Executive Master in European Journalism

Institut des Hautes Études des Communications Sociales

BRUSSELS





Executive Master in European Journalism - IHECS

European journalism,
a cornerstone of democracy

IHECS offers from September 2010 onwards 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 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 interested in knowing, for example, that the potatoes they eat have been genetically modified.

IHECS is an official high school 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.

European Journalism, a new niche, a new vision, closer to the citizen

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 of 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 reporter 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 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 2010 until April 2011. In April, May and June students have to complete their end-of-course assignments. The class is divided into smaller groups of three students. The groups have to produce a written investigative piece with photos/illustrations.

For the second assignment, they have to choose between a video or radio reportage. Over the three months, each group receives technical coaching according to the media selected and they are accompanied by a journalist chosen by the IHECS for his/her practical insights into EU reporting. The work is then presented at the end of June before a jury of media professionals.

In order to ensure project-based learning, a maximum of 20 students can be accepted per academic year.

Upon successful completion of the Executive Master in European Journalism, at the end of the academic year, the IHECS delivers a certificate worth 60 credits (ECTS).







Programme: main subjects

Policies, programmes and Community decision-making mechanisms (30h)

Deciphering current affairs (25h)

Debating Europe (15h)

Journalistic techniques: European editorial and critical analysis (15h)

Journalistic techniques: explaining Europe (15h)

Journalistic techniques: reporting Europe from a regional perspective (20h)

Computer-assisted reporting (15h)

Reporting Brussels from Brussels (10h)

Challenges ahead for European journalists (10h)

EU blogs/websites (6h)

Web journalism (16h)

Photo journalism (20h)

TV journalism (25h)

Radio journalism (20h)

Focus sessions:

Lobbying case studies (4h)

Focus on the European Parliament (5h)

Focus on the Council and European Council (5h)

Non-institutional sources (5h)

Democratic issues of active European citizenship (5h)

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.

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 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 case-by-case basis, with reference to the complete file of documents required. Candidates' professional experience must match the skills covered by a master's/bachelor'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 intermediate level in terms of listening, understanding and speaking.

3. ***Strong motivation***

Candidates must explain in their application why they want to follow the course on European affairs. They are also invited to explain their personal and professional plans and how the course will contribute to them.

Registration procedures

The registration fees are €2.900 and include all teaching material.

<u>What must I do?</u>

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 12 April 2010 and closed on 15 September (deadline).

Registration fees: €2.900

Deadline for registrations:

15 September 2010

Selection procedures:

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

Technical and administrative assessment of all parts of the application (this lasts about two weeks)

Check of the completeness of the application

Check of the validity of the diploma and certificates

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' initial approval of an application, after the technical check has been done. If something is missing, applicants will be informed.

Approval of the technical and quality checks.

If an English language test is required.

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

For more information, please contact Jean Philippe Fontaine, assistant of the department: jeanphilippe.fontaine@galilee.be

For further information on the content of the Executive Master's degree, please contact Laure Englebert, coordinator of the degree course, via Jean Philippe Fontaine.

Please note that the office will be closed from 15 July until 15 August 2010.

Visit our website for the complete list of documents to provide in the application

www.ihecs.be



IHECS International and Further Education

Rue de l'Etuve 58-60
1000 Brussels, Belgium

Tel.: +32 2 549 55 37

www.ihecs.be

Photos: Thierry Maroit / Mauro Bottaro: www.maurobottaro.it