2022 Summer Online Journalism Program

American News Media: Business and Emerging Technology

Program dates:
July 10 to August 5, 2022

Program fee:
USD450 per person, includes:
- Online courses
- Media project coaching
- Learning Management System Moodle Registration and usage
- NC State Global Training Initiative Certificate
- Transcript

Learning Objectives

- Knowledge and understanding of the business practices of news media organizations in the United States, including the relationship between advertising and news content.
- Understanding of technological advancements in American news media, and its effect on the journalism process.
- Recognize American social media platforms' impact on news production and the audience.
- Apply knowledge to conduct a case study analysis of American news media content.

Case Study Project

Students will complete a case analysis study of an American news organization based on the principles learned in the course. The instructor will provide content and business profiles for five major American news organizations (New York Times, Wall Street Journal, CNN, NBC, ABC), and students may choose which organization to analyze for their project.

Apply by May 31: go.ncsu.edu/gti-journalism

Program Calendar:

The lecture time will be 9:00-10:30 PM U.S. Eastern Time

Week1: July 11-15

July 10: Introduction American News Business Model

July 12: Economic Changes in the News Media Industry

July 14: Developing Technology in US Media

Week 2: July 18-22

July 17: Online Audience Development

July 19: Introduction to Student Media Projects

Week 3: July 25-29

July 24: Media Project Working Session

July 26: Media Project Working Session

Week 4: August 1-5

July 31: Project Presentation

August 2: Project Presentation and Program Feedback

August 5: Final Project Submission

Admissions Requirements

- This program is only open to students from NC State partners' universities
- Undergraduate students, media, communication, foreign language, advertising, marketing, business majors, or the students in other majors but interested in this program
- English requirement: The entire course will be taught in English, the students need to have sufficient English level, please provide your CET 4, CET 6, TEM4 or University Entrance Exam English score as the English proficiency proof.

NC STATE UNIVERSITY

Global Training Initiative

More Information：

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