Media and Society

The changes in the way people interact with and use media, the explosion in the use of social media, and the increased impact media are having on individuals and society in today’s fast-moving global economy are opening up new career opportunities in journalism and communications. Employers need graduates who have strong communication and analytical skills, understand the role and uses of media in the 21st century, and can use new and emerging media and storytelling to advocate for their business or cause.

Media and Society, an area of study in the University of Florida's College of Journalism and Communications, is designed for students seeking to develop the skills needed for these types of opportunities. After completing the core courses, students choose from an array of courses within journalism, public relations, advertising and telecommunication to tailor their education to prepare for careers combining media use with sports, health, environment, law, advocacy, politics or the corporate world.

The program also is designed for students who want a strong communications background, but want flexibility to choose from a variety of career paths or even go to law school or graduate study, and for those students who intend to complete a double major to improve the breadth of their education and increase their attractiveness to employers. Increasing numbers of college students are completing a second major in a communication discipline because media are so prevalent in today’s society, whether they are students in business who want better writing skills, political science students who want to better understand how media impact public policy, or environmental studies students who want to know how they can be more effective in advocating for their nonprofit or social cause.

Career opportunities

Career opportunities for students in Media and Society are endless because students design a program to match their career or education interests. In addition to those outlined above, Media and Society also appeals to students interested in learning how to turn their avid use of social media such as Facebook, Twitter, YouTube and blogging into career opportunities.

Admission standards & degree requirements

Specific admission and degree requirements for students in Media and Society are outlined in the University of Florida Catalog.

Curriculum

Media and Society students take a core of courses that includes writing, television and American society, mass communication law, and problems and ethics. After completing the core, students then choose electives such as race, gender, class and the media; public opinion and editorial analysis; media and politics; and world communication systems.

Students also gain expertise through internships at companies and organizations throughout the country, membership in the College’s many student organizations, or work at one of the College's seven radio or television stations and online operations.

My UF education challenged me to think independently and develop new ideas. Because of this, I began my career not only with the hands-on skills needed to get started but also with the confidence to share my ideas from day one. —TRACY LOOPE, University of Chicago Medical Center
UF alumni spotlight

Advisory boards of industry professionals work with the College on issues of importance to the profession and to the College's students. These professionals evaluate the College's programs, counsel students and offer advice on resumes, internships and job opportunities.

The College's many alumni are employed around the world, many of whom hold leading roles in their organizations. These include:

- Erin Andrews, TEL 2000, ESPN reporter
- Sharyl Attkisson, TEL 1982, investigative correspondent, CBS News
- Angela Buonocore, ADV 1978, senior vice president/chief communications officer, ITT Industries
- Chuck Cooperstein, TEL 1981, radio play-by-play announcer for the Dallas Mavericks
- Michael Connelly, JM 1980, best-selling author, former reporter for The Los Angeles Times
- Karen DeYoung, JM 1971, associate editor and senior national security correspondent for The Washington Post
- Del Galloway, PR 1981, vice president of public relations, United Way of America
- Carl Hiaasen, JM 1974, best-selling author and columnist for The Miami Herald
- Cynthia McCague, JM 1972, retired senior VP and global head of human resources for Coca-Cola
- Jennifer McMillin, PR 1988, executive vice president, GolinHarris
- Sara Sidner, TEL 1995, CNN international correspondent

UF College of Journalism and Communications

The UF College of Journalism and Communications is considered one of the nation’s best. The strength of its programs, faculty, students and alumni throughout its history has earned the College ongoing recognition as one of the top programs of journalism and communications in the United States. The College offers bachelor’s degrees in advertising, journalism, public relations and telecommunication, and master’s and doctorate degrees in mass communication.

A nationally recognized leader in communications technology, the College is an innovator in adopting electronic technologies for instruction. The College supports a network of desktop and laptop computers, with software applications for student use ranging from word-processing to graphic design/photography to sophisticated data analysis and digital video editing. Its Center for Media Innovation + Research utilizes digital technology to train students to create content for all multimedia platforms to better prepare them to work in the ever-changing world of journalism and communications.

In addition, the College includes the Brechner Center for Freedom of Information and the Division of Multimedia Properties, which includes seven broadcasting facilities (north Florida's PBS television affiliate, WUFT-TV; the National Public Radio affiliate, WUFT-FM; and satellite station, WJUF-FM; two commercial radio stations, WRUF, Sportsradio 850 and Country 1037, The Gator; Rock104.com; and commercial television station, WRUF-TV6).