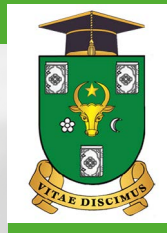


INTERNATIONAL PROJECT • 2018 • MOLDAVA

Moldava State University
European Affairs



INTERNATIONAL
EXCHANGES

IHECS

Journalism & Communication



PARTNERS

- IHECS
- Moldova State University

TYPE OF PROJECT

Erasmus +
International Credit Mobility

SUPPORTED BY

Erasmus + program
Co-founded by the European
Commission



Erasmus+

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 Moldova State University (MSU) was founded in 1946 as the State University of Chisinau. In 2005 Moldova State University adhered to the Bologna Process and Lisbon Convention. It has facilitated the mobility of students, graduates and academic staff, has prepared students for their future carriers and the life of active citizens in a democratic society, has supported their personal development, has offered wide access to the higher education of the superior quality, based on democratic principles and academic freedom. Thereby, the MSU became the first student-centered institution in the country.

At present, the MSU is considered as **one of the best institution of higher education in the Republic of Moldova**. It has around 17 000 students who study over 100 specialties at 13 faculties. The educational process is guided by academic staff of 1134 including 8 academicians and corresponding members, 90 professors / doctors habilitatus, 364 associate professors / doctors of science.

The MSU is known worldwide in the area of higher education and is integrated into a strengthened international cooperation network, having concluded about 110 bilateral cooperation agreements with institutions of higher education from 28 countries. At the present time the Moldova State University is a member of the International Association of Universities (IAU), Agence Universitaire de la Francophonie (AUF), and the Eurasian Association of Universities (AEU)

The Faculty of Journalism and Communication Sciences (funded in 1980) aims at preparing highly qualified professionals for the media sector (printed and online media, news agencies, television, radio), specialists in communication/public relations with necessary professional competences such as editors, designers and proofreaders as well as specialists in the field of information assistance that would meet requirements of the labor market of today. Good training for students is ensured by well-equipped laboratories and computer rooms allowing implementation of modern information technologies.

With nearly 600 students and 40 academic staff members, the faculty is divided in 3 departments: Theory and Practice of Journalism Department; Radio and TV Department; Communication and Information Theory Department.

This Faculty offers Bachelor degrees in 3 years (Communication Sciences; Journalism and Information) and Master degrees (Public Relations and Advertising ; Management of Media Institution; Management of the info documentary institution; Radio-Tv talk show).



TOWARDS AN INTERCULTURAL EDUCATION ON EUROPEAN AFFAIRS

IHECS and the Moldova State University (MSU) have been partners since 2007. This collaboration is rooted in **European communication analysis and education**. A key point for the Faculty of Journalism and Communication Sciences at the MSU is the common focus on European affairs with IHECS.

The MSU's internationalization strategy set up for 2015-2010 has as its primary goal to better integrate the institution into the European Higher Education and Research Area.

“Moldova is on the periphery of the European Community. It is precisely this type of exchanges that constitute an essential opportunity for us to gradually come closer to European standards, including in the field of education and higher education”

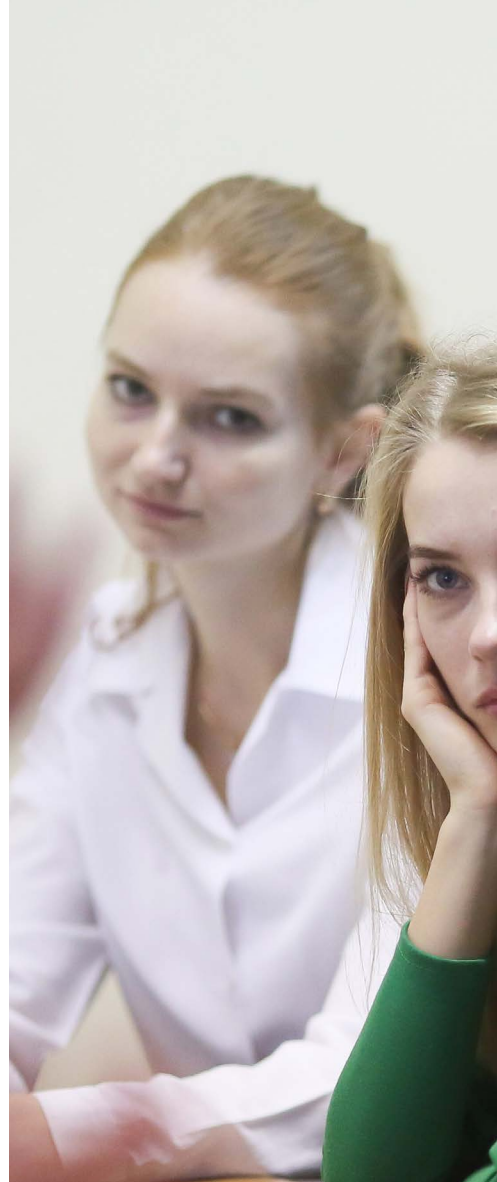
During the **first semester 2017-2018**, some Moldovan students have had the opportunity to attend courses at IHECS. Thanks to this first exchange they could improve their education in journalism and European communication, and enrich their point of view by exchanging with other International and Belgian students.

Along with the same lines, some teacher – mobilities have also been organized. Gonta Aneta, professor of Journalism and Communication at MSU, came to IHECS in **april 2018** in the wake of this first exchange. During this exchange she gave a course to the Belgian students what regards the specificities of the democracy in the post-soviet states, especially in the Republic of Moldova. The aim of this lesson was to familiarize the young generation with the faces of the democracy in a country that is not part of the European Union.

During the same month, Delphine Reuter and Esther Durin, professor of Journalism at IHECS, went to Moldova in order to give courses on European issues and on the position of Moldava in modern Europe. They also offered to the students a bunch of reliable sources that they can consult on their projects.

This objective is perfectly complementary to the IHECS one, which, by 2020, will become the benchmark in European education.

Thanks to its privileged location in the heart of Brussels and its network of professors and professionals linked to the European Institutions, IHECS is the ideal place for Moldovan students and professors to get involved in European affairs. For IHECS, the external outlook of the Moldovan colleagues proposes a new opening.



PLANNED MOBILITIES

In the wake of these first exchanges, thanks to the support of Erasmus+ other exchanges will follow between 2018 and 2020:

Staff / teacher mobilities

Two teachers from both IHECS and MSU will have the opportunity to go abroad to its partner university to continue in the same direction as the previous exchanges.

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

Student mobilities

During this academic year (2018-2019), four Moldovan students from MSU will receive a grant that will allow them to attend quality courses at IHECS. These students, selected by the MSU, will follow the program in English at IHECS. They will be part of the group of exchange students (from Europe and abroad) that they will have the opportunity to join during the integration week and the French immersion week in early September.

During the next academic year (2019-2020), in order to continue along this fructuous path, we will have the opportunity to welcome four other Moldavan students at IHECS.



INTERNATIONAL EXCHANGES

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