



## IHECS • INTERNATIONAL PROJECTS

**Moldova State University,**  
Faculty of Journalism  
and communication



INTERNATIONAL  
EXCHANGES

# IHECS

Journalism & Communication



## **PARTNERS**

- IHECS
- Moldova State University,  
Faculty of Journalism and  
Communication Sciences

## **TYPE OF PROJECT**

Erasmus +  
International Credit Mobility

## **SUPPORTED BY**

the Erasmus + program  
Co-founded by the European  
Commission



**Erasmus+**

## **PROJECT DURATION**

From 01/06/2016 to 31/05/2018

# 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 qualifi-

- 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.



cation 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:



The **Moldova State University** was founded in 1946 as the State University of Chisinau.

5 faculties were opened initially at the State University of Chisinau (Physics and Mathematics, Geology and Soil Science, Biology, Chemistry, History and Philology).

During 1946-1988, the institution, as a part of the Soviet system of education was under the management of Moscow. Beginning from 1969, the State University of Chisinau is a member of the International Association of Universities.

The MSU soon became a recognized leader of the national system of higher education in the country. It has always been responsive to the society demands; thus, the new departments and faculties were created: the Faculty of Economics, Engineering and Technology, Languages, Training Foreign Students, Journalism, Philosophy and Psychology and Political Science.

With the breakup of the Soviet Union significant changes were introduced in the system

of higher education. During 1988-1996 the State University is characterized by improvement of traditional forms of scientific-methodological work and implementation of new technologies. Curricular and organizational forms previously used were modified. In 1990, the institution was renamed into the Moldova State University. The Moldova State University is the first higher education institution accredited by the Government of the Republic of Moldova.

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 Moldova State University is one of the most important higher education institutions in the country. It has around 17000 students who study at over 100 specialties and specializations at 14 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 Moldova State University 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 (librarians of the 1st and 2nd categories and executives) 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. Educational standards adopted at the faculty promote professionalism, social responsibility, freedom of expression and creative spirit.

With nearly 1000 students and 40 academ-

ic 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's degrees in 3 years (Licentiate): Communication Sciences; Journalism; Library Science, Information Assistance and Archives and Publishing and Master's degrees (4 semesters). Amongst them: Public Communication; Documentarul de televiziune; Jurnalism analitic; Management of Media Institution; Public relations and Advertising. They also offer Doctoral Studies (6 semesters).



Students have access to the Radio Studio and TV Studio

One of the major international activities at the Faculty of Journalism is **maintaining, strengthening and developing connections** with foreign partner universities and scientific organizations.



## BRIEF DESCRIPTION OF THE PROJECT

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

In addition, the MSU needs an increased international accreditation. Being a member of the Bologna Process since 2005, the MSU has the need to change qualitatively the programs of its faculties.

Moldova and Belgium have similarities that contribute to a better understanding and communication (similar size, linguistic sensitivity, "colored" media landscape, special relations with the historically close countries - France and Romania). Thanks to its privileged location in the heart of Brussels and its network of professors and professionals linked to the



## PLANNED MOBILITIES

### 2nd SEMESTER 2016-2017 :

- 1 teacher from Brussels to Chisinau for one week;
- 1 teacher from Chisinau to Brussels for one week;

### 1st SEMESTER 2017-2018 :

- 4 students from Chisinau to Brussels for one semester;
- 1 teacher from Chisinau to Brussels for one week;

### 2nd SEMESTER 2017-2018 :

- 1 teacher from Brussels to Chisinau for one week.



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. As part of its expertise in intercultural education, the opening to Moldova is very rich and from the European point of view, this neighboring country brings a new vision. The MSU was elected as the best institution of higher education in the Republic of Moldova. Its many partnerships with foreign institutions and its many collaborative projects with European universities (eight, including five projects launched by the University's Faculty of Communication), make it an ideal partner for IHECS and its network of some 70 Institutions in the world.



Thanks to the support of ERASMUS + International Credit Mobility, some Moldovan students, who are eager to improve their education in journalism and European communication, will be able to attend quality courses specializing in the subject given by experienced teachers at IHECS . These students, selected by the MSU, will follow the program in English at IHECS during the first semester 2017-2018. They will be part of the group of exchange students (Erasmus) that they will join during the integration week and the French immersion week in early September.

A professor from IHECS will go to Chisinau to meet with colleagues and if possible with candidate students. He will give a European communication course to the students of BAC 2 and BAC 3. The professor of Chisinau will come to the IHECS in the wake of this first exchange. He will meet with the various professors participating in the program which the Moldovan students will integrate and will give a course either on the vision of Europe or on intercultural communication. In the second year of the exchange (2017-2018), the Moldavian professor's arrival will be organized during the first semester so that he can teach the group to which the Chisinau students will belong.

Visibility activities: both partners must give maximum visibility to the European support of the Erasmus + program - International Credit Mobility. Both partners will use their various means of communication to ensure this visibility and dissemination.



## INTERNATIONAL EXCHANGES

Rue de l'Étuve 58-60  
BE - 1000 Bruxelles  
Tel : +32 2 549 55 37

[www.ihecs.be](http://www.ihecs.be)

[sophie.henrard@galilee.be](mailto:sophie.henrard@galilee.be)

INTERNATIONAL  
EXCHANGES

# IHECS

Journalism & Communication



Erasmus+

Cofinancé par l'Union Européenne