- JPC A492 JPC Capstone Seminar

Complete six of the following courses: 18

- JPC A342 Photojournalism
- JPC A343 Radio News Reporting
- JPC A344 Television News Reporting
- JPC A345 Web Design
- JPC A362 Principles of Strategic Communications
- JPC A363 Research Methods for Strategic Communications
- JPC A366 Planning and Writing for Strategic Communications
- JPC A368 Commercial Photography
- JPC A382 Podcasting
- JPC A383 TV Studio Production
- JPC A384 Digital Video Production
- JPC A443 Public Service Reporting
- JPC A445 Magazines
- JPC A463 Crisis Communications
- JPC A464 Community and Fundraising Communications
- JPC A465 Strategic Communications Campaigns
- JPC A482 Video Post-Production
- JPC A484 Digital Film Production
- JPC A490 Selected Topics in Journalism and Public Communications
- JPC A495 JPC Practica and Internships

Interdisciplinary electives 3

Complete one of the following courses:

- AKNS A201 Alaska Native Perspectives
- CEL A292 Introduction to Civic Engagement
- BA A286 Entrepreneurship and Innovation
- BA A381 Consumer Behavior and Relationship Management
- BA A480 Marketing Media Analytics
- ECON A101 Principles of Microeconomics
- ECON A102 Principles of Macroeconomics
- WSGS A200
- PHIL A301 Ethics
- HIST A131 History of the United States I
- HIST A390 Themes in World History
- JUST A330 Justice and Society
- PHIL A305 Professional Ethics
- PS A301 Comparative Political Economy
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<tr>
<th>Course</th>
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<tbody>
<tr>
<td>PS A324</td>
<td>Model United Nations</td>
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<tr>
<td>PSY A375</td>
<td>Social Psychology</td>
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Only JPC juniors and seniors with a 3.00 GPA may enroll in JPC A495. JPC practica require an approved academic plan and the approval of the appropriate JPC media advisor or UAA-based workplace supervisor. JPC internships require the approval of the director of JPC internships.

A minimum of 120 credits is required for the degree, of which 42 credits must be upper-division.

Honors in Journalism and Public Communications

Students majoring in journalism and public communications are eligible to graduate with departmental honors if they satisfy all of the following requirements:

- Meet the requirements for a BA in Journalism and Public Communications.
- Maintain an overall and JPC specific grade point average of 3.50.
- Complete JPC A403 or JPC A492 with a minimum grade of B.

Program Student Learning Outcomes

Students graduating with a Bachelor of Arts in Journalism and Public Communications will be able to:

1. Demonstrate an understanding of the history and the role of journalism and public communications in society;

2. Demonstrate an understanding of diversity in a global society in relationship to communications;

3. Demonstrate an understanding of the ethical concepts, legal rights and responsibilities, considerations and practices that guide public communications and research in the field;

4. Gather, critically evaluate, and synthesize information from various sources;

5. Demonstrate the ability to think independently and evaluate their own work and the work of others for accuracy, fairness, clarity, style and correctness;

6. Communicate effectively in a variety of contexts and formats;

7. Apply basic numerical and statistical concepts and methods appropriate for the communications professions.