MASTER’S DEGREE IN TELEVISION AND DIGITAL JOURNALISM

The Kamal Adham Center for Television and Digital Journalism prepares graduate students for careers in television broadcasting and news reporting in the digital age. Through its master’s program, the center offers its students the opportunity to become reporters, producers, television anchors, hosts and media professionals with leading local and international media broadcasters.

The 33 credit hours curriculum provides comprehensive knowledge of the literature and practice of television journalism and news media. It is a practical program that provides intensive and hands-on exposure to the skills needed for producing field reports and in-studio shows. The program’s course offerings focus on editorial and technical skills, such as scriptwriting in English and Arabic, camera use, editing and studio operations, conducting interviews, hosting talk shows and voice coaching. Students learn to use the latest high-definition (HD) and 3D cameras and digital equipment that are comparable to facilities found in major news organizations around the world.

ADMISSION

Applicants are required to have a minimum grade point average (GPA) of 3.00 (on a 4.00 scale) or its equivalent of gayyid giddan (very good) in an undergraduate degree from an accredited college or university. Applicants with relevant work experience, but with a GPA slightly lower than 3.0, may still be considered for admission by the center’s graduate committee.

In addition to general language requirements established by AUC, the applicant must demonstrate proficiency in English at an advanced level. All applicants will be personally interviewed by the director of the program in order to assess their level of communication and spoken language skills. Some applicants will be asked to complete, with a minimum grade of B, one to three undergraduate courses in broadcast writing and production as prerequisites.

Applicants must submit official transcripts of all university degrees earned, an updated curriculum vitae, two recommendation letters from relevant, credible sources and a personal statement of purpose. Applicants with media experience must submit samples of their work.
Since the master’s in television and digital journalism is a practical and hands-on program that requires daily assignments beyond the normal scheduled classes, students are expected to be available to take classes and complete assignments during the day as well as evening hours. Students are advised not to hold full-time employment that might conflict with fulfilling the requirements of the program.
ADMISSION CHECKLIST

- Proof of English-language proficiency
- Official university transcripts
- Curriculum vitae
- Two letters of recommendation
- Personal statement of purpose
- Samples of published and broadcast work, if applicable
- Director interview

COURSE OFFERINGS AND PROGRAM CALENDAR

A minimum of 11 courses, totaling 33 credit hours, is required for the degree. All students must take the following:

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<td>TVDJ 5237 TV Digital News Gathering and Scriptwriting</td>
<td>TVDJ 5238 Arabic TV Script Writing</td>
<td>TVDJ 5207 :Practicum TV or Special Video Assignment</td>
<td>TVDJ 5246 TV Digital Journalism Capstone</td>
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<td>TVDJ 5241 Field and Studio Digital Camera Production</td>
<td>TVDJ 5259 TV Interviewing and Talk Show Hosting</td>
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<td>TVDJ 5242 Digital Video Editing</td>
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TVDJ 5207 - PRACTICUM: TV OR SPECIAL VIDEO ASSIGNMENT

The practicum comprises field experience at an approved television station, at the video/digital section of a publication or at a TV production company in Egypt or abroad. The practicum is to be conducted preferably as a six-week summer internship or during the fall or spring semester.
TV DJ 5237 - TV DIGITAL NEWS GATHERING AND SCRIPTWRITING
This course introduces students to the theory and practice of field reporting and production. Students learn the concepts of television journalism, the differences in reporting for print and broadcast, scriptwriting, use of pictures and related topics. (Must be taken concurrently with TVDJ 5241 and TVDJ 5242)

TV DJ 5238 - ARABIC TV SCRIPT WRITING - PREREQUISITE: TVDJ 5237
This course introduces students to the theory of field reporting and production. Students learn the concepts of television journalism, the differences in reporting for print and broadcast, scriptwriting, use of pictures and related topics. The course is partially devoted to presentation skills for Arabic TV reporting. (Non-Arabic-speaking students may substitute an elective with the approval of the director).

