



INTERNATIONAL PROJECTS • MOSCOW

**Lomonosov Moscow
State University,**
Faculty of Journalism



INTERNATIONAL
EXCHANGES

IHECS

Journalism & Communication



PARTNERS

- IHECS
- Lomonosov Moscow State University, Faculty of Journalism

TYPE OF PROJECT

Erasmus +
International Credit Mobility

SUPPORTED BY

the Erasmus + program
Co-founded by the European Commission



PROJECT DURATION

From 01/02/2017 to 31/07/2018

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 Rus-



sia, 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.



One of the oldest Russian institutions of higher education, Moscow University was established in 1755. It was named after Academician Mikhail Lomonosov (1711-1765), an outstanding Russian scientist, who greatly contributed to the establishment of the university in Moscow.

Lomonosov Moscow State University is the **top Russian university** according to the most influential academic rankings. It was ranked 30th by Times Top Universities by Reputation (2016), 7th by QS University Ranking among BRICS countries and 107th among the all universities (2016), 188th by Times World University Rankings (2016).

More than 40,000 students (graduate and postgraduate) and about 7,000 undergraduates study at the university, and over 5000 specialists do the refresher course here. More than 6,000 professors and lecturers, and about 5,000 researchers work for the faculties and research institutes.

Every year Moscow University enrolls about

4,000 international students and postgraduates from all over the world.

Moscow University campus is an extremely complex system, with its 1,000,000 m² floor area in 1,000 buildings and structures, with its 8 dormitories housing over 12,000 students and 300 km of utility lines.

MSU library system is one of the largest in Russia, with its 9,000,000 books, 2,000,000 of them in foreign languages, and the average number of readers 55,000, using 5,500,000 books a year.

The history of the Faculty of Journalism, Lomonosov Moscow State University dates back to 1947, when the faculty was founded as a part of the Faculty of Philology, Lomonosov Moscow State University. In 1952, it was reorganized as an independent Faculty of Journalism.

Faculty of Journalism is considered to be **one of Russia's leading institutions for the education of journalists and specialists in media and communications**, with about 2500 students pursuing BA, MA and PhD degree here.

Students study print, TV and radio journalism, media design, public relations and advertising, media economics, media law and much more. The goal of the Faculty of Jour-



nalism is **to provide academic excellence along with high-level practical training**. The Faculty has well-equipped TV and radio studios, a weekly student newspaper "Zhurnalyst" ("Journalist"), online media outlet "Zhurnalyst online" ("Journalist online") and student TV-channel "Mokhovaya 9".

The Faculty of Journalism has **13 academic departments**: Media Theory and Economics, Foreign Journalism and Literature, Periodical Press, History of Russian Literature and Journalism, Photojournalism and Media Technologies, TV and Radio Broadcasting, Sociology of Mass Communications, Advertising and Public Relations, Editorial and Publishing Business and Information Science, New Media and Communications, History and Statutory Regulation of Domestic Mass Media, Literary and Art Criticism and Publicism, Russian Language Stylistics.

The Faculty has over **35 bilateral agreements** with schools and institutes of journalism and mass communication in Belgium, Bulgaria, Denmark, China, Finland, France, Germany, Hungary, Italy, Japan, the Netherlands, Poland, Sweden, Spain, South Africa, Vietnam, Ukraine and USA.

Last but not least, the Faculty of Journalism organizes different international conferences

every year, including the annual international "Mass Media and Communications" conference, also known as the Moscow Readings conference, "Journalism in 20... year", Russian-Chinese conference and many others. Along with that, the Faculty of Journalism is a proud host of EMMA (2011), IMMAA (2015) and EJTA (2017) annual academic conferences.

One of the priorities for the Faculty of Journalism is **maintaining, strengthening and developing connections with foreign partner universities and scientific organizations**.





OTHER ASPECTS OF THIS COLLABORATION

- Participation of 10 students of Master in journalism in the International Program of 2 weeks organized by the Faculty of Journalism of the Lomonosov University of Moscow entitled "Russian Media and Journalism" (Spring 2017) validated as a Master 1 workshop;

- Exchange of Erasmus mobility students from 2012 (on FAME funds or IHECS own funds for IHECS students);

- Exchange of short-term mobility teachers (one week) with support from the WBI and the Russian Federation, from 2011 to 2016.

PLANNED MOBILITIES

2ND SEMESTER 2016-2017 :

- 2 professors from Moscow to Brussels for one week;
- 2 professors from Brussels to Moscow for one week;

1ST SEMESTER 2017-2018 :

- 2 professors from Moscow to Brussels for one week;
- 2 professors from Brussels to Moscow for one week;

2ND SEMESTER 2017-2018 :

- 2 professors from Moscow to Brussels for one week;
- 2 professors from Brussels to Moscow for one week.





BRIEF DESCRIPTION OF THE PROJECT

The cooperation between IHECS and the FJ MSU is pivotal to the international development plans of the two institutions.

The development of this privileged partnership should allow the mutual enrichment of innovative teaching methods and the openness to the media world of the partner country. The ambition is to create a collaborative project on journalistic and public relations topics that lend to such collaboration, for which our experts are also keen to work together in English: photojournalism, national media system and international public relations.

The selected professors chosen will have the mission of teaching one of the three subjects mentioned above. The professors will also take part in the courses and workshops led by colleagues who are experts in this field. During their mobility, the professors will visit the media and the local agencies.

Within our two institutions, the visiting professors in mobility will be invited to participate in debates and meetings open to a wider audience of interested students, professors and staff. Depending on the specific interest of the invited teachers' specialties, lectures open to an outside audience will be organized during their visits.

The selected professors must have a minimum level of English equivalent to B1.

IHECS students participating in the International Program «Russian Media and Journalism» will participate in at least one activity during the visit of the Russian professors in IHECS. Similarly, during the visit of the Russian professors, Erasmus students from Lomonosov State University staying as Erasmus student at IHECS will also be involved in at least one of the activities of the visiting professors.

The visibility activities: Both partners must give to the European support of the Erasmus + program - International Credit Mobility – maximum visibility. In order to do this, we have committed ourselves to:

Besides this small explanatory brochure, we plan to publish articles in the News of the IHECS website, and on BrusselsBondyBlog. We will also speak about it on a school radio called LnFM (led by IHECS, IAD – Institut des Arts de diffusion anc UCL – Université catholique de Louvain). On the Russian side, the project will be promoted via the student newspaper «Journalist», via the News and the Website and at the International Media Management Academic Association, organized once a year. The project will end in a festive event with as many participants as possible.



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