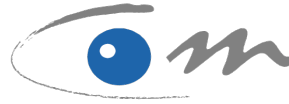




Universidad
de Navarra



European Communication Research
and Education Association

CONFERENCE PROGRAM – PAMPLONA 2016

TWG Journalism and Communication Education (ECREA)

“Higher Communication Education: Serving or Innovating the Profession?”

Thursday May 19

09:00-09:30 Registration (School of Communication Building)

09:30-10:00 Opening / Inauguration

10:00-11:30 Session 1: New Education Models

Chair: Michael Harnischmacher (University of Passau, Germany)

Redefining the new training profiles in the changing teaching of journalism

Pilar Sánchez-García, Marta Redondo, Eva Campos
(University of Valladolid, Spain)

Proposal to embed creativity and innovation-driving techniques into media studies' curricula: 'Goikolab', a media innovation laboratory based on the Design Thinking methodology

Beñat Flores, Txema Egaña, Aitor Zuberogoitia
(Mondragon University, Spain)

Best Practice in Journalism Education

Bart van Teeffelen
(Fontys University, The Netherlands)

11:30-12:00 Coffee break

12:00-13:30 Session 2: Teaching (for) the Future Economy

Chair: Harmen Groenhart (Fontys University, The Netherlands)

Stretching the Business Model Canvas: How to Expand and Modify the Tool for Communication and Entrepreneurship courses for media students

Mercedes Medina, James Breiner
(University of Navarra, Spain)

Business Development Laboratory Study Module for Creative Industries

Charo Sádaba, Ángel Arrese, Samuel Negrodo
(University of Navarra, Spain)

Blended learning in the media classroom: search for the ultimate blend

Yael de Haan, Judith Popken
(University of Applied Sciences Utrecht, The Netherlands)

13:30-15:00

Lunch

15:00-16:30

Session 3: Traditional Media – Future Skills

Chair: Carlos Barrera (University of Navarra, Spain)

Learning from the best reportages to innovate journalism

Dolors Palau-Sampio, Adolfo Carratalá
(University of Valencia, Spain)

Development and challenges in Journalism Writing teaching at Spanish schools of communication

David Sanchis-Cano, Beatriz Gomez-Baceiredo
(University of Navarra, Spain)

The Multilingual Times: Breaking the language barrier between journalism and science

Harry Browne, Gessica De Angelis
(Dublin Institute of Technology; Trinity College Dublin, Ireland)

16:30-17:00

Coffee break

17:00-18:00

Session 4: Ethical Challenges

Chair: Michael Harnischmacher (University of Passau, Germany)

Communicative and ethical competence in the context of the higher education system

Małgorzata Laskowska, Krzysztof Marcyński
(Cardinal Stefan Wyszyński University, Poland)

An experience of teaching communication ethics and media law: a specific case study methodology

Mónica Codina, Ana Azurmendi, Mercedes Muñoz
(University of Navarra, Spain)

18:30-19:45

Guided visit to the University of Navarra Museum

20:00-22:00

Gala dinner (Museum Restaurant)

Friday May 20

09:30-11:00

Session 5: Innovation in Education

Chair: Harmen Groenhart (Fontys University, The Netherlands)

**Innovating the democratic public sphere through higher education:
A proposition of learning objectives for journalism and
communication curricula**

Leena Ripatti-Torniainen
(University of Helsinki, Finland)

Data and journalism research contributions

Idoia Portilla
(University of Navarra, Spain)

**Challenge Based Learning in a Communication degree: an
innovative experience from Mondragon University**

Maite García Martín, Aitor Zuberogoitia, Sirats Santa Cruz
(Mondragon University, Spain)

11:30-12:00

Coffee break

12:00-13:30

Session 6: Research in Education

Chair: Carlos Barrera (University of Navarra, Spain)

**Teaching innovation through researching innovation. An example
for the combination of applied science and practical training in
journalism and communication education**

Cornelia Wolf, Alexander Godulla
(University of Leipzig; University of Applied Sciences Würzburg-
Schweinfurt, Germany)

**Mapping innovations through research. What research do European
journalism educators perform for innovating profession?**

Maria Lukina
(Moscow State University, Russia) (Board Member EJTA)

**Interactive Knowledge Transfer - An innovative concept for
teaching technical skills by using hypervideo**

Julian Windscheid, Katrin Tronndorf
(University of Passau, Germany)

13:30-15:00

Lunch

15:00-16:30

Panel 7: Innovators and Servers – Public Relations and Journalism Education in Germany

Chair: Michael Harnischmacher (University of Passau, Germany)

Presenters: Alexander Godulla, Anne-Christin Hoffmann, Ralf Hohlfeld,
Michael Johann, Ralph Kendlbacher, Cornelia Wolf
(University of Passau; University of Leipzig; University of Applied
Sciences Würzburg-Schweinfurt, Germany)

16:30-17:30	Business Meeting of the TWG
17:30-18:00	Closing
18:00-...	(Optional) Visit to the city and <i>pinchos</i> dinner [at own cost]

Note: All sessions will take place in the Postgraduate Room 1140, First Floor of the University of Navarra's School of Communication Building