



**EAST BRIDGE
UNIVERSITY**
PARIS, FRANCE



Master of Media Science **Journalism and** **Mass Communication**

MASTER OF MEDIA SCIENCE IN

Journalism and Mass Communication

Master the art of effective storytelling and ethical journalism with East Bridge University's Master of Media Science in Journalism and Mass Communication and build your unique voice in an ever-changing world of news and media.

In an age of digital overload and shifting truths, the world needs powerful voices - journalists, storytellers, and communication leaders who stand for credibility, clarity, and change. East Bridge University's Master of Media Science in Journalism & Mass Communication equips students with knowledge and skills in traditional journalism with the emerging trends in digital reporting and news curation. Learners gain an in-depth understanding of convergent media, international communications, public affairs and global media strategies. The program delves into ethical practices in journalism enabling students to combat fake news, sensationalism and yellow news.

WHY PURSUE A

Master of Media Science in Journalism and Mass Communication?

- Gain deep insights into the art and ethics of journalism
- Learn to craft impactful stories across print, broadcast, and digital platforms
- Explore global communication trends, media psychology, and public opinion
- Build a strong foundation in strategic media planning and communication theory
- Develop a voice that drives social awareness and policy influence
- Learn how to uncover the truth and report it responsibly
- Understand how messages move minds and shape societies
- Use technology to create compelling, cross-platform content
- Balance freedom of speech with social responsibility
- Build influence through planned messaging and stakeholder

ABOUT

East Bridge University (EBU)

East Bridge University is a worldwide higher-learning educational institution that provides online and affordable higher education degrees, diplomas, and certified courses to all. Tailored to suit the changing needs of the 21st century, our programs are a unique blend of robust theoretical knowledge and real-world practical exposure. We aim to empower adult learners and professionals with the best industry-specific courses that enable them to navigate the dynamic and ever-evolving professional landscape seamlessly. At East Bridge University, we greatly foster critical thinking, analytical skills, and leadership qualities among our students.

East Bridge University is legally incorporated in Paris and has received approval from the Rector Office of the Paris Academy, which is under the jurisdiction of the Ministry of National Education. This prestigious recognition positions EBU as a legitimate, respected, independent distance learning institution.

WHAT MAKES EBU'S Programs Unique?



Find work-life balance with our online, flexible program.



The course is endorsed by global partners and education bodies.



Gain a deeper understanding of the functional disciplines of your profession.



Get the opportunity to conduct action-based research work solving real-world challenges.



Enhance your career prospects by earning academic credentials.



Be able to promote positive change and growth in your industry.



Become an industry expert and thought leader in your field.



Open your doors towards doctorate-level academic pursuits.



Address real-world problems with a strong academic understanding.

EAST BRIDGE UNIVERSITY'S MEMBERSHIPS AND ACCREDITATIONS

Membership



Association to Advance Collegiate Schools of Business (AACSB)



Continuing Professional Development (CPD)



British Quality Foundation (BQF)



European Association for International Education (EAIE)



European Council of Leading Business Schools (ECLBS)



International Vocational Education and Training Association (IVETA)



Association for Teacher Education in Europe (ATEE)

Accreditations



European Agency for Higher Education Advancement (EAHEA)



Education Quality Accreditation Commission (EQAC)



Edu.Int - Inter-Governmental Organization



International Association for Quality Assurance in Pre-Tertiary & Higher Education (QAHE)



International Education Accreditation Council (IEAC)



OTHM Qualifications

MASTER OF MEDIA SCIENCE IN Journalism and Mass Communication

Program Structure

- ▶ **Foundation: (10 Credits)**
 - Conducting Accurate Internet Research
 - Digital Transformation
- ▶ **Core: (60 Credits)**
 - Communication in Media
 - Media Research Methods
 - Media Ethics and Laws
 - Media History and Culture
 - Content Creation and Curation
 - Media Psychology
- ▶ **Specialisation: (40 Credits)**
 - Introduction to Journalism and Mass Communication
 - Convergent Media: Reporting, Writing, and Production
 - Digital Journalism and Global Communication
 - Global Media Systems and Development Communication
- ▶ **Capstone Project (Choose any 1): 10 Credits**
 - Prepare a paper on any topic by attending a live online webinar - 2000 words
 - Attend any seminar on the specialisation subject in your region and create a reflective paper on the same - 2000 words
 - Research Paper on a topic related to your subject - 2000 words



Eligibility Criteria

To be eligible to pursue a Master of Media Science, an applicant must meet the following criteria:

- ▶ A recognised bachelor's degree in any field, or its equivalent.
- ▶ Prior work experience and learning credits from previous courses.
- ▶ A basic English Proficiency Level (IELTS Level 5.0, or studied all subjects in English at High School, or at least 55% of marks in English at High School).
- ▶ Knowledge of conducting basic online research through internet browsing and proficiency in MS Word is desired.



EAST BRIDGE UNIVERSITY

**Step into the dynamic world of journalism
and become a powerful voice for truth,
influence, and global impact.**

*Join the Master of Media Science in Journalism and Mass
Communication program at East Bridge University.*

For more details, visit :

<https://www.ebu.ac/mms-in-journalism-and-mass-communication.php>



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Apply Today!