

Mass Communication and Journalism

Careers/Job Outlook

- Advertising
- Broadcast Journalism
- Print Journalism
- Multimedia Production
- Public Relations

Bachelor's Degree

| Summary | Units |
|---|------------|
| General Education | 51 |
| Major requirements | 33 |
| Liberal Arts and Sciences block..... | 15 |
| Electives | 21 |
| Total..... | 120 |
| Certificate in Marketing (15 units) | |

Scholarships

Many scholarships are awarded each year to Fresno State students through the Scholarship Office. Students are also encouraged to inquire about financial assistance through the Financial Aid Office at Fresno State.

Academic Reputation/ Pride Points

- Member of the Broadcast Education Association
- Member of the California Newspaper Publishers Association
- Winner of numerous video production awards including The Telly, Videographer, and Communicator competitions, and the CSU Media Arts Festival
- Host of annual high school competitions for the San Joaquin Valley Scholastic Press Association

- Winner of numerous awards in competitions sponsored by the California Intercollegiate Press Association and the American Advertising Federation

Student Organizations/ Activities

- Alpha Delta Sigma (advertising club)
- B# Video
- Kappa Tau Alpha (scholarship society)
- KFSR Radio
- Public Relations Student Society of America
- Radio Television Digital News Association
- The Collegian

Faculty Specialties

Professors have national reputations for professional activities, writing, and research. Several have won awards for documentaries, television shows, and websites, as well as for excellence in teaching and advising.

Facilities

- Computer labs for photography, audio, video, graphics, and web production
- Photography, audio, video equipment checkout
- Multi-camera television studio
- Student-run newspaper, *The Collegian*
- Campus radio station, KFSR-FM

High School Preparatory Courses Recommended

- English
- Journalism
- Photography
- Participation in forensics team
- Video

Community College Preparatory Courses Recommended

- Introduction to Media and Society
- Media Writing
- Beginning Photojournalism

Prospective Employers

MCJ graduates are now working for newspapers, including the following:

- The Fresno Bee
- The New York Times
- USA Today
- Los Angeles Times
- San Francisco Chronicle

Graduates in broadcast news are heavily represented on the staff of Fresno radio and television stations. They are also found at CNN, ABC, Univision, NBC, CBS, ESPN, and PBS and NPR.

Graduates in advertising are working for agencies that include J. Walter Thompson, Chiat Day, Hal Riney, Foote, and Cone and Belding.

Public relations graduates have obtained jobs at nationally known entities, such as:

- American Airlines
- Cal Trans
- Coca Cola
- Fresno Falcons

California State
University, Fresno

Department of
Mass Communication
and Journalism

559.278.2087

B.A. in
Mass Communication
and Journalism

Minor in
Mass Communication
and Journalism

FRESNO STATE

Discovery. Diversity. Distinction.

Mass Communication and Journalism

- American Cancer Society
- Girl Scouts of America
- Saint Agnes Medical Center
- Edelman Public Relations Worldwide

Graduates in multimedia production are working at television stations, commercial production houses, corporate media centers, and educational facilities throughout the country. These include all the local TV stations and major TV networks, Apple Computer Inc., Avid Technology Inc., Clear Channel Communications Inc., ComCast, Maximus Media Inc., Pappas Teleproductions, Fresno Unified School District, Fresno County Office of Education, the California State University system, and many more.

Testimonials

“My experience at the California State University, Fresno Journalism Department was invaluable in springing me into the working world of major-league journalism. The variety of campus publications, from Insight to La Voz de Aztlan, is a definite plus.”

*Dianne Solis, Dallas Bureau,
The Wall Street Journal*

“I look at where I’m sitting today and it is directly correlated to my education at Fresno State. Working on the department newspaper helped me put it all together and it put me in a position for editors to see my work. The department is concerned about minorities. No bigger school could have been any better.”

*Ed Wiley, Reporter,
Black Issues in Higher Education*

“I learned so much with the emphasis on hands-on experience instead of all lecture and exam. The professors were friendly and professionally top-notch. They shared experiences that taught you how to perform in the working world.”

*Sean Darning, Copy Writer,
Leo Burnett Advertising, Chicago*

Directory

All faculty members serve as career and academic advisers to students. Faculty members maintain close ties with the professional community and help students find internships and jobs.

Katherine Adams, *Chair*
Roberta R. Asahina

Alice Daniel
Jan Edwards
Candace Egan
Bradley Hart
Betsy Hays
Mary Husain
Jim Lowe
Ron Orozco
Tamyra Pierce
Gary Rice
Faith Sidlow
Jes Therikelsen

For more information, contact
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**For additional
information, write**

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Department of
Mass Communication
and Journalism**

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Visit or call

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and Journalism**

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www.csufresno.edu/MCJ/



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PLEASE NOTE: This document is for general informational purposes only. The information is subject to change; consult the appropriate department or an academic adviser. Entering freshmen must follow the revised General Education program effective fall 1999 and thereafter. The university catalog and schedule of courses are available online at www.fresnostate.edu/ClassSchedule and www.fresnostate.edu/catalog.

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