

Enrollment Growth Rate Slows; Field's Focus on Undergraduate Education at Odds with University Setting

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Undergraduate and graduate enrollments in the field of journalism and mass communication grew again in the autumn of 2004, but at rates considerably smaller than in recent years. Enrollment at the freshman level was considerably higher than a year earlier, however, suggesting increased enrollment demand at the undergraduate level for the future. While the field of journalism and mass communication is heavily slanted toward undergraduate education, new analyses show that these undergraduate programs are mostly in university settings where graduate education is highly valued. Journalism and mass communication as a field clearly underperforms in terms of graduate education.

Undergraduate enrollments in the field of journalism and mass communication increased again in the autumn of 2004 and have now grown eleven consecutive years, going back to 1993. The rate of growth from 2003 to 2004, however, was considerably lower than the rate of growth a year earlier or the year before that.

The number of seniors in journalism and mass communication programs actually declined over a year earlier, and growth at the sophomore and junior levels was slight. Enrollment at the freshman level, however,

was 5.2% higher than a year earlier, suggesting increased enrollment demand at the undergraduate level for the future.

Graduate enrollments in the field of journalism and mass communication also increased in 2004, both at the master's and doctoral levels. The overall rate of growth was small, but 2004 represents the third year of increased graduate enrollments in the field.

Journalism and mass communication education, in fact, is solidly based in university settings where graduate education is highly valued. Journalism

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and mass communication as a field, however, underperforms in terms of graduate education. At the same time, those journalism and mass communication programs that offer master's and doctoral degrees overperform in terms of undergraduate journalism education.

These are some of the key findings of the 2004 *Annual Survey of Journalism & Mass Communication Enrollments*, designed to measure trends in that segment of higher education focusing on the education and training of mass communication professionals.¹ In addition, the 2004 enrollment survey found the following:

- In 2003-2004, journalism and mass communication programs granted 4.5% more bachelor's degrees than a year earlier. That same academic year, the field granted slightly more master's degrees than a year earlier and slightly fewer doctoral degrees.

- The percentage of students enrolled in journalism and mass communication programs who are female inched up again in 2004 at both the undergraduate and graduate levels. Nearly two of three of those in undergraduate and master's programs are women.

- The percentage of enrolled students in undergraduate journalism and mass communication programs who were classified

as racial or ethnic minorities remained nearly the same in 2004 as a year earlier.

Methodology

The methods used in the *Annual Survey of Journalism & Mass Communication Enrollments* have remained unchanged since 1988. Schools included in this survey are listed in either the *Journalism & Mass Communication Directory*, published by the Association for Education in Journalism and Mass Communication, or *The Journalist's Road to Success: A Career Guide*, formerly published and printed by the Dow Jones Newspaper Fund, Inc., and now available on the Web at the following site.² All degree-granting senior colleges and universities with courses organized under the labels of journalism and mass communication are invited to be listed in the *AEJMC Directory*. To be included in the *Guide*, the college or university must offer at least ten courses in news-editorial journalism, and those courses must include core courses, such as an introduction to the mass media and press law and ethics, as well as basic skills courses, such as reporting and editing. Since 1992, the two journalism programs listed in the *AEJMC Directory* in Puerto Rico have been included in the population.

A combination of these two directories produced 462 listings in 2004.³ In October 2003, a questionnaire was mailed to the administrator of each of these programs. A second mailing of this questionnaire was sent to the non-responding schools in December. A third mailing was sent to the non-responding schools in January of 2005. In February, the administrators were sent a fourth mailing. In each mailing,

administrators were given the chance to return a written form or download a form from a Web site and return it electronically. The 170 administrators of the programs who had not responded by the beginning of April were contacted by telephone and asked to answer as many of the questions over the telephone as possible.

The questionnaire asked the administrators to provide information on total enrollments in autumn of 2004, enrollment by year in school, enrollment by sequence of study, enrollment by gender, and enrollment by racial or ethnic group. In addition, administrators were asked to indicate the number and type of degrees granted in the 2003-2004 academic year, degrees granted by sequence of study, degrees granted by gender, and degrees granted by racial group. The questionnaire also asked about faculty size, faculty characteristics, and faculty hiring.

Three of the 462 programs were eliminated from the population when the administrator returned the questionnaire indicating that the program no longer offered journalism or mass communication.⁴ Data were obtained for all of the remaining 459 programs in the population. Of the 459 returns, 330 were for programs listed in both directories, 74 were only in the AEJMC listing, and 55 were only in the Dow Jones Guide.

As in the past, there was great variability in the detail and precision of the information administrators provided. Some administrators answered every question, while others answered only a few. Data on degrees offered and on enrollments at the bachelor's, master's and doctoral levels were obtained from all of the 459 programs. Of these programs, 456 offered bachelor's degree

programs, 186 offered master's degree programs, and 42 offered doctoral programs. Data on degrees granted at the undergraduate level were obtained for 391 of the 456 undergraduate programs, or 85.7%. For master's programs, the number was 151 of 186, or 81.2%. Thirty-eight of the 42 doctoral programs reported number of degrees granted, or 90.5%.

Data from the program administrators were entered into a data file. Inconsistencies in the original documents, where noted, were corrected, sometimes by eliminating obviously erroneous information. Reports by program administrators that were not clearly in error were taken as accurate.

The AEJMC *Directory* lists membership of the Association of Schools of Journalism and Mass Communication (ASJMC) and accreditation by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). This information was included in the data file.⁵ The most complete data were available for the 105 accredited programs.⁶ In general, less complete data were available for the 91 schools that were members of ASJMC but not accredited by ACEJMC. The 263 schools without accreditation or ASJMC membership had the least complete data. In general, these latter schools are smaller than the accredited or ASJMC-affiliated schools.

