



INTERNATIONAL PROJECT • 2018 • PERU

*Universidad San Ignacio
de Loyola (USIL)*



UNIVERSIDAD
SAN IGNACIO
DE LOYOLA

INTERNATIONAL
EXCHANGES

IHECS

Journalism & Communication



PARTNERS

- IHECS
- Universidad San Ignacio de Loyola (USIL)

TYPE OF PROJECT

Erasmus +
International Credit Mobility

SUPPORTED BY

Erasmus + program
Co-funded by the European
Commission



PROJECT DURATION

From 09/2018 to 07/2020

BRUSSELS SCHOOL IHECS

Journalism & Communication

Since 1958, **the Institute for Higher Social Communication Studies (IHECS)** has organized training in the field of journalism and communication by linking media theory and practice.

With a foot in the present and looking towards the future, the school seeks to adjust its teaching methods to the logics and professional practices. In order to do that, its original dynamic is focused on a **project-based learning approach**.

The IHECS trains future press and communication professionals by offering different Masters degrees:

- Journalism (Press and Information)
- Advertising
- Public Relations
- Sociocultural Activities and lifelong learning
- Media literacy

Currently, around 2200 students are engaged in the teaching given in our initial training school.

Our University College has clinched agreements with **more than 70 universities located throughout the world**.

International opportunities are a primordial issue for us as these are rallying students and professors round many projects, as much dynamic as they are current.

IHECS has been a member of many European and international networks for many years: EJTA (European Journalism Training Association), Théophraste Network (Worldwide Federation of French-speaking Journalism Schools), AUF (University French-speaking Agency) and EUPRERA (European Public Relations Education).

Each year, IHECS welcomes dozens of students from partner institutions located throughout the world. They come from the

four corners of Europe (Finland, Germany, Portugal, Turkey, United Kingdom...) or non European countries (USA, Canada, Argentina, Brazil, Russia, Taiwan, India...), more and more of them are taking to study at IHECS.

Reciprocally, the Institute is sending its own students to partner establishments.

All exchanges are organized in conjunction with bilateral agreements completed with institutions located in Europe or outside of Europe in a **precise institutional context**. This network is constantly developing.

IHECS is also forming numerous European and international cooperation agreements with other teaching institutions or with civil society organisations, in particular with Russia, India, DRC Congo, Burkina Faso or Chile.

Teaching units at Bachelor's (Undergraduate) level are dedicated to the major disciplines of human and social sciences (philosophy, psychology, sociology, history, economics, law, linguistics...) form the intellectual and

university basis for training, rounded off by the study of artistic forms. The teaching given is scientific which however is different from that given by the University as it has an inductive approach. The faculty is composed of Doctors and active professionals.

IHECS is decisively adding media apprenticeships to the usual training in communication components. This third component fully justifies the applied communication qualification for our teaching. Without demanding for all that that he becomes a media technician, the student should learn to get to know and master subtleties belonging to these different languages.

In the bachelor years, different teaching units integrating knowledge and practical and theoretical savoir-faire will enable him to approach and acquire principles as well as the appropriate techniques:

- Fixed image (photography, graphics and infographics)
- Moving image (TV/video), sound and radio
- Web and multimedia

Depending on the chosen Master degree, the production workshops, the thesis and the master classes will enable students to perfect their skill set related to communication and media.





The Universidad San Ignacio de Loyola (USIL) located in Lima, is one of the sixteen partner institutions of IHECS in Latin America and represents a destination of choice for Erasmus students from IHECS.

This private Peruvian university has an average of 20.000 students spread in four campuses, three of which are located in the city of Lima and one in Cusco. According to its mission statement, which is "to shape competent entrepreneurial pro-

fessionals who are socially responsible and capable of performing successfully, both domestically and internationally", all of the twenty six major proposed at USIL offer a strong focus on entrepreneurship.

The USIL also offers courses in English with the aim of training bilingual entrepreneurial professionals who can read and write in English, and perform researches with a vocabulary associated with their career.

The department of communication gathers 500 students and is structured in a similar way to the IHECS since it counts 4 main orientations: Journalism, Advertising, Business communication and Audiovisual communication.

The students are trained and advised by renowned academics and prominent publicists, producers, television directors, journalists and business communicators.



PLANNED MOBILITIES

Thanks to the support of Erasmus+ the following exchanges will be possible :

Between September and December 2019

One **Peruvian student from USIL** who is eager to improve its education in Communication will be granted from a grant that will allow him to attend quality courses given by experienced teachers at IHECS. This student, selected by the USIL, will follow the program in English at IHECS during the first semester 2019-2020. He will be part of the group of exchange students (from Europe and abroad) that he will have the opportunity to join during the integration week and the French immersion week in early September.

Between 2018 and 2020

Eager to expand our international partnerships to projects that go beyond simple student mobility, **one teacher or staff member of the IHECS**, will go to Lima in order to develop international connections and development policies of this partner, but also to search for deeper collaborations, involvement in South American networks and funding.

Moreover, **one teacher from the IHECS and one teacher from the USIL**, will be selected by its home institution, to deliver workshops and/or courses in the English programs of both institutions. The goal of these exchanges will be to develop a collaborative project between both schools. (cnf. Buenos Aires)

We invite teachers and staff members of both IHECS and USIL- contact the International Office of their insitutes if they wish to take part to the project.



The school has its own online TV channel called **"USIL TV"** which produces, transmits and promotes audiovisual content of educational, cultural, scientific, social and technological nature. All Communication students are invited to actively participate in the production and realization process of divers programs, short films, documentaries and video clips.

The students also can take part to the school radio station activities - the **"Frecuencia USIL"** - which transmits via Internet various programs produced and co-produced by students in Communication.



INTERNATIONAL EXCHANGES

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