



**RICHMOND**  
THE AMERICAN INTERNATIONAL  
**UNIVERSITY**  
IN LONDON

# BA Degree in International Journalism and Media

## Office of Admissions

Richmond, the American International University in London  
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## Program Overview

The BA Program in International Journalism and Media with Combined Studies offers students an in-depth engagement with both the theory and the practice of international journalism and media. The degree emphasizes intercultural communication and offers students the combination of broad-based knowledge of current communications theories with the opportunity to learn a variety of practical skills such as:

- writing features
- participating in investigative journalism projects
- video production
- graphics
- publications layout
- photography
- public relations

In the final year, students bring their acquired theoretical knowledge and practical skills to completion in a Senior Seminar and Project workshop.

## Sample Selection of Courses for the Degree in International Journalism and Media

After completing Richmond's core curriculum (level 1) of six courses, (see catalog for full details – <http://www.richmond.ac.uk/content/academic-programs/catalogs.aspx>) students majoring in International Journalism and Media begin to fulfill the Program's major requirements – thirteen upper division courses – from the International Journalism and Media program's offerings.

*Below is a selection of courses to choose from:*

- |                                     |   |
|-------------------------------------|---|
| • Introduction to Media             | • Ethics in Media                       |
| • Introduction to Photography       | • Photography Theory and Practice       |
| • Intercultural Communications      | • Pixel Playground                      |
| • Writing from the Creative Impulse | • New Media/Cyberculture                |
| • Beginning Social Research         | • PR and Self Presentation in the Media |
| • Rich World Poor World             | • Senior Project in Journalism I        |
| • Writing for Media and Journalism  | • Senior Project in Journalism II       |
| • Mass Communication and Society    |   |



## Faculty at Richmond

<http://www.richmond.ac.uk/faculty/faculty-all.aspx>

Well-qualified teaching faculty bring their research interests into the classroom and enrich the curriculum. Our international faculty are successful practitioners from many fields who bring to their teaching both cutting edge ideas and the most current successful practices. Our International Journalism and Media faculty are eager to share further details about their program with students. Please feel free to begin a dialogue with them.

Faculty ( <i>Sample Selection</i> )	Contact Details
<b>Dr Eunice Goes</b> Assistant Professor of Communications PhD London School of Economics and Political Science	E-mail: <a href="mailto:goese@richmond.ac.uk">goese@richmond.ac.uk</a>
<b>Dr Anna Feigenbaum</b> Assistant Professor of Communications PhD McGill University	E-mail: <a href="mailto:feigenba@richmond.ac.uk">feigenba@richmond.ac.uk</a>
<b>Trevor Morris</b> Adjunct Associate Professor BA Exeter University, Postgraduate Certificate in Education, London University	E-mail: <a href="mailto:morrist@richmond.ac.uk">morrist@richmond.ac.uk</a>

## International Internships Program

Richmond's International Internship Program is designed to give students the necessary work experience in their desired field. Through partnerships with leading international companies, students are exposed to key work experiences where they will be able to relate their classroom experience into the workplace.

*Below is a sampling of current internships offered by Richmond for the International Journalism and Media degree:*

### Media, Journalism and Publishing

Associated Press TV News  
 Black Spring Press  
 Business Channel  
 CNBC  
 CNN  
 Foreign Press Association  
 Fremantle  
 Travel Channel  
 Travel Intelligence

### Advertising

Barkers  
 Cloth Court  
 Mindshare

### PR

Brower Lewis PR Co  
 Halpern Associates  
 Meena Khera  
 Modus Publicity

Momentum Worldwide  
 QVC  
 Time Agency  
 Way to Blue

### Art and Design

Axiom Photographic Agency  
 Digitas  
 DK/Penguin  
 National Campaign for the Arts  
 PDD  
 Seren

### Event Planning

British American Business Inc.  
 Foreign Press Association  
 Royal Thames Yacht Club

### Marketing/Market Research

E! Entertainment  
 Fortune Cookie

Harris Interactive  
 Intellect  
 Leisure Pass  
 Pearson  
 Radisson Edwardian Hotels  
 RS Consulting

### Non Profit/NGO

Help the Aged  
 Marie Curie Cancer Care  
 Mencap  
 NSPCC  
 Operation Smile  
 TACT  
 Waterwise  
 Women for Women