

What can I do with a degree in Journalism?

Journalism.



What is Journalism?

Journalism is about telling people's stories and a job where no two days are ever the same. The variety comes in the stories you tell as well as the many and varied roles available in journalism, for example, on screen or on air presenting, behind the scenes producing, daily news or specialist reporting, podcasting, and data journalism.

Journalism is at the cutting edge of technology and finding new and innovative ways of reaching audiences. It also plays a key role in a democracy, by checking governmental power and keeping the public informed.

Journalists present stories across many media, including radio, television, and across social media platforms. They are experts at investigating, collecting, and communicating news and information about events, issues, and matters of public interest to a targeted group of people or the public on mass.

The use of te reo Māori (an official language of Aotearoa New Zealand) is hugely important to journalism in this country as it strives to do a better job of telling Māori stories.

Learn more

It is important to do some research when planning a future career. Speak with, ask questions of, and follow relevant professional bodies, organisations, companies, thought leaders and industry professionals to learn more about:

- Career opportunities, work environments and salary information
- Education and training requirements.

Examples of professional bodies

- Journalism Education Association of New Zealand www.jeanz.org.nz
- International Federation of Journalists – IFJ Asia and Pacific www.ifj.org/regions/asia-pacific

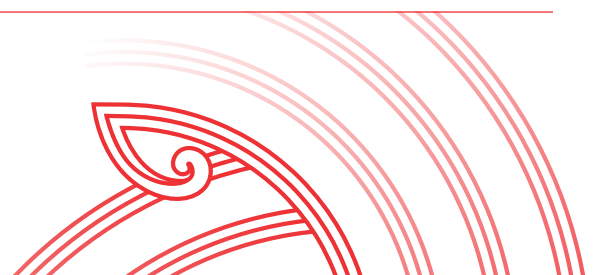
Career and study information

Some study pathways and degrees have a recommended school background, and some careers may require further study beyond a first degree or additional experience.

Gather helpful information from:

- Subject-specific content at www.canterbury.ac.nz/study/academic-study/subjects/journalism
- Job profiles on career websites like www.careers.govt.nz
- Job adverts/vacancy descriptions
- Industry professional bodies.

This resource is part of a set of brochures focused on subject majors; many can also be studied as minors.





What skills can graduates gain?

Journalism graduates develop a wide range of skills that transfer across the communication and other industries. Skills and competencies can include:

- Knowledge of local and global current affairs; able to critically evaluate news and current affairs coverage
- A commitment to the public service role of journalism
- An understanding of media ethics and law
- Research and investigative skills - information analysis, interviewing and reporting; able to locate, gather, critically evaluate, synthesise and analyse information
- Able to write, edit and present journalism across a range of platforms
- Technology skills; able to use tools effectively (digital, social, audio and visual) for newsgathering, production, reporting and audience engagement
- Organisation and time management; able to work under pressure, plan and manage tasks, and meet deadlines
- Awareness of bi-culturalism and the use of Te Reo Māori
- Able to relate to and communicate with a wide range of people
- Problem solving and detailed focused
- Able to work independently and collaboratively with others.

Applied Learning

Journalism has a strong emphasis on practical learning, with an opportunity to complete an internship.

What do employers look for?

Many employers look for generic skills such as communication, client/customer-focus, bicultural competence, cultural awareness, teamwork, and initiative.

With technology, globalisation, and other drivers changing society, skills such as resilience, problem solving, and adaptability is important.

Skills that are likely to grow in importance include analytical and creative thinking, systems thinking, technological literacy, AI and big data.*

*World Economic Forum: www.weforum.org/agenda/2023/05/future-of-jobs-2023-skills

How can these skills be developed?

- Some skills are gained through studying
- Extra-curricular activities can help, such as getting involved in clubs, mentoring, cultural groups, part-time work or volunteering
- Be open to professional and personal development opportunities, whether it is undertaking work experience, overseas exchange, skills seminar, or joining an industry group.

Where have graduates been employed?

Journalism graduates have been employed both nationally and internationally across the following types of organisations:

- Business
- The government sector
- Iwi organisations
- Non-government organisations.

Specific organisations where graduates have found work include:

- Media and news outlets, for example: TVNZ, Newshub, RNZ, Newstalk ZB, 39 Southern TV, Whitebait Media, MediaWorks, Star Media, Ashburton Guardian, Stuff, NZME
- PR, media and strategic communications, for example: Network Communication, Agency, JWT, Town Hall.

What jobs and activities might graduates do?

Graduates with this degree are employed in a range of jobs — see some examples below.

Note: This list is not exhaustive, and some jobs may require further study, training or experience. It is recommended to start with the section 'How can I gain a sense of career direction?'

