Journalism is not dead

When was the last time you read a newspaper? Most Americans probably can’t remember when they did. But that doesn’t mean that they don’t want to be informed about the world. The profession of journalism is changing, and our program in Applied Journalism will prepare you to meet those changes.

Be ready for the new journalism

Today journalists have to be more than good writers. They need to understand multimedia, interactivity, and how content is repurposed into different channels. They need to be able to reach mobile users, web surfers, and podcast listeners. The concentration in Applied Journalism will prepare you to do all of these things, and be ready for technologies that don’t even exist yet.

Journalism, applied

General interest journalism may be fading, but industry-specific journalism continues to thrive. That means there are jobs for writers and producers who bring content to a particular business sector. Interested in hospitality? Then prepare to be a travel writer. Love the fashion industry? Then learn to write for the trendsetters. Journalists who can apply their skills to a specific industry will find jobs, because professionals in every industry depend on trade journals, websites, and other communication channels to keep them current.

Why Stout?

A Bachelor of Science degree in Professional Communication and Emerging Media with a concentration in Applied Journalism will:

• Prepare you for a career in journalism with real job prospects;
• Provide you with a compelling, marketable portfolio of finished work to jump-start your job search;
• Support you as you prepare publishable articles before you graduate;
• Put you on the cutting edge of the new journalism, with the skills to innovate and succeed.

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Careers

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