

# European Journalism in a changing media landscape



# Executive Master in European Journalism - IHECS

## **IHECS offers an Executive Master in European Journalism.**

Journalism is facing a crisis that, in time, will probably redefine the global media landscape. New media models are emerging while others are being challenged and will, eventually, be completely restructured.

The financial crisis has its share of responsibility,

but this turmoil is also caused by the growing digitalisation of knowledge, the convergence of media platforms and the concentration of media outlets.

Journalists therefore need to adapt or find a niche to survive this transitional phase.

European Journalism is a growth market because European citizens are interested in European affairs, despite a common belief that this is not so. They might reject the bureaucratic jargon often associated with the presentation of European information, but they are still eager to know, for example, that the potatoes they eat have not been genetically modified.

A growing percentage of national legislation derives from the EU. Covering European affairs

has become an obligation for journalists.

*IHECS is an official higher education institute located in the heart of Europe, Brussels city centre. It has a long experience in curricula related to journalism, public relations, advertising and socio-cultural animation. The IHECS organises bachelor's and master's degrees in the aforementioned subjects.*



## EMPOWERING EUROPEAN REPORTERS

There is a genuine shortage of and a need for investigative journalists who can translate bureaucratic jargon into meaningful information for citizens.

The Executive Master in European Journalism combines cutting-edge multimedia technologies with practical knowledge on how to cover European affairs.

Translating European affairs into meaningful and concrete terms for readers can be achieved by using some of the following tools:

- Multimedia reporting
- Pedagogical awareness of complex issues
- Computer-assisted reporting
- Insights into European affairs and critical mindset
- Visual thinking

All of the above is explored in depth throughout the Executive Master in European journalism.

The course aims to provide students with interconnected skills that are increasingly in demand on the European job market.



## CONCRETE OUTCOMES

By the end of the Master, students will have the necessary competences to work:

- As journalists in the specialised press
- As Brussels based correspondents
- As reporters covering European affairs from their country
- As institutional journalists working from within the Institutions (European Commission, European Parliament etc.)

They will also gain valuable insights into EU reporting that will entitle them to work as press officers or spokespeople for the thousands of organisations and NGO's lobbying the EU Institutions.

## A ONE-YEAR PROGRAMME WORTH 60 ECTS BASED ON CONCRETE TOOLS AND CASEWORK

The course is structured around project-based learning and multiple partnerships with European bodies. Daytime workshops are given by European professional journalists, who combine first-class teaching with practical experience in the field.

Lessons run from September 2011 until April 2012. In April, May and June students have to complete their end-of-course assignments. The class is divided into smaller groups of students. The groups have to produce a written investigative piece with photos/illustrations as well as a multimedia reportage.



## PROGRAMME: MAIN SUBJECTS

- Policies, programmes and Community decision-making mechanisms (20h)
- Deciphering current affairs (25h)
- Debating Europe (15h)
- Journalistic techniques: European editorial and critical analysis (20h)
- Journalistic vulgarization in EU reporting (20h)
- Computer-assisted reporting (15h)
- Reporting Brussels from Brussels (10h)
- Challenges ahead for European journalists (10h)
- Web journalism (20h)
- Multimedia and video reportages (25h)
- Radio journalism (20h)
- Multimedia magazine (20h)

European policies will be analysed and scrutinised throughout all the main subjects.

## FOCUS SESSIONS

- Lobbying case studies (4h)
- Focus on the European Parliament (10h)
- Focus on the Council and European Council (3h)
- Non-institutional sources (10h)
- Visit to the European Parliament: session on the Europa website, visit of the press facilities of the European Parliament
- Meeting with the spokesperson service from the European Commission
- Etc.



## REGISTRATION FEE

2.900,00 €

## DEADLINE

## FOR REGISTRATIONS

15/09/2011

## TERMS OF ADMISSION

The course is open to students from the European Union or third countries. Candidates must meet the following requirements:

### 1. Master's degree from a university or high school

Access to the Executive Master in European Journalism is subject to specific criteria, related to subjects previously studied. Master's and Bachelor's degrees in journalism are eligible as well as Master's degrees in social sciences, political sciences, literature and translation, economics, law but these will be analysed on a case-by-case basis, a written dissertation might be requested.

The governing bodies of the IHECS will make their decision on a individual basis, with reference to the complete file of documents required. Candidates' professional experience must match the skills covered by a Master's/Bache-

lor's degree. It is up to the candidate to argue their case by presenting documents that are legally valid, such as certificates, contracts, assessment reports, tax-related documents, etc.

### 2. Good command\* of English

Workshops are given in English. Candidates are invited to demonstrate their knowledge of the English language in their application. If this is not done, the IHECS will organise a language test. Other languages are also useful.

\*Good command means upper intermediate level in terms of listening, understanding speaking and writing.

### 3. Strong motivation

Candidates must explain in their application their motivation. They are also invited to explain their personal and professional plans and how the course will contribute to them.

## REGISTRATION PROCEDURES

The registration fee is 2.900,00 € and includes all teaching material.

### *What must I do?*

The application should be completed and sent as soon as possible, or handed in at the following address:

### **IHECS International and Further Education**

Registration JE

58-60 rue de l'Etuve

B-1000 Brussels, Belgium

Deadline: Registrations will be officially opened on 1st March 2011 and closed on 15 September (deadline).

As the number of participants is limited to 20, we advise you to provide us with your complete application as soon as possible.

Once the quota has been reached, we will mention it on our website.

## SELECTION PROCEDURES

*The selection by the International and Further Education department will take place in two phases:*

1. Technical and administrative assessment of all parts of the application
  - Check of the completeness of the application
  - Check of the validity of the diploma and certificates
2. Quality assessment of the application (a further two weeks)
  - Screening of the CV and cover letter
  - Results of the English language test, if any.



### **Candidates will be notified of:**

- Receipt of their application.
- IHECS's initial approval of an application, after the technical check has been done. If information is missing, applicants will be informed.
- Approval of the technical and quality checks.
- If an English language test is required.

Enrollment fee : 2.900,00 €

Please note that once an application has been validated, registration will be effective only after payment of 30% (€870) of the total course cost.

DEXIA bank account: 799-5556235-77

IBAN: BE80 7995 5562 3577

BIC: GKCCBEBB

Reference:

*Executive Master in European Journalism*

Please, refer to our website to see the list of documents needed in the application:  
[www.ihecs.be](http://www.ihecs.be)

For further information on the content of the Executive Master's degree, contact Laure Englebert, coordinator of the programme:  
[laure.englebert@galilee.be](mailto:laure.englebert@galilee.be)

Please note that the office will be closed from 15 July until 15 August 2011.

**Visit our website for the complete list of documents to provide in our application**  
**[www.ihecs.be](http://www.ihecs.be)**



International Department  
& Further education

## IHECS INTERNATIONAL AND FURTHER EDUCATION

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Photos: Thierry Maroit / Mauro Bottaro: [www.maurobottaro.it](http://www.maurobottaro.it)