Journalist / reporter

- Research and gather information
- Interview relevant people
- Write reports/stories across media platforms

Social media editor

- Manage social media accounts
- Create content and run social campaigns
- Liaise with the public and digital groups

Broadcasting presenter

- Host radio, television or web programmes
- Speak clearly and warmly, scripted and unscripted
- Write and edit material

Broadcasting researcher / producer, production assistant

- Prepare pitches and concepts for visual and audio media
- Organise interviews and liaise with funders
- Gather and research material

Public relations officer, media assistant

- Manage the reputations of clients
- Liaise with and provide information for media
- Organise and manage events

Policy analyst / advisor

- Identify and investigate issues and opportunities e.g. in society, law or governance
- Interpret and consult on existing policies
- Prepare reports and recommend changes

Communications advisor / executive

- Develop information, media and communication strategies
- Research, write, edit and produce content for various audiences and mediums

Digital marketing executive, digital content analyst / advisor

- Develop a brand's multi-channel communications strategy and online presence
- Increase web traffic and digital engagement
- Oversee digital marketing and online search

Publisher / editor

- Plan and commission content for publication
- Edit and organise online and print materials
- Liaise with other staff to oversee production

Blogger

- Create content for a website/blog
- Manage and maintain a website or social media account/s
- Create a personal brand and tell that story

Examples of other job titles and careers include:

- Comment moderator
- Content writer
- Digital producer
- Science communicator
- Sports reporter
- Teacher
- Political risk analyst
- Market researcher
- Multimedia specialist.

Further study options

Further study may facilitate career benefits such as specialist skills, entry into a specific occupation, higher starting salary, faster progression rate, and advanced research capability.

It is important to determine which, if any, further study options align with future career aspirations.

For further UC study options visit:

www.canterbury.ac.nz/study/academic-study

How can I gain a sense of career direction?

Understanding yourself and others is important to gain a sense of direction. This grows with experience; therefore, trying new things and reflecting on an ongoing basis is important.

Career planning checklist

Discover and reflect on:

- Your values, interests, strengths, abilities, and aspirations
- Your connection to whānau, people, and places
- Lifestyle preferences and location
- The skills you want to gain, use, or enhance

Engage in a variety of experiences to learn about:

- How you want to contribute to society, the environment, and global challenges
- The tasks, responsibilities and work environments you prefer
- Your work values, priorities and interests

Learn more and gather career and study information

(refer to page one of this resource)

- Speak with people working in careers that interest you; check the realities of a job/career
- Gather information from various sources

Identify your next steps

- Talking to a career consultant can help you to identify your next steps. Visit: www.canterbury.ac.nz/life/jobs-and-careers



What have other students and graduates done?

Explore career stories of students' university experiences and UC alumni who make a difference globally in varied ways.

Visit: www.canterbury.ac.nz/about-uc/why-uc/our-students/student-stories



Katie

Journalist, New Zealand Herald

2021 Junior Feature Writer of the Year Finalist

Bachelor of Arts in Media and Communication and Political Science and International Relations

What has your career in journalism looked like?

Although I've only worked in journalism for a year, I've already had the opportunity to work across platforms and have had work published in outlets across the globe. While I was at UC I was awarded an Asia New Zealand scholarship which allowed me to travel to Indonesia and intern at Agence France-Presse (AFP) in Jakarta. Working at AFP meant the stories I produced were picked up by news organisation across the world and I was able to get a better understanding of the country and its people. Bar that, I've been working for NZME since I finished university which has really pushed me journalistically and helped with my technical skills. I'm a Newstalk ZB reporter, so most of my work is on air but I also write for the Herald. My radio bosses have helped me hone my news writing and voice work, and I've also been able to develop longer stories for the Herald.

What has been a highlight for you in your career?

A career highlight of mine was definitely reporting on a trial of two Papuan activists in Jakarta. Two men had been charged with treason and wore their native Koteka in the court room. The days hearing got called off because of their attire, but not before the men shared their story with a huge scrum of reporters from everywhere including Reuters and AP.

What have been some of the challenges or learning points for you in your career?

Learning how to slow down has been really hard. Sometimes you want to do everything all at once, I'm still working to set up limits and only take on what I have the capacity for.

Where do you see journalism/ your career taking you in the future?

Eventually I would like to make documentaries and big features, so I can really sink my teeth into a big issue.

What do you enjoy most about journalism/ your career?

The best part about being a journalist is when you share someone's story and it creates tangible change or helps them get some form of closure.

Do you have any tips for people wanting to find work in the journalism sector?

It's a difficult job, but if you're passionate about it and put in hard work it pays off.

Career guidance

Career services are available for future and current students, and recent graduates. To learn more, contact:

Te Rōpū Rapuara | Careers

T: +64 3 369 0303

E: careers@canterbury.ac.nz

www.canterbury.ac.nz/life/jobs-and-careers

Helpful career insights

- Speaking with employers is key to finding opportunities; not all jobs are advertised
- Developing an online presence is useful as employers can search for future employees online
- Learning about recruitment patterns and where to find opportunities is important.

Study advice

Student Advisors at UC help with questions focused on starting, planning and changing studies. To connect with Student Advisors, visit:

www.canterbury.ac.nz/study/study-support-info/study-support

Future students – contact:

The Future Students team

T: 0800 VARSITY (0800 827 748)

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