

## Media Convergence Puts Program in Demand

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As blogging, podcasting and other forms of “citizen journalism” emerge, media arts at the Tulane School of Continuing Studies is one of the most in-demand programs. The proliferation of media in today's culture encourages many students to decide on careers in mass media.



Paul Greenberg, who has 25 years experience as a working journalist, is director of the media arts and journalism program in the Tulane School of Continuing Studies. (Photo by Paula Burch-Celentano)

“More natural communicators than ever are finding their voices,” says Paul Greenberg, who was appointed program director of media arts and journalism in July 2007.

“That leads a lot of people to realize their true calling is to communicate to a mass audience. This program is the place in the university system that fully trains students to step forward and be heard by that mass audience.”

Emphasizing fundamentals and real-world experience, the media arts program encompasses academic disciplines such as digital and graphic design, journalism, public relations and website development. Students choose a specific area of media studies for a major.

The media industry — advertising, newspapers, magazines, radio, TV and the Internet — is a demanding business. Dramatic changes have taken place over the past decade as print and electronic media converge and meld with the Internet.

Degree in hand, students no longer get a job by default. They must arrive having honed important skill sets that translate into the ability to produce compelling content, Greenberg says.

“Students must be trained to express themselves concisely and substantively, in a way that appeals to the contemporary reader,” Greenberg says. “Writing is at the core of most media jobs. We incorporate writing training and skills into almost every class. Our objective is to teach our students how to say more, using fewer words.”

Each faculty member in the program has both academic credentials and a working professional's practical expertise.

Greenberg is a working journalist with 25 years experience in news reporting, feature writing, advertising and new media publishing. While working as a full-time writer for the *Times-Picayune*, his work also was published in other newspapers, local, regional and national periodicals and journals, and websites.

“Regional news organizations, advertising agencies, and many media-related companies are eager to work with — and hire — our students,” Greenberg says.

[Program details and course descriptions](#) are available from the School of Continuing Studies website, by calling 504-865-5333 or e-mailing [Paul Greenberg](#).

*Paul Forbes is director of the Elmwood campus of the Tulane School of Continuing Studies.*