

JOURNALISM AND MEDIA EDUCATION

Supplemental endorsement to teach grades 7-12

The digital age has transformed how we exchange information. With an endorsement in Journalism and Media, you'll be able to train the next generation how to harness media for mass communication. Wayne State College offers extensive coursework in electronic and digital media. The former boundaries between print and electronic media have converged, and newspapers, radio, and television stations now provide multiplatform content via their websites and smartphone apps. You'll learn journalistic writing and layout, video performance and production, voice training, and social media/marketing communications, along with the theoretical framework necessary for the future lesson plans.

fast facts

Credit hours: 18

The Journalism and Media Education (7-12) supplemental endorsement is not a standalone program. You must also select a field endorsement or two subject endorsements to receive your B.A. or B.S.

Departments: Communication Arts; Educational Foundations and Leadership

Schools: Arts and Humanities; Education and Behavioral Sciences

Popular pairings: Secondary English Education

focus on results

Skills Learned

- Teaching and instruction
- Classroom management and leadership
- Advanced news reporting and editing
- Interviewing and research
- Legal and ethical standards of journalism
- Multiplatform content creation
- Layout and design for publications
- Oral and written communication
- Professional standards and ethics

Possible Careers

- Journalism/PR teacher
- Reporter
- Editor
- Freelance writer
- Editorial writer
- Digital content specialist
- Scriptwriter or technical writer
- Critic or reviewer

Types of Employers

- Public or private schools
- Newspapers/magazines
- Radio stations
- Marketing and PR firms
- Government agencies
- Non-profit organizations
- Businesses/corporations

outside the classroom

Activities / Opportunities

- Northeast Nebraska Teacher Academy (NENTA)
- Media workshops and conferences
- Service-Learning
- Study Abroad

Clubs / Organizations

- Film Club
- Lambda Pi Eta (*national honor society for communication majors*)
- Nebraska State Education Association (NSEA) Aspiring Educators
- Student Council for Exceptional Children (SCEC)
- WSC Student Media (KWSC-FM, KWSC-TV, *The Wayne Stater*)



Visit www.wsc.edu/clubs to learn more about clubs and organizations on campus.



The following courses are required for the program of study described on this sheet. Every effort is made to ensure this information is current, but please be aware that some content may have changed. To develop a plan for registering and taking these courses, please consult the current academic catalog and your advisor.

Program courses

CNA 162 Audio Production	3
CNA B220 Broadcast TV Workshop	1
CNA J220 Journalism Workshop.....	1
CNA R220 Audio/Radio Workshop	1
CNA 263 Introduction to Mass Communication	3
CNA 274 Video and Film Production I.....	3
CNA 280 News Writing.....	3
Select one of the following.....	3
CNA 426 Public Relations through Social Media (3)	
CNA 471 Mass Media and Society (3)	

communication arts faculty



Visit www.wsc.edu/communication-arts-department to learn more about the Department of Communication Arts.

Rusty Ruth, MFA
Department Chair
Peterson Fine Arts 120
402-375-7422
ruruth1@wsc.edu

Sean Ahern, Ph.D.
Brian Begley, MFA
Robbie Hall, Ph.D.
Pat Janssen, B.S.

Allyn Lueders, Ph.D.
Teresa Morales, Ph.D.
Michael White, Ed.D.
Joe Whitt, Ph.D.