

**VIRGINIA DEPARTMENT OF EDUCATION
PROGRAM STATUS MATRIX
JOURNALISM (add-on endorsement)**

INSTITUTION - Virginia Polytechnic Institute and State University

Note: To receive an add-on endorsement in Journalism, students will complete the English licensure program as well as 15 hours of coursework as indicated below.

Endorsement Competencies	Courses and Experiences
1. Understanding of the history and functions of journalism in American culture including the value of freedom of speech and press and the complexity of legal and ethical issues;	COMM 1014 Intro to Communication Studies or 2074: Introduction to Mass Communication COMM 2044 Principles of Public Relations or a combination of the following: COMM 2084 Media Institutions, COMM 3024 Mass Media History, COMM 3024 Multicultural Communication, COMM 4014 Media Effects, COMM 3034 Theories of Popular Culture, or COMM 4024 Communication Law and Ethics
2. Understanding of the knowledge of and experience in theory and practice of both print and nonprint media including design and layout production and the use of technology; and	COMM 3164 Copyediting and Processing or a combination of the following: COMM 2034 Visual Media, COMM 2094: Comm Internet & Society, COMM 2984 Special Study, COMM 3144 Writing and Editing for Public Relations, COMM 4064 Persuasion, COMM 4124 Electronic News Gathering, COMM 4144 Photojournalism, or COMM 4374 New Communication Technology Experience: Practical experience in an educational setting
3. Possession of skills in journalistic management and the processes of interviewing and writing, including articles, features, ad copy, obituaries, reviews, editorials, and captions; their differences and ability to analyze and evaluate journalism.	COMM 2024 Journalistic Writing or a combination of the following: COMM 3144 Writing and Editing for Public Relations, COMM 3154 Reporting, COMM 4124 Advanced Reporting, COMM 3174 Broadcast Writing, COMM 4134 Editorial Writing, COMM 4144 Magazine Writing, COMM 4204 Communication Internship, or COMM 4254 Topics in Media Writing Experience: Practical experience in an educational setting