

# Branch: Journalism



**Code :** JOURNA

**Option:** Journalism

**Level:** Bachelor

**Prerequisites:** Baccalaureate

**Opportunities:**

**MODERATOR**

As a presenter, you lead a journalistic program, usually a magazine. You welcome and say goodbye to the audience in the studio and to the viewers at home. During the show you present what are called inserts, i.e. contributions, in alternation. You interview the guests, communicate with the audience and supervise the studio activities. You also interview, for example, correspondents who are remotely connected by video.

**REPORTER**

Reporters are on the move in the broadcast area or around the world, working for the station or entire families of stations. You get to the bottom of things on the spot and interview the people involved, eyewitnesses and experts. In the process, you bring what you have experienced back to the newsroom in the form of short or long reports and live broadcasts for studio presenters. Sometimes, for example after a trip, you yourself are invited into the studio and become an interview partner.

## **CORRESPONDENT**

The correspondent is responsible for a region of the broadcaster in a national or foreign studio, as a correspondent, you are the expert on a particular region, immersing yourself in the culture and building relationships with the country and its people. In practice, you perform the same tasks as a journalist.

### **Description**

The Bachelor of Journalism program at UUT offers you a solid journalistic education. Above all, you will learn how to research, develop your own writing style and deal with broadcast media. In accordance with high standards you will be prepared for journalistic practice and the various challenges of the media sector. The modularly structured journalism degree program at UUT primarily teaches you practical content so that you can create and design cross-media content according to the principles of media ethics. In particular, you will learn a lot about online media. For example, how to work effectively with content management systems and how to create good social media campaigns.

### **Specific competences:**

Content is everything. Valuable, grounded content that is not based on "copy and paste". In journalism, it is your job to find exciting stories and prepare them for the media. Because it is completely different if you write for a daily newspaper, for radio or for an online platform. Become a valuable source of information for the media industry. With your journalism degree at Uut, you will learn from the start how to ensure maximum transparency. Afterwards, you will often start your professional life with an internship or freelance work before making a career as an editor, reporter or presenter.

### **Quality and competences:**

You will develop basic skills in media and communication science, typography, research and design. You will practice scientific work and learn about market research, storytelling and digital editorial management. You will gain practical experience with your first journalistic projects during your studies. For example, in departmental and data journalism, in TV and web moderation or in social media marketing.