These two characteristics—accreditation and ASJMC membership—serve as ways of differentiating the 459 journalism and mass communication programs in the population. As was the case in recent years, these two characteristics were used in 2004 to make projections based on the data reported. Data from the reporting accredited

Table 1
AUTUMN ENROLLMENTS, 2002-2004

	2002	% Chg.	2003	% Chg.	2004	% Chg.
Total	194,500	6.8%	204,149	5.0%	207,103	1.4%
Total Undergraduate	182,218	6.0%	190,934	4.8%	193,705	1.5%
Freshmen	37,678	4.6%	37,710	0.1%	39,654	5.2%
Sophomores	39,675	3.1%	41,151	3.7%	41,776	1.5%
Juniors	51,005	8.2%	53,225	4.4%	53,953	1.4%
Seniors	53,860	7.1%	58,848	9.3%	58,322	-0.9%
Total Graduate	12,282	19.9%	13,215	7.6%	13,398	1.4%
Master's	10,937	20.8%	11,703	7.0%	11,853	1.3%
Doctoral	1,345	13.4%	1,512	12.4%	1,545	2.2%
Nof Schools	463		463		459	

The figures are actual counts for the population, except for the undergraduate classes, where projections are used based on reporting schools.

schools were used to estimate characteristics of the accredited schools for which there was any missing information. Similarly, statistical means from the nonaccredited ASJMC schools were used to estimate missing data for similar schools, and data from the nonaccredited schools not affiliated with ASJMC were used to estimate missing data for those programs. The overall estimates, then, were based on complete information and best approximations about data not reported.⁷

Enrollments

Overall enrollments in the academic field of journalism and mass communication increased to 207,103 in the autumn of 2004, compared with 204,149 a year earlier (Table 1). Enrollments at the undergraduate level in-

creased from 190,934 to 193,705, while graduate enrollments increased from 13,215 to 13,398.

The rate of growth in overall enrollments from 2003 to 2004 was 1.4%, compared with a rate of growth of 5.0% a year earlier and 6.8% a year before that. Enrollments at the undergraduate level were up 1.5% in 2004 compared with a year earlier. Growth the year before had been 4.8%, and the year before that it had been 6.0%. Enrollments at the master's level were up 1.3% in 2004 compared with a year earlier, while doctoral enrollments were up 2.2%. Both growth rates were considerably higher both of the two previous years.

Despite the lowered rates of growth in 2004, the pattern of continued growth in the field is quite pronounced.⁸ In fact, since 1993, enroll-

ments at the undergraduate level have grown each year. In 1993, 128,367 students were enrolled in undergraduate journalism and mass communication programs, compared with the 193,705 in 2004. That is a growth of 50.9%! During that time, the number of programs increased from 430 to 459, or only 6.7%. Most of the growth, then, is the consequence of expansion at existing programs.

At the graduate level, 2004 represented the third consecutive year of growth. The 13,398 graduate students in 2004 compare with 11,153 in 1993, or an increase of 20.1%. Graduate enrollments had grown 7.6% in 2003 compared with a year earlier, and 19.9% in 2002 compared with 2001.

The number of undergraduate journalism and mass communication students classified as seniors was down slightly in 2004 compared with a year earlier, while the number of students classified as juniors or sophomores increased slightly. The number of students classified as freshmen increased by 5.2% in 2004 compared with 2003, suggesting continued growth in undergraduate enrollments in the near future. In 2003, compared with 2002, the number of students classified as freshmen had remained nearly the same.

At both the undergraduate and graduate levels, enrollments at U.S. universities across areas of study are projected to increase through 2013.⁹

In 2004, all but three of the journalism and mass communication programs in the country offered an undergraduate degree in journalism. As had been the case in 2003, the College of Communications at Pennsylvania State University reported the largest number of students enrolled in undergraduate studies in 2004 with 3,458 students.

Pennsylvania State enrolled 3,542 students a year earlier. The second largest program in 2004 was the College of Communication Arts and Sciences at Michigan State University, with 3,367 students. Michigan State reported 2,881 students enrolled in 2003 and was the third largest program in the country. In 2004, the College of Mass Communication at Middle Tennessee State University enrolled 3,199, down from the 3,464 enrolled in that program in 2003, when Middle Tennessee State ranked as the second largest program in the country. Only these three programs enrolled more than 3,000 students in 2004.

Journalism and mass communication programs enrolling more than 2,000 students were at the University of Florida with 2,593 in the College of Journalism and Communications; the University of Missouri with 2,509 undergraduate students in the School of Journalism; Ball State University with 2,338 in the College of Communication, Information and Media; and California State University at Fullerton with 2,244 in the Department of Communication. The Department of Communication at California State University of Fullerton is part of a larger College of Communication.

Rounding out the top ten programs in terms of size in 2004 were the College of Communication at Boston University with 1,960 students, the University of the Sacred Heart's Department of Communication with 1,930 students enrolled, and the School of Communication at the University of Central Florida with 1,864 students.

