Journalism is a major which focuses on the collection and preparation of narrative and visual meaning for audiences of all kinds. This includes newspapers, magazines, trade publications, radio, television, news services, and other emerging media. The work performed by journalists includes reporting, writing, editing, photographing, or broadcasting the stories of life—for immediate and long-term understanding. At Asbury, Journalism courses are designed to provide students with professional skills and a background of theory and professional practice while stressing an ethical worldview in the context of Christian values. Areas of concentration within the major include: News-Editorial, Magazines & Publishing, and Literary Journalism.

Associated Job Titles:
- Journalist
- Columnist
- News Director
- Magazine Editor
- Fact-checker
- Free-lance Writer
- Novelist
- Media Relations Executive
- Lobbyist
- Paralegal
- Staff Photojournalist
- Page Designer
- Correspondent
- News Editor
- Newspaper Editor
- Radio Newscaster
- Reporter
- Librarian
- TV News Broadcaster
- Writer
- Poet
- News Analyst
- Public Relations Specialist
- Communications Director
- Advertising Executive
- Teacher
- College Professor
- Proofreader
- Bookstore Manager
- Court Reporter
- Biographer
- Market Research Analyst
- Speech Writer
- Corporate Communications Director

Associated Personal Qualities:
- Dedicated to providing accurate and impartial news
- Good sense of humor
- Strong team player
- Humility
- Hungry for new information
- Flexibility with change
- Well-read
- Curious
- Self-starter
- Skeptical
- Committed to democratic process
- Good listener
- People Watcher
- High ethical standards
- Creative
- Desire to serve public
- Patience
- Friendly personality
- Articulate
- Persistence
- Initiative
- Resourcefulness
- Poise
- Good memory for details and facts
- Physical Stamina
- Emotional Stability
- Ease in unfamiliar places and with a variety of people

Associated Skills:
- Ability to work under pressure and meet deadlines
- Broad educational background
- Ability to gather, organize and deliver information in an accurate and professional manner
- Proficiency in using computers for writing, research, data processing and graphics
- High proficiency in reading, writing, and speaking
- Comprehensive command of grammar and vocabulary
- Excellent listening and responding skills
- Ability to critically analyze ideas and facts
- Ability to make keen observations and appropriate decisions—spontaneously and with reflection
- Ability to concentrate for long periods of time
- Facility with multicultural approaches to stories of an increasingly diverse world
- Ability to craft and articulate good questions

Career Library Resources:
Opportunities in Journalism Careers
Great Jobs for Communications Majors
Career Opportunities in TV and Video
Peterson’s Media Companies
What Color Is Your Parachute?
Career Planning Today
Majoring in the Rest of Your Life
Do What You Are
The Kuder Book of People Who Like Their Work
Encyclopedia of Careers and Vocational Guidance
The Enhanced Guide for Occupational Exploration
The Dictionary of Occupational Titles
The Occupational Outlook Handbook
FOCUS Computer Guidance System

Places To Contact For More Information:
American Academy of Advertising
School of Business
University of Richmond
Richmond, VA 23173

American Academy of Advertising Agencies
666 Third Avenue
New York, NY 10017

The Dow Jones Newspaper Fund, Inc.
P.O. Box 300
Princeton, NJ 08543

Society of Professional Journalists
P.O. Box 77
Greencastle, Indiana 46135

The Freedom Forum
1101 Wilson Blvd.
For specific information concerning course requirements of this major, please pick up a major sheet at the Registrar’s Office located in the Administration building.

Information compiled by The Center for Career and Calling located on the second floor of Fletcher-Early, “Helping you S.O.A.R.!” ext. 2401 | careerandcalling@asbury.edu | www.asbury.edu/career