

What can I do with my degree in Journalism and Mass Communications (JMC)?

A Journalism degree from an accredited university can help you prepare for a career in various fields of the media. Employers are currently looking for skilled Journalism professionals and communications specialists to fill a variety of job titles. Job titles may include: Web Content Producer, Copywriter, Technical Writer, Grant Writer, Public Relations Specialist, Staff Blogger, Critic, or Editor.

While some of these positions require specialized training, a Journalism degree will provide the necessary foundation for a motivated professional to succeed in the ever-changing field of new media. Journalism students may want to consider getting a leg up on the competition by pursuing a minor or double major in a specialized field. For example, studying computer science or engineering may help you land a career as a Technical Writer. An aspiring critic will benefit from taking supplemental courses in film or literature, while a hopeful Copywriter will benefit from a comprehensive program related to advertising.

Job options

Jobs directly related to your degree include: broadcast journalist, editorial assistant, magazine journalist, newspaper journalist, press sub-editor, publishing copy-editor/proofreader.

Jobs where your degree would be useful included: advertising copywriter, information officer, market researcher, multimedia specialist, public relations officer, and writer.

Keep in mind that many employers accept applications from graduates with any degree subject, so don't restrict your thinking to the jobs listed here.

Work experience

If your aim is to work directly within journalism, it is important to build up a portfolio of work and gain as much relevant experience as possible. Working on a student newspaper or radio station can be extremely useful. You can gain valuable work experience by contacting TV production studios, radio outlets, magazines and newspapers. Writing voluntarily for websites, print publications or other media outlets is also a good way of adding to your portfolio and displaying your skills.

As for a student of JMC department, there are great opportunities to apply for exchange programs and courses such as the Fund for American Studies, Transitions Online, Scripps Howard Foundation Internship, Thomson Reuters News Agency, RFE/RL, IREX, and Global UGRAD. These organizations are directed to offer life-changing opportunities to become the great journalist and experience which will enhance hard and soft skills.

Typical employers

Journalism and mass communication students find job directly related to major in fields of sport, business, politics, arts and culture, education, and crime reporting. The vast majority of journalism graduates also find employment outside journalism and the media. Employers from many different sectors will hire journalism graduates. These employers include media companies, PR consultancies, communications agencies, charities and marketing organizations.

Opportunities can be found through a number of methods, including jobsites, networking and speculative applications.

What skills you need for your CV

Most journalism students understand it is a fiercely competitive field, but fewer realize that the skills gained during their degree are useful in alternative occupations. A journalism degree provides you with transferable skills that are highly valued by many employers. Your specific skills will include: critical analysis; a flexible, creative and independent approach to tasks; the ability to meet deadlines; and the ability to communicate information effectively and clearly.

Journalism students also gain strong research skills for sustained independent enquiry and are able to express ideas and information in written, oral or other forms. The abilities to listen and to work productively in a team are also crucial skills which can be used in a variety of occupations.

Further study

A Master degree in media is an excellent choice for those seeking to enter this challenging and ever-changing field. When deciding what to study, consider your career plan, academic interests and the degree you have taken. Successful completion of a course does not guarantee entry into any particular area of work but it will enhance your skills and increase your chances of employment.

Here is the list of universities which offer master programs in mass media and communications:

Master in New Media Arts in Liepaja University, Latvia
Master in Multimedia y Communications in Carlos III University of Madrid, Spain
Master in Digital Information Management in University of Technology Sydney,
Master in Multimedia Design in Sholokhov Moscow State University for the Humanities, Russia
Master in Literature, Culture, Media, Yiddish in Lund University, Sweden
Master in Creative Media in RMIT University, Australia
Master in Future Media (digital marketing) in Birmingham City University, the UK
Master in Video Game Enterprise and Production in Birmingham City University, the UK

This list is anything but all variety in media studies. When a student applies for master program in the specific field, he/she does not become limited in choices.

What do journalism graduates do?

90 % of journalism and mass communication department are in employment after the graduation. A less number of graduates find the job related to their major. Knowledge of mass media provides various transferable skills which allow achieving success in other fields. However, some graduates of AUCA work inside major. Dina Karabekova works an editor at lifestyle magazine for men, #ONEMAGAZINE, Varvara Lokteva is communication specialist at Eurasia Foundation of Central Asia, and helps to organize the media camp "Promoting Dialogue between Russian and Central Asian Youth Leaders" which is held by AUCA and OSI. Akzhibek works as PR-specialist at the fashion house "Dilbar." Elnura Osmonalieva is a promising independent filmmaker and producer.