

Journalism Career Options

Specialist Major Minor Co-op Joint

Exploring career options involves researching **occupations** and **industry sectors** that fit your **skills**, interests, personality preferences and values. An *occupation* relates to the activities of the work you perform, whereas *industry sector* classifies the organizations that employ people in such occupations.

Example: “Journalist” is an occupation that involves using critical thinking, judgment and decision making skills to report and write news stories for publication or broadcast and describe details of events. Journalists work in many industry sectors — particularly but not exclusively in the information sector. They might also work in the entertainment, government and professional services sectors.

Journalism graduates have many skills. In particular, they can:

Gather information and data	Report and edit
Influence/persuade	Speak effectively
Present specific viewpoints	Synthesize information
Provide detailed information	Think critically
Record observations	Write and present information clearly



With these skills in mind, how can I research my career options?

Occupational Research

Canada’s **National Occupational Classification (NOC)** system categorizes over 30,000 occupational titles into 10 broad classes listed in **Table 1**. The 4-digit titles in **Table 2** are examples of occupations related to Journalism within these classes (NB: Some require further education).

Table 1: NOC Occupational Titles (www5.hrsdc.gc.ca)

0 Management Occupations	5 Occupations in Art, Culture, Recreation and Sport
1 Business Finance and Administration Occupations	6 Sales and Service Occupations
2 Natural and Applied Sciences and Related Occupations	7 Trades, Transport and Equipment Operators and Related Occupations
3 Health Occupations	8 Occupations Unique to Primary Industry
4 Occupations in Social Science, Education, Government Services and Religion	9 Occupations Unique to Processing, Manufacturing and Utilities

Table 2: Sample Occupational Titles Related to Journalism

0016 Publisher	4168 Foreign Service Officer
1122 Advertising Account Executive	5111 Multimedia Librarian
1225 Media Buyer	5121 Technical Writer, Biographer
1244 Court Reporter	5122 Copy Editor
2171 Interactive Media Consultant	5123 Journalist, News Writer/Editor, Reporter, Researcher
2172 Information Resource Analyst	5124 Public Relations Specialist, Press Secretary
2241 Communications Technologist	5131 Producer
4112 Lawyer	5221 Photojournalist
4121 Teacher/Professor	5231 Announcer, Sportscaster
4164 Human Rights Officer	6481 Public Speaking Consultant

Occupational Research Links

The two excellent occupational databases below provide you with details about job prospects, nature of work, educational requirements, working conditions, pay and related occupations:

Career Cruising: www.careercruising.com (Access our subscription through your Career Centre Online account)

ONet: <http://online.onetcenter.org> (U.S. site)

Industry Research

The **North American Industry Classification System (NAICS)** is a hierarchical industry structure that divides the economy into 20 broad sectors of activity listed in **Table 3**. **Table 4** provides examples of specific industry groups relevant to Journalism graduates.

Table 3: NAICS Industry Sectors (www.statcan.gc.ca/subjects-sujets/standard-norme/naics-scian/2007/list-liste-eng.htm)

11 Agriculture, Forestry, Fishing and Hunting	53 Real Estate and Rental and Leasing
21 Mining and Oil and Gas Extraction	54 Professional, Scientific and Technical Services
22 Utilities	55 Management of Companies and Enterprises
23 Construction	56 Administrative, Support, Waste Management, Remediation
31-33 Manufacturing	61 Educational Services
41 Wholesale Trade	62 Health Care and Social Assistance
44-45 Retail Trade	71 Arts, Entertainment and Recreation
48-49 Transportation and Warehousing	72 Accommodation and Food Services
51 Information and Cultural Industries	81 Other Services (except Public Administration)
52 Finance and Insurance	91 Public Administration (= Government)

Table 4: Sample Industry Groups Relevant to Journalism Graduates

5111 Newspaper/Magazine Publishers	6113 Universities
5121 Film Libraries	7115 Independent Journalist/Writers/Authors
5151 Radio and Television Broadcasting Networks	8133 Social Advocacy Groups
5411 Law Firms	9119 Federal — Communications Policy Planning
5416 Consulting Firms	9129 Provincial — Human Rights Commission
5419 Public Opinion Research Services	

Industry Research Links

To learn more about job prospects in your sectors of interest, visit:

Industry Canada: www.ic.gc.ca/eic/site/company-entreprises.nsf/eng/home

Career Links Related to Journalism

Professional Associations

Canadian Authors Association	www.canauthors.org
Canadian Community Newspapers Association	www.communitynews.ca
The Canadian Association of Journalists	www.caj.ca
Canadian Association of Broadcasters	www.cab-acr.ca
Canadian Communication Association	www.acc-cca.ca
Canadian Film and Television Production Association	www.cftpa.ca

Other Resources

The Writers Guild of Canada	www.writersguildofcanada.com
Arts and Cultural Industries Canada	www.international.gc.ca/culture
International Federation of Journalists	www.ifj.org
Cultural Human Resources Council	www.culturalhrc.ca
Institute of Communication Agencies	www.icacanada.ca
Canadian Radio Television & Telecommunications Commission	www.crtc.gc.ca

E-Journals Available through the University of Toronto Library (www.library.utoronto.ca/utsc)

American Journalism Review	European Journal of Communication	Journalism & Mass Communication
Canadian Journal of Communication	Harvard International Journal of Press	Journalism History
Columbia Journalism Review	Journalism	Journalism Studies

Resources Available at the Academic Advising & Career Centre

Not sure how your skills, values, personality and interests fit your career options? Book an appointment with a Career Counsellor or sign-up for the *Discover Your Skills and Career Options* workshop via the Intranet. The Academic Advising & Career Centre has a very good collection of books related to career planning and job search.