



COLLEGE OF ARTS + SCIENCES

Mass Communication Journalism



You've got a story to tell. However you want to tell it—as a reporter, editor, photojournalist, videographer, blogger, multimedia journalist—Loyno can help you find and shape your voice. We go beyond giving you the skills to be a great writer—we explore ethical issues in journalism, how to write for social media, and the future of journalism outside the newsroom. We are going to challenge you. We will encourage you to think. To analyze. To question. To create. Whether your interest is print, broadcast, or multimedia, at Loyno, you'll make your voice the future of journalism.

This is the place.

New Orleans is a city filled with stories. Around every corner there is a new shop opening, a new street performer drawing crowds, a new tourist taking in the city, a new local trying yoga in the park. Walking along oak-lined St. Charles Avenue, you can live the character, place, and narrative of our city. At Loyno, you can do this on your way to class. Here, you can learn how to tell a story from the classroom, from the city, and from the community.

Telling a great story is more than finding the action—it's learning the language and finding your voice. Get experience working for *The Maroon*, Loyola's 93-year-old student newspaper, and be part of one of the most award-winning student papers in the country. Take a feature writing or documentary course, go meet the people who love to live here, and ask them why. Loyno's journalism degree program is a unique opportunity—let us help you tell your story in whatever medium you choose.

Courses

In addition to six core courses, journalism majors choose from discipline-specific electives to personalize the program. Following a sequence for print, online, or electronic journalism, the program can truly be tailored to your interests and goals. Here's a sample of what you can expect to learn and do:

Sports Communication

Students learn the fundamentals of communicating in a sports environment. Learn how to tell compelling sports stories for print and TV. You will hear from professionals in the industry about their experiences and get hands-on experience.

Videography

Videography builds skills in visual storytelling. Students work with digital video cameras to shoot, write and edit video news stories including several video news packages, one of which must focus on a social justice topics.

Digital Communication

In this hands-on course students use tools like Snapchat, Instagram, Wordpress, Avid, Facebook Live, and more to create campaigns and tell stories. Students learn critical thinking skills about the technology used to produce mass media messages in modern American society. They are introduced to visual theories as well as elements and principles of design. The digital communication student leaves this course versed in current media technologies with a critical understanding of its use in creating memorable and meaningful communication materials.

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College of Arts + Sciences
School of Mass Communication

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