In 2004, 186 of the 459 journalism and mass communication programs in the country offered a master's degree, down from the 189 of the 463 programs

Table 2
DEGREES GRANTED, 2002-2004

	2001-2002	% Chg.	2002-2003	% Chg.	2003-2004	% Chg.
Total	45,939	9.8%	50,140	9.1%	52,239	4.2%
Total Undergraduate	42,060	9.4%	45,839	9.0%	47,923	4.5%
Total Graduate	3,879	14.0%	4,301	10.9%	4,316	0.3%
Master 's	3,698	14.2%	4,079	10.3%	4,105	0.6%
Doctoral	181	9.7%	222	22.7%	211	-5.0%
Nof Schools	463		463		459	

*The entries are projections based on the schools reporting. In 2004, 391 (of 456) programs reported degrees granted at the undergraduate level, 151 (of 186) reported at the master 's level, and 38 (of 42) reported at the doctoral level.

included in the 2003 survey. The largest programs in terms of enrollments were at Emerson College with 488 enrolled students, followed by Syracuse University with 460, Northwestern University with 414, and Boston University with 400. In 2003, Northwestern reported the largest master's degree enrollment with 388 students, followed by Boston University with 368.

The next largest programs in terms of number of enrolled master's degree students in 2004 were American University with 332 students, Columbia University with 308, the University of Missouri with 236, Michigan State University and Regent University with 222, and Ball State University with 195.

Journalism and mass communication programs offered 42 doctoral programs in 2004, down from 43 a year earlier. The top programs in terms of size were at Michigan State University, where 89 students were enrolled in doctoral studies; Howard, where 83 were in the program; and Regent Uni-

versity, with 78 students. In 2003, Michigan also had the largest doctoral program, with 76 students enrolled. The second largest program in 2003 was at Duquesne, which in 2004 was fourth largest with 70 students. The remaining top 10 programs in 2004, in terms of size, were at the School of Journalism at the University of Texas in Austin, with 63 students; the University of Utah, with 60; Pennsylvania State University, with 56 students; the University of Washington, with 54; and the University of Florida, with 53. Wayne State University and the University of Illinois rounded out the top 10, tied with 51 students enrolled.

Enrollments for each of the 459 journalism and mass communication programs in the population are listed in the Appendix to this report.

Degrees Granted

Journalism and mass communication programs in the United States

granted an estimated 52,239 degrees in academic year 2003-2004, an increase of 4.2% from a year earlier, when 50,140 degrees were granted in the field (Table 2). In 2003-2004, the field granted 47,923 bachelor's degrees, 4,105 master's degrees, and 211 doctoral degrees.

The number of bachelor's degrees granted represented an increase of 4.5% over the year earlier, while the number of master's degrees was up just 0.6% and the number of doctoral degrees was actually 5.0% lower than the number granted in 2002-2003.

The percentage of increase in bachelor's degrees granted in 2003-2004 was considerably below the percentage of increase in the number of degrees granted 2002-2003 versus a year earlier and in 2001-2002 compared with the year before that. The rate of growth in degrees granted at the graduate level also was considerably lower than in either of the two previous years. The evidence is that degree production in the field has declined and may continue to decline or only hold steady, reflecting the slowdown in enrollment growth for the field.

Nationally, degrees granted are projected to grow through 2013, with higher increase for undergraduate and master's levels and slight increase at the doctoral level.¹⁰

As in previous years, the majority of degrees granted in the field (91.7%) were at the undergraduate level. That figure is up just slightly from the year before and has been above 90% every year since 1997-1998. The dominance of undergraduate education in journalism and mass communication education is one of its key characteristics.

The largest producer of undergraduate degrees in 2003-2004 was

Michigan State University, which granted degrees to 1,059 students. Michigan State topped the list in 2002-2003 as well, when it granted 1,027 degrees at the undergraduate level. In 2003-2004, Michigan State was followed by the University of Florida, which granted 858 bachelor's degrees; Pennsylvania State University, which granted 853; and Boston University, which granted 723. Filling out the top 10 programs in terms of number of bachelor's degrees granted were California State University Fullerton, with 633; Middle Tennessee State University, with 589; the University of Central Florida, with 526; Syracuse University, with 523; the University of Georgia, with 483; and Ohio State University, with 447.

Emerson College granted 249 master's degrees in journalism and mass communication in 2003-2004, followed by Northwestern with 241 and American University with 230. Northwestern granted 315 master's degrees in 2002-2003 to lead the list in terms of number of degrees granted at this level. In 2003-2004, the top 10 program list in terms of number of master's degrees also consisted of Syracuse University, with 160; Boston University, with 157; Michigan State University, with 147; Ball State University, with 100; the University of Missouri, with 82; California State University Fullerton, with 78; and the University of Southern California, with 70.

At the doctoral level, Regent University and Howard University were tied in number of degrees granted in 2003-2004, each granting 14 doctoral degrees, the most granted in the field of journalism and mass communication. Other programs with large numbers of degrees granted were the Uni-

versity of North Carolina, with 13; Michigan State University and the University of Wisconsin Madison School of Journalism, with 11; Pennsylvania State University, with 9; the University of South Carolina, the University of Texas at Austin School of Journalism, and the University of Oregon, with 8 each; and the University of Florida and the University of Southern Mississippi, with 7 each.

In 2002-2003, the University of Hawaii granted 20 doctoral degrees in its program in business administration that is shared with the School of Communications. In 2003-2004, the School of Communications did not include the doctoral program in its report. The University of North Carolina at Chapel Hill granted 17 doctoral degrees in 2002-2003 to hold the number-two spot on the list.

Degrees granted by the journalism and mass communication programs providing these data are shown in the Appendix at the end of this report.

The *Annual Survey of Journalism & Mass Communication Enrollments* includes only programs that label themselves as having a mass communication orientation or component (through their inclusion in the *AEJMC Directory*) or that have a journalism core (as indicated by their listing in the Dow Jones Newspaper Fund *Career Guide*). Other communication programs at the same university not included in either of these directories are not included in the survey.

