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>
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Electives

Complete one of the following courses:

- 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:

- 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

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<tr>
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<th>Credits</th>
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<tbody>
<tr>
<td>JPC A403</td>
<td>Communications and Media Research</td>
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<tr>
<td>JPC A492</td>
<td>JPC Capstone Seminar</td>
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Complete six of the following courses:

- 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

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  Ethics
- PHIL A301  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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<tr>
<td>PS A324</td>
<td>Model United Nations</td>
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<tr>
<td>PSY A375</td>
<td>Social Psychology</td>
</tr>
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</table>

1 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.