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Journalism Education: Taking Stock of the Last 12 years

BY PETER GROSS

For the past 12 years, Western European and American governmental and non-governmental institutions have endeavored to aid the development of journalism programs across Eastern Europe. The West's solicitous attention to Eastern Europe's journalism education is well meant and understandable in the post-communist transition. After all, the West had a chance to refine and distill the role and practice of journalism as democracy evolved in the last century. It is also had decades of experience training journalists at the university level. For instance, in the United States, the first university journalism department was introduced at the University of Missouri in 1908. By the 1920s and 1930, journalism programs could be found in major American universities.

In contrast, the origins of journalism education in Eastern European institutions of higher learning date back to the 1920s when a journalism program was established in the Free School of Political Science in the former Czechoslovakia. Journalism programs emphasizing liberal arts and social science courses, but, significantly, not reporting, journalistic writing, professional ethics and the philosophy underlining news media's role in society, were also introduced in Poland, Hungary and Romania before World War II. Most programs in Eastern Europe were run by journalism associations and were not widely accepted in the traditional university. These programs were initiated in response to a vaguely articulated need to

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professionalize journalism, practiced at that time mostly by free-wheeling intellectuals¹ academics, politicians and those generally blessed with the talent for and interest in polemics, editorial writing, and analysis. Pre-World War II journalism in Eastern Europe resembled its cousin in Western Europe. It was “passionate, opinionated, polemical discussion of the days events from the point of view of the writer; a means for political, social and cultural combat.”²

It was to become even more so during Communist rule, save perhaps for its passion which quickly evaporated after the first few years. But in the communist years such journalism was practiced in the service of a monolithic press and a monopolistic, all-controlling political party. In the few countries that developed an underground press, journalism was similarly defined and in the service of anti-Communist or simply non-communist interests.

The importance of media to the communist authorities was, in part, highlighted by the build-up of journalist training programs at universities and party schools. The one exception in the region was Hungary, where the program established by the communists was terminated with the 1956 anti-Communist uprising. These journalism programs shared a theoretical approach as articulated by Ognianova³ who describes the Bulgarian case:

The theoretical nature of journalism education was partly due to the East European journalism tradition in which general intellectual abilities and competence, as well as opinion and talent to present it have been valued more than the news itself. It was also due to the Bulgarian pre-communist tradition of a partisan press and newspapers siding with a party's position since the last century. But, most of all, journalism education in communist Bulgaria was theoretical, since its purpose was to serve the ideological goals of the communist party. In this regard, journalism educators were seen by professional journalists as ideological gatekeepers and agents of the communist party and government.

Not surprisingly, the communist era, at the very least stifling socially, politically and culturally, was the reason for the evolutionary retardation of Eastern Europe's journalism programs and of journalism, in general.

The freeing of Eastern Europe's media from the clutches of the

communist parties and from Marxist-Leninism, spawned an instant change in the media and a concurrent interest on their part in and need for journalism training. Consequently, journalism was the quickest and biggest growing academic discipline in Eastern Europe in the last 12 years.⁴ A plethora of journalism education and training programs was initiated after 1989 by public and private universities, media and journalists' trade unions and associations.

As is the case with all new endeavors, it has taken several years for the programs to begin taking shape. It has also taken years for the tenure-track professors to re-tool to teach a journalism devoid of the propaganda, agitation and mobilization functions assigned it during the communist era, and for new instructors to join the various programs. However, there is still much room for improvement.

The programs' physical and equipment endowments are unequal, running the gamut from some well housed and equipped facilities in Poland to the dilapidated condition and ill-equipped journalism school at Tirana University in Albania. The same uneven evolution can be seen in the production of indigenous textbooks for journalism, mass communication, public relations and other related courses. For instance, the number of such books published in Bulgaria the last five years far outstrips the number published in Romania.

Equally as significant are differences in the level of preparedness of journalism instructors to teach a journalism consonant with the needs of the democratization process. This is partly due to the absence of cadres qualified to "train the trainers." But there is an even more important reason for the lack of bona fides of many journalism programs. The Eastern European media are not sufficiently settled into a role and function divorced from the exigencies of political parties and partisan politics, on the one hand, and the fast commercialization of media that often demands the trivialization, sensationalization and superficialization of news. Consequently, the journalistic values the media express are often in sharp contrast to what journalism faculty have learned to impart to their students. At times, the media's more negative journalistic values are indeed taught in the classroom and serve to perpetuate a journalism that ill serves democracy.

The mixture of practical training that Eastern European journal-

ism students get, undertaken at newspapers, radio and television stations, and academic training in the various educational institutions also contributes to a degree of confusion. More importantly, while obtaining a degree or certificate remains an important key to professional advancement, journalism education itself is somewhat undervalued. The media employ journalism students before they graduate, partly because they will work for reduced salaries and can be molded in the image of the individual media outlet they serve. This further serves to lessen the perceived importance of academic training for journalists.

Finally, the status of journalism education programs in academia is not a settled issue, partly for the reasons enumerated above. Faculty salaries are low across the board, further damaging the status of professors or instructors teaching a subject with less prestige than that enjoyed by the established disciplines.

Despite these unresolved, problematic issues, congratulations are in order to all the dedicated professors and instructors who have doggedly battled over the last dozen years to help journalism education in Eastern Europe progress. Eastern European media scholars also deserve kudos for their work that helped explain the nature of post-1989 media evolutions in their respective countries and the practice of journalism that accompanied the changes. They have made significant contributions. The Global Network is itself proof of the vitality of journalism and mass communication education and the growing scholarship of Eastern Europe's faculty. Many of the articles in this issue speak to the progress made and the problems that remain to be resolved.

The integration of Eastern Europe's processes of instruction and professional education with those of Western Europe, and to a small extent with those of American journalism education, began in the 1990s. In the next decade this integration should expand. As globalization increases and democracy entrenches itself, this integration becomes inevitable and salutary to all Western and Eastern European nations. The media, journalism and journalism education should benefit. We in the West have much to learn from our Eastern European colleagues, as they have much to learn from us.

References

1 See Owen V. Johnson, "Czech Republic," "Slovakia," in Maurice Fliess, ed., *Looking to the Future: A Survey of Journalism Education in Central and Eastern Europe and the former Soviet Union*. Arlington, VA: The Freedom Forum, August 1994, pp.22-26.

2 See J. Aumente, P. Gross, R. Hiebert, O. V. Johnson and D. Mills, *Eastern European Journalism. Before, During and After Communism*. Cresskill, NJ: Hampton Press, 1999, p.149.

3 Ekaterina Ognianova, "Journalism Education at Sofia University in Bulgaria," Mimeo, 1994.

4Aumente, et. al., *op.cit.*, Chapter 5.

