

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