School of Communication and the Arts
FACT SHEET
Master of Arts in Journalism
Major: Journalism

Program Description
The Master of Arts in Journalism program requires 33 graduate credit hours, with courses offered on a 12-month rotation. The program is designed to equip students with the professional knowledge and skills that will enable them to engage the emerging 21st Century media environment. The program as a whole equips students with writing and production skills in news, information, public affairs and multimedia storytelling in a manner that may be applied across many professions. Students will also explore how their faith and values intersect with journalistic storytelling.

Courses are designed to guide students through a progression of learning experiences so that they might master multiple professional skills in the how to create story content for a wide range of media, including print publications, text, audio, video, mobile, social media, and internet platforms. Students engage the relevant communication theory, law, ethics, aesthetics, editorial decision-making, writing, editing, design, and production skills to prepare students for today’s marketplace.

Program Mission: Journalism Professionals to Change the World. The journalism program prepares graduates for many different types of jobs, including mid and upper-management positions in news media companies, public relations firms, non-profit organizations, news production centers, and entrepreneurial initiatives in the news media and public relations industries. The primary distinctive of this program of study as compared to similar college and university programs is our integration of biblical principles with the best practices of journalism professionals and our partnership with a Christ-centered international news organization, CBN. Below are the essential elements of the program:

- A 33 credit-hour degree program that can be completed in 12 months, or in 18-24 months
- A balanced approach to integrating knowledge, theory and praxis
- A team-teaching model in which specified courses will have a Lead Professor who will collaborate with one or two additional faculty members or adjuncts in an effort to provide a comprehensive learning experience
- A clearly defined set of skills that will be developed and refined during the program
- Applied production components in 90 percent of the classes
- A unique culminating experience in which students work on directed projects within an existing media-related organization for an entire semester to gain professional experience
Program Outcomes
1. Students will explore the interactive nature of the Internet as it pertains to professional journalistic practices and the journalism media industry, particularly as it intersects with the impact on local and global media communications and community.
2. Students will apply emerging theory, skills and practices of journalism as they pertain to all areas of media and society, with a full comprehension of the changing forces that influence journalistic media standards and practices.
3. Students will demonstrate the integration of biblically-based content and the development of their worldview as it pertains to and implicates their professional journalistic skills, practices and leadership within their communities.

Program Requirements
Prerequisite: COM 504 Introduction to Graduate Communication Studies (1) - Online self-paced course required of all students without sufficient undergraduate work in communication; does not count toward degree program required hours; is assigned upon admission for students without an undergraduate degree in communication, public relations or journalism.

University Requirement
☐ UNIV LIB University Library Information Course (non-credit, fee based, online)

Program Requirements (33 credit hours)

1. Required Courses (30 credit hours)
   - JRN 507 Social Media & Internet Marketing .................................................. 3
   - JRN 550 Journalism Technology Tools .............................................................. 3
   - JRN 600 Story, Popular Culture & Worldview ............................................... 3
   - JRN 601 Media Research & Analysis ................................................................. 3
   - JRN 610 News Writing & Reporting ................................................................. 3
   - JRN 613 Feature Writing & Specialty Reporting .............................................. 3
   - JRN 614 Issues in Media Law & Ethics ............................................................... 3
   - JRN 628 Leadership Theory and Communication ............................................ 3
   - JRN 633 Multimedia Reporting & Mobile Field Production ........................... 3
   - JRN 661 Community, Citizen & Civic Journalism ............................................ 3

2. Required Capstone Course (3 credit hours): Students will choose one of the following capstone courses as a culminating experience during their final semester:
   - COM 696 Directed Project .............................................................................. 3
   - COM 699 M.A. Thesis ...................................................................................... 3

Department Chair:
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