Data gathered by the U.S. National Center for Education Statistics (NCES) as part of the Integrated Postsecondary Education Data System (IPEDS) provide an alternative source of information about degrees granted in the broad field of communication.¹¹

To categorize fields of study, NCES uses a Classification of Instruction Program (CIP) code. This code includes a general code "Communications" (09), and a code, "Communications Technologies" (10).¹² Subcodes of the Communication (09) code included "Communication Studies/Speech Communication and Rhetoric," "Mass Communication/Media Studies," "Communication and Media Studies," "Journalism," "Broadcast Journalism," "Photojournalism," "Journalism, Other," "Radio and Television," "Public Relations/Image Management," "Advertising," "Public Relations, Advertising and Applied Communication," and "Publishing." Subcategories of the "Communication Technologies" code include "Radio and Television Broadcast Technology," "Graphic Communication," and "Printing Management."¹³

In addition to these two broad codes and their subcategories, the CIP classification includes "Speech and Rhetorical Studies" as part of the larger classification code (23) called "English Language and Literature/Letters."

A total of 1,125 universities recorded granting a bachelor's degree classified in the IPEDS data as 09 "Communications" or 10 "Communications Technologies" in academic year 2003-2004 (Table 3). Another 44 offered degrees using only the 23.1001 code for "Speech and Rhetorical Studies." These universities granted 76,082 degrees in the 09 and 10 category, and another 9,146 in the 23.1001 category, for a total of 85,228 degrees.

A comparison of the counts of number of bachelor's degrees granted in the field of journalism and mass communication via the *Annual Survey of Journalism & Mass Communication Enrollments* and the IPEDS procedures

Table 3
DEGREES GRANTED, 2003-2004:
ANNUAL SURVEY OF JOURNALISM & MASS COMMUNICATION ENROLLMENTS
AND IPEDS COUNTS

Degrees Awarded	Actual Count	Total		Total		Total		
	Enrollment Survey	Projected for Enrollment Survey	Communication (excluding Speech) IPEDS	Communication and Speech Communication IPEDS	Communication and Speech Communication IPEDS	Communication and Speech Communication IPEDS	Communication and Speech Communication IPEDS	
	No. Degrees	No. of Units	No. Degrees	No. of Units	No. Degrees	No. of Units	No. Degrees	No. of Units
Bachelor's	42,230	394	47,923	456	76,082	1,125	85,228	1,169
Master's	3,734	151	4,105	186	6,921	290	7,491	310
Doctoral	208	38	211	42	435	61	532	72

Units are universities. In the entries for IPEDS, multiple reports at a single university are counted as a single report.

shows that, while only 40.5% of the degree-granting universities are counted in the enrollment survey, 63.0% of the degrees are accounted for by the survey.

The discrepancy in the estimates of number of degrees granted in the enrollment survey and via the IPEDS data probably is explained by two factors. First, some communication academic units offering mass communication programs are not included in the *Annual Survey of Journalism & Mass Communication Enrollments* because they do not have a journalism companion program (as required for inclusion in the Dow Jones listing used in the enrollment survey's population definition) or do not see themselves as journalism and mass communication focused (which leads to the desire to be listed in the *AEJMC Directory*, also used in the enrollment survey's population definition). The second expla-

nation for the discrepancy is that programs in fields such as "Public Relations, Advertising, and Applied Communication," offered by academic units in business, would be included in the IPEDS procedures (if the host unit chose to file them there rather than in business) but not in the *Annual Survey of Journalism & Mass Communication Enrollments*.

In sum, the enrollment and degrees granted figures from the *Annual Survey of Journalism & Mass Communication Enrollments* are most likely the best estimates for the field of journalism and mass communication where the "and" is central to the definition. In other words, approximately 48,000 bachelor's degrees were granted in the field of journalism AND mass communication. In the field of mass communication (including journalism), that figure was about 76,000.

The rates of growth reported in the *Annual Survey of Journalism & Mass Communication Enrollments* are generally slightly below the growth rates in the IPEDS counts. Based on the IPEDS counts of degrees filed using the 09 and 10 codes, degrees granted increased 5.5% from 2002-2003 to 2003-2004. That figure was 4.5% in the enrollment survey. From 2001-2002, based on the IPEDS counts, degrees granted increased by 9.3%, compared with the 9.0% growth rates in the enrollment survey. Growth the year before that was 11.0% based on the IPEDS data and 9.4% based on the enrollment data.

At the master's level, based on the IPEDS filing, 6,921 communication degrees were granted in 2003-2004 using codes 09 and 10 and another 570 were granted using code 23.1001. The 6,921 figure compares with the estimate of 4,105 based on the *Annual Survey of Journalism & Mass Communication Enrollments* and is an increase of 6.3% over a year earlier. This growth rate compares with the 0.6% growth rate estimated by the enrollment survey.

At the doctoral level, according to the IPEDS reports, 435 degrees were granted in 2003-2004, based on the 09 and 10 codes. This compares with the 211 figure for the 42 doctoral programs included in the *Annual Survey of Journalism & Mass Communication Enrollments*. Growth in degrees granted using the IPEDS estimate was 9.0%, compared with the negative -5.0% estimate based on the enrollment survey.¹⁴

Across the board, the IPEDS figures show higher growth rates than do the figures from the enrollment survey. In general, the discrepancies are not very large, but they suggest that growth

is even greater in the broader field of communication than in the mass communication segment of the field.