TV DJ 5239 - TV PRESENTATION AND VOICE COACHING - PREREQUISITE: TVDJ 5237
This course develops an awareness of how skeletal-muscular-respiratory organization can inhibit or promote vocal tone resonance and articulation. It also imparts the physical experience necessary to promote improvement in posture and breathing. The course provides the means whereby unconscious, inappropriate personal habits, such as grimacing, frowning and nervous gestures, can be brought to consciousness and gradually eliminated. Particular attention is given to developing unobtrusive and clear enunciation in English.
**TVDJ 5241 - FIELD AND STUDIO DIGITAL CAMERA PRODUCTION**
This course involves intensive field training on how to use digital video cameras. Students learn the basics of camera shooting, sequencing, framing, lighting, and also how to conduct vox pops and interviews. They practice shooting on different field and studio camera models and formats, indoors, outdoors and in a studio environment. Students also learn lighting techniques for the field and studio.
*(Must be taken concurrently with TVDJ 5237 and TVDJ 5242)*

**TVDJ 5242 - DIGITAL VIDEO EDITING**
This course provides intensive training in editing labs to master the basic operation of video editing equipment. Students learn how to edit their stories using machine-to-machine editing (linear editing) and software editing (non-linear editing). Students also learn live video editing and production inside the studio.
*(Must be taken concurrently with TVDJ 5237 and TVDJ 5241)*

**TVDJ 5245 - TV STUDIO NEWS REPORTING** - **PREREQUISITES:** TVDJ 5237, TVDJ 5241, TVDJ 5242. This course provides students with intensive, real-world exposure to the production of television field news reports. Students are involved in all aspects of creating a weekly television news program, including reporting, executive production, studio camera work, directing, writing and anchoring. Each student produces a weekly three-minute report.

**TVDJ 5246 - TV DIGITAL JOURNALISM CAPSTONE** - **PREREQUISITE:** TVDJ 5245
A continuation of TVDJ 5245, this course provides more advanced training in producing television news broadcasts with an emphasis on writing, research and execution of mini-documentaries, investigative reports and features. Students fluent in Arabic may produce reports in Arabic. Students complete the required capstone project in this course.

**TVDJ 5259 - TV INTERVIEWING AND TALK-SHOW HOSTING**
This course introduces students to television interviewing across a variety of formats through delivery and practice. Students learn to conduct one-on-one interviews (live, pre-taped and remote) and host talk shows. They also acquire skills and techniques for researching a guest’s background, developing topics and preparing questions.
ELECTIVES
All students must also take two 5200-level courses offered either by the Department of Journalism and Mass Communication or departments or centers in the School of Global Affairs and Public Policy. All electives must be approved by the student’s adviser to ensure relevance to the program.

THESIS AND COMPREHENSIVE EXAMS
The master’s degree in television and digital journalism is a professional degree. In lieu of comprehensive exams and a thesis, students are required to complete a capstone project. Those students who desire a thesis degree in preparation for eventual PhD study at an Egyptian university must, in addition to the requirements above, take JRMC 5200, JRMC 5202, JRMC 5204 and JRMC 5250, sit for comprehensive exams and enroll for a thesis.

FACILITIES
Studio
The center offers students the opportunity to gain practical experience in two state-of-the-art studios: a three-camera broadcast quality full HD studio and a three-camera broadcast quality standard definition (SD) studio. Both studios are connected to digital control rooms and are equipped with video switchers, audio mixers, video tape recorders, video servers graphics machines and news automation systems. In addition to in-studio interviews, capabilities extend to live interviews both from the field and over the telephone.

News Workflow
With one of the first fully automated news workflow facilities in the region, the center has the unique ability to offer students a complete simulation of the workflow used in professional television newsrooms, from ingest to playout. The center is equipped
with a newsroom computer system (ENPS), an automation system and a media asset-management system that allows for low-resolution editing. All facilities are fully integrated into the studios.

