

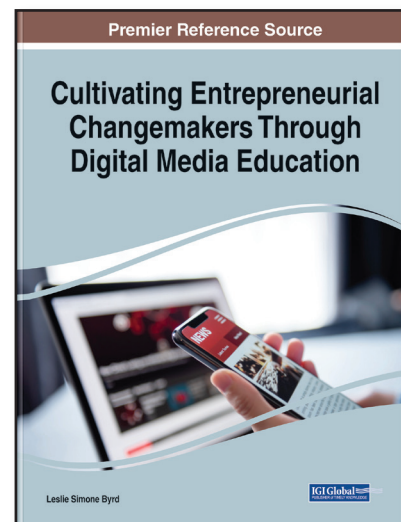
Cultivating Entrepreneurial Changemakers Through Digital Media Education

Part of the Advances in Higher Education and Professional Development Book Series

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Description:

The role of the journalist has been significantly altered and is far beyond that of being just a “reporter” of news in modern times. Social entrepreneurship is rooted in a venture that seeks to create revenue while being anchored in providing social value to the communities the enterprise serves. Combining these creates the concept of a social newspreneur, which takes elements of the old business model and creates new opportunities. In this way, media can be reformed by everyday people who have a vision for restoring trust and facilitating alternative activities to inspire civic engagement in new and unique ways. As such, journalism program administrators have realized that the time has come to alter and provide innovative educational opportunities that prepare students for careers outside of traditional employment. Entrepreneurship education across the disciplines is quickly becoming the status quo on today’s college campuses. However, in making these curricular changes, faculty must engage in significant assessment of these new approaches to ensure that students are obtaining a return on their investment in the college education and degree that they seek.



Cultivating Entrepreneurial Changemakers Through Digital Media Education is a crucial reference book that cultivates timely and relevant practices in the development of improved teaching methods, assessments, information delivery, and technological tools that are used to facilitate and support the social entrepreneurship and digital journalism education space. It explores the role of media innovation and how the landscape is ripe for the influx of social entrepreneurs, or the rise of the “social newspreneur.” The chapters cover areas such as methods used in journalism programs, social entrepreneurship in course design, educational technologies, student learning outcomes, and how these programs foster civic engagement. This book is a valuable reference tool for university faculty, university administrators, news organization leaders, journalists, reporters, broadcasting agencies, professors, practitioners, stakeholders, researchers, academicians, and students.

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