

Journalism

- Write clear and well-organized prose that includes grammatically correct sentences in a variety of styles and, where appropriate, employs narrative that show the reader what happened in contrast to telling the reader.
- Employ journalistic concepts such as the lead (the opening paragraph) the "nut graph" (an explanatory paragraph that follows the lead), and background information, including quotes, that provides context.
- Employs the tools of journalistic reporting and research such as: identifying quality sources, effective interviewing, evaluating data, assessing information on the internet, and verifying all source material.
- (Business journalism major) Analyze and incorporate into articles data from economic reports; track financial markets; evaluate corporate earnings.
- Understand the value of independent journalism and the role of the press in a free society; recognize journalism-related legal risks in newsgathering; understand rights of access to government institutions; critically evaluate news accounts for credibility, quality and accuracy.
- Report on issues, institutions, ideas, and trends in society, and do so in a manner understandable to a lay readership.
- Practice multimedia journalism including audio and video reporting; retain the essential values of accuracy and balance with the tools and priorities of new media.
- Embrace the core ethical values of journalism, avoiding plagiarism and fabrication and understand why they are unacceptable.
- (Creative writing major) Develop a voice; become familiar with a range of writing forms; identify and employ symbolism, subtext, and selective omission.