The documents in this issue were gathered with the occasion of the international conference “Ten Years of Journalism Training in Central and Eastern Europe”, organized between 6-10th of December, 2000, by the Faculty of Journalism and Mass Communication Studies, with the financial help of the Open Society Foundation, East-East Program.

To this conference attended 16 professors from 7 countries of Central and Eastern Europe. Unfortunately, not all the schools of journalism from this region had their representatives in the conference. Also, every eastern country didn't respond to our invitation by sending a country presentation.

We thank to all those who invested time and energy to provide us with this information; we hope that they will contribute to a better understanding of the processes of journalism training in this region.

Mihai Coman

A l b a n i a

Albanian Media Institute from Tirana

Some information about Albanian Media Institute

During the 10 years of the transition period the needs in the field of training for journalists in Albania are covered through the activities of different actors, but especially through the activities led by Soros Media Center (SMC) established in 1993 and Albanian Media Institute (AMI) established in 1995. Both have developed a number of common projects trying to avoid the topics clashes between them. In general we might say that AMI has been more active in the field of Radio Training and SMC in the field of TV Training. In the same time they have jointed in several times their capacities and assistances in the field of print media.

Albanian Media Institute (AMI)

AMI was established as a NGO in December 1995 after an agreement between the Albanian League of Journalists and the Association of the Professional Journalists. At the beginning it was the support of the Danish School of Journalism through a grant of the Danish Government DANIDA. After that AMI got another grant from UNSECO for a digital radio studio that was used as a training facility for the journalists.

The main objective of the AMI is the development of the professional standards of the journalism and the support of the free and independent media in Albania. This has been done through the seminars, roundtables, conference and researches projects.

Since the beginning AMI has carried out very important projects such as:

- Media Law Project - which consisted in a throughout analysis of the Albanian Media Legislation with its comments and critics. The legislation was both for print and electronic media;
- The International Conference "Media Development in Albania and International co-operation" which consisted in the putting together and finding a common strategy for further developments of the media in the region. This was also organized under the help and support of SOROS Media Center in Tirana;
- The discussion and the approval of the code of Ethics for the Albanian journalists;
- The Professional journalism training in Balkan countries that involved four other media centers in the region from Sarajevo (BiH), Bucharest (Romania), Plovdiv (Bulgaria) Skopje (FYROM). The projects targeted in training not only of the journalists but also of the trainers that could latter train young journalists in the future. This is a two-year project;
- Training radio reporters- that consist in training of around 50 journalists in a full course of five weeks, each with a different topic, from news writing to management;
- Deutsche Welle training course "News and Current affairs". This course for radio journalists takes place every year in Tirana and is supported by Deutsche Welle, Soros Media Center in Tirana and Albanian Media Institute;
- Research: Media in the post communist Albania- a survey on what people feel how the media represent their life;
- Publications such as "Committed Journalism" by Edmund B. Lambeth, "War against War", a book with selected article on the Kosova conflict, "Public journalism and public life" by Devies" Baz" Merit, "Handbook for journalists from Central and Eastern Europe", and many other;
- Documentaries such as "With the Kosova's eyes" which present the Kosova crises during 1998 and "The big stage" that presents

the Albanian history of the last century;

- Scholarships and summer schools for journalists with the Transeuropean project; and many other small activities;

- AMI holds since the beginning of this year the first Network's presidency of the South East Europe Network for professionalisation of the Media (SEENPM) which was established in 1999 by 17 media centers and institutes from the South East Europe. Some of the main areas of the activity for the Network are training courses for media professionals, training of trainers, training of spokespersonen, exchange of trainers etc.;

- AMI has recently launched the project on the Monitoring of Albanian Media Landscape. The main goal of the project is to establish a reliable documentation on the development of the media landscape in Albania. The project will last three year and will be supported by the Danish Government;

- AMI is also member of the Network Communication Network for Professional Journalism in Southeast Europe;

- AMI is participating in some Network projects like:

- Media Online an Internet magazine on the media situation in countries of southeast Europe. The journal's official web site is: www.mediaonline.ba;

- Media landscape of countries of southeast Europe
This is a four-year research project on the media in countries of southeast Europe.

B u l g a r i a

Faculty of Journalism and Mass Communication from Sofia, St. Kliment Ohridski University

Short History

The Faculty of Journalism and Mass Communication is one of the sixteen faculties of the first higher school in Bulgaria: St. Kliment Ohridski University of Sofia (1888). The training of higher specialists in journalism at the St. Kliment Ohridski University of Sofia started in the 1952/1953 academic year. Scholars and pedagogues from the field of humanities and experienced journalists were invited to teach. They laid the foundations of the history and theory of the Bulgarian press, of the study of development trends in foreign journalism and set up a scientifically based system for theoretical and practical training of journalists.

In 1974, a separate Faculty of Journalism was set up at the University of Sofia, with a special division for post-graduate studies program in journalism. The theoretical and practical training took place at the Faculty's training complex and in the form of creative editorial practical classes - at the basic editorial offices of various mass media in the capital city and in the country.

In almost five decades since the establishment of this major, several hundred certified journalists have been trained, and as many journalists practicing in the press, radio and television have upgraded their qualification at the Faculty. Students from over 50 countries of the world were also trained at the Faculty.

In the 1994/1995 academic year a new degree course of Public

Relations opened at the Faculty of Journalism and Mass Communication of the St. Kliment Ohridski University of Sofia, while the 1997/1998 academic year witnessed the outset of training in Book Publishing.

In 1999 a new higher education model in Bulgaria was adopted, outlining the requirements for bachelor, master and doctor programs.

Curricula

FORMS OF EDUCATION AT THE FACULTY OF JOURNALISM AND MASS COMMUNICATION

- I. Bachelor's Program in Journalism, Public Relations and Book Publishing (8 semesters) - for regular students;
- II. Bachelor's Program in Journalism and Public Relations (9 semesters) - for extramural students;
- III. Master's Program in Journalism and Public Relations for graduates holding Bachelor's Degree in the same majors (2 semesters) - regular;
- IV. Master's Program in Journalism and Public Relations for graduates holding Bachelor's or Master's degrees in other majors (6 semesters) - extramural;
- V. Individual Doctoral Program in Journalism, Public Relations and Book Publishing (6 semesters) - for regular students;
- VI. Individual Doctoral Program in Journalism, Public Relations and Book Publishing - for free lancers;
- VII. Postgraduate Studies program.
- VIII. An Evening School of Journalism (2 semesters).

Thirty-three staff professors and more than fifty part-time specialists prominent in the different fields of knowledge, as well as leading professionals in practice teach at the Faculty of Journalism and Mass Communication.

