

# BACHELOR OF ARTS DEGREE IN JOURNALISM, CULTURE AND SOCIETY



## DESCRIPTION

Students who major in journalism, culture and society at The King's College prepare themselves for careers in the news media and related industries by learning to report and write news, feature stories, opinion pieces, cultural criticism and other formats. They also study the history, ethics, legal issues and theory related to journalism. This training coupled with internships and student media experience helps students land their dream job

## COURSE INFORMATION

JCS majors at King's begin with the college's strong core curriculum, which emphasizes writing, philosophy, theology, politics, and economics. They become grounded in the broader tradition of the arts and humanities while developing their news judgment in a sequence of Intro to Journalism, Narrative Non-Fiction (Feature Reporting) and other skills classes. They also build their knowledge of key history, ethics and legal issues related to journalism.

Journalism majors are also required to take a course on Entrepreneurial Journalism, which teaches them to understand the disruption and innovation happening in media and teaches them lean startup methodology to come up with their own business ideas. In that class, students visit four newsrooms in NYC, which has included visits to *The New York Times*, *Buzzfeed*, *Associated Press*, *Vice News*, *ProPublica*, *Newsweek* and *The Wall Street Journal*.

Students can choose from electives in areas such as business journalism, sports and entertainment reporting and digital filmmaking. They also get to choose one of our four tracks of specialized knowledge: Business/finance, politics, arts and culture or religion. We believe this extra subject matter training will help students become better reporters in given areas of media.

## OVERVIEW

What sets our JCS program apart is our combined focus on the skill sets of journalism (reporting, writing, thinking) and the interdisciplinary knowledge that comes with liberal arts learning.

Location is the huge advantage students have at The King's College. Students study journalism in the nation's biggest and best media market. Students are also studying from professors who write and edit for outlets such as *Forbes.com*, *Vox.com*, and *Universal Press Syndicate*.

## STUDENT MEDIA

Our student media—*The Empire State Tribune*, *EST Magazine* and the *ESTv* broadcast—are fully independent student news outlets, and excellent outlets for students to gain experience. As you get involved in these outlets, take classes students do well, they are prepared to get internships that help land that first job in the field. Doing actual journalism as a student prepares students for doing actual journalism as a career.

## INTERNSHIP OPPORTUNITIES

Our students have had internships or jobs at numerous outlets.

- ABC Radio
- American Spa Magazine
- The Wall Street Journal
- Backstage
- Brooklyn Paper
- BuzzFeed
- City Journal
- CNBC
- CNN
- Cosmopolitan Magazine
- EPI magazine
- Esquire magazine
- First Things
- FOX Business
- FOX Radio
- Hearst Digital
- International Business Times
- National Review
- New York Daily News
- New York Post
- Newsweek magazine
- OnFaith
- Penguin Random House
- Playbill
- Salon.com
- Sirius XM
- StoryExchange
- Straus News
- The Blaze
- The Christian Post
- The Daily Dot
- The Eric Metaxas Show
- The Raleigh News & Observer
- TheStreet.com
- Vice Media



Paul Glader

## FACULTY

The faculty who teach in the JCS major hold degrees in many academic fields related to media and in the professional skills sides of journalism. Students will learn from seasoned reporters, writers, scholars and journalists who have deep connections in NYC and national media industries. This helps prepare students for careers in magazines, newspapers, wire services, online news organizations, digital media companies, broadcast outlets, publishing houses as well as some communications and PR jobs.



Clemente Lisi



Dr. Steve Salyers

## JOURNALISM TRACKS

Every JCS major chooses one of these four areas of specialized knowledge.

### - Business and Finance

Financial Accounting, Principles of Management and Organization, Business Strategy, Introduction to Marketing, Corporate Finance, International Business, Money Banking, Macroeconomics, Microeconomics, Economic Development, International Economics, Political Economy, Economic Policy

### - Politics

Constitutional Law, Public Policy, American Foreign Policy, International Politics, Approved Special Topics, Enlightenment and Liberal Democracy, Civil Rights, Comparative Government, Statesmanship

### - Arts and Culture

The Art and Language of Film, History of Cinema I, History of Cinema II, Shakespeare, Classical Literature, English and American Poetry, History of American Television, Documentary Filmmaking, Musical Theater Survey, Theater and Society II: Contemporary Theater

### - Religion

Classics of Christian Tradition, Islam, Principles of Biblical Interpretation, Comparative Religions, Special Topics in Theology and Religion

## J SKILLS

The J skills program is a series of 1 credit modular courses led by practicing experts in the field and guiding students through the production processes of news media. Students learn the workflow, software, and fundamental concepts vital to actual news creation.



Dr. Bob Carle



Alissa Wilkinson



Terry Mattingly



Dr. Harry Bleattler



Melissa Harrison

## REQUIRED MAJOR COURSES

Hours	Course Title
3	Introduction to Journalism
3	Entrepreneurial Journalism
3	Magazine Writing (Narrative Non-Fiction)
3	History of Journalism or Journalism Foundations
3	Media Law & Ethics
3 or 6	News Media Internship
3	Media, Culture & Society
3	Principles of Cultural Interpretation
3	The Post-Modern World
3	Persuasive Writing & Speaking (Opinion Journalism) or Cultural Criticism

## ELECTIVE COURSE OFFERINGS

Hours	Course Title
3	Business Journalism
3	Sports & Entertainment Journalism
3	Documentary Filmmaking
3	J Skills
3	Graphic Design

## J SKILLS SINGLE CREDIT COURSES

### VISUAL JOURNALISM SKILLS

COURSE TITLE	SOFTWARE
<b>Photojournalism</b> Still Imagery, Retouching and Journalistic Ethics	Adobe Photoshop Adobe Lightroom
<b>Video Journalism</b> Editing, Production, Documentary, Social Video	Adobe Premiere
<b>Journalism Design</b> Web Design, Print Design, Color, Typography, Illustration	Adobe InDesign Squarespace

### NEWSROOM SKILLS

COURSE TITLE	SOFTWARE
<b>Podcasting and Audio</b> Audio Production, Podcast Publishing, Audio Storytelling	Adobe Audition iTunes Connect Audacity
<b>Copy Editing</b> Proof Reading, Fact Checking	Tweetdeck Social Media
<b>Data Journalism</b> Infographics, Analytics, Data Ethics	Python Excel