Digital Journalism and New Media Communications and Public Policy

Digital Journalism and New Media

The Major in Digital Journalism and New Media explores the art of storytelling in the digital age. The program offers a variety of courses that allow students to develop storytelling skills using multi-media tools, including video, photography, sound, and social media platforms. The program promotes strong writing skills, the exploration of media ethics and the influence of new media in society. The program is designed for students with an interest in professional journalism and digital content production.

Communications and Public Policy

The Communications and Public Policy major explores the connection between communicating with citizens and creating, implementing and evaluating public policy. Students in the program will explore the influence of communications in the process of a participatory democracy, preparing them to work as communications professionals in the public, private and non-profit sectors.

Digital Journalism and New Media Major

Students who major in Digital Journalism and New Media will be required to complete 36 credit hours of Journalism courses. Students majoring in Digital Journalism and New Media will choose courses with the help of faculty advisors based on their interest and aspirations.

JOUR-1113. Fundamentals of Effective Writing
Vigorous and clear writing is the foundation for all forms of digital journalism and new media production. This writing intensive course develops fundamental skills for effective writing and storytelling. This is a required course for all students pursuing a major in Digital Journalism and New Media.

JOUR-2033. Local Reporting, Global Media
This course explores the art of reporting and storytelling, allowing students to create and digitally publish local stories that become part of a global media network.

JOUR-2113. The Toolbox 1: New Media
This course introduces students to multi-media storytelling, including recording and editing sound and video.

JOUR-2123. The Toolbox 2: Mobile Media
This course introduces students to media production and storytelling, publication, podcasting and broadcasting using mobile technology and social media.

JOUR-3013. Through the Lens
This course will explore the use of photography and video in new media, and how stories are told through the lens.

JOUR-3023. Radio and Podcasting
This course explores the enduring power and influence of radio, and will allow students to produce podcasts and programming for a campus and community radio network.

JOUR-3033. The Power of Narrative
This course explores the use of narrative in various media, and how storytelling remains the primary form of communication in the multi-media world.

JOUR-3143. Documentary
This course introduces students to the art of documentary in various media. The course will explore the history of documentary and the resurgence of the art form in the digital age. Students will produce a short documentary as part of the course work.

JOUR-3153. Digital Journalism
This course explores developments in digital journalism that have fundamentally changed the nature of publishing and journalism, and the role of journalism in the new media landscape.

JOUR-3163. New Media and Social Change (COPP)
This course explores how the new media and social media are contributing to political and social change around the world.

JOUR-3173. Interviewing and the Art of Inquiry
This course explores the art of the interview and the art of inquiry, allowing students to understand how to effectively ask and answer questions.

JOUR-4106. Senior Seminar in Journalism
Students will produce community-based digital journalism projects supervised by faculty and explore the ethics of producing journalism in the public interest.

JOUR-4116. Journalism in the Field
Students will pursue experiential learning opportunities in journalism. These opportunities might include work in the student press, a professional newsroom, or the creation of a new digital publication.

Communications and Public Policy Major

Students will be required to complete 36 credit hours of Communications and Public Policy (COPP) courses and 24 credit hours of courses in one of five Focus Areas. These Focus Areas are: Politics and Governance; Law and Justice; Social Policy and Social Justice; Science, Technology, and the Environment; and International Relations. The courses to support these Focus Areas are drawn from a variety of disciplines at St. Thomas University, ensuring that students participate in the breadth and depth of the liberals arts experience. Normally, students will choose a Focus Area during the winter semester of the first year in the program and will begin assembling the courses in their Focus Area during the fall semester of second year.

The program encourages as many of its graduates as possible to be able to work in both English and French and will provide opportunities for bilingual students and students graduating from French immersion programs to continue their studies in both languages.

All students entering the program will be encouraged to complete the Certificate in French Language Proficiency offered by the St. Thomas University French Department. The two core 4000-level courses – a public policy case studies course and an internship course – will be designed to offer students the opportunity to complete course work (and internships) in English and French.

In their fourth year, students will complete a mandatory rigorously supervised internship course that will require all students to gain valuable professional experience before graduation.

Part One – Core Courses and Electives

Students must complete 36 credit hours in Communications and Public Policy Courses, including the core courses listed below.

Year 1
Semester 1
COPP 1013 Introduction to Communications

Semester 2
COPP 1023 Introduction to Policy Studies

Year 2
Semester 1
COPP 2013 Fundamentals of Writing

Semester 2
COPP 2023 Policy Making in the Information Age
COPP 2033 Research Methods

Year 3
Semester 1
COPP 3013 Rhetoric
COPP 3023 Ethics and Social Responsibility

Semester 2
COPP 3033 f

Year 4
Semesters 1 and 2
COPP 4006 Case Studies in Public Policy
COPP 4016 Internship

COPP-1013. Introduction to Communications
This course introduces students to the history and evolution of the communications profession, with particular emphasis on communications in the public policy sphere, from the pioneers who sold ideas on behalf of their clients, to the modern world of two-way communications with the public through the internet and social media tools. The course will explore how this evolution is changing the way governments, politicians, non-governmental organizations, citizens groups and corporations interact with the public.