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* BILJANA DIMITROVA - Secretary; Tel. (+359 2) 9308 211; Fax: (+359 2) 986 17 24; E-mail: bibi@edu.uni-sofia.bg

The teaching and research activities are structured in four chairs, which represent the main research areas:

Chairs

(REGULAR STAFF)

HISTORY AND THEORY OF JOURNALISM

Head: Assoc. Prof. D.Sc. Milko Petrov, room 46, tel.: 9308-236
e-mail: atlantiskl@yahoo.de

Prof. D.Sc. Philip Panayotov
History of Bulgarian Journalism

Assoc. Prof. D.Sc. Milko Petrov
International Journalism; Image Building

Assoc. Prof. D.Sc. Eliezer Alfandari
Theory of Journalism and Media

Assoc. Prof. Ph.D. Vessela Tabakova
Politology; Media and Politics in Democratic Society; Political Communication

Assoc. Prof. Ph.D. Petranka Fileva
Economics and Mass Media Economics; Media Management

Assoc. Prof. Ph.D. Lyubomir Stoikov
Culture in Mass Media; Business Communication

Assoc. Prof. Ph.D. Zdravka Konstantinova
History of Bulgarian Journalism

Senior Assist. Prof. Ph.D. Maria Deenitchina
Contemporary Bulgarian Journalism

Senior Assist. Prof. Ph.D. Maria Neikova
International Politics in Mass Media; The Balkans and the
Contemporary International Relations

Senior Assist. Prof. Svetlozar Kirilov
Sociology

RADIO AND TELEVISION

Head: Assoc. Prof. Ph.D. Lilia Raycheva room 20, tel.: 9308-222
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Prof. Ph.D. Vesselin Dimitrov
History of Radio in Bulgaria; Programming; Media (Radio)

Assoc. Prof. Ph.D. Snezhana Popova
Radio Communication; Radio Advertising

Assoc. Prof. Ph.D. Lilia Raycheva
TV Process - 1: Organization and Management; TV Process - 2:
Screen Imagery System; Media (TV); Advertisement in Media -
seminar (TV)

Assoc. Prof. Ph.D. Konstantin Angov
Radio Systems; TV Systems; TV Genres (Art TV)

Senior Assist. Prof. Ph.D. Teodora Petrova-Ivanova
TV Programming; New Media; Practical TV Class

Senior Assist. Prof. Svetlana Bozhilova
TV Communication; Practical TV Class

Senior Assist. Prof. Valchan Valchanov
Film Journalism; Communication Skills

Senior Assist. Prof. Latchezar Totchev
Radio Genres (Journalism); Practical Radio Class

PERIODICALS AND BOOK PUBLISHING

Head: Assoc. Prof. Georgi Lozanov,
room 22, tel.: 9308-473
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Assoc. Prof. Ph.D. Tanya Natan
Theory and Practice of the Text (Editing)

Assoc. Prof. Ph.D. Totka Monova
Theory and Practice of the Text -1; Press Genres

Assoc. Prof. Georgi Lozanov
Theory of Culture, Press Photography, Book as Media

Senior Assist. Prof. Ph.D. Vesselina Valkanova
Graphic Design

Senior Assist. Prof. Ph.D. Greta Dermendjieva
Computer Mediated Communication; Desktop Editing Systems;
Publishing Systems; Media (Press)

Senior Assist. Prof. Dimitar Naidenov
Press Journalism; Practical Class

Senior Assist. Prof. Ivo Piperkov
Informatics and Information Technologies

Assist. Prof. Grisha Atanasov
Introduction to Book Publishing; Practical Class

COMMUNICATION AND PUBLIC RELATIONS (UNESCO
CHAIR)

Head: Assoc. Prof. Ph.D. Todor Petev, room 49, tel.: 9308 234
e-mail: petev@bol.bg

Prof. D.Sc. Marko Semov
People's Psychology

Assoc. Prof. Ph.D. Todor Petev
Theories of Mass Communication

Assoc. Prof. Ph.D. Zdravko Raykov
History and Theory of Public Relations; Persuasive Journalism;
PR Strategies and Tactics

Assoc. Prof. Ph.D. Christo Kaftandjiev
Basics of Advertising; Planning of Advertisement Campaign;

Integrated Marketing Communication

Assoc. Prof. Ph.D. Ventsislav Bondikov
Methods of Mass Communication Research; Marketing

Assoc. Prof. Ph.D. Minka Zlateva
Reporting Skills; Media (Press); Writing for PR

Chief Assist. Prof. Orlin Spasov
Intercultural Communication; Applied Semiotics

Students

TOTAL NUMBER: 875 (BA) + 49 (MA) + 55(PHD) + 51 (POST GRADUATE STUDIES) = 1030 (2000/2001)

BA PROGRAM

Regular Students (Native + Foreigners*) + Extra Mural Students

Year	Journalism	PR	Book Publishing
I	48+19 foreign+25	45+25	25+2 foreign
II	53+14 foreign+24	47+6 foreign+24	24
III	64+14 foreign+20	51+29	18
IV	54+11 foreign+24	41+23	8+1 foreign
V**	55+10 foreign+21	31+19	-
All	274+68+114=456	215+6+120=341	75+3=78

*FOREIGN BA STUDENTS FROM:

UKRAINE - 13; MACEDONIA - 15; MOLDOVA - 13; SERBIA - 11;
ALBANIA - 7; ROMANIA - 4; TURKEY - 3; KAZAKHSTAN - 3;
GREECE - 2; POLAND - 1; CZECHIA - 1; HUNGARY - 1; SYRIA -
1; EGYPT - 1; PANAMA - 1.

** THE 2000/2001 SCHOOL YEAR IS THE LAST YEAR OF THE PREVIOUS SYSTEM, WHEN THE ENTIRE HIGHER EDUCATION IN JOURNALISM (ON MA LEVEL) LASTED FIVE YEARS.

MA PROGRAM

Year	Journalism	PR
I	10	15
II	9	15
All	19	30

Ph.D PROGRAM

Department	Native	Foreigners
History and Theory of Journalism	10	7
Radio and Television	8	5
Periodicals and Book Publishing	4	1
Communication and PR	16	4
All	38	17

***FOREIGN PHD STUDENTS FROM:**

UKRAINE - 3; MOLDOVA - 1; ALBANIA - 1; ROMANIA - 1;
GREECE - 1; POLAND - 1; SYRIA - 3; EGYPT - 1; GERMANY - 1;
LIBYA - 1; YEMEN - 2; KUWAIT - 1.

