

TRANSFORMING JOURNALISM CURRICULA IN SOUTH EAST EUROPE

Journalism studies at universities in the SEE region lack the necessary material, equipment and balance between theory and practice.

Weaknesses in current undergraduate studies in journalism across SEE can be identified using certain indicators. These indicators result from analysis of SEE concerning:

- journalism education
- democratisation provoked by journalism education
- freedom and expression and media
- journalism professionalism

The indicators aim at answering:

- Do journalism studies reflect the current situation of professional journalism?
- Is journalism education able to support the democratisation of society?



INDICATOR ON THE CONTENT OF JOURNALISM CURRICULA

GENERAL KNOWLEDGE COURSES

- Do journalism studies include a general knowledge course and more specifically:
- courses in political systems, constitution and constitutional order.
 - courses reflecting the specific democratic process in the given country (e.g. relating to human rights, EU integration, the judiciary, and transparency).
 - separate courses teaching the country's official language(s), as well as a foreign language.
 - general education courses which are well adapted to the journalist profession.
 - research and research methods?

COMMUNICATION COURSES

- Are courses relating to public opinion, communication science, intercultural communication, and media literacy being offered in the curriculum?
- Are courses being provided dealing with media-related legislation, media effects on society and freedom of expression?
- Is ethics being taught as a separate course and what is the manner in which it is being taught?
- Is ethics included in the syllabi of other courses and, first and foremost, journalism and communication courses?

JOURNALISM COURSES

- Do journalism studies offer:
- separate courses on radio, television, online, printed media and multimedia journalism?
 - courses encouraging the development of critical thinking and analytical writing?
 - courses focusing on research and analysis-based journalism?
 - journalist skills such as operating a television camera, editing, photography and design?
 - practical training lessons?

INDICATOR ON THE ROLE THAT DEPARTMENTS OF JOURNALISM PLAY IN SOCIETY

- Do departments of journalism:
- actively participate in the public domain?
 - publicly present their views on and offer solutions to the state of media and freedom of expression in their respective country?
 - establish steady cooperation with civil society, journalist associations and labour unions working on advancing and professionalising media-related vocations?

INDICATORS FOR EVALUATING JOURNALISM CURRICULA IN SEE

INDICATOR ON METHODS OF FUNDING AND CONDUCTING SCIENTIFIC RESEARCH

- Is the department of journalism self-sustainable?
- Are research projects being pursued?
- Are students involved in conducting research projects?
- Are the results of scientific research subsequently incorporated in the curricula?
- Are students provided access to the results of scientific research?
- Is the department of journalism and its faculty taking part in regional or international scientific research projects?

PRATICAL TRAINING

- Is practical training:
- compulsory in each academic year?
 - regulated and required by law?
 - implemented via cooperation agreements with media organisations?
 - facilitated through student career counseling centres or other centres helping students to find practical experience?
 - evaluated on its quality?
 - awarded with ECTS credits or partial/full grades?

INDICATOR ON LITERATURE AND TEACHING MATERIAL USED IN STUDIES

- Does the department of journalism:
- print and/or publishes its own textbooks and related material?
 - provide students with textbooks for each course?
 - provide works authorised by teachers (printed lectures or textbooks)?
 - make additional literature available to students?
 - incorporate translations of books by foreign authors in the curricula?

INDICATOR ON THE TEACHING STAFF AND ADMINISTRATIVE CONDITIONS IN JOURNALISM STUDIES

- Does the department of journalism employ teachers of journalism-related courses on a full-time basis?
- Do teachers from other humanities departments deliver lectures in the capacity of visiting professors?
- Do teachers possess professional work experience in journalism?
- Are expert practitioners involved in teaching journalism?
- Do departments of journalism possess their own facilities for conducting classes?
- Do departments of journalism operated specialised laboratories (for TV/radio/multimedia) in which to carry out practical work?

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