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The Journalistic Touch

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Jean Ary describes opportunities in the home economics writing field

HOME ECONOMICS graduates soon discover that journalism is not an unnecessary elective as far as the professional world is concerned, but a necessary requirement. Besides teaching the ABCs to children, a child development major could do well with writing ability herself. Writing books for either the parent or the child requires journalistic skill and a thorough knowledge of children.

Newspapers and magazines demand a great deal of juvenile literature. Informative articles for adults are printed constantly, while many publications have regular columns for parent readers.

Father may scowl when Johnny climbs on his lap with the evening funnies, but newspapers continue to cater to children by way of literature. Comic strips, continued stories, puzzles and games are only a few of the devices used to attract a juvenile audience. Someone must be responsible for composing this material, and who is better equipped than a person skilled in child training and journalism?

When little Jane will buy a Shirley Temple dress or none, an attractive picture or appealing poem has probably accompanied some advertisement of this clothing. The field of advertising demands child experts. Advertising copy for children's clothing, toys and food must be written to appeal to both mother and child.

Household equipment, too, can be closely connected with journalism. A home economist specializing in this work finds many advertising positions available. Demonstrations and lectures are the most effective means of advertising equipment.

At the present time free cooking schools are a popular method. The lecturer must be able to sell the equipment to the audience while their attention is focused on the product being demonstrated. She must have an effective sales talk prepared beforehand.

Often a lecturer is in charge of local advertising of her demonstration and product. Her newspaper advertising must be effective to attract crowds. A knowledge of journalism would be almost imperative in this phase of household equipment.

The tremendous number of listeners to WOI homemaker broadcasts is a good example of the desire of women to further their education by means of the radio.

The combination of journalism and home economics training has aided many a homemaker in balancing her budget. Home economics articles written with both knowledge and practical experience as a background often bring generous returns when submitted to newspapers and magazines. Writing is the homemaker's one opportunity to compete with home economists in profession.