



JOURNALISM

UW-EAU CLAIRE UNDERGRADUATE FACT SHEET

Journalism prepares you to discover, interpret, evaluate and present information through methods of communicating effectively with others. Each day journalists provide the public with facts and information necessary for sound planning and intelligent decision-making. The UW-Eau Claire journalism program prepares you to become an effective communicator.

WHY STUDY JOURNALISM?

- Because of its role in transmitting values and information, journalism is an essential element in a democratic society. Journalism helps you to:
 - Enhance your oral, written and visual communication skills – the first skills at which employers look.
 - Develop research and information skills and strengthen your capacity for critical and analytical thinking.
 - Become a more informed consumer by understanding mass communication processes in diverse cultural, social, legal and ethical contexts.

THE EAU CLAIRE ADVANTAGE

- The Accrediting Council on Education in Journalism and Mass Communication nationally accredits the advertising, broadcast journalism, print journalism and public relations emphases.
- The student newspaper, The Spectator, has won awards from the Society of Professional Journalists and the Wisconsin Newspaper Association and provides opportunities for reporters and for advertising staff members in hard copy form and in its new online edition.
- Students can join our award-winning Forensics Team, which

ranked 10th in the nation during the 2005 National Forensics Association competition and 7th nationally during the 2005 American Forensics Association competition.

- Student participation in WUEC-FM activities (affiliated with National and Wisconsin Public Radio) and a CATV (cable TV) studio also provide excellent leadership opportunities and experience for students.
- Students gain valuable information and experience by joining the Society of Professional Journalists, an on-campus student chapter of a national organization that provides opportunities to network with local and regional news professionals.

UW-EAU CLAIRE FACTS AT A GLANCE

- Location: Eau Claire, Wis.; city pop. 64,000, metro. pop. 151,000
- Average enrollment: 10,500
- Undergraduates: 10,063
- Graduate students: 503
- International students: 124
- Multicultural students: 485
- Average men-women ratio: 2-to-3
- Students who spend at least a semester studying abroad: 24%
- Students doing undergraduate research with faculty/staff: 710+
- ACT composite average: 24+
- Average high school rank: 77%
- Average class size: 28
- Faculty-student ratio: 1-to-20
- Computers-student ratio: 1-to-9
- Student organizations: 224
- Walk across campus: About 10 minutes
- Nickname: Blugolds
- Colors: Navy and old gold

- Internships provide valuable, hands-on experience for dedicated students.
- UW-Eau Claire classes, unlike those at many other public universities, are not taught by teaching assistants.
- Small classes, individual attention.

CAREER OPTIONS

Below are just a few examples:

- News writing and reporting for broadcast or print media
- Corporate or political communication or administration
- Internet communicator

UNDERGRADUATE PROGRAMS

The UW-Eau Claire department of communication and journalism offers majors and minors in journalism, communication and mass communication (see separate Fact Sheets for communication and mass communication) with the following areas of emphasis:

Journalism majors/minors

- Broadcast Journalism
- Print Journalism

Communication majors/minors

- Organizational Communication
- Public Communication

Mass Communications majors/minors

- Advertising
- Public Relations

Special department admission requirements

No student may have both a major and a minor from the department of communication and journalism. Nearly all upper division courses (numbered 300 and above) required in major and minor programs are available only to

students who have completed prerequisite courses with grades of C or above and whose total and resident grade-point averages are 2.5 or above.

HIGH SCHOOL PREPARATION

- Students interested in the journalism programs need a strong background in written and oral communication. Students are also encouraged to be involved in extracurricular activities such as their high school newspaper, yearbook or forensics.
- All students who enroll at UW-Eau Claire are required to have a minimum of 17 college preparatory units including:
 - 4 years of English (at least 3 composition and literature)
 - 2 years of a single foreign language
 - 3 years of math (algebra, geometry, 1 advanced college preparatory math)
 - 3 years of natural science
 - 3 years of social science (1 must be world or American history)
 - 2 additional units in the areas already mentioned or other academic areas

FRESHMAN COURSE WORK

(sample first year)

Most students take 30 credits (15 per semester) their freshman year. For journalism majors/minors, courses commonly include:

- Engl 110, Introduction to College Writing
- CJ 105, Communication in the Information Age
- CJ 202, Fundamentals of Speech
- General education electives

FOR MORE INFORMATION

For more information about UW-Eau Claire's programs in journalism, contact:

COMMUNICATION AND JOURNALISM

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www.uwec.edu/commjour

For more information about campus including costs, housing, admission requirements and tours:

ADMISSIONS

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