POST GRADUATE STUDIES

Journalism: 9
Television Journalism: 6
PR and Advertising: 36

EVENING SCHOOL

Radio Broadcasting and Sound Recording: 12
Television Production: 22
Video Production: 12
Photography: 24

**MEDIA LITERACY PROGRAM IN THE THEODOR BALAN
HIGH SCHOOL- SOFIA : 32 STUDENTS****Admission****BA PROGRAM**

The applicant-students for all three BA degree courses - in Journalism, Public Relations and Book Publishing - sit for three examinations: a written examination in Bulgarian language and literature, and a written and oral examination in journalism, in order to check whether they possess the requisite qualities and aptitude for training at the Faculty of Journalism and Mass Communication. The examination in the Bulgarian language and literature is carried out according to a program approved for applicant-student entry examination by the Ministry of Education and Science. Applicants who have scored Good (3.50) and above (the highest score is 6.00) qualify to sit for the written exam in journalism and those, who did not fail, sit for the oral examination.

The written examination in Journalism is intended to inspect the creative abilities, aptitude and potential of the applicant-students, necessary for training in journalism and communication and media-related professions. The ability to single out the problems, to interpret them from various angles in the analyzed subject matter, the skill to put them succinctly and originally in writing, and conversance in the respective theme is all criteria-determinant qualities for rating at the written examinations.

The subject matters in the written exams comprise contemporary problems of the public, political, economic and cultural life of the country reflected in the Bulgarian periodical press, and by radio and television. The applicant-students can use reference materials related to the factology of the examination theme in the course of examination.

The oral examination of applicant-students consists of interviews with an examination panel, which assesses chiefly the applicants' style of thinking and abilities for oral expression, as well as their knowledge and interests in the field of journalism, public relations and book publishing. Whenever the applicant-students submit signed materials (publications in the periodical press, certified photographs, cinema or video films, broadcasts or telecasts), the

oral examination may include specific questions pertaining to a specified signed material. For greater objectivity of evaluation and comparability of knowledge during the oral exams, all applicants are asked the same questions in appropriate form.

The BA Degree Program in Journalism trains specialists with higher education for work in the mass media and for other activities related to mass communication in the contemporary society. It offers choices for specialization within the mass media (after the second year of study) - press, radio and television.

The students apply directly the acquired knowledge and skills in the making of the Faculty's newspaper Media +, the Alma Mater University Radio, the Training TV Complex, photo lab, computer rooms, as well as at the national or local editorial offices of the newspapers, radio and TV stations in which the summer practical classes are carried out.

The BA Degree Program in Public Relations offers training in a prestigious profession, which is new for Bulgaria. It uses and promotes the accumulation of social, socio-psychological and other knowledge necessary for the optimum maintenance of mutual understanding between the members of an organization or working team (institute, company, Government office, army or police detachment, foundation, business organization, educational establishment), and between public formations and the publics with which they maintain interrelations. The specialists in public relations find professional fulfillment in the agencies, departments and other specialized units of the central and regional administration, the Parliament, political parties, the agencies for application of social policy, science, education, religion, the mass media, business, banking and insurance, the army, police, etc.

Advertising is becoming an increasingly important sector of the mass communication today. Specialists in advertising could work in the widely unfolding network of advertising agencies, offices, departments and other organizational forms in Bulgaria, set up with the ministries, political parties, public movements, educational, religious and business formations, the mass media, etc.

The BA Degree Program in Book Publishing trains professionals for a rapidly developing activity in Bulgaria in recent years, which has established itself as an important, prestigious and attractive

profession. There are now over 1000 registered private and public publishing houses in the country and numerous other companies engaging in publishing activities.

The Degree Course in Book Publishing provides the students with fundamental and diversified knowledge in the field of humanities and social sciences, of mass communication, and with profound knowledge and professional skills in the field of publication of books based on the best know-how in Bulgaria and abroad. The graduates of this course could work as editors, marketing specialists, public relations and advertising experts in the publishing houses and other mass communication media; they could manage their own publishing houses and occupy executive posts in the management, marketing, advertising and editorial offices of the publishing houses.

MA PROGRAM

The applicant-students for the MA degree courses - in Journalism, and Public Relations are selected after checking their entry documents. A new entry system is under discussion.

PhD PROGRAM

The applicant-students for the PhD program sit for two examinations: a comprehensive written examination and an oral examination.

POST GRADUATE STUDIES

The applicant-students for the postgraduate studies program sign up for individual plan of education.

The Faculty trains specialists for all basic fields of journalism, organizes qualification upgrading courses and specialization for the practicing journalists in various forms of postgraduate qualification.

THE EVENING SCHOOL OF JOURNALISM

The School of Journalism takes students who pay individually for their training and hold a diploma for a completed secondary education. The process of teaching is organized in the

evening for two semesters, within the framework of an academic year.

The students are trained in the following specialties:

1. Radio broadcasting and sound recording

The curriculum of this course is aimed at providing the requisite knowledge and skills for the organization of a radio broadcast via a regular or a cable network, related to the specificities of the creative process, various genres, planning and programming.

Special attention is paid to the basics in technology of sound recording and sound editing. The students also obtain practical skills to work in the sound recording studios, radio stations, documentary radio broadcasts and audio documentation.

The graduates receive professional qualification as program operators, producers, sound operators and sound directors.

Fields of realization: the central, regional and local radio stations (regular and cable network) sound recording studios and advertising agencies.

2. Telecasting

The course is intended for applicants willing to work at the national, regional and local regular and cable TV stations.

The contents and methodology of training are designed so as to master the contemporary skills and knowledge necessary to work as organizers of TV broadcasts, with modern video and audio TV equipment, TV editing.

Fields of realization: the TV channels, video recording and advertising agencies and video- production houses.

3. Video production

This course prepares candidates for independent work with video camera and for mastering the universal and specific skills for creation of video films, advertising clips and spots, family celebration reports, coverage of cultural and public events.

Fields of realization: the TV channels, film- and video production houses, advertising agencies, etc.

4. Photography

This course offers intensive gaining of professional knowledge and skills in the field of photography.

Fields of realization: photo editorial offices at the newspapers, magazines, publishing houses, specialized fashion publications, news agencies, advertising agencies, catalogue publications.

The applicants who wish to enroll at the School of Journalism are graded at the Faculty of Journalism and Mass Communication, on the basis of their average grades in the diploma for secondary education.

* FOREIGN STUDENTS - 77 (BA) + 17 (PHD); WORKING LANGUAGE - Bulgarian, English (as an exception)

* TUITION:

BA students:

regular: 185 leva per academic year

extra mural: 95 leva per academic year

MA students:

extramural: 120 leva per academic year

PHD students: The tuition differs with the program

Post graduate students: (INDIVIDUAL PROGRAM) 720 leva

Evening school of Journalism - 330 leva per academic year

* DIPLOMA (LICENSING):

BACHELOR OF ARTS in Journalism, Public Relations, Book Publishing

MASTER of Arts in Journalism, Public Relations

PhD in Philology, Philosophy, Social Sciences and Politology

CERTIFICATE for graduation in the profiles of the School of Journalism.

