LUISS

Master
Journalism and Multimedia Communication

Luiss
School of Journalism

In collaboration with Luiss Data Lab

Introduction

The Master in Journalism and Multimedia Communication is designed to equip students with the skills and knowledge required to excel in the rapidly evolving media landscape.

Students will receive comprehensive training in fundamental lighting techniques, video technology, video production, podcast creation, multimedia communication, and social media entrepreneurship. Each stage of the workflow, from audio production to advanced video editing, is covered to ensure practical, hands-on experience. The curriculum also explores emerging media trends, their impact on journalism, and the broader social and cultural implications of these technologies, preparing students for the future of media.

Internships are a cornerstone of the program, providing students with invaluable experience and professional networking opportunities.

The one-year Master program is tailored to prepare international students to become professional journalists and experts in multimedia communication.

Given the rapid advancement of new technologies and online media, guiding students towards the future of journalism and communication to meet market demand is essential. Graduates will be equipped to provide high-quality content across television, websites, mobile devices, and social media platforms.

Digital communicators and journalists will benefit from knowledge in multimedia design, graphic design, data visualization, storytelling, and artificial intelligence tools.

Program

I SEMESTER

❚ Media Communications and Journalism

❚ Data Analysis and Reporting

❚ Algorithms, Machine Learning and Artificial Intelligence

❚ Self-Branding Business Fundamentals, and Entrepreneurial Journalism

❚ Brand Narrative, Media Company and Corporate communication

❚ Reporting and News Writing

❚ Art of Communication and Public Speaking

❚ Digital Journalism: Writing and multimedia Storytelling

❚ Advertising (SEO, SEM, Digital Marketing strategy in Journalism)

❚ Broadcasting, Radio, Podcast and Writing

❚ Design For Communicators (Multimedia Storytelling, Data Visualization Design Animation, Visual Craft)

❚ Data Scraping; Data collection and analysis from social networks

❚ Journalist and war, reporting under fire

❚ Journalism: a global prospective

II SEMESTER

- Media Law, Ethic of Journalism and Communication

- Data Analytics and Digital Transformation

- Sustainability and climate change

- Complex Systems: From the square to the web

- Mass Media and Politics

- International Relations

- European Journalism

- Food and Wine, From Five Stars restaurants to People's Home: the most ancient Culture of Communication

- Arts and Culture: How to Cover Ideas and Masterpieces

- Covering International and Organized Crime Cartels

- Investigative Journalism: methods, history, research, technological tools and strategy

- Gender Studies, Identity, LGBT

- Religion, Faith, Rituals: The Art of Reporting on Beliefs and Traditions

- Interaction Design and Graphic Design

- Digital Processing and Analysis of Video

- Social and Digital Media, social media and Content Strategy, Blogging and Online Information

- Radio, Podcast, Broadcasting and digital writing

Faculty

Bill Emmott, Journalist and former Editor of The Economist

Linda Bernstein, writer, speaker and digital trainer

Jeremy Caplan, CUNY's Newmark Graduate School of Journalism

Stefania Battistini, Italian TG1 correspondent

WHERE

Luiss campus in Viale Pola 12, Rome

WHEN

October 2024 - June 2025

FULLTIME

Monday-Friday (on campus and online)

One year program: 1500 hours & 60 Credits

SELECTION CRITERIA

Academic merit
International experience
Motivation

MORE INFO

Visit our website or send an e-mail to journalism@luiss.it