

# Communications and Journalism

**This group includes the following majors:**

- **Advertising and Public Relations**
- **Communications**
- **Journalism**
- **Mass Media**

Communications and Journalism account for 5.9 percent of all majors. Median earnings for those with only a Bachelor's degree who majored in Communications and Journalism are \$50,000.<sup>1</sup> Almost two-thirds (64 percent) of people in these majors are women, and 36 percent are men. However, women with these majors make, in the aggregate, \$11,000 less than men (\$44,000 vs. \$55,000). The racial makeup of these majors, on average, is 81 percent White; 4 percent Asian; 8 percent African-American; 6 percent Hispanic; and 1 percent Other Races.<sup>2</sup> Earnings for Asians (\$45,000), African-Americans (\$41,000), and Hispanics (\$43,000) are less than the \$50,000 in median wages earned by Whites.

Earnings for those with an undergraduate major in Communications and Journalism can vary widely; for instance, the 25th percentile median earnings are \$34,000, while the 75th percentile median earnings are \$75,000—a difference of \$41,000. The major with the highest median earnings is Journalism, and the major with the lowest median earnings is Mass Media.

About 20 percent of people with these majors obtain a graduate degree and, as a result, get an average earnings boost of 25 percent.

<sup>1</sup> All of the earnings data presented here is on full time, full-year workers with a Bachelor's degree only.

<sup>2</sup> Due to rounding, these may not add to 100 percent.

Of people who have received an undergraduate major in Communications and Journalism, 21 percent work in Management, 17 percent in Sales, 14 percent in Arts, 14 percent in Office, and 7 percent in Education occupations. By industry, 14 percent work in Information Services, 13 percent in Professional and Business Services, 10 percent in Education, 9 percent in Retail Trade, 9 percent in Financial Services, and 8 percent in Health Services.

Of those with Communications and Journalism majors who are in the labor force and employed, 82 percent work full-time. About 6 percent are unemployed.



\* Full-time, full-year workers with a terminal Bachelor's.

**ALL**

Communications and Journalism Major Group

Advertising and Public Relations

Communications

Journalism

Mass Media

**POPULARITY OF MAJORS<sup>†</sup>**

Total Bachelor's	1,986,030	174,776	<b>898,096</b>	389,564	204,344
% of Major Group	100	9	<b>45</b>	20	10

**MEDIAN EARNINGS BY MAJOR\***

Median Earnings	50,000	50,000	50,000	<b>51,000</b>	45,000
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**EARNINGS AT THE 25TH AND 75TH PERCENTILE\***

Earnings at the 25th percentile	34,000	34,000	<b>35,000</b>	<b>35,000</b>	32,000
Earnings at the 75th percentile	75,000	73,000	77,000	<b>80,000</b>	71,000
Difference	41,000	39,000	42,000	<b>45,000</b>	39,000

**PERCENT OBTAINING A GRADUATE DEGREE**

Did not obtain graduate degree (%)	80	<b>85</b>	81	78	83
Obtain graduate degree (%)	20	15	19	<b>22</b>	17

**EARNINGS BOOST FROM OBTAINING A GRADUATE DEGREE**

% Earnings Boost from Graduate Degree	25	12	26	<b>28</b>	11
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**WORK STATUS\***

Full-time (%)	82	<b>84</b>	83	81	<b>84</b>
Part-time (%)	18	16	17	<b>19</b>	16

**PERCENT EMPLOYED\*\***

Employed (%)	94	93	93	<b>94</b>	93
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<sup>†</sup> The ACS data are best used to discuss distributional characteristics of the underlying population. However, we also include the number of degree holders to provide the reader with an 'order of magnitude' sense of the number of people with this major.

\* Full-time, full-year workers with a terminal Bachelor's.

\*\* Of people in the labor force.

