

A New Paradigm for Journalism Curriculum



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GEORGETOWN UNIVERSITY

School of Continuing Studies
Journalism

Issues in Journalism Education

- Many journalism graduates do not go on to practice journalism (Shapiro 2015)
- Declining enrollment in journalism schools (Lynch 2014)
- Journalism is often situated within other academic disciplines due to its lack of a theoretical body of knowledge (Picard 2015, Zelizer 2004)
- Increased focus on ROI for a college education both in the US and UK
- Threat to press freedom from external political actors and nation-states

Issues in Journalism Curriculum

- The curriculum cannot keep up with the changes in economy, technology, sociology and communication (Zelizer 2017)
- Declining job market for graduates (Ponsford 2017, Carnevale and Cheah 2015)
 - Number of jobs
 - Pay (Bureau of Labor Statistics 2017, Thurman 2015)
 - Move toward a freelance/gig economy
- Consolidation of industry

Working Analysis of Top Journalism
Schools in US & UK: Core
Undergraduate Curriculum

Similarities in the US and UK Undergraduate Journalism Curriculum

- Focus on writing and broadcast television skills
- History of journalism as well as law and ethics courses abound
- 3-4 year programs
- Classes are rarely taken in a coherent order

Differences in the US and UK Undergraduate Journalism Curriculum

- US general education curriculum requirement
- ACEJMC
- More core classes generally required in the UK than in the US which heavily relies on students customizing their degree
- UK has more outlier courses
- UK curriculum provides a more even distribution between theory and professional practice courses

Traditional Curriculum Divide

THEO
RY

PRACTI
CE

Proposed Curriculum Layout



SEQUENCE BY YEAR
Year 1

NEWSMAKING DIVIDED INTO THREE PROCESSES

ADDRESSES THE LARGER PROBLEMS WITH JOURNALISM AND THE ACADEMY WHILE STILL GIVING PRACTICAL SKILLS STUDENTS HAVE COME TO EXPECT IN A PROFESSIONALLY DRIVEN MAJOR

JOURNALISM ECOSYSTEM

- Information ecology
- Political science
- Sociology of news production
- Globalization
- Media studies and systems
- Information technology
- Law
- Business models
- Public Sphere

NEWS MAKING

Gathering

- g Sourcing and interviewing
- Finding data
- Digital tools
- Interpersonal communication
- Conflict management

Creating

- Writing- Ultra Short, Short, Medium, Long-Form
- Broadcasting- Radio, TV, Web Video, VR
- Digital Platforms- Web Coding/Understanding, AR

Disseminating

- Print Product
- Digital Product
- Social Product
- Mobile App Product
- Audio Product

ISSUES IN JOURNALISM

- Ethics
- Diversity
- Journalist's identity
- Changing professional norms
- Labor
- “Objectivity”

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