



Fostering Integrated Journalism Education in Europe

Irene Da Rocha

Pompeu Fabra University (Spain)

irene.darocha@upf.edu

Abstract

This communication introduces the partial results from the ERASMUS LLP project IJIE: Integrated journalism in Europe. A model developed from four cornerstones: media integration, simulation training, liaison with media companies and internationalization.

With the revolution of the communication ecosystem, universities must adapt their curricula into the new reality. They should also in promote and research new dynamics of the newsroom, in order to train a new generation of journalists exercised in the multimedia, hypertextuality and interactivity. Thus the university becomes part as an active agent in the media landscape. Moreover, it must take innovation and development functions, that until five years ago where mainly done by media groups. This European research allows a new status to advice and test innovative integration formulas, incorporating Web 2.0 tools in both design and teaching.

An integrated newsroom is considered "one capable of feeding content to two or more media through a single production unit" [1]. The concept of integrated newsroom is being debated in the current communicative context, especially by the fear that this kind of work may create an "orchestra journalist", which is provided with a negative connotation in the Journalism field. If you look at the positive features of the concept, however, we found a versatile journalist, who is able to participate in integrated production and distribution platforms, key elements in many existing media groups.

The four cornerstones are what draws a difference over other experiences and previous courses:

- Integration of media: The merger of the former media subjects of the BA (print, television, radio and internet), has led to a necessary change of mentality of teachers. They should recycle themselves into new teaching guidelines.
- Simulation: In the previous workshops and other activities of the career, professional simulation was used as a key learning methodology.
- Link university – media companies: The work done by students becomes a real journalistic product that could be published and distributed by media companies. This multiply the motivation of students and serves to involve businesses in the training of professionals and creates new synergies. It is a relationship that complements the usual practice "in situ", which still remains, but wants to go much further.
- Internationalization: It aims to break boundaries from ICT, which today allow online communication between students from different countries, as do the Erasmus offline. On the other hand, working on a second or third language enables the development of other skills curriculum.
- The model introduced in the IJIE project and tested first in the Pompeu Fabra University can be noted as successful by the students' acceptance, the involvement of media companies' managers in the classes and the interest from other European universities to establish agreements.

References

[1] SALAVERRÍA, R.; NEGREDO, S. (2008: 51): Periodismo integrado. Convergencia de medios y reorganización de redacciones, Barcelona, Sol90.