COPP-1023. Introduction to Policy Studies
This course introduces students to the policy making process, how policies are researched, drafted, legislated, and communicated. The course will also explore how non-governmental

organizations, citizens groups and corporations influence public policy.

COPP-2013. Fundamentals of Writing
Communicating public policy requires clear and effective writing at every stage in the process. This is a foundational writing course that will help students learn to express themselves in clear, compelling language. Prerequisites: COPP 1013, COPP 1023

COPP-2023 Policy Making in the Information Age (POLS 2333)
This course will explore how social media and internet tools are transforming the world of communications and public policy. The course will explore cases around the world where social media and the access to information on the internet is influencing public policy and the political process. Prerequisite: COPP 2013

COPP-2033. Research Methods
This course will introduce students to the methods for gathering and analyzing data through interviews, surveys, focus groups, content analysis, and polls and how this information can be applied to public policy initiatives and planning an accompanying communications strategy. Prerequisite: COPP 2013

COPP-3013. Rhetoric
This course builds on the skills developed in the Fundamentals of Writing course and applies them to rhetoric, speech writing and debating. Students will read ancient and modern speeches, historical writings on rhetoric and explore the influence of persuasive writing on public affairs. Prerequisites: COPP 2013, COPP 2023, COPP 2033.

COPP-3023. Ethics and Social Responsibility
This course explores the ethical challenges that arise while communicating public policy issues for an organization in the public or private sector. The course will allow students to develop a code of ethics for a communications professional. Prerequisites: COPP 2013, COPP 2023, COPP 2033.

COPP-3033. Public Policy and the Media (POLS 3213)
This course will explore how public policies are reported in various forms of media and how communications planning can influence the success or failure of these initiatives. The course will examine communications planning and media relations strategies such as proactive and reactive methods of representing an organization in the media. Prerequisites: COPP 2013, COPP 2023, COPP 2033.

COPP-3163. New Media and Social Change (JOUR)
This course explores how the new media and social media are contributing to political and social change around the world.

COPP-4006. Case Studies in Public Policy
The capstone case study course will require students to spend the fall semester surveying scholarly literature on public policy analysis (regarding policy development, design and implementation) and the winter semester applying this research as they write two case studies that will require students to synthesize the issues encountered in their Focus Areas with their studies in Communications. Course work can be presented in English and French. Prerequisites: COPP 3013, COPP 3023, COPP 3033.

COPP-4016. Internship
Students will complete two supervised professional unpaid internships in a professional communications agency, non-profit organization, or government office and will complete a detailed exit report. Where possible, students will have the opportunity to pursue internships that require them to work in French or in a bilingual office. Prerequisites: COPP 3013, COPP 3023, COPP 3033.

Part Two – Focus Areas

To complete the Focus Areas requirement, students must complete 24 credit hours in one of the five following areas:

1. Science, Technology, and the Environment
2. Social Policy and Social Justice
3. Politics and Governance
4. Law and Justice
5. International Relations

Suggested Courses
Please note that these lists are subject to change and modifications and that all courses are not offered every academic year. Additional courses not on these lists may be approved by the Director of Journalism and Communications upon request from a student.

1. Science, Technology and the Environment

ECON 3323	Environmental Economics
ENVS 1013	Intro to Environmental Problems
ENVS 2023	Intro to Perspectives on the Environment
ENVS 3013	Environmental Policy
ENVS 3023	Environmental Praxis
NATI 2233	Natural Resources and First Nations of the Maritimes
NATI 3223	Native Environmental Ethics and Ecology
SOCI 2213	Society and Ecology
STS 1003	Science, Technology, and Society 1
STS 2103	Science, Technology and Society 2
STS 2123	Food, Science & Sustainability
STS 2303	Natural Disasters
STS 2313	Energy and Society
STS 2403	Science, Technology, and War
STS 2413	Science, Technology and Innovation
STS 2503	History of Disease
STS 2603	Animals: Rights, consciousness and experimentation
STS 2903	The Politics of Science
STS 3803	Space Exploration