*** INTERNSHIP**

One month during summer after the first, the second and the third year of education.

For BA students, majoring journalism: the national and the local editorial offices of the press, radio- and TV stations.

For BA students, majoring public relations: the national and the local PR offices of various state and public institutions, as well as of private companies.

For BA students, majoring book publishing: the book publishing houses.

Equipments

THE TRAINING RADIO COMPLEX AND THE ALMA MATER UNIVERSITY RADIO

On the premises of the Faculty of Journalism and Mass Communication is situated the first Bulgarian University radio station. Radio Alma Mater beams out a 24-hour program from the Radio Complex, which could be broadcast automatically via the computer network. It goes on air at a frequency of 87.7 MHz and has an Internet site address //ram.dir.bg. Radio Alma Mater reaches 2 mln. of listeners, which is 25% from the population of the country.

The Radio Complex has now four radio studios; two libraries for tapes and records - an operative one and the Golden Fund archive recordings; lines for direct broadcasting. The operation rooms for airtime broadcasts are technically equipped to work simultaneously with all studios. All workstations in the Radio Complex are linked into a modern computer network, provided with the latest-say sound cards and sound processing and broadcasting software. The teams preparing and broadcasting this program are entirely formed from graduates of Sofia University.

THE TRAINING TV COMPLEX

The Training TV Complex consists of:

- * a training TV studio with facilities for analogue video editing;

- * an analogue video editing operation room
- * a computer video editing operation room
- * a video demonstration room.

A staff video engineer and three part-time operators service it. The Training TV Complex is used for the practical classes of students from the TV Journalism Profile and the Public Relations Degree Course. Annual promotions of the best student works are held and the regular and cable TV stations telecast many of them.

THE FILM AND VIDEO CENTER

It is situated in the Faculty's largest lecture hall and is serviced by two part-time operators. It is used for demonstrations of 35 mm and 16 mm film formats, U-matic and VHS videotapes and slides. It also organizes thematic cycles, discussions on hot issues, as well as the festival of films-laureates of The Faculty's Prize - "The Bitter Tumbler".

THE SPECIALIZED LIBRARY

The building of the Faculty of Journalism and Mass Communication houses a specialized library with over 11 200 volumes of specialized literature and more than 2000 periodicals. This includes the titles in foreign languages: 1357 in English, 1322 in Russian, 345 in German, and 274 in French.

THE COMPUTER ROOMS

Three computer rooms with 25 computers and a laboratory for informatics and desktop publishing systems are integrated in the teaching process.

THE EDITORIAL AND PUBLISHING CENTER

The main purpose of the Editorial and Publishing Center (founded in 1991) is to help the process of training and instruction with publication of textbooks, manuals, monographs, readers (by Bulgarian and foreign authors). Some publications have summaries in English. Thirty-five titles have been published so far.

THE PHOTOLAB

PHONETIC ROOMS FOR FOREIGN LANGUAGE TEACHING

Finances

The Faculty of Journalism and Mass Communication of the St. Ohridski Sofia University operates on a state budget.

Research

Books and articles in English, French and German, published by the regular staff faculty:

HISTORY AND THEORY OF JOURNALISM DEPARTMENT

Panayotov, Philip

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BOOKS IN JOURNALISM

Starobalgarska publizistika.

(Old-Bulgarian Publicism). Sofia: Sofia University Press,

1996.

Iz istoriyata na balgarskata publizistika (Out of the History of Bulgarian Publicism). Co-authored with Zdravka Konstantinova.

Sofia: Sofia University Press,

1991.

Yosif Herbst - jivot i smart. (Joseph Herbst - Life and Death).

Sofia: Partizdat, 1981; 1995.

Dimiter Naydenov - poznatiyat i nepoznatiyat (Dimiter Naydenov - the Known and the Unknown). Sofia: Partizdat, 1979.

Hristomatiya po istoriya na balgarskata jurnalistika.

(Chrestomathy on the History of Bulgarian Journalism). Sofia:

1976.

Dvuboy v efira. 1941-1944 (Duel on Air. 1941-1944) Sofia:

Partizdat, 1975; 1980.

+ 7 Books on different Bulgarian History Issues

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BOOKS IN JOURNALISM

Amerika - vryava i razum (America - Uproar and Reason). Sofia: Sofia University Press, 1998.

Publizistikata: Istoriya, specifika, janrove. (Publicism: History, Specifics, Genres). Sofia: 1987.

Savremennata jurnalistika na FRG (The Contemporary Journalism of West Germany). Sofia: Sofia University Press, 1985.

Faktologichnost, faktografichnost, faktogonstvo - jelani i nejelani gosti v dneshnata publicistika. (Factology, Factography, Fact-Hunting - wanted and unwanted guests in Contemporary Bulgarian Publicism. Sofia: Union of Bulgarian Journalists, 1980.

Alfandari, Eliezer

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Member of the Editorial and Publishing Board

Mediite i vlastta. (Media and power. Journalism between Freedom of expression and social responsibilities)

Sofia: Tilia & Bulgarian Academy of Sciences Publ. Houses, 2000.

Sistemniyat podhod pri izsledvane na effektivnostta na periodichnaya pechat. (The Systematic Approach to effectiveness of the Periodical Press). Sofia: Union of Bulgarian Journalists, 1980.

Chitatel i auditoriya - izuchavane na vzaimootnosheniyata. (Reader and Audience - Study of Relationships). Sofia: Bulgarian Academy of Sciences, 1979.

ARTICLES

Dualism of Media Ownership in Bulgaria.
Balkan Media, v. 4, 1995

Tabakova, Vessela

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BOOKS IN JOURNALISM

Editor. Nasilie i medii. (Violence and Media)

Sofia: 1997.

Editor. Tolerantnost v jurnalistikata. (Tolerance in Journalism).

Sofia: 1995.

Kam nov balgarski renesans. Politicheska dinamika na promenite.
(co-authored). (Towards a New Bulgarian Renaissance. Political
Dynamics of the Changes. Sofia: 1991.

+ 2 Books on International Problems, such as consumerism and
terrorism.

ARTICLES

Media - the Possible, Yet Unrealized Anti-Corruption

Instrument. Global Network, No 13, 2000

Bulgarian Media Seen through the Optics of War (co-authored
with Maria Neikova and Snezhana Popova. Global Network, No
12, 1999.

Women and Media in Bulgaria: Access to Expression and
Decision Making. Global Network, No 4-5, 1996.

Transition to Democracy and Interethnic Relations. Education for
Democracy in a Multicultural Society, Jerusalem, 1993.

