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.

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 unequaled blend of skills training, theoretical learning and real-world practice. Our graduates go on to be leaders in their chosen fields.

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
   We're looking for students who have gotten involved outside of the classroom in activities relevant to mass communication.

3. Prepare to Apply
   Learn more about application requirements and elements on our website.

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

REPORTING

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, public relations and digital 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

LEARN MORE

Attend our live info session as a part of Major Discovery Week
Monday, March 15 at 2:00 p.m.
Details: majordiscoveryweek.wisc.edu

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