2. Social Policy and Social Justice

CRIM 2743	Social Protest in Canada

CRIM 4123 Peacemaking Criminology and Restorative Justice
ECON 2203 Community Economic Development
ECON 2403 Economics of Poverty
ECON 4323 Social Policy: Current Issues and Global Contexts
GERO 2013 Introduction to Gerontology
GERO 2023 Multidisciplinary Issues in Aging
GERO 3023 Aging and Health
GERO 3733 Social Work and Aging
HMRT 1006 Introduction to Human Rights
HMRT 3013 Codes and Commissions
HMRT 3063 Humanitarian Law and Human Rights
HMRT 3113 The Charter
HMRT 3123 International Human Rights
HMRT 3133 Human Rights and Non-Governmental Organizations
HMRT 3506 Human Right in International Relations and Foreign Policy
HMRT 3803 Child and Youth Rights
NATI 3313 Contemporary Issues in Native/Non-Native Relations
NATI 3623 Native Education and Colonization
NATI 3803 Indigenous Cultures and Immigrant Ethnic Minorities
NATI 3813 Native Cultural Identity and Cultural Survival
NATI 3843 Suicide and Indigenous Peoples
NATI 3853 Alcohol, Drugs, and Indigenous People
NATI 3863 Indian Public Health
SOCI 2106 Canadian Society
SOCI 2416 Inequality in Society
SOCI 2423 Social Problems 1 – Sociological Perspectives
SOCI 2433 Social Problems 2 – Canadian Social Problems
SOCI 2443 Racialization and Ethnicity
SOCI 2523 Sociology of Aging
SOCI 3123 Social Movements
SOCI 3413 Employment Equity Policy and Gender Inequality at Work

3. Politics and Governance

ECON 1006 Introduction to Economics
ECON 2403 Economics of Poverty
ECON 2153 Political Economy
ECON 3433 Economics of Government
ECON 3443 New Brunswick Economy
ECON 3453 Labour Economics
NATI 3703 Indigenous and Western Economics and the Idea of Development
POLS 1103 Canadian Government

POLS 2103 Canadian Constitutional Politics
POLS 2113 Contemporary Issues in Canadian Politics
POLS 3103 Political Parties and Elections in Canada
POLS 3113 Canadian Federalism: Theory and Practice
POLS 3123 The Canadian Constitution: Federalism
POLS 3133 The Canadian Constitution: The Charter of Rights and Freedoms
POLS 3213 Media and Politics in Canada
POLS 3223 Themes and Problems in Contemporary New Brunswick Politics
POLS 4103 Seminar in Canadian Government and Politics
POLS 3333 Introduction to Political Economy
SOCI 2106 Canadian Society
SOCI 2323 Sociology for Cyborgs
SOCI 2513 Communications
SOCI 3123 Social Movements
SOCI 3163 Development Issues
SOCI 3693 Discourse and Society
SOCI 3163 Development Issues
SOCI 3413 Employment Equity Policy and Gender Inequality at Work
STS 2903 The Politics of Science

4. Law and Justice

CRIM 1013 Introduction to Criminology
CRIM 1023 Introduction to Criminal Justice
CRIM 2123 Criminal Law
CRIM 2223 Young Offenders and Juvenile Justice
CRIM 2233 Police and the Canadian Community
CRIM 2243 Corrections
CRIM 2263 Children and Youth-at-Risk
CRIM 2943 Victimology
CRIM 3123 Contemporary Issues in Criminal Justice
CRIM 3143 Charter of Rights and Criminal Justice
CRIM 3243 Advanced Criminal Law
CRIM 3283 Crime Prevention
CRIM 3803 Child and Youth Rights
CRIM 3843 Corporate Crime and Corporate Regulations
CRIM 4133 International and Comparative Criminal Justice
CRIM 4153 Advanced Studies in Youth Justice Policy
CRIM 4403 Feminist Legal Studies
CRJS 3003 Government and the Criminal Justice System
ECON 2423 Political Economy of Crime
HMRT 1006 Introduction to Human Rights

HMRT 3013 Codes and Commissions
HMRT 3063 Humanitarian Law and Human Rights
HMRT 3113 The Charter
HMRT 3123 International Human Rights
HMRT 3133 Human Rights and Non-Governmental Organizations
HMRT 3506 Human Right in International Relations and Foreign Policy
HMRT 3803 Child and Youth Rights
NATI 3903 Native People and the Law 1
NATI 3913 Native People and the Law 2
NATI 3923 Aboriginal Rights: The Land Question
SOCI 2313 Deviance
SOCI 2343 Surveillance Society
SOCI 3313 Sociology of Law
SOCI 3323 Sociology of Women and Law
SOCI 3333 Social Control and Social Justice

5. International Relations

CRIM 3643 Terrorism
CRIM 4133 International and Comparative Criminal Justice
ECON 3343 Banking and International Finance
HMRT 3123 International Human Rights
HMRT 3506 Human Rights in International Relations and Foreign Policy
POLS 2303 Comparative Politics of the Developed World
POLS 2313 Comparative Politics of the Developing Areas
POLS 3303 US Government and Politics
POLS 3323 Political Leadership: Local, National, and Global
POLS 3413 The European Union and Europe
POLS 3423 Politics & Society in Russia and Eurasia
POLS 2603 Political and Economic Integration in the Americas
POLS 2613 International Relations I
POLS 2623 International Relations II
POLS 3313 US Foreign Policy
POLS 3503 Human Rights in International Relations and Foreign Policy
POLS 3513 Canadian Perspective on International Law
POLS 3523 International Relations in the Asia Pacific Region
POLS 3533 Canadian Foreign Policy
POLS 3603 The United Nations
POLS 3613 Model United Nations
POLS 4603 Seminar in International Relations
SOCI 3153 Sociology of War
SOCI 3163 Development Issues