Characteristics of Students and Graduates

In the autumn of 2004, 7.3% of the enrolled students were in a news editorial sequence or specialization, 8.0% were in broadcast news, and 11.0% were in journalism (general). The percentage of students interested in this traditional journalism core has changed slightly over the last several years. In 2000, the percentage of students enrolled in these three areas of study was 24.7. That figure increased to 27.0% in 2001, and to 30.4% in 2002 before declining to 27.9% in 2003 and then to 26.3% in 2004. The percentage of students enrolled in public relations was 14.1, compared with 15.5% a year earlier but 18.1% in 2002. The percentage of students enrolled in advertising was 10.1 in 2004, compared with 9.9% a year earlier and 9.0% in 2002. All of these percentages are underestimates in one sense. Students who have not yet selected a major are classified as "other."

In academic year 2003-2004, 7.6% of the degrees granted were to students in a news editorial sequence or specialization, 6.9% were in broadcast journalism, and 9.9% were in journalism (general). The total across these three—24.4%—compares with a total of 24.8% a year earlier. The percentage of bachelor's degree recipients who completed their studies in public relations in 2003-2004 was 17.8, compared with 15.5% a year earlier. The percentage of students finishing their studies in advertising was 13.5 in 2003-2004, compared with 12.1% a year earlier. Varia-

Table 4
GENDER AND RACE/ETHNICITY OF 2004 STUDENTS AND GRADUATES

		Gender	Percent	Race/Ethnicity	Percent
Enrollments*	Bachelor's	Female	64.9	White Domestic	72.5
		Male	35.1	Other	27.5
	Master's	Female	65.8	White Domestic	63.7
		Male	34.2	Other	36.3
	Doctoral	Female	58.0	White Domestic	48.3
		Male	42.0	Other	51.7
Degrees Granted*	Bachelor's	Female	66.1	White Domestic	75.9
		Male	33.9	Other	24.1
	Master's	Female	68.1	White Domestic	61.8
		Male	31.9	Other	38.2
	Doctoral	Female	54.8	White Domestic	49.7
		Male	45.2	Other	50.3

Nof Schools = 459

* Counts for enrollments are based on data from 219 programs (bachelor's), 386 programs (master's), and 447 programs (doctoral). Counts for degrees granted are based on 215, 359, and 442 programs respectively.

tion in these figure of a few percentage points has been quite common across time.

The percentage of students enrolled in journalism and mass communication programs who are female increased just slightly in 2004 compared with a year earlier. Across time, however, the growth has been slight but consistent. In 2004, 64.9% of the enrolled undergraduate students in the field were women (Table 4). At the master's level, that figure was 65.8%, up just slightly from a year earlier. At the doctoral level, 58.0% of the enrolled students in 2004 were women, up from the figure of 56.5% a year earlier. Women received 66.1% of the bachelor's degrees granted in 2003-2004, up from 65.4% a year earlier. At the master's level, 68.1% of the degrees were granted to women, while at the doctoral level, 54.8% were of the de-

grees were earned by women. In 2002-2003, 66.6% of the master's degrees were earned by women, while 55.2% of doctoral degrees were earned by women.

White students from the United States made up 72.5% of the enrolled students in journalism and mass communication programs in the autumn of 2004 (Table 4). That figure had been 72.1% a year earlier. African-American students made up 12.1% of the enrolled students, and Hispanic students were 6.4%.¹⁵ At the master's level, white students from the United States made up 63.7% of the enrolled students in journalism and mass communication programs in 2004; at the doctoral level, the figure was 48.3%. Students from outside the United States made up 9.8% of the student body at the master's level in 2004; at the doctoral level, the figure was 30.2%. (At

the undergraduate level, foreign students made up only 1.3% of those enrolled.) In terms of degrees granted, in 2003-2004, 75.9% of the degrees granted at the bachelor's level went to white students from the United States. The figures were 61.8% for master's degrees granted and 49.7% for doctoral degrees. All these figures are changed only slightly from a year earlier.

Contexts of Journalism and Mass Communication Education

One of the features of journalism and mass communication education is its variety. The programs are spread throughout the United States, the District of Columbia, and Puerto Rico. Maine, Montana, Rhode Island, and Wyoming have a single journalism and mass communication program. California and Texas each have 30 programs. New York has 25, Pennsylvania has 21, and Missouri has 20.

Variety also exists in terms of the traditions of the programs. In 2004, 28 of the 459 journalism and mass communication programs were at Historically Black Colleges and Universities (Table 5). Another 24 were at Hispanic Serving Institutions affiliated with the Hispanic Association of Colleges and Universities.¹⁶ Public institutions are dominant, with 59.0% of the programs located in institutions classified as government financed.¹⁷

In 2005, as noted above, only 105, or 22.9%, of the journalism and mass communication programs were accredited by the Accrediting Council on Education in Journalism and Mass Communications. The Association of Schools of Journalism and Mass Com-

munication, which has traditionally represented the interests of journalism education, had 185 members, or 40.3% of the population.

The Carnegie Foundation for the Advancement of Teaching in 2000 classified universities based on their degree-granting activities from the 1995-1996 through the 1997-1998 academic years.¹⁸ Universities were described as doctoral-granting, master's colleges and universities, and baccalaureate colleges. Subclassifications existed in each of these three categories.

A Doctoral/Research University-Extensive is an institute typically offering a wide range of baccalaureate programs and committed to graduate education through the doctorate. During the period studied, these universities offered 50 or more doctoral degrees per year across at least 15 disciplines.

A Doctoral/Research University-Intensive is an institution that offers a wide range of baccalaureate degrees and is committed to graduate education through the doctorate. During the period of study, these universities offered at least 10 doctoral degrees per year across three or more disciplines or at least 20 doctoral degrees per year overall.

