

Emerson College Journalism

- 420 students = 350 undergraduates
70 graduate students
- Separate Journalism Department since 1998
- 11 full-time faculty in 09-10
- Implemented convergence-oriented curriculum for undergrads 2001, grads 2004

Emerson Curriculum: **Converge, Diverge, Emerge**

- Discovering the News -- Journalism History and Issues
- The Newsgathering Process – Basic Reporting
- Images of News: Words, Pictures and Sound – Thinking Visually and Acting Ethically
- Journalism Law and Ethics

Emerson Curriculum: Converge, Diverge, Emerge

- **Print/Multimedia**
- Covering the Day's News
- News Editing and Design
- Beat Reporting
- **Broadcast**
- Intro to Broadcast Journalism (radio writing and reporting)
- Radio Producing & Reporting
- TV News Producing
- Electronic Newsgathering

Emerson Curriculum: Converge, Diverge, Emerge

- **Choice of Capstones**

- Public Affairs Reporting
- Online Publishing
- Broadcast Practicum

- **Specialized Reporting/Electives**

Road to the White House

Cultural Affairs Reporting

Reporting Diversity

Business Reporting

Sports News

Photojournalism

Emerson's Graduate Curriculum

- CORE REQUIREMENTS = 20 credits
 - JR 600 Writing & Reporting Across the News Media
 - JR 601 News & Society
 - JR 604 Journalism Law & Ethics
 - JR 606 News Communication Theory & Research Methods

Emerson's Graduate Curriculum

- KEY COMPETENCIES = 8 credits

Broadcast

JR 611 TV News Producing

JR 613 Electronic New Gathering/Reporting

Print & Multimedia

JR 610 Advanced Print & Multimedia
Reporting

JR 608 Interactive News

OR

JR 640 News Editing & Page Design

Emerson's Graduate Curriculum

ELECTIVES = 12 credits

Some examples:

JR570 Global Journalism

JR571 Newsroom Management

JR 660 Feature Writing

JR561 TV News Magazine & Documentary

JR 590 Online Publishing

Lessons Learned in first round

- Need for flexibility and adaptability – what is taught and how it is taught must change to keep up
- Storytelling is central purpose
- Coordination necessary across sections and from one semester to the next
- Best students seek to work in multiple media

Moving to Convergence 2.0

- Faculty wants more convergence, but who should deliver it?
- Students want more interactive/digital journalism but need writing, reporting with technology
- Industry seeking answers, help but also provides mixed messages re what it wants, needs

Moving to Convergence 2.0

- Faculty discussing single track and needs to determine:
 - 1) teaching skills basics to those who don't want to become highly proficient
 - 2) commitment to flexibility and adaptability
 - 3) commitment to own digital/technology skills coupled with journalistic foundational skills
 - 4) how to incorporate innovation/entrepreneurial thinking
 - 5) mindset of training students to be good journalists using various media, technologies for that purpose