Journalism (BA)

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This program is offered by the School of Communications/ Communications and Journalism Department and is only available at the St. Louis main campus.

Program Description

Journalism jobs exist today that didn't exist even five years ago. And opportunities in the news industry will emerge in the next decade that can't be imagined today. The Journalism major equips students with the essential skills, knowledge, and ethical framework necessary for success in the rapidly evolving field of journalism.

Through a combination of theoretical courses and hands-on experience, students will learn the principles of news reporting, writing, and multimedia storytelling, while also exploring the broader context of media in society.

In addition to learning traditional reporting methods and the newest multimedia storytelling techniques, journalism majors will gain the skills essential for success in a constantly evolving field.

Learning Outcomes

Successful graduates of this program will be able to:

- Identify and evaluate potential news stories that will impact, inform, and engage a defined audience.
- Construct the most compelling and effective ways to tell a story based upon an analysis of purpose, audience, and available media.
- Gather and evaluate the validity and reliability of information as well as to determine the veracity of the information sources.
- Evaluate and comprehend the ethical and legal implications journalistic publication decisions.
- Apply relationship-building skills in order to compete effectively for professional employment opportunities.

Degree Requirements

For information on the general requirements for a degree, see Baccalaureate Degree Requirements under the Academic Policies and Information section of this catalog.

- 42 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Required Courses

- MDST 2500 Professional Development for Media Careers (3 hours)
- MDST 2800 Media Diversity and Society (3 hours)
- MDST 3100 Social Media Strategies and Tactics (3 hours)
- MDST 3300 Law Ethics and Policy (3 hours)
- JOUR 1030 Multimedia News Reporting I (3 hours)
- JOUR 2140 Multimedia News Reporting II (3 hours)
  Prerequisite: JOUR 1030
- JOUR 2170 Multimedia News Editing (3 hours)
  Prerequisite: JOUR 1030 and JOUR 2140 or permission of the instructor
- JOUR 3600 Multimedia News Production (3 hours)
- JOUR 3030 Entrepreneurial Journalism (3 hours)
- JOUR 3130 Feature Writing (3 hours)
- INTM 1600 Introduction to Interactive Digital Media (3 hours)
- FTVP 1010 Fundamentals of Video Production (3 hours)
- PHOT 3100 Documentary Photo and Photojournalism (3 hours)
- MDST 4950 Internship* (3 hours)
  or MDST 4620 Media Practicum Thesis* (3 hours)

*Capstone Course

Additionally, students pursuing a journalism degree will need to complete a three-course specialty area approved by portfolio review panel. (9 credits)

Suggested Electives

- MDST 1160 Communication for Media Professionals
- SPTC 2000 Sports Announcing and Reporting
- AUDI 1063 Introduction to Podcasting
- ADVT 3700 Introduction to Digital Marketing Analytics
- ADVT 3600 Social Media Content and Development

Portfolio Review for Journalists

Students majoring in journalism must successfully complete a portfolio review presentation after passing these classes:

- JOUR 1030 Multimedia News I
- JOUR 2410 Multimedia News II
- JOUR 3600 Multimedia News Production
- MDST 2500 Professional Development for Media Careers

Application

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119