## GENDER

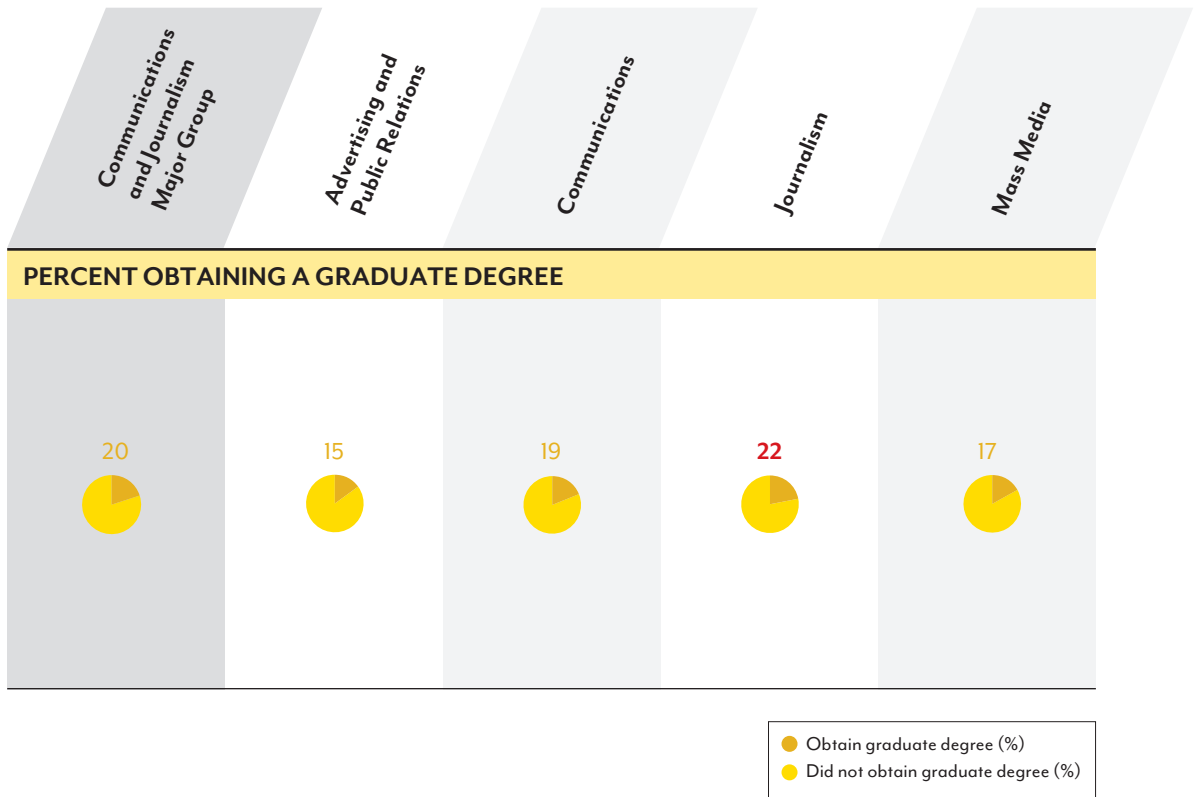
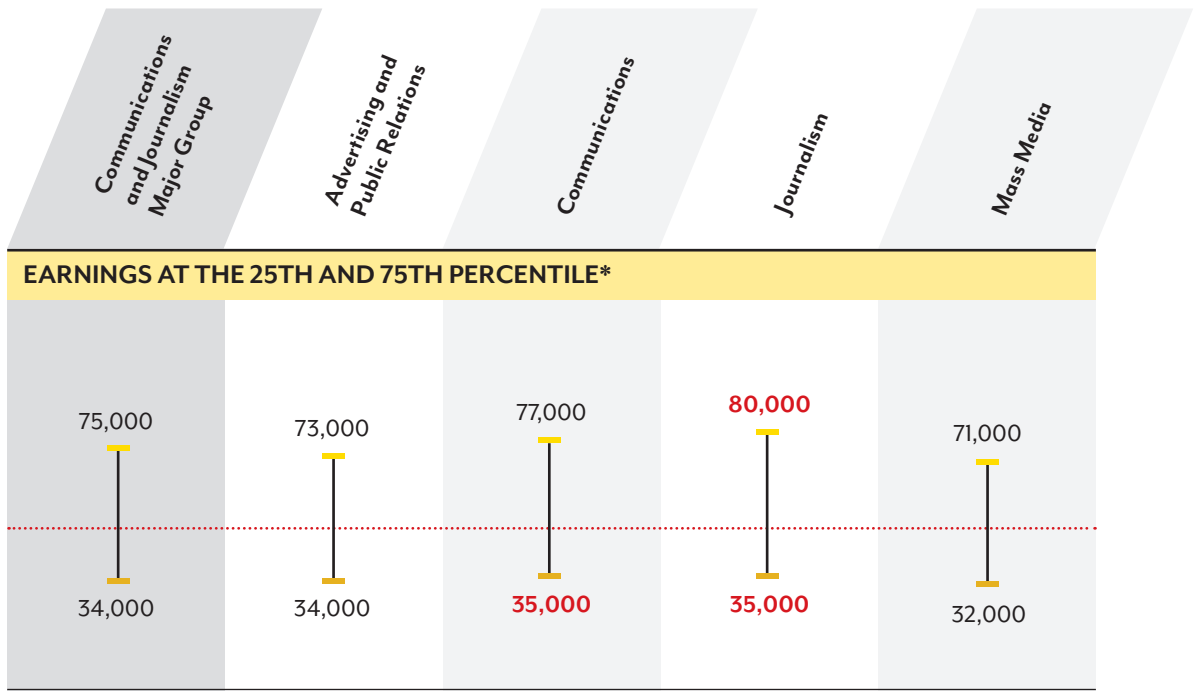
	Communications and Journalism Major Group	Advertising and Public Relations	Communications	Journalism	Mass Media
<b>GENDER COMPOSITION OF MAJORS</b>					
Percent Female	64	<b>66</b>	58	59	48
Percent Male	36	34	<b>42</b>	41	52
<b>EARNINGS BY GENDER*</b>					
Female Median Earnings	44,000	46,000	46,000	<b>47,000</b>	40,000
Male Median Earnings	55,000	55,000	56,000	<b>60,000</b>	50,000
Difference	11,000	9,000	10,000	<b>13,000</b>	10,000

