Call for Papers
Special Panel „Journalism and Communication Education“
European Communication Conference 2014
12th-15th November 2014
Lisbon, Portugal

Journalism and Communication Education is a new Temporary Working Group of the European Communication Research and Education Association (ECREA). We invite paper proposals for the TWG’s official launch panel at the ECC2014, 12th-15th November 2014, in Lisbon, Portugal.

Rationale
Today, the development of communication technologies and the mediatization of society have a profound impact on professional media work. Educational institutions are faced with the important task of following the ongoing changes in the media markets in order to make informed decisions for providing and maintaining a high standard of education. These changes demand that we constantly rethink education for media professionals, as well as media competencies development and education for audiences. Unfortunately, educational systems evolve at slower speed than the field itself.

At the same time, there is still a lack of theoretical concepts and empirical studies regarding the development, change and adaptiveness of professional media education. Educational issues are being treated within the realm and focus of different fields (journalism studies, public relations, advertising research, educational science, ...) but rarely as a topic in itself that integrates the diverse angles. The aim of the new ECREA Journalism and Communication Education TWG is to foster the relationship between journalism and communication education institutions in Europe in order to advance communication and exchange in higher and continuing education research and practice. Its goal is to provide a platform for researchers and educators interested in advancing our theoretical, empirical and practical understanding of media education, both for media professionals and audiences in mediatized societies.

We invite paper proposals that cover the main themes below:
› Comparative research on European media education systems
› Historical development of media educational systems
› Media change and media education
› e.g. the role of ‘big data’, surveillance society and privacy issues
› e.g. teaching new media skills
› e.g. shifts in 21st century role perceptions of students, scholars and professionals
› e.g. blurring lines between information professions
› Innovation in the curricula of journalism schools and media education programs
› e.g. flipping the class room, teaching hospitals, blended learning, MOOCs and social media learning.
› Teaching ethics in journalism, PR and advertising education
› Teaching entrepreneurial journalism and self-branding
› Educating ‘reflective practitioners’
› Aspects of cooperation between education and the professional field, reflecting gaps between theory and practice
› Media competence training and education, both in the realm of professional/higher education and secondary education/pedagogy
Quality management in journalism and communication education
Best practice in journalism and communication education
Higher education, vocational training and lifelong learning: organizational approaches to media education
Education management

Conference submission
Please submit a 400 to max. 500 word abstract followed by a short biographical note (name, surname, position, institution, address, e-mail).

Please send your submission to: harnisch@uni-trier.de
by February 28, 2014.

All paper submissions should be in English.
All submissions will be blind reviewed.
Although this is a separate call, the Journalism and Communication Education TWG launch panel will be part of the ECC2014 conference. Please keep in mind, that you may submit more than one paper or poster proposal to the entire conference, but only one paper or poster as first author will be accepted and programmed (throughout the entire program). First authors can still be second (or third, ...) author of other papers or posters, and can still act as chair or respondent of a panel.

Contact and Information
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Notification of accepted papers will be sent out by April 30, 2014
For more information about the TWG, see: www.ecreaeducation.wordpress.com
For more information about the conference, see: http://ecrea2014.ulusofona.pt