

# DIGITAL JOURNALISM AND MEDIA, B.A.

**Begin Campus:** World Campus

**End Campus:** World Campus

## Program Description

The Digital Journalism and Media degree, to be offered via the World Campus, will prepare students for the fast-changing field of digital journalism and other web-based communications careers, including multimedia storytelling, digital production and digital media management. This new major, as structured, requires courses on writing, law, ethics and multimedia skills in its core. There are three suggested pathways of courses which can allow students to develop expertise in certain subject areas within mass communications: Digital Journalism, Visual Media and Media Management. They will understand the industries that operate in today's societies and be prepared for jobs as writers, content producers, leaders and policy makers.

The program will be accredited by the Accrediting Council on Education in Journalism and Mass Communications.

## What is Digital Journalism and Media?

The field of journalism has been radically transformed by the onset of new opportunities to engage an audience using technology. The bachelor's degree in digital journalism and media can prepare you for the fast-changing field of digital journalism and other web-based communication careers, including multimedia storytelling, digital production, and digital content management. While offering a cutting-edge education in digital media, this program also focuses on writing, editing, and journalistic ethics. Students may focus on one of several areas as they prepare to be leaders in digital media. Those areas include digital journalism, visual media, media management or an individualized program created from the program's courses to suit the student's career aspirations.

## You Might Like This Program If...

- You're curious, inquisitive, observant and organized.
- You have an interest in telling stories, no matter the medium, and trying technologies that engage an audience.
- You have an ability to meet deadlines and work under pressure.
- You have excellent verbal and written communications skills.

MORE INFORMATION ABOUT DIGITAL JOURNALISM AND MEDIA (<https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-digital-journalism-and-media-bachelor-of-arts-degree/>)

## Direct Admission to the Major

Incoming first-year students who meet the program admission requirements are admitted directly into the major. Admission restrictions may apply for change-of-major and/or change-of-campus students.

For more information about the admission process for this major, please send a request to the college, campus, or program contact (listed in the Contact tab).

## Degree Requirements

For the Bachelor of Arts degree in Digital Journalism and Media, a minimum of 120 credits is required:

Requirement	Credits
General Education	45
Electives	11
Bachelor of Arts Degree Requirements	24
Requirements for the Major	40

**13-24 of the 24 credits for Bachelor of Arts Degree Requirements are included in the Requirements for the Major, General Education, or Electives.**

## Requirements for the Major

A grade of C or better is required for all courses in the major. To graduate, a student enrolled in the major must earn at least a C grade in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>).

Code	Title	Credits
<b>Prescribed Courses</b>		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 160	Basic News Writing Skills	1
COMM 180	Survey of Electronic Media and Telecommunications	3
COMM 260W	News Writing and Reporting	3
COMM 269	Photojournalism	3
COMM 271	Principles of Journalism	3
COMM 280	Introduction to Telecommunications Technologies	3
COMM 409	News Media Ethics	3
<b>Additional Courses</b>		
<i>Additional Courses: Require a grade of C or better</i>		
COMM/IST 310	Digital Media Metrics	3
or COMM 364	Data Visualization for Journalists	
COMM 403	Law of Mass Communications	3
or COMM 492	Internet Law and Policy	
Select 3 credits from the following:		3
COMM 282	Television Field Production	
COMM 460W	Reporting Methods	
COMM 467	News Editing and Evaluation	
<b>Supporting Courses and Related Areas</b>		
<i>Supporting Courses and Related Areas: Require a grade of C or better</i>		
Select 12 credits from the following:		12
COMM 228	Introduction to Science Writing and Communication	
COMM 380	Telecommunications Management	
COMM 461	Magazine Writing	
COMM 469	Photography for the Mass Media	
COMM 481	Visual Storytelling for Journalists	

## General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills

necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

### **Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)**

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

### **Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)**

- **Arts (GA):** 3 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 3 credits
- **Social and Behavioral Sciences (GS):** 3 credits
- **Natural Sciences (GN):** 3 credits

### **Integrative Studies**

- **Inter-Domain Courses (Inter-Domain):** 6 credits

### **Exploration**

- **GN**, may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

## **University Degree Requirements**

### **First Year Engagement**

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

### **Cultures Requirement**

6 credits are required and may satisfy other requirements

- **United States Cultures:** 3 credits
- **International Cultures:** 3 credits

### **Writing Across the Curriculum**

3 credits required from the college of graduation and likely prescribed as part of major requirements.

## **Total Minimum Credits**

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

## **Quality of Work**

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

## **Limitations on Source and Time for Credit Acquisition**

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>)). For more information, check the Suggested Academic Plan for your intended program.

## **B.A. Degree Requirements**

**World Language** (0-12 credits): Student must attain 12th credit level of proficiency in one world language in addition to English. This proficiency must be demonstrated by either examination or course work. See the Placement Policy for Penn State World Language Courses (<https://bulletins.psu.edu/undergraduate/general-information/academic-information/advising-planning-degree-program/course-placements/placement-policy-world-language-courses/>).

**B.A. Fields** (9 credits): Humanities, Social and Behavioral Sciences, Arts, World Languages, Natural Sciences, Quantification (may not be taken in the area of the student's primary major; world language credits in this category must be in a second world language in addition to English or beyond the 12th credit level of proficiency in the first language). Credits must be selected from the list of approved courses.

**World Cultures** (0-3 credits): Select 3 credits from approved list. Students may count courses in this category in order to meet other major, minor, elective, or General Education requirements, except for the University Cultural Diversity (US/IL) requirement.

## **Learning Outcomes**

### **Professional Values and Competencies**

The Accrediting Council on Education in Journalism and Mass Communications requires that graduates of accredited programs be aware of certain core values and competencies and be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work.

## Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and-out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

## World Campus

### Undergraduate Academic Advising

100 Innovation Blvd  
Suite 225  
University Park, PA 16803  
814-863-3283  
[advising@worldcampus.psu.edu](mailto:advising@worldcampus.psu.edu)

## Career Paths

Skills earned by pursuing the major provide students with the ability to create, execute, and evaluate communication strategies – making them a valuable asset for businesses, corporations, government, news outlets, and nonprofit organizations. Because students should be able to write and produce content for digital journalism organizations, to apply multimedia skills to develop, create, research and assess pieces appropriate to specific mediums and audiences, and to understand ethics and laws regarding freedom of the press and speech, they are especially valuable to any number of organizations who value those skills.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE DIGITAL JOURNALISM AND MEDIA PROGRAM (<https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-digital-journalism-and-media-bachelor-of-arts-degree/>)

## Accreditation

The Donald P. Bellisario College of Communications is evaluated regularly by the Accrediting Council on Education in Journalism and Mass Communications, and the Bellisario College has consistently met the high standards of the organization that is dedicated to excellence in

professional education in journalism and mass communications. For undergraduate students, accreditation most practically means that upper-level professional classes in each major will be conducted in rooms with 20 or fewer students.

MORE INFORMATION ABOUT THE ACCREDITING COUNCIL ON EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS (<https://www.aejmc.org>)

## Contact

### World Campus

DEPARTMENT OF JOURNALISM  
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University Park, PA 16802  
814-863-2682  
[Michelle.Baker@psu.edu](mailto:Michelle.Baker@psu.edu)

<https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-digital-journalism-and-media-bachelor-of-arts-degree> (<https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-digital-journalism-and-media-bachelor-of-arts-degree/>)