Master's Colleges and Universities I offer a wide range of baccalaureate programs and are committed to graduate education through the master's degree. During the period studied, they awarded 40 or more master's degrees per year across three or more disciplines.

Master's Colleges and Universities II offer a wide range of baccalaureate programs and are committed to graduate education through the master's degree. During the period of study, they

Table 5
CHARACTERISTICS OF JOURNALISM AND MASS COMMUNICATION PROGRAMS

		N	Percent
Tradition	HBCU	28	6.1
	HACU	24	5.2
	Neither	407	88.7
	Total	459	100.0
Financing	Public	271	59.0
	Private	188	41.0
	Total	459	100.0
ACEJMC Accreditation	Accredited	105	22.9
	Not Accredited	354	77.1
	Total	459	100.0
ASJMC Membership	Member	185	40.3
	Not Member	274	59.7
	Total	459	100.0
Carnegie 2000 Classification	Doctoral Research Extensive	100	21.8
	Doctoral Research Intensive	60	13.1
	Master's Colleges and Universities I	209	45.5
	Master's Colleges and Universities II	22	4.8
	Baccalaureate Colleges Liberal Arts	18	3.9
	Baccalaureate Colleges General	50	10.9
	Total	459	100.0
Journalism Degrees Offered	Bachelor's Only	272	59.3
	Bachelor's and Master's	144	31.4
	Bachelor's and Master's and Doctorate	39	8.5
	Master's Only	1	0.2
	Bachelor's and Doctorate	1	0.2
	Master's and Doctorate	2	0.4
	Total	459	100.0
Organizational Structure	Independent College, School	68	16.7
	Unit in Larger Communication College	20	4.9
	Unit in Arts and Science College	269	66.1
	Unit in Professional Studies College	15	3.7
	Other	35	8.6
	Total	407	100.0

awarded 20 or more master's degrees per year.

Baccalaureate Colleges Liberal Arts are primarily undergraduate colleges. During the period studied, they awarded at least half of their bac-

calaureate degrees in the liberal arts fields.

Baccalaureate Colleges General are primarily undergraduate colleges. During the period studied, they awarded less than half of their bac-

Table 6
JOURNALISM AND MASS COMMUNICATION DEGREES GRANTED
BY CARNEGIE CLASSIFICATION OF COLLEGE OR UNIVERSITY

Journalism and Mass Communication Degree Offered	Carnegie Classification					
	Doctoral Research		Master 's		Bacculaureate	
	N	Pct.	N	Pct.	N	Pct.
Bachelor's Only	41	25.6	164	71.0	67	98.5
Bachelor's and Masters or Master 's Only	78	48.8	66	28.6	1	1.5
Doctorate, Usually with Bachelor 's and Master 's	41	25.6	1	0.4	0	0.0
Total	160	100.0	231	100.0	68	100.0

calaureate degrees in liberal arts fields.¹⁹

Among the 1,423 programs classified by Carnegie, 10.6% were Doctoral/Research Universities Extensive, 7.7% were Doctoral Research Universities Intensive, 34.8% were Master's Colleges and Universities I, 8.1% were Master's Colleges and Universities II, 15.9% were Baccalaureate Colleges Liberal Arts, and 22.9% were Baccalaureate Colleges General.

Journalism and mass communication programs are concentrated at research universities, as Table 5 makes clear. In fact, 21.8% of the journalism programs are at Doctoral/Research Universities Extensive, and another 13.1% are at Doctoral/Research Universities Intensive. So while 18.3% of the Carnegie universities are doctoral universities, 34.9% of the journalism and mass communication programs are located in this type of university. Another 45.5% of the journalism and mass communication programs are at Master's I universities. In total, only 14.8% of the journalism and mass com-

munication programs are at what Carnegie classifies as Liberal Arts Colleges.

Despite the location of journalism and mass communication programs, most of them concentrate on undergraduate education. In fact, as shown in Table 5, 59.3% of the journalism and mass communication programs offer only baccalaureate degrees. Only 8.5% of the journalism and mass communication programs offer all three of the traditional degrees for a discipline.

Journalism and mass communication programs also differ markedly in terms of organizational structure. In 2004, 16.7% of the journalism and mass communication programs were independent units, while another 4.9% were units within a larger communication college.²⁰ These can be thought of as the self-standing communication units in the field. The field is dominated, however, by programs located inside the university in arts and sciences colleges. In 2004, 66.1% of the journalism and mass communica-

Table 7
PERCENTAGE OF JOURNALISM AND MASS COMMUNICATION ENROLLMENTS BY JOURNALISM AND MASS COMMUNICATION DEGREE OFFERED AND BY CARNEGIE CLASSIFICATION

	Percentage of Enrollment			N	Pct.
	Under graduate	-	All		
Bachelor's Only	31.9	29.8	272	59.3	
Bachelor's and Master 's or Master 's Only	47.7	48.7	145	31.6	
Doctorate, Usually with Bachelor 's and Master 's	20.4	21.5	42	9.1	
Total	100.0	100.0	459	100.0	
Baccalaureate College	4.5	4.2	68	14.8	
Master 's College and University	37.5	36.9	231	50.3	
Doctoral Research University	58.0	58.9	160	34.9	
Total	100.0	100.0	459	100.0	

tion programs were structured as departments or schools inside these arts and sciences units.

