

Career

Paths

JOURNALISM

Journalism majors gain a multi-disciplinary, hands-on learning experience as they are prepared for working in all aspects of news, from traditional newspaper or television stations to TV network reporters or new media entrepreneurs. Students are taught the fundamentals of contemporary American journalism — news gathering, news writing, editing and producing—in an atmosphere which also stresses the ethical and legal responsibilities journalists are expected to uphold.

Newspapers/Magazines

Example Career Paths: Reporting | Feature Writing | Investigative Journalism | Science Writing | Sports Reporting | Photojournalism | Editing | Marketing/Promotion | Videography | Digital Post-Production Editing | Producing

Potential Employers: Newspapers & News Wire Services | Magazines | Media Buying Agencies | Government Agencies | Trade & Consumer Publications | Academic Journals | Corporate In-House Publications | Freelance

Professional Associations: [Society of Professional Journalists](#) | [News Media Alliance](#) | [National Newspaper Publishers Association](#) | [National Press Photographers Association](#) | [News Leaders Association](#)

Related Occupations: [Editors](#) | [News Analysts, Reporters, & Journalists](#) | [Photographers](#)

Writing/Editing

Example Career Paths: Writing | Editing | Copywriting | Publishing | Producing | Managing/Directing | Broadcasting | Media Sales | Research

Potential Employers: Publishing Firms | Literary Agencies | Internet Sites | Radio & TV Companies | Film Industry | Freelance

Professional Associations: [Writers' Guild of America](#) | [Association of American Publishers](#)

Related Occupations: [Advertising Sales Agents](#) | [Editors](#) | [Writers & Authors](#)

Television/Radio/Digital Media

Example Career Paths: Programming | Producing | Promotion | News | Sportscasting | Weather Forecasting | Editing | Directing | Casting | Research | Management | Sales | Podcast Creation | Social Media Strategy/Curation | Documentary Writing & Production

Potential Employers: Major Networks | Local Stations | Public Stations | Studio & Production Companies | Government | Business Corporations | Podcasts | Digital Media Companies | Streaming Services | Freelance

Professional Associations: [NABET-CWA](#) | [National Association of Broadcasters](#) | [Radio Television and Digital News Association](#) | [Online News Association](#)

Related Occupations: [Announcers & DJs](#) | [Broadcast, Sound, & Video Technicians](#) | [News Analysts, Reporters, & Journalists](#) | [Film & Video Editors and Camera Operators](#) | [Producers & Directors](#)

Education

Example Career Paths: Teaching | Lecturing | Research | Publication Advising

Potential Employers: Public or Private High Schools | Colleges & Universities

Professional Associations: [Association for Education in Journalism & Mass Communication](#)

Related Occupations: [High School Teachers](#) | [Librarians & Library Media Specialists](#) | [Postsecondary Education Administrators](#) | [Postsecondary Teachers](#)

Business

Example Career Paths: In-House Media Production | Advertising | Public Relations | Special Events | Media Relations | Fundraising | Business Writing | Print Production

Potential Employers: Corporate Organizations | Advertising Agencies | Public Relations Firms | Non-Profit Organizations | Colleges & Universities

Professional Associations: [American Advertising Federation](#) | [International Association of Business Communicators](#) | [Association of Fundraising Professionals](#)

Related Occupations: [Advertising, Promotions, and Marketing Managers](#) | [Fundraisers](#) | [Public Relations Specialists](#) | [Technical Writers](#) | [Training & Development Specialists](#)

Preparing for your Career

- Complete internships to get connected and gain experience in the field.
- Join student media organizations (newspaper, radio stations, TV station, etc.) and other relevant clubs/organizations on campus.
- Obtain expertise with industry-specific language and terminology.
- Maintain an active professional/personal social media account.
- Conduct informational interviews or shadow professionals in careers of interest to learn more about their jobs.
- Understand that geographic flexibility and willingness to relocate may be necessary in finding job opportunities.
- Be willing to get experience on smaller projects: a portfolio of experiences is often needed before moving up to larger markets or organizations.
- Follow relevant blogs, forums, professional associations, and journals (academic and popular); stay up to date on industry trends.
- Develop strong skills in research, communication, critical thinking, teamwork, organization, and project management.

This resource was adapted from What Can I Do With My Major.

For more, visit <https://web.uri.edu/career/wcidwmm/>

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