

JOURNALISM (B.A.)

The Multimedia Journalism BA major at Keene State College is dedicated to investigating the role of journalism in contemporary society within a liberal arts perspective. The major prepares students for careers in multimedia journalism.

The major provides students with a comprehensive understanding of the media and prepares them for careers in the field by enabling them to develop news judgment, storytelling, social media, production, photojournalism, and technical skills in an applied setting. The curriculum emphasizes the professional concepts and practices of press objectivity, fairness, accuracy, and freedom of the press as well as the development of analytical, writing, research, interviewing, production, and presentation skills.

The curriculum approaches storytelling from a multimedia perspective, equipping students to select the appropriate platform for each story. A grade of C or higher must be earned in each Journalism course or course substitution counted toward the major.

Integrative Studies Requirements

40 credits minimum

Journalism - Multimedia

Code	Title	Credits	Completed
Major Requirements (46 credits)			
<i>Core Courses:</i>			
IHJRN-130	Media Writing Fundamentals	4	_____
IHJRN-155	Multimedia Fundamentals	4	_____
JRN-160	Thinking Like a Journalist	2	_____
JRN-230	Multimedia Reporting	4	_____
IHJRN-240	Social Media Fundamentals	4	_____
COMM-385	Digital Comm Law & Ethics	4	_____
<i>Practicum 1 (4 credits)</i>			
JRN-280	Media Production		_____
JRN-281	Television Production		_____
JRN-283	Sports Broadcast Journalism		_____
JRN-284	Livestream Production		_____
JRN-382	Advanced Media Production		_____
<i>Reporting</i>			
JRN-390	Multimedia: Features	4	_____
JRN-391	Multimedia: Public Affairs	4	_____
JRN-495	Multimedia: Capstone	4	_____
<i>Practicum 2 (4 credits)</i>			
		4	_____

JRN-493	Journalism Internship (2 to 12 credits, 4 credits count toward major)	_____
<i>Electives</i>		
<i>Select one of the following:</i>		4 _____
IAART-105	Graphic Design Process	_____
IAENG-202	Creative Nonfiction Writing	_____
COMM-360	Strategic Digital Comm	_____
ENG-307	Professional Writing Workshop	_____
IAFILM-332	Creative Digital Non-Fiction	_____
FILM-480	Topics in Production II	_____
JRN-340	Social Media Analytics	_____
Total Credits		46 _____

* A grade of C or higher must be earned in each Journalism course or course substitution counted toward the major.

Electives

Select courses to reach a total of 120 credits for the degree.

Degree Requirements

120 credits

40 credits at the upper-level

Upon completion of the Journalism B.A. degree, student will:

- Know and apply journalistic information gathering, research, and analysis methods.
- Research, write, and produce a coherent, accurate, fair, and appropriately comprehensive account of a news event for distribution in multiple forms, including print, broadcast, social media, online, and emerging media.
- Apply legal and ethical principles to professional communication activities.
- Attain proficiency with a variety of journalistic tools, especially multimedia information gathering, analytics, dissemination, editing, and production software and equipment.
- Understand and practice leadership roles in the classroom and with associated media groups, including managing, editing, producing, and directing.
- Think critically when analyzing the relationship between mass media and society from historical, legal, ethical, and contemporary perspectives.