

Journalism

Program Number: 90-801-2

Certificate

School of Arts and Sciences

Program offered at Madison Campus

For information call: (608) 246-6246 or 258-2389
(800) 322-6282 ext. 6246 or ext. 2389

About the Certificate

The Journalism Certificate gives students the basic understanding and skills needed to work as an entry-level journalist.

Students acquire the skills to work as a news reporter, feature writer, public relations writer, or copy editor.

Students need only to complete the curriculum requirements (four required courses and one elective course) to earn the certificate.

5 Reasons For a Journalism Certificate

Students completing the Madison College Journalism Certificate Program can use this certificate in different ways:

- 1) Gain employment in the field of journalism. Past students have left the Madison College Certificate Program and have landed full-time or part-time jobs in journalism or public relations. Other students have used the skills they acquired in the program to specialize as freelance writers or to work in intern positions.
- 2) Use as "platform" to four-year school. Students can gain journalism credits that transfer to colleges and universities in Wisconsin and elsewhere.
- 3) Develop a portfolio of published work. Students develop their own portfolios of published work. Each student will also leave the Journalism Certificate Program with a quality cover letter/resume.
- 4) Use journalism credits for associate degree. Journalism credits can be used as electives for the Liberal Arts associate degree.
- 5) Enhance your media literacy and communication skills. The Journalism Certificate program will show you how the media operates in our society. At the same time, you will sharpen your communication skills.

Curriculum

News/Feature Writer

Required Courses	Credits	Hrs/week Lech-Lab
20-801-251 Intro to Mass Communication.....	4	4-0
20-801-245 Newswriting and Reporting.....	4	4-0
20-801-246 Feature Writing.....	4	4-0
20-801-247 Internship/Professional Writing.....	2	2-0
Total	14	

Elective

Students must also complete at least one course (minimum 3 credits) from the following electives:

20-801-252 World Issues Journalism.....	4	4-0
20-801-253 Documentary Storytelling.....	3	3-0
20-801-263 Editing for Workplace and Professional Pubs.....	3	3-0
Total	3 (minimum)	

Note:

- Students must earn a grade of BC or higher in all courses to be awarded the certificate.
- In addition to the successful completion of 17 credits, students must do the following:
 - a) Submit a portfolio of written work that includes at least three quality news articles or feature stories published by a media organization, a business, or a nonprofit organization.
 - b) Submit a quality cover letter/resume.

Certificate Application Process

To apply, see: Apply Online (on the Madison College website). [Create an ApplyWeb account](#) and follow the [instructions](#) to complete the [Online Certificate Application](#) before the [application deadline](#). Submit the \$15 non-refundable fee (payable by credit card, debit card or electronic check) with your application. Applicants may submit more than one certificate application per term using the Online Certificate Application; the same fees apply for each additional application.

Unique Requirements for Completion

The certificate will be awarded upon completion of the requirements with a minimum of a 2.0 grade average and no course grade lower than a C. The certificate will be awarded when completion of all requirements is verified after the semester the last course has been completed.

No more than 50% of the certificate credits may be through advanced standing.



Courses

20-801-245 Newswriting and Reporting 4 credits

This course teaches students the basic skills and knowledge needed as an entry-level reporter working at a small media organization. In Newswriting and Reporting, the student will learn general news reporting: speech, news conference, and public meeting coverage: and police, fire and accident reporting. In addition, students will learn interviewing skills needed to write a compelling news feature. Students will be presented with a basic understanding of libel law. Students will also study online journalism and how media convergence impacts spot news coverage today. Prerequisite: English 1, 20-801-201, or Written Communication, 10-801-195, or the instructor's consent.

20-801-246 Feature Writing 4 credits

Writing a longer magazine feature is the main focus of this course. As a follow-up to Newswriting and Reporting, students will examine in more detail various interviewing strategies needed as a feature writer. Then students will apply these interviewing skills when researching well-developed, compelling features. Students will learn how to incorporate the narrative structure, or storytelling approach, into their feature stories. Students will examine privacy laws as they apply to feature stories. Students will also study online journalism and the impact of media convergence as on long-form journalism. Prerequisite: English 1, 20-801-201, or Written Communication, 10-801-195, or the instructor's consent.

20-801-247 Internship/Professional Writing 2 credits

Students will complete a 96-hour professional writing internship. Students will spend the semester working as an intern in an area of journalism or public relations that they find most interesting. Examples include magazines; newspapers, public and commercial radio, public and commercial television, book publishing, public relations, and Web communications. Students can find their own placed to intern, or they can work together with the course instructor to secure an internship for the semester. Prerequisites: 1) Intro to Mass Communication 20-801-251, 2) Newswriting/Reporting 20-801-245, or Feature Writing 20-801-246.

20-801-251 Intro to Mass Communication 4 credits

This course examines the history, evolution, and cultural power of today's media, both nationally and internationally. The course analyzes newspaper journalism, magazine journalism, radio news, Internet journalism, television news, public relations, advertising, and journalism ethics and law. Prerequisite: English 1, 20-801-201, or Written Communication, 10-801-195, or the instructor's consent.

20-801-252 World Issues Journalism 4 credits

Students of the course will engage in news reporting assignments that relate to world issues, such as water, energy, and war. Students will create audio news reports using podcast software and voice recording technology. Students will also record video logs and write news summaries about world issues. In addition to the reporting assignments, students will study free press issues worldwide and the journalism practices and traditions that emerge from different parts of the world. Prerequisites: English 1, 20-801-201 or Written Communications, 10-801-195, or the instructor's consent.

20-801-253 Documentary Storytelling 3 credits

Documentary Storytelling is an introduction to the craft of telling non-fiction and news stories through the medium of digital video. This course will teach the news reporting and writing skills needed for the documentary format, along with journalism theory, law, and ethics of video journalism. Students will also learn basic digital camcorder operation, storyboard development, video editing, sound editing, and podcasting. Pre-requisite: English 1, 20-801-201, or Written Communications, 10-801-195, or the instructor's consent.

20-801-263 Editing for Workplace/Professional 3 credits

Editing for Workplace and Professional Publications gives an overview of techniques used by editors to prepare documents for production. State-of-the-art usability guidelines and editing and testing methods are stressed throughout the course. Attention to the design and visual appeal of texts is considered an inherent part of the editor's responsibility. The course requires the students to complete a series of editing projects, in print and electronic formats. The course assignments reflect the traditional "levels of edit" model, which stresses all aspects of the editing process, including research and fact checking, page design, usability, content editing, stylistic issues, copyediting, and liability and other legal issues. Prerequisite: 1) English 1, 20-801-201, or Written Communication, 10-801-195; 2) Technical Communications, 20-801-260, or instructor's consent.

Career Potential:

- News Reporter
- Feature Writer
- Public Relations Writer
- Copy Editor

More detailed and updated information on this program may be available at: madisoncollege.org. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

Madison Area Technical College provides equal opportunity in education and employment.

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