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

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<th>Journalism - Multimedia</th>
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<td>Major Requirements (46 credits)</td>
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**Core Courses:**
- 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

**Practicum 1 (4 credits)** 4
- JRN-280 Media Production
- JRN-281 Television Production
- JRN-283 Sports Broadcast Journalism
- JRN-284 Livestream Production
- JRN-382 Advanced Media Production

**Practicum 2 (4 credits)** 4
- JRN-390 Multimedia: Features 4
- JRN-391 Multimedia: Public Affairs 4
- JRN-495 Multimedia: Capstone 4

**Electives**
Select one of the following: 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.