\* Full-time, full-year workers with a terminal Bachelor's.

## RACE AND ETHNICITY

	Communications and Journalism Major Group	Advertising and Public Relations	Communications	Journalism	Mass Media
<b>RACIAL AND ETHNIC COMPOSITION OF MAJORS<sup>Δ</sup></b>					
% White	81	<b>84</b>	80	<b>84</b>	77
% African-American	8	6	9	7	<b>10</b>
% Hispanic	6	<b>6</b>	<b>6</b>	5	<b>6</b>
% Asian	4	3	3	3	<b>6</b>
% Other Races and Ethnicities	1	<b>1</b>	<0.5	<b>1</b>	<0.5

<sup>Δ</sup> Due to rounding, these may not add to 100 percent.



## WHERE COMMUNICATIONS AND JOURNALISM MAJORS END UP BY OCCUPATION\*

	1st Occupation (%)	2nd Occupation (%)	3rd Occupation (%)	4th Occupation (%)	5th Occupation (%)
<b>Communications and Journalism Major Group</b>	MGMT (21)	SALES (17)	ARTS (14)	OFF (14)	EDU (7)
<b>Advertising and Public Relations</b>	MGMT (25)	SALES (20)	OFF (16)	ARTS (9)	BUS (5)
<b>Communications</b>	MGMT (23)	SALES (21)	OFF (14)	ARTS (10)	BUS (7)
<b>Journalism</b>	ARTS (28)	MGMT (22)	SALES (14)	OFF (10)	EDU (4)
<b>Mass Media</b>	ARTS (19)	SALES (17)	MGMT (16)	OFF (15)	COMP (7)

\* Full-time, full-year workers with a terminal Bachelor's.

### Occupation Abbreviations:

Architecture = ARCH	Health Professionals = HLTH PROF
Arts = ARTS	Health Support = HLTH SUP
Blue Collar = BC	Installation = INST
Building = BLDG	Legal = LGL
Business = BUS	Life Science = LS
Community Service = COMM	Management = MGMT
Computer Services = COMP	Office = OFF
Construction = CON	Personal Service = PERS
Education = EDU	Production = PROD
Engineering = ENGR	Protective Services = PROT
Finance = FIN	Sales = SALES
Food Service = FOOD	Social Science = SS
	Transportation = TRAN

**WHERE COMMUNICATIONS AND JOURNALISM MAJORS END UP BY INDUSTRY\***

	<b>1st Industry (%)</b>	<b>2nd Industry (%)</b>	<b>3rd Industry (%)</b>	<b>4th Industry (%)</b>	<b>5th Industry (%)</b>
<b>Communications and Journalism Major Group</b>	INFO (14)	PROF (13)	EDU (10)	RETL (9)	FIN (9)
<b>Advertising and Public Relations</b>	PROF (22)	RETL (11)	FIN (10)	INFO (8)	EDU (8)
<b>Communications</b>	INFO (12)	PROF (12)	FIN (11)	RETL (9)	EDU (9)
<b>Journalism</b>	INFO (26)	PROF (14)	EDU (9)	FIN (7)	RETL (6)
<b>Mass Media</b>	INFO (22)	PROF (13)	RETL (10)	EDU (9)	FIN (6)

\* Full-time, full-year workers with a terminal Bachelor's.

**Industry Abbreviations:**

Administrative Services = ADMN

Agriculture = AG

Arts = ARTS

Construction = CON

Education Services = EDU

Financial Services = FIN

Food Service = FS

Health Services = HS

Information = INFO

Management Services = MGMT

Manufacturing (durable) = MAN-d

Manufacturing (non-durable) = MAN-nd

Mining = MNG

Other Service = OS

Professional Services = PROF

Public Administration = PUB

Real Estate = RE

Retail Trade = RETL

Sales = SALES

Social Science = SS

Transportation = TRAN

Utilities = UTIL

Wholesale Trade (durable) = WHLS-d

Wholesale Trade (non-durable) = WHLS-nd