



## WELCOME TO THE FUTURE OF MEDIA

The **School of Media Technology** is seeking students with a dedication to learning in order to increase their capacity to manage and operationalize print and electronic media more positively with the guidance of professional lecturers.

### MEDIA LAB

We are endowed with a well-set Media Lab.

### MEDIA STUDIO

The Media Studio is extremely equipped with modern high precision technology.



### OUR COURSES:

- Bachelor of Science in Media Technology
- Diploma in Media Technology
- Bachelor of Science in Development Communication
- Short course in Public Relations & Corporate Communications



P. O Box 994, Mbale, Uganda  
Plot 564, Nyanza South Kamonkoli,  
Mugiti S/C, Budaka District



info@livingstone.ac.ug



+256 761 00 30 31  
+256 761 00 30 33

# KEY PROFESSIONS

In both the Diploma and Bachelors of Media Technology and Development Communication, there are several key professions that play crucial roles in the creation, dissemination, and management of news and content. Here are some of them:

- **Journalist/Reporter:**

Journalists are responsible for gathering, investigating, and reporting news stories. They conduct interviews, research, and write articles for various media platforms such as newspapers, magazines, websites, radio, and television.

- **Editors:**

Editors oversee the content creation process. They review and revise articles for accuracy, clarity, and style. Editors may also make decisions about which stories to pursue and how they should be presented to the audience.

- **Photojournalist:**

Photojournalists capture images to accompany news stories. They often work alongside reporters to visually document events, people, and places. Photojournalists must have a keen eye for composition and storytelling through images.

- **Videographer/Video Journalist:**

With the rise of digital media, videographers and video journalists produce video content for online platforms, television, and social media. They shoot, edit, and sometimes report on stories using video footage.

- **Broadcast Journalist/Anchor:**

Broadcast journalists deliver news stories to audiences through television or radio broadcasts. They may also conduct interviews, moderate discussions, and provide analysis on current events. Anchors are the main presenters of news programs.

- **Social Media Manager:**

Social media managers are responsible for managing a media organizations presence on social networking platforms such as Facebook, Twitter, Instagram, and LinkedIn. They create content, engage with followers, and analyze social media metrics to optimize performance.

- **Digital Content Producer:**

Digital content producers create multimedia content for online platforms, including articles, videos, podcasts, and interactive graphics. They often work closely with editors and reporters to adapt traditional news stories for digital consumption.

- **Data Journal:**

Data journalists specialize in analyzing and interpreting data to uncover trends, patterns, and insights. They use statistical techniques and data visualization tools to enhance news stories and provide context to complex issues.

- **Media Technologist/Engineer:**

Media technologists develop and maintain the technical infrastructure used in media production and distribution. They may work on systems for Broadcasting, streaming, content management, or multimedia editing.

- **Media Strategist:**

Media strategists develop plans to reach target audiences effectively through various media channels. They may conduct market research, analyze audience demographics, and recommend advertising or promotional strategies to maximize the impact of media campaigns.