The image of journalism and mass communication education as an undergraduate undertaking is both correct and incorrect, these data show. The majority of degrees granted in the field (91.7%) were at the undergraduate level in 2003-2004, as reported above. In terms of enrollments, 93.5% of the students enrolled in the autumn of 2004 were studying for an undergraduate degree. Nearly 6 in 10 of the journalism and mass communication programs (59.3%) offer only a bachelor's degree.

At the same time, 85.2% of the journalism and mass communication programs are housed in universities with a commitment to graduate education.

Table 6 underscores the discrepancy between these two potentially conflicting views of journalism and mass communication education. Of the journalism and mass communication programs housed in Doctoral Re-

search Universities (Extensive and Intensive combined), only 25.6% offer a doctorate. In other words, the field is "underperforming" by about 75%. Among those journalism and mass communication programs housed in universities classified as Master's Colleges and Universities (I and II combined), only 29.0% are offering graduate degrees. The level of "underperformance" here is 71%. One of the journalism and mass communication programs located at a Baccalaureate institution is "overperforming" by offering a master's degree.

Data not tabled here show that journalism and mass communication programs housed at public institutions are more likely to offer all three degrees (12.2%) than private (4.8%). Journalism and mass communication programs at HBCUs (3.6%) and HACUs (8.3%) are less likely to offer all three degrees than are programs without these traditions (9.6%). Journalism and mass communication programs that offer a doctorate are much more likely to be accredited (61.9%) than are in-

Table 8
ORGANIZATIONAL STRUCTURE OF JOURNALISM AND MASS COMMUNICATION PROGRAMS
BY CARNEGIE CLASSIFICATION (PERCENT)

	Baccalaur College	ete and University	Master 's College Research University	Doctoral
Independent College, School	15.5		9.4	27.4
Unit in Larger Communication College	0		4.9	6.9
Unit in Arts and Science College	77.6		71.9	53.4
Unit in Professional Studies College	3.4		3.5	4.1
Other	3.4		10.3	8.2
Total	99.9		100.0	100.0
<i>N</i>	58		203	146

stitutions stopping with the master's degree (33.1%) or offering only a bachelor's degree (11.4%). Similarly, journalism and mass communication programs that offer a doctorate are more likely to join ASJMC (76.2%) than are journalism and mass communication programs that offer up to the master's (56.6%) or only the bachelor's degree (26.1%).

Those journalism and mass communication programs that offer graduate degrees actually outperform their relative numbers in offering journalism and mass communication education. While journalism and mass communication programs that offer a doctorate make up only 9.1% of the total number of 459 programs, in the autumn 2004 they enrolled 20.4% of the undergraduate and 21.5% of the total students in the field (Table 7). Journalism and mass communication programs that offer a master's as the top degree make up 31.6% of the total number of programs, but they enrolled 47.7% of the undergraduate students in the autumn of 2004 and 48.7% of all students.

The same conclusion holds in terms of the Carnegie classification of journalism and mass communication programs. Doctoral Research Universities make up 34.9% of the journalism and mass communication programs, but they enrolled 58.0% of the undergraduate students in the autumn of 2004 and 58.9% of the total students. Baccalaureate Colleges house 14.8% of the journalism and mass communication programs, but they enrolled 4.5% of the undergraduate students and 4.2% of the overall students.

Again the dominance of the doctoral environment is particularly noticeable. Nearly 6 in 10 of the journalism and mass communication students in the country are enrolled in a program at a doctoral research university.

Table 8 provides evidence that the nature of the university environment is related to—and possibly has impact on—the organizational structure of journalism and mass communication programs. Doctoral Research Universities are more likely to place journalism and mass communication instruction in independent colleges and

schools than are other types of universities and colleges. At doctoral research institutions, 34.3% of the journalism programs are either independent units or a subunit in a larger independent communication college. That figure is 14.3% at Master's Colleges and Universities and 15.5% at Baccalaureate Colleges. Data not tabled show the journalism and mass communication programs that offer a doctorate are considerably more likely to be in independent units or a part of an independent communication college (54.8%) than is the case for journalism and mass communications programs offering a master's as the top degree (27.9%) or journalism and mass communication programs offering only the bachelor's degree (12.3%).

Concluding Comments

Enrollments in the field of journalism and mass communication continued to grow in academic year 2004-2005, though the rate of growth was considerably lower than in either of the two previous years. The rate of growth was nearly the same at the undergraduate and graduate levels, leaving in place the heavy concentration on undergraduate instruction in the field.

The size of the freshman class in 2004 was considerably greater than a year earlier, in contrast with the situation in 2003, suggesting that enrollments in the field will pick up their rate of growth in the near future.

Consistent with the enrollment growth rates in recent years, the number of persons receiving degrees from journalism and mass communication

programs in 2003-2004 was up sharply from a year earlier. Nearly 48,000 students received a bachelor's degree in journalism and mass communication that year; approximately 4,100 students received master's degrees. The labor market has never before been asked to absorb so many new job seekers.

As in recent years, the students enrolled in and receiving degrees from the field of journalism and mass communication were more likely in 2004 than the year before to be female. The amount of change is small, but the pattern is unmistakable. Nearly two of every three students are now female. Nearly three in ten of the students at the undergraduate level are racial or ethnic minorities. That ratio has not changed much in recent years.

Journalism and mass communication education in the United States has two distinguishing and seemingly contradictory characteristics. First, it is predominantly undergraduate in terms of enrollments, degrees granted, and the nature of the programs. Second, it is predominantly graduate in terms of the institutions in which it is housed.

This contradiction no doubt explains the constant challenge facing the field, namely its need to justify its centrality to the mission of the university. It is difficult to offer that justification if the program focuses on undergraduate instruction but is housed in an institution characterized by its focus on graduate instruction and research.