Ethnic Embrolio. Nationalists Embers Flare Up in
Totalitarian Aftermath. Insider, No 4, 1992.

Bulgarian Media Landscape European Journalism
Centre, www.ejc.nl. 2000

Fileva, Petranka

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BOOKS IN JOURNALISM

Medii i Pari. (Media and Money). Sofia: Faculty of Journalism and Mass Communication at the Sofia University. 1999.
Ikonomika na sredstvata za masovi komunikazii. (Mass Media Economics). Sofia: Sofia University Press, 1997
+ 1 book on International Relationships.

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Firmena kultura i komunikaziya. (Business Culture and Communication). Sofia: "Stopanstvo" University Press. 1995.
Balgarskata reklama. Savremenni etyudi. (The Bulgarian Advertisement. Contemporary Essays). Co-authored with G. Grozdev). The "Balkans" Group. 19
+ 5 books on fashion issues.

ARTICLES

Bulgarian Fashion. Choosing Modernity. Insider, v. X, No1/2, 2000.

Appel au professionalisme. Petrovsky, Ivan. La Gestion - conflicts et paradoxes: la confession d'un manager. Sofia. 1997.

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BOOKS IN JOURNALISM

Darjavnost predi darjavata. Svrahfunkcii na balgarskata vazroj-
denska jurnalistika. (State System before the State. Hyper
Functions of Bulgarian Renaissance Journalism). Sofia, 2000
Buntat na anarho-liberalite. Bakalov sreshtu Blagoev. (The Revolt
of the Anarcho-Liberals. Bakalov versus Blagoev). Sofia: 1995.

ARTICLES

Crise de confiance pour le journalisme d'opinion bulgare Les
cahiers du journalisme No 6. Ecole supérieure de journalisme de
Lille, Département d'information et de communication de
l'Université Laval - Québec,
Octobre 1999.

Krasteva, Lulivera

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BOOKS IN JOURNALISM

Dvoyno predizvikelstvo: Mejdunarodnata jurnalistika - prizma
za sveta i za nas v nego. (Double Challenge: International
Journalism - Prism for World and for Us in the World). Sofia: Sofia
University Press. 1998.

ARTICLES

The Media and Roma Integration into Bulgarian Society.
Intercultural Communication and Civil Society (Ed. Plamen

Makariev). Sofia: "Scorpion" Publishinh House. 2000.
Bulgarian Media Seen
through the Optics of War (co-authored with Vessela Tabakova
and Snezhana Popova. Global Network, No 12, 1999.

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ARTICLES

Local Press and Central Messages. Insider, No.10, 1994.

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BOOKS IN JOURNALISM

Radio Stara Zagora - 60 godini. (60 Years of Radio Stara Zagora).
Sofia: Faculty of Journalism and Mass Communication at the
Sofia University. 1966.
Novoto radio (The New Radio). Co-authored with Snezhana
Popova. Sofia: Vitrazh, 1995.
Istoriya na radioto v Balgariya. Kniga I. (History of Radio in
Bulgaria. Book I) Sofia: Vitrazh, 1994.
Istoriya na radioto v Balgariya. Kniga II. (History of Radio in
Bulgaria. Book II) Sofia: Vitrazh, 1994.
Radioprogramata. (The Radio Program). Sofia: Sofia University

Press. 1992.

Balgarite i radioto. (The Bulgarians and the Radio). Sofia: Sofia University Press. 1988.

Programirane v radioto. (Programming in Radio). Sofia: Sofia University Press. 1988.

Radio i lichnost. (Radio and Personality). Sofia: Sofia University Press. 1985.

Govor pred mikrofona. (Speaking for Radio). Sofia: Sofia University Press. 1981.

Organizacia i upravlenie na radioto. (Organization and Management of Radio). Sofia: Nauka i Izkustvo Publishing House, 1980.

ARTICLES

La Radiodiffusion dans l'histoire de la culture bulgare au cours des annees 30 at 40 de notre siecle. Bulgarian Quarterly, Vol. II, No 2, 1992.

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BOOKS IN JOURNALISM

Radiokomunikatsiya (Radio Communication). Sofia: Faculty of Journalism and Mass Communication, 1997.

Novoto radio (The New Radio). Co-authored with Vesselin Dimitrov. Sofia: Vitrazh, 1995.

Rolyata, koyato izbirame: profesionalnoto povedenie na radiozhurnalista (The Role We Choose: Professional Behaviour of the Radio-Journalist). Sofia: Sofia University Press, 1990.

Obshtuvane chrez radioto (Communication over Radio). Sofia: Sofia University Press, 1985.

ARTICLES

Group Identities and the Media. Intercultural Communication and Civil Society (Ed. Plamen Makariev). Sofia: "Scorpion" Publishing

House. 2000.

Bulgarian Media Seen through the Optics of War (co-authored with Vessela Tabakova and Maria Neikova. *Global Network*, No 12, 1999.

Bulgarian private radio: second season. 1994.

Raycheva, Lilia

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Tempus Project Co-ordinator

BOOKS IN JOURNALISM

Tvorcheskiyat proces v televiziyata. (The Creative Process in Television: Organisation and Management.) Sofia: Sofia University Press. 1991.

Montajat v ekrannata publicistika. (Montage in Screen Journalism). Sofia: Nauka i Izkustvo Art Publishing House. 1980.

The Montage: A Brief Historical Review of Its Concepts (In English). Sofia: The International Institute of Journalism at the Union of Bulgarian Journalists Publishing House. 1979.

+ 3 books on Television Quiz Show

ARTICLES

Mass Media System in Bulgaria (1989-1999). Co-authored with Todor Petev. *The Global Network*. No 13, 2000.

The Dynamics of the Electronic Mass Media System in Bulgaria (1989-1999). *The Global Network*. No 13, 2000.

Political Advertising in Bulgarian Television (1990-1997). A chapter in Kaid L. (ed.) *Television and Politics in Evolving European Democracies*. Commack, New York: NOVA Science Publishers, Inc. 1999

The Impact of Television on the Democratization Processes. A chapter in Newman B. (ed.) *Handbook of Political Marketing*. Thousand Oaks, London, New Delhi: Sage Publications. 1999.

Turn-of-the-Century Challenges Facing the Mass Media in

Bulgaria. Media Development No 3, 1999.
Development of Alternative Broadcasting in Bulgaria. Društvo I Tehnologija'96. Rijeka, Croatia, 1996.
The Impact of New Information Technologies on the Bulgarian Mass Media System. Društvo i Tehnologija'95. Rijeka, Croatia, 1995.
Mass Communication in Bulgaria during the Transitional Period (1989-1993) - Points of Research. Researching (Investigative) Journalism: A New Model for Public Communication. Croatian Communicologists Association, Nonacom. 1995.
The Box in the Fray. Television Tries to Weather the Storm. The Insider Magazine, No 9, 1991.

