



SCHOOL OF PROFESSIONAL STUDIES

MASTER OF ARTS IN DIGITAL JOURNALISM

Expand Investigative Journalism Using New Media

Modern journalism requires highly skilled news and communication professionals. As a new media student, you'll learn to use emerging technology to satisfy the world's ongoing appetite for clear, accessible, and relevant news. As this program is taught entirely online, you'll have the opportunity to network with other skilled news professionals around the world. You'll be trained to work with a team or to act as a lone video journalist who travels to capture and share stories from just about any location. The program explores theoretical and practical approaches to new journalism as well as the legal ramifications and ethics of traditional journalism. During the course you'll work

with mentors in the field and will create your own electronic portfolio.

Program highlights:

- Entire program can be completed online
- Build a foundation in journalism, storytelling, and reporting
- Use the Web to advance investigative journalism for research and presentation
- Create your own projects exploring public issues, events, and individuals
- Conduct polls and interviews; engage in interactive audience research

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NATIONAL
UNIVERSITY

MASTER OF ARTS IN DIGITAL JOURNALISM

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The goal of the Master of Arts in Digital Journalism is to prepare learners to become dynamic new media professionals capable of using emerging technologies to generate, create, and disseminate news and analysis in a competitive, fast-moving global information environment. The changing nature of 21st century journalism requires professionals who are ready to answer the call for more highly skilled news and communication practitioners in the 24-hour information-on-demand cycle. The program covers theoretical and practical approaches to news coverage and packaging and contemporary business and marketing models relevant to news organizations.

The entire program is offered online with coursework that marries non-traditional multimedia skills with professional journalistic practices, legal underpinnings, and the ethics of traditional journalistic practice. Other classes include computer-assisted reporting, the business of journalism, producing online publications, investigative reporting, and international reporting. In the capstone, students will be matched with mentors in professional media and communication fields based upon their interests. Students also create an electronic portfolio designed to help them gain employment and build their career as a professional journalist.

Graduates will acquire a host of intellectual, managerial, and journalistic skills, including: an understanding of emerging media business models; the ability to create original enterprise projects about public issues, events, and individuals; the knowledge to engage in public journalism by conducting polling, interviewing, and interactive audience research; the training to develop, implement, and evaluate appropriate strategies of investigative journalism using the Web for both research and presentation; and professional instruction in the foundations of shoe-leather journalism, as well as story-generation and reporting.

Applicants must already possess a Bachelor of Arts degree and should be able to write in English at an advanced level, and be flexible enough to learn the latest technological skills that new media professionals need to survive. Applicants must prove basic competency in digital video and audio skills or take JRN 502, Essential Digital Competencies prior to JRN 610 Backpack Digital Audio & Video. If a student's writing skills need improvement, he or she may be required to enroll in a remedial writing class before continuing in the program. Applicants for whom English is a second language are encouraged to take the Accuplacer English test. Contact the program lead faculty for more information.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Develop digital informational content (text, graphics, audio, video) for dissemination across multiple media platforms.
- Evaluate the effect of information and knowledge management structures on accuracy and reliability in news media publications.
- Employ emerging media practices within ethical and legal boundaries.
- Create interactive online publications for a global audience.
- Evaluate contemporary business and marketing models used by media journalists to disseminate news products.
- Analyze news and information gathered from computer databases.
- Compare past and present trends in news writing, reporting, and editing.

Degree Requirements

(14 courses; 63 quarter units)

To receive a Master of Arts in Digital Journalism students must complete at least 63 quarter units of graduate work, of which a minimum of 49.5 quarter units must be taken in residence at National University. Students can transfer up to 13.5 quarter units at the graduate level from a regionally accredited institution provided the units have not been used to satisfy the requirements of an awarded degree and the faculty advisor determines the course content is applicable to the program. Students wishing to transfer credits into the program should contact the program faculty advisor. The capstone in this program will be developed individually with the advisor and may include an internship in a student's home community or one arranged through National University's student publication.

Program Prerequisite

(1 course; 1.5 quarter units)

JRN 502 Essential Digital Competencies (1.5 quarter units)

Students who feel they have met the competencies of this class should speak to the faculty advisor regarding the requirements needed to submit a waiver.

Core Requirements

(14 courses; 63 quarter units)

JRN 600 The New News

JRN 605 Advanced Non-Fiction Writing

JRN 610 Backpack Digital Audio & Video
Prerequisite: JRN 502

JRN 615 International Reporting

JRN 620 Online Publishing

JRN 630 Professional Editing

JRN 640 Emerging News Business Models

JRN 645 Marketing the News

JRN 650 Computer-Assisted Research

JRN 655 Communication Law

JRN 656 Ethics in the New Media World

JRN 660 Investigative Methods

JRN 670 Producing Enterprise Projects

JRN 680 Capstone Project