

Friday, March 6

13:30–15:00 Panel 3: Institutional and organizational challenges for professional media education

Critical Thinking as a facilitator of Ethical and Deontological competences development in the Creativity Itinerary of Advertising and Public Relations Degree

[Irene Da Rocha, Ana Fernández-Aballí, Matilde Obradors, Pompeu Fabra University, Spain]

How were the Spanish Journalism degrees adapted to the European Higher Education Area? A comparative analysis of 35 universities

[Pilar Sánchez-García, Miguel Vicente Mariño, Universidad de Valladolid, Spain]

Forming our identity: Summary and outlook

[Harmen Groenhart, Fontys University, The Netherlands]



Foto: ttm/Tourist Information Trier

Conference Information

Conference Venue and Bus Transfer:

The Conference will take place at Trier University campus. The campus is situated in a residential area, which is a 20 min. bus-ride away from the Trier's old town center. Bus lines **3, 13, 83 (directions of "Tarforst", "Universität", or "Weidengraben")** will take you directly to the University from either Trier central station or a bus stop near your hotel. (please note: Line 3 stops at „Universität“, Line 13 at bus-stop „Mensa“ - see Campus Map)

Conference dinner

will take place at the Weinhaus, Brückenstr. 7 (close to Hotel Aulmann), directly opposite the Karl Marx House.

Conference fee:

€ 60 (including reception, coffee breaks, conference dinner on Thursday (including water and one glass of wine), breakfast roundtable and lunch on Friday)

Contact:

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Conference organization:

Carlos Barrera, U Navarra; Harmen Groenhart, Fontys U;
Michael Harnischmacher, U Trier

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Journalism & Communication
Education TWG

Communication in Programs Search for Identity

Thursday, March 5 –
Friday, March 6, 2015




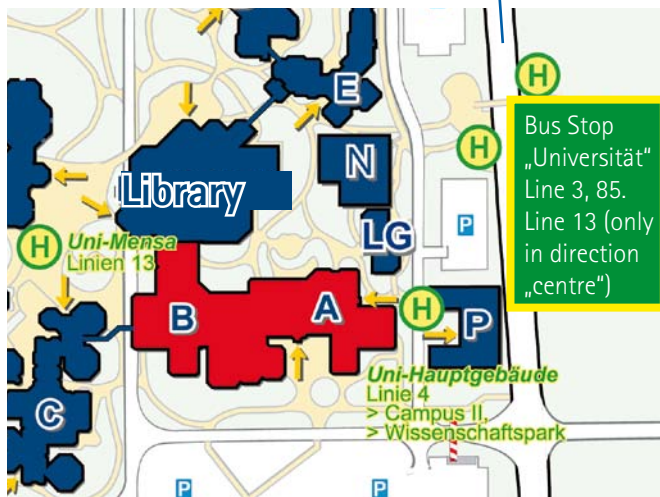
 **Universität Trier**

In a converging media environment, how do educational programs build an identity? How can they help students form their professional identities for an ever changing market?

Educational systems have two important functions for professions: They can be stabilizing factors for systems in transition, as well as a vanguard of innovation and development. In a time of converging media markets and professions, the professionalization of new markets, and the blurring of boundaries between formerly separate professions, it is important to reconsider media education's role from an interdisciplinary and broad perspective.

The aim of this conference is to provide a forum for educational approaches for communication professions that witness a transition. How are education programs affected by media convergence and changing job markets? What strategies are followed in order to meet these challenges? Which approaches are implemented and to what effect?

Campus Map (Conference: Building A, 3rd floor) 



Thursday, March 5

- 12:00** Arrival Registration/Coffee/Finger Food
- 13:00–13:30** Welcoming address
[Michael Harnischmacher, University of Trier, Germany]
- 13:30–15:00** **Panel 1 What we are facing: International perspectives on challenges to journalism education**

Adapting Journalism Education to the dynamics of the profession: New formats, practices and skills.
[Irene Da Rocha, Carles Singla, Pompeu Fabra University, Spain]

Master-programs as a way of formation of professional identity
[Natalia Makarova, Veronika Yarnykh, Russian State University for the Humanities]

Rise and fall of media MacGyvers in Czech Republic: Challenges of Journalism Education
[Filip Láb, Alice Nemcová Tejkalová, Charles University in Prague]



Download the **Trier University Campus App** Map, Directions, Bus-Schedules ...

- 15:00–16:30** **Workshop 1: Journalism Education in the age of Convergence: How to adapt to new challenges, without losing the core journalistic values?**
[Sonja Kretzschmar, Anne Röpke, Sissi Pitzer, BW University, Germany]
- 16:30–16:45** Coffee Break
- 16:45–18:15** **Workshop 2: Hypes or trends? Anchoring the young professional.**
[Lucienne Kleisen, Majel Ruyters, Ingrid Jacobs, Fontys University, The Netherlands]
- 18:15–20:00** Transfer to Town/Check-In Hotel/Walk through city...
- 20:00** Dinner (Weinhaus, Brückenstr. 7)

Friday, March 6

- 9:00–10:30** **Panel 2: Breakfast-Roundtable (Cafeteria, Building A):** Fostering interdisciplinary and international research in professional communication education
[Harmen Groenhart, Fontys University, The Netherlands, Michael Harnischmacher, University of Trier, Germany]
- 10:30–12:30** **Workshop 3: Use of Online Visualisation Tools in Journalism Education**
[Inge Beekmans, Alexander Pleijter, Fontys University, The Netherlands]
- 12:30–13:30** Lunch