

World-Class Standing. Hands-On Learning.

Our graduates receive a solid liberal arts grounding, develop an unparalleled work ethic in media practice, and land jobs at the top organizations around the world.



School of Journalism
and Mass Communication
UNIVERSITY OF WISCONSIN-MADISON

journalism.wisc.edu

WHO WE ARE



One of the earliest communication programs in the country, the UW–Madison School of Journalism and Mass Communication is also one of the best. We prepare students not just for the jobs of today, but for the ever-changing media landscape of tomorrow. From the heart of a world-class university, we create critical thinkers, problem solvers, researchers and innovators.

Offering major tracks in reporting and strategic communication, the J-School offers an unequalled blend of skills training, theoretical learning and real-world practice. Our graduates go on to be leaders in their chosen fields.

PATH TO THE J-SCHOOL



- 1. Take Journalism 201: Introduction to Mass Communication**
A prerequisite to apply to the J-School, this class explores how the mass media are organized and how they function in modern society; their technological basis, economic and political foundations, and social implications.
- 2. Get Involved**
You can explore your passion for communication by getting involved in student organizations and media.
- 3. Prepare to Apply**
Learn more about application requirements and elements at go.wisc.edu/jschoolinfo

WHAT WE TEACH

Our curriculum is based on five learning goals:

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.

One major, many paths

MULTIMEDIA JOURNALISM



Relevant Skills

- Written and verbal communication skills
- Attention to detail
- Telling stories through reporting
- Using digital tools to tell stories
- Video, audio and multimedia production
- Ability to work under deadline pressure
- Understanding data and how to translate it into storytelling

Where You Can Work

- Newspapers
- TV news
- Radio news
- Magazines
- Online publications
- Nonprofits

STRATEGIC COMMUNICATION



Relevant Skills

- Project management and organization
- Written and verbal communication skills
- Negotiation and problem solving
- Numeracy, data collection and analysis
- Typography, photography, videography and design
- Creative thinking and strategic decision-making

Where You Can Work

- Advertising, PR, strategy, digital and social media marketing agencies
- In-house communication departments at corporations, nonprofits or any other organizations with creative, marketing or media departments

CERTIFICATE IN SPORTS COMMUNICATION (CSC)



- Open to any UW undergraduate, including non-journalism majors
- A 12-credit program providing students with practical skills, training and knowledge
- Sets students up for success in sports journalism, marketing, media and PR
- Flexible scheduling, many courses available online and during summer
- Learn more at journalism.wisc.edu/CSC

DIGITAL STUDIES CERTIFICATE

- Open to any UW undergraduate
- A 16-credit program exploring the relationship between communication and digital technologies through unique and exciting courses
- An interdisciplinary program administered by five departments, including the School of Journalism and Mass Communication
- Learn more at digitalstudies.wisc.edu

LEARN MORE

Attend one of our admissions info sessions!

See the details on our website: go.wisc.edu/jschoolinfo