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BOOKS IN JOURNALISM

Televiziyata. Novi termini i sachetaniya. (Television. New Terms and Combinations). Sofia: Faculty of Journalism and Mass Communication, 2000.
Alternativnata televizija. (The Alternative Television). Sofia: 2000.
Rechnik na bankovite termini, izpolzuvani ot mediite. (Dictionary of Banking Terms, Used by Media). Sofia: 1994; 1996.
Vsevlastna li e televiziyata? Is Television All-Powerful? Sofia: Sofia University Press. 1992.
Psiholingvistika na ubejdashtoto vazdeystvie. (Psycholinguistics of Persuasive Influence). Sofia: Husky Publishers. 1992.
Obshtestvo i kultura. (Society and Culture). Sofia: Bulgarian Agricultural People's Union Publishers, 1984.
Savremennost i televizija. (Contemporaneity and Television). Sofia: Committee of Culture. 1983.

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BOOKS IN JOURNALISM

Cenzori i Jurnalisti. (Censors and Journalists). Sofia: Nauka i Izkustvo Publishing House, 1980.

Progresivniyat legalen pechat v Bulgariya v borbata protiv fashizma i reakciyata (1930-1934). (The Progressive Legal Press in Bulgaria in Struggle against Fascism and Reaction). Sofia: 1974.

Georgi Bakalov i ezopovskiyat ezik (Georgi Bakalov and the Aesopian Language). Sofia: Union of Bulgarian Journalists, 1972.

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BOOKS IN JOURNALISM

Dumite koito rasdeliat. Politicheskiat discourse v pechata. (Words That Separate. The Political Discourse in the Press). Sofia: Paradox, 2000.

Media text. (Mediatext). Sofia: Paradox, 1999.

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BOOKS IN JOURNALISM

Editor (with Orlin Spasov): (The Transition and the Media: Politics of Representation. Bulgaria 1989-2000). Sofia: Sofia University Press, 2001.

Editor (with Liliyana Deyanova and Orlin Spasov): *Medii i prehod.* (Media and Transition). Sofia: Centre for Media Development, Sofia, 2000.

Editor (with Orlin Spasov). *Medii i mitove.* (Media and Myths). Sofia: Sofia University Press and Faculty of Journalism and Mass Communication, 2000.

ARTICLES

The National Council for Radio and Television - an Attempt to Make History. Bulletin of National Council for Radio and Television, No 1, 1999.

The Suppressed Image in Post-Totalitarian Media. Katalog (Denmark), Spring, 1998.

Valkanova, Vesselina

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BOOKS IN JOURNALISM

Grafichen Dizayn. Novi oformitelski koncepcii na vsekidnevnikata (Graphic Design. New Design Concepts of Dailies). Sofia: Faculty of Journalism and Mass Communication, 2001.

Grafichen Dizayn na balgarskite vestnici predi i sled politicheskata promyana ot 10. XI. 1989 g. (Graphic Design of Bulgarian Newspapers before and after Political Changes of November 10, 1989. Sofia: Faculty of Journalism and Mass Communication, 1995.

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BOOKS IN JOURNALISM

Provokaciyata ucheben process. (The Provocation of Study Process)...et al). Sofia: ASCONI Publishers, 1997.

ARTICLES

Children in Cyber Environment. Journal of Social Science, Special Issue "Children and Childhood in Our Contemporary Societies". Delhi: Kamla-Raj Enterprises and Editor, 1998
University Teacher as a Factor for Motivation of Students' Learning (et al). Higher Education in Europe. CEPES, UNESCO, Vol. XXIII, No 4, 1998.

Naidenov, Dimitar

Senior Assist. Prof.
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Presjurnalistika. (Press Journalism). Sofia: Faculty of Journalism and Mass Communication, 1995.

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Member of the Commission of Social Sciences at the Supreme Testimonial Commission

Narodopsihologiya. T. I. Razmisli varhu napisanoto i nenapisanoto za balgarskata narodopsihologiya i nacionalen karakter. (People's Psychology. V. I. Thoughts on the Written and Non-Written on the Bulgarian Peoples' Psychology and National Character.) Varna: Slavena, 1995. Narodopsihologiya. T. II. Balgarinat i vlastta. (People's Psychology. V. II. The Bulgarian and the Power). Varna: Slavena, 1995.

Narodopsihologiya. T. III. Kompleksite i paradoksite v balgarskiya karakter. (People's Psychology. V. III. The Complexes and the Paradoxes of the Bulgarian Character). Sofia: The Sofia University Publ. House, 1997

+ 31 books on different people's psychology issues.

Petev, Todor

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BOOKS IN JOURNALISM

Komunikazia i socialna promyana. (Communication and Social Change). Sofia: Faculty of Journalism and Mass Communication at the Sofia University. 2001.

Public Relations i Konflikti v demokratichnoto obshtestvo.

(Public Relations and Conflicts in Democratic Society). Editor (with Minka Zlateva). Sofia: Niks Print, 2000.

Publiczna komunikaziya i evropeyska integraciya.

(Public Communication and European Integration). Editor (with Minka Zlateva).

Plovdiv: Zenica, 1999.

Masovoto obshtuvane i lichnostta. (Mass Communication and Personality). Sofia: Nauka i Izkustvo Publ. House, 1986.

Kam sociologiyata na masovite komunikacii. (On Sociology of Mass Communication). Sofia: Bulgarian Academy of Sciences, 1979.

+ a book on ethnical issues in the Rhodopes.

ARTICLES

Transformations of the Bulgarian Press. *The Global Network*, No 13, 2000.

The Transformation Processes of the Mass Media System in Bulgaria 1989-1999 (co-authored with Lilia Raycheva). *The Global Network*, No 13, 2000.

Mass Media Changes in Bulgaria: Tightrope Dancing on Political and Economic Crossing Strings. In: Petar-Emil Mitev, ed., *The Bulgarian Transition: Challenges and Cognition*, Sofia, Bulgarian Sociological Association. 1998.

Bulgarian Independent Radio Gains Audience in a Troubled Social Environment, *The Global Network*, No 6-7, 1997.

Television Landscape in Bulgaria: Cracks in the National "TV Church". A chapter in: Phillip Glenn and Otakar Soltis (eds.), *Media '95. Experiences and Expectations - Five Years Later*. Prague: Karolinum, Charles University Press, 1996.