The good news is that journalism education is surprisingly diverse. It is spread around the country geographically. It is housed in public and private institutions and in institutions with a focus on minority education. A significant, but not necessarily dominant, component follows accrediting

standards set by a recognized accrediting council. The majority of programs follow their own mandates. Students can choose between the personalized instruction of a small, liberal arts college or the diversity of offerings and experiences of a major research university.

Any differential impact of these variations in instructional contexts is unknown and therefore open to speculation.

Endnotes

1. Funding for the 2004 enrollment survey was provided by the American Society of Newspaper Editors, the Association for Education in Journalism and Mass Communication, the Association of Schools of Journalism and Mass Communication, Cox Newspapers Inc., The Freedom Forum, Gannett, the Hearst Corporation, the John S. and James L. Knight Foundation, the National Association of Broadcasters, the Newsletter & Electronic Publishers Foundation, Newspaper Association of America, The Newspaper Guild-CWA, the Scripps Howard Foundation, and the Grady College of Journalism and Mass Communication at the University of Georgia.

2. The URL is <http://djnews.paperfund.dowjones.com/fund/cg_schools.asp>.

3. The number of programs in the 2003 survey had been 463. Four programs listed in 2003 were removed when they were dropped from the Dow listing. Two programs new to the Dow listing were added, as was one program new to the AEJMC *Directory*.

4. These were Loras College

(Iowa), Texas A&M University, and Texas Woman's University.

5. The accrediting listing was verified against the listing for the Accrediting Council on its Web site, and the ASJMC listing was verified against records at the organization's headquarters in Columbia, SC.

6. Indiana University's School of Journalism and the journalism program at the Indianapolis Campus of IU are treated as separate programs in this analysis, though they share accreditation.

7. Special thanks are given to the following University of Georgia students who worked as research assistants or research clerks for the 2004 *Annual Survey of Journalism & Mass Communication Enrollments*: Noah Arceneaux, Hariqbal Basi, Jennifer Borja, Megan Williams, Angela Hains, Ramsey Harris, Douglas Jordan, Ick Lee, Mary Matheny, Evgenia Mussuri, Nancy Nusser, Benandr Parham, Kathryn Purcell, Amanda Swennes, Lauren Teffeau, Oana Vlad, Katie Williams, and Katherine Wooten.

8. Data back through 1988 are reported in Lee B. Becker, Tudor Vlad, Heidi Hennink-Kaminski, and Amy Jo Coffey, "2003-2004 Enrollment Report: Growth in Field Keeps up with Trend," *Journalism & Mass Communication Educator* 59 (autumn 2005): 278-308, and are available in a supplemental report to this article on the Web at www.grady.uga.edu/annualsurveys.

9. See National Center for Education Statistics, *Projection of Education Statistics to 2013*, Table 19, for undergraduate enrollments, and Table 20, for graduate enrollments; retrieved from <<http://www.nces.ed.gov/edstats/>>(28 August 2004).

10. See National Center for Educa-

tion Statistics, Projection of Education Statistics to 2013, Table 27, for undergraduate degrees, and Tables 28 and 29 for graduate degrees granted; retrieved from <<http://www.nces.ed.gov/edstats/>> (28 August 2004).

11. The completion of all IPEDS surveys is mandatory for all institutions that participate in or are applicants for participation in any Federal financial assistance program authorized by Title IV of the Higher Education Act of 1965, as amended. The completion of the surveys is mandated by 20 U.S.C. 1094, Section 487(a)(17). Title IV covers the administration of the federal student financial aid programs.

12. Institutions make their own decisions on how to use the codes.

13. For a list of the CIP Codes both for 1990 and 2004, see Amy Jo Coffey, Lee B. Becker, and Tudor Vlad, Survey of Doctoral Programs in Communication: Updated Report for 2003-2004 Graduates, at the Web site for the *Annual Surveys of Journalism & Mass Communication*, <www.grady.uga.edu/annualsurveys>. See also U.S. Department of Education, National Center for Education Statistics, *Classification of Instructional Programs-2000* (NCES 2002-165), Washington, DC: U.S. Government Printing Office (2002).

14. The total number of doctoral programs in the broad field of communication is estimated at 97, though not all have graduates each academic year. See Amy Jo Coffey, Lee B. Becker, and Tudor Vlad, Survey of Doctoral Programs in Communication: Updated Report for 2003-2004 Graduates, at the

Web site for the *Annual Surveys of Journalism & Mass Communication*, <www.grady.uga.edu/annualsurveys> for details.

15. The figure for African-American students was a slight decline over a year earlier, while the percentage of Hispanic students was a slight increase. The drop in African-American students is probably a measurement artifact, however, as one of the two very large journalism programs at a Historically Black University did not report the race and ethnicity of its students.

16. For HBCU list see <<http://www.edonline.com/cq/hbcu/alphabet.htm>>. For HSI list see <<http://www.hacu.net/assnfe/companydirectory.asp?>>.

17. This classification is taken from the Web site of Carnegie Foundation for the Advancement of Teaching Web site, <www.carnegiefoundation.org/Classification/downloads.htm>.

18. The report, including methodological details, is available at <http://www.carnegiefoundation.org/Classification/downloads/2000_Classification.pdf>.

19. Carnegie classifies institutions specializing in the awarding of associate degrees as well. Only journalism programs that offer a bachelor's degree or a graduate degree are included in the enrollment survey.

20. The question on organizational structure was not included in the 2004 enrollment survey. Data are taken from the 2003 survey and updated via Web searches where possible. Data remain missing for 42 programs.