

“Trial and Error: media education in a changing media world.”

Fontys University of Applied Sciences, School of Journalism

May 18/19 2017

Tilburg, The Netherlands

Call for abstracts for the 3rd conference of the ECREA working group *Journalism and Communication Education Research*

As any other educational field, media education needs to address generic 21st century skills, such as problem solving, entrepreneurship or working as a reflective practitioner. However, media education faces a distinctive challenge considering the fundamental changes of its own professional field. Media professionals work under increasingly complex conditions due to the increasing overlap between different media professions, major accelerations in production and distribution, the rise of an interactive and critical audience and changing dynamics in media ownership. Traditionally distinct disciplines as advertising, journalism, film production and media design are converging, putting specific demands on professional legitimacy and operational processes. Consequently media graduates “need to be prepared for a lifelong journey of adaptation in a relentlessly changing media landscape” (Pavlik, 2013, 215)¹ and they have to “balance the competing demands of creativity versus commerce, of producing content versus exploring opportunities for connectivity and of translating the accelerated demands of a competitive, technology driven (...) work environment into meaningful actions, values and ideas.” (Deuze, 2013, 85)².

In order to prepare students for such a complex professional field, media educators have to reinvent or at least reset themselves. From teaching ‘how the world is’, to training ‘how to relate to a constantly changing world’. Not only do they need to keep up with ongoing innovation, they need to contribute to innovation as well as foster their professional legitimacy. Just as innovation, so is media education in the 21st century a process of trial and error. The inevitable question is: How do we do this?

This question we would like to address at the 3rd conference of the ECREA working group *Journalism and Communication Education Research*, which will take place in The Netherlands at the School of Journalism in Tilburg, Fontys University of Applied Sciences. We invite you to attend the conference and to submit contributions on media education. Contributions may be theoretical, methodological or empirical in nature and can touch upon, but are not restricted to, the following topics:

- media education as contributing to gradual or disruptive innovations in the profession
- media education as responding or contributing to fundamental changes in society, technology and/or economy.
- (alternative) pedagogical approaches fitting the changing needs and expectations of media graduates
- the changing nature of media work in terms of professional culture, accountability, employment, organization, diversity or media production.
- the increasing role of the audience in media production
- blurring boundaries between media professions and related phenomena, such as professional autonomy, professional values, legal and regulatory issues etc.

¹ Pavlik, J. V. (2013). A Vision for Transformative Leadership: Rethinking Journalism and Mass Communication Education for the Twenty-First Century. *Journalism & Communication Educator*, 68(3), 211–221.

² Deuze, M. (2013). *Media Work*. Cambridge: Polity Press.

- expectations of media companies, professionals or institutions regarding media graduates
- media graduate characteristics, such as demographics, previous education, training needs, or self-perception
- profound automation of media production and distribution, e.g. automated newsrooms, robot art, algorithm advertising.
- aspects of media literacy, public interest, national security or freedom of speech in media development
- the role of accrediting systems; inhibiting or stimulating media education change

Please note that we invite contributions in various formats, e.g. workshops, panels and conference presentations.

- **Workshops sessions** deal in a practical way ('hands on') with a current aspect of media education. Proposals for workshop sessions should include a clearly defined workshop topic and goal, and a number of questions or assignments for the discussion as well as an indication for the length of the session. Please submit a short workshop description (max. 500 words).
- **Conference presentations** involve research results and/or theoretical work relevant to the conference theme. Please submit an abstract (max. 500 words, not including references), outlining the state of the study or research project, as well as the research question(s) or hypotheses, findings and conclusion(s). We also encourage submitting work in progress, e.g. new theoretical or methodological ideas you want to discuss with peers at the conference.
- **Panels** consist of various presentations addressing a common topic from different perspectives. Panels are planned for of 1 hour, including discussions. Panel proposals should include a description of the topic and overall goal of the panel, addressing the relevance of the topic to the conference theme (400 words). The proposal should also name a chair who serves as a moderator and include a short abstract of each of the presentations (max. 200 words each).

True to the interdisciplinary nature of this conference, we encourage contributors to combine education of various media fields (PR, journalism, advertising...) or address applicability/relevance of their topic for programs from different areas of media education.

Deadline for abstract submission: Monday, February 20, 2017

Accepted presenters will be informed by Monday, March 20, 2017

The conference will take place Thursday, May 18 and Friday, May 19, 2017

Please submit abstracts as **anonymized** Word- or pdf-documents to [michael.harnischmacher[at]uni-passau.de]. Please include your author information (name, institution, contact) in the accompanying e-mail.

Conference is organized by the ECREA *Journalism & Communication Education TWG* management team:

Dr. Michael Harnischmacher (Chair) / University of Passau / Passau, Germany

Dr. Carlos Barrera (Vice chair) / Universidad de Navarra / Facultad de Comunicación / Pamplona, Spain

Dr. Harmen Groenhart (Vice chair) / Fontys University of Applied Sciences / School of Journalism / Tilburg, The Netherlands

