

# New Media Journalism Master of Arts

## Degree Type

Master of Arts

## Environment

online

## Program Length

48 weeks

## Overview

The New Media Journalism Master of Arts degree program addresses the opportunities for communication in today's media industry, with a focus on the mechanics of current technologies and how they enhance both narrative structure and visual storytelling. As a student in the program, you'll explore methods of research, reporting, and publishing on a variety of multimedia platforms while taking into account different approaches that each platform requires. Specialized courses teach you how to apply methods of traditional journalism to writing for interactive media, including reporting using online resources and social media, public relations, and addressing and resolving legal issues in the digital domain. You'll also learn how to produce visual and text-based content for multimedia platforms, and publish that content through different digital delivery systems. You'll apply this collected knowledge to a final capstone project that will consist of a sustained study of a journalistic topic that will be published to a website or blog, and incorporate text, photography, video, graphics, and other storytelling elements. You'll also document the evolution of the project with a supporting thesis paper, giving you a comprehensive communications project to showcase your abilities as a media journalist.

## Objective

**Master's Objective** The New Media Journalism Master of Arts degree program teaches students how new media technology shapes contemporary journalism in philosophy, practice, and delivery. The curriculum addresses the concepts, processes, and tools utilized in digital news production, digital newsroom management, multimedia reporting, and social media writing, as well as the legal and ethical aspects of new media journalism. Completion of the program will enable graduates to take advantage of growing career opportunities for multimedia writers, reporters, producers, managers, and editors. In addition to technical proficiency and creative development, your education will help you develop critical thinking, problem solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industry.

## Month 1

Month 1

Code	Title	Credit Hours
MDL501	Mastery: Personal Development and Leadership	3.0

## Month 2

Month 2

Code	Title	Credit Hours
NMJ510	New Media and Communications	4.0

## Month 3

Month 3

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
NMJ520	Writing for Interactive Media	4.0

## Month 4

Month 4

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
NMJ642	Legal Aspects of Media	4.0

## Month 5

Month 5

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
NMJ540	Research and Investigation Skills Development	4.0

## Month 6

Month 6

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
NMJ550	Multimedia Development and Editing	4.0

## Month 7

Month 7

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
NMJ570	Digital News Production	4.0

## Month 8

Month 8

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
NMJ590	Multimedia Reporting	4.0

## Month 9

Month 9

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
NMJ620	Social Media and Online Community Engagement	4.0

## Month 10

Month 10

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
NMJ650	Public Relations and Reputation Management	4.0

## Month 11

Month 11

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
NMJ670	New Media Publishing and Distribution	4.0

## Month 12

Month 12

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
NMJ690	New Media Journalism Final Project	4.0
<b>Total Credit Hours</b>		<b>47</b>