P. Sepstrup and A. Goonasekera (eds.) *TV Transnationalization: Europe and Asia*. (Contributor for Bulgaria)

London: John Libbey, 1990. Reports and Papers on Mass Communication, No 109, Paris, UNESCO, 1994

Transitive Democratization of the Bulgarian Press: Postponed Victories. A chapter in: N. Genov (ed.) *Sociology in a Society in Transition*. Sofia: Regional and Global Development, 1994.

Semiotics and Communication Studies in

Bulgaria. (co-authored with Malina Stefanova). *European Journal for Semiotic Studies*, Vol. 1-2, 1989.

La communication écrite en Bulgarie aujourd'hui; livre et périodique; teletext et video-text. *Theorie, Methodologie et Recherche en Bibliologie*. Sofia: Bibliotheque Nationale, 1989.

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BOOKS IN JOURNALISM

Tehnologiya i tehniki na publichnata komunikaciya. (Technology and Techniques of Public Communication). Sofia: Darmon, 2001.

Publichna komunikaciya. (Public Communication). Sofia: Darmon, 2001.

Pechatat i formiraneto na obshtestvenoto mnenie. (The Press and the Formation of Public Opinion). Sofia: Nauka i Izkustvo. 1985.

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BOOKS IN JOURNALISM

Harmoniya v reklamnata komunikaciya. (Harmony in Communication of Advertisement. Sofia: Kabri, 1995; Ciela, 2000.

Obrazat na jenite v reklamata. Ili kak da unishtojim majete. (The Women's Advertisement Image). Or How to Annihilate the Men. Sofia: Princeps, 1998.

Ezikat na reklamata. Grafika i tekst. (The Advertisement Language. Design and Text). Sofia: Faculty of Journalism and Mass Communication at the Sofia University. 2001.

Tekstove na pechatnata reklama. (Texts of the Printed Advertisement). Sofia: "Poly".

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BOOKS IN JOURNALISM

Novini i sondaji. (News and Polls. Presentation of Public Opinion Research in the Press). Co-authored with Minka Zlateva. Sofia: Agency for Management and Finances, 1998.

Sapostavimost na empirichnite izsledvaniya. (Comparison between the Empirical Research). Sofia: UNESCO Chair, 1997.

Kandidat-studentite pred vratite na Universiteta. (The Candidate Students in Front of the University Gates).

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BOOKS IN JOURNALISM

Editor (with Georgi Lozanov):(The Transition and the Media: Politics of Representation. Bulgaria 1989-2000). Sofia: Sofia University Press, 2001. Editor (with Georgi Lozanov and Liliyana Deyanova): Medii i prehod. (Media and Transition). Sofia: Centre for Media Development, Sofia, 2000.

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International Relations and International Affiliation

INSTITUTION MEMBERSHIP AND BILATERAL AGREEMENTS:

EUROPEAN JOURNALISM TRAINING ASSOCIATION

FJMC has been an Associate Member of EJTA since 1993. FJMC students participated successfully in the Euro Reporter Program for realization of TV and radio broadcasts. FJMC teachers have taken part in seminars sponsored by EJTA or EJTA-related organizations.

RESEAU THEOPHRASTE

The Theophraste Network is a voluntary association of Franco phonic centers for journalism training. Fifteen universities and higher schools from 12 countries hold membership in it. FJMC has been its member since 1999.

The Network organizes a Summer University in Communications, seminars, and research investigations. It maintains a journalistic documentary and literary center. The programs and projects are financed by the French Agency of Franco phony, UNESCO, the European Commission and other French and European organizations. The seat of the Theophraste Network is at the Higher School of Journalism in Lille, France.

ECOLE SUPERIEURE DE JOURNALISME DE LILLE - FRANCE

Contacts with the Higher School of Journalism in Lille, France have been established since 1994, and in 1996 a Cooperation Agreement was signed. Practical ateliers with the French speaking FJMC students and students from the humanities at Sofia University were conducted by French journalists who teach at the Higher School of Journalism in Lille. Upon the completion of an annual course of usually six ateliers, the students receive a certificate. As from the 1999/2000 academic year the best student was granted two weeks of practice in the ESJ.

Thanks to this cooperation, the franc phonic teachers of FJMC are able to go on fortnight specializations at the Higher School of Journalism in Lille and to publish in the *Les Cahiers du*

Journalisme journal brought out jointly by the Higher School of Journalism in Lille and the Information and Communications Department of the University of Laval, Quebec.

MDR FERNSEHEN

The outset of FJMC cooperation with MDR dates back to 1996, with a cycle of lectures presented by Assoc. Prof. Dr. Henni Leidenfrost, MDR Program Director, which has become a traditional annual event. Dr. Henning Roel (The MDR Executive Director) also presents regularly lectures. Both teachers were elected professors extraordinary of FJMC.

Within the framework of this bilateral cooperation another tradition was set up by the annual sending of students from the Radio and TV profiles (those, who have won an internal contest) for a summer practice at the MDR radio and TV facilities. Since 1999/2000 MDR accepts for one full year two probationers from the FJMC. FJMC has undertaken currently the scientific supervision of the work of doctoral student-journalists from MDR.

At the FJMC Editorial and Publishing Center MDR has fully supported the publication of Henning Roel's book *The Power of News* (1997) and the first (1998) and second (1999) parts of the *Journalism of Today and Tomorrow* collection.

TAUNUS FILM - WIESBADEN

The Cooperation Agreement between Taunus Film and FJMC was signed in 1999. In the same year Dr. Wolfgang Grass, Director of Taunus Film and professor at the University for Media Management in the town of Wiesbaden, was elected professor extraordinary of FJMC. Since 1997 he has been presenting the development of electronic media in Germany at monthly seminars for the students of the Television profile. In the 1998/1999 and in 1999/2000 academic year a bilateral exchange was carried out of six Bulgarian students and eight German students, funded by Taunus Film and supported by the Open Society Foundation.

INSTITUT FÜR KOMMUNIKATIONS UND
MEDIENWISSENSCHAFT DER UNIVERSITÄT LEIPZIG

Cooperation with this Institute dates back to 1992. Representatives of FJMC took part in the traditionally organized Internationale Hochschultage für Medien und Kommunikation (International University Days for Media and Communication Research) in Leipzig in 1992, 1993, 1994, 1995, and 1999. FJMC teachers participate in their publications.

AUSTRIAN INSTITUTE OF EAST AND SOUTHEAST EUROPE

Since 1999 the Austrian Institute of East and Southeast Europe has helped the FJMC Public Relations Chair maintain contacts with the Institut für Publizistik - und Kommunikationswissenschaft der Universität Wien - Wien -1180, Schopenhauerstr. 32, Austria, established in 1997. Three scientific conferences have been organized so far (1997, 1998, 1999) in Sofia and a seminar in Vienna (2000) and the book Public Communication and European Integration was brought out.

International