

NMJ670 : New Media Publishing and Distribution

The New Media Publishing and Distribution Course examines the broad economic issues facing the field of journalism in the digital age: global competition, multiple distribution platforms, evolving technology and consumer behaviors, and fractionalized revenue streams. Students explore the concepts of interactive publishing and management by learning how to marry journalism fundamentals with the technologies of interactive publishing. Course instruction addresses issues of newsroom organization, content development, budgeting, responsibilities, and standards in a 24-hour multimedia news environment.

Credits 4