

JOURNALISM, JBA

The Journalism bachelor's degree in the School of Journalism and Mass Communication (SJMC) provides you with a connected, collaborative, and inclusive community of passionate communicators and prepares you for careers in a wide variety of fields. Whether you are interested in advertising and public relations, investigative journalism, or magazine publishing, you will be equipped with an education grounded in the liberal arts and a unique blend of hands-on skills training, theoretical learning, and real-world practice. As a result, you will graduate from SJMC and UW–Madison as a skilled communicator, critical thinker, seasoned problem-solver, and innovator who is ready to hit the ground running in your careers.

This degree prepares you to:

- inform and persuade audiences with compelling messages, across a variety of contemporary media;
- think strategically, creatively and critically to solve problems in a professional context;
- meet the demands of an ever-changing communication industry with a wide variety of practical skills and real-world experience;
- understand the responsible and ethical use of mass media;
- appreciate the media's relationship with social, political, legal, and economic systems; and
- develop effective practices to advance inclusion and social justice in media professions and communication research.