Field Production
The center is equipped with high-definition (HD) and digital video (DV) professional field cameras (10 Sony HVR-Z1, 6 Sony PD150, 15 Sony PD10, 5 Sony HVR-A1E, 6 Sony PMW100, 1 Sony HXR-NX3D, 2 Canon 5D Mark III), plus accessories. Post-production and high-resolution editing facilities include:
- Two video editing suites equipped with a total of 30 Final Cut Pro 7 nonlinear editing workstations, plus 15 MacBook laptops with Final Cut Pro software
- Three Adobe Creative Cloud editing and graphics stations (Adobe After Effects, Adobe Premier and Adobe Photoshop)
- A (DV/Betacam) linear edit suite
- A fully isolated audio recording booth
- A dubbing rack to convert between different television systems and formats
- Live field transmission system
- 3D cameras

Central Apparatus Room
Holding the core equipment for the center’s servers, the Central Apparatus Room is the storage facility to which all labs are connected.

Ingest Room
The center’s ingest room allows for playback and recording to and from DV/HD/Betacam equipment, as well as recording material from news agencies, such as Associated Press, onto the central storage system.

Tape Library
The center has an extensive video library containing more than a thousand Betacam, DVCAM and DV tapes. These date back to 1988, the year the Kamal Adham Center was founded, and include raw footage, edited master tapes and video magazine shows. The library also holds interviews with prominent Egyptian and international figures, major news events and, most recently, footage of Egypt’s January 25 Revolution. The tape library is currently being migrated to a digital format, and material is being transferred to storage on LTO tapes.

AUC TV
Equipped with streaming encoders, the center is able to stream continuous broadcast to all television sets on campus. Broadcast material may be fed directly from the studio, live from other locations on campus, or from prerecorded material.
PROFESSIONAL DEVELOPMENT PROGRAM
The Professional Development Program offered by the center is designed for those who are currently working in or striving to work in television journalism, advertising or other professional activities directly related to television journalism.

Program courses are offered in flexible formats to accommodate the needs of working professionals. The five-week program meets twice or three times each week, for a total of 30 teaching hours. Intensive workshops can be tailored upon request.

The courses are both theoretical and practical, with more concentration on practical workshops.

The program’s instructors have both academic and professional experience in the field of television journalism.

Participants receive a professional certificate from the Kamal Adham Center for Television and Digital Journalism upon completion of the program. Certificates may be prepared for endorsement by the Egyptian Ministry of Foreign Affairs.

Tailored Training and Special Topics
The Kamal Adham Center can arrange for custom-designed courses and training sessions for Arab news organizations – television, radio, online or print – on site or at the Center.

COURSES OFFERED
Camera Operation
This course provides intensive field and lab training with the Sony PD150 and the Sony HVR-Z1 cameras. Attendees will learn how to shoot, set up lighting and apply various types of audio techniques.

Documentary Filmmaking
The course exposes participants to the unique aspects of writing scripts for documentary features and producing long-form current affairs television broadcasts. Attendees learn about filming styles for documentaries as well as editing techniques.

TV Studio Directing
This course involves intensive training to produce shows or live-to-tape programs, including talk shows. Participants learn how to use studio cameras, live audio and video mixers, teleprompter, chroma-key and lighting set up.
Video Editing
Participants receive intensive training in the non-linear television editing system Final Cut Pro. The course also concentrates on teaching the ethics and rules of television news editing.

TV News Reporting
Participants in this course receive intensive instruction in reporting skills, including story planning and development, interviewing techniques, and voice and body language coaching.

Voice Coaching and Presentation in Arabic
Instructors work with course participants to improve vocal tone resonance and articulation, as well as posture and breathing, while presenting broadcast news and features. There is an emphasis on developing clear Arabic enunciation.

Advanced Voice Coaching and Talk Shows
This is an advanced-level course focusing on the vocal technique and presentation of television programs, especially talk shows. It is a practical course in which students produce and record simulation programs in the Kamel Adham Center studio.

Still Photography
This course involves intensive field and lab training with the Canon EOS 400D. Participants learn to shoot using all the camera features and understand the elements of composition and style.

Multimedia
Participants in this course will learn about the techniques needed for electronic journalism, such as writing for online publications and posting images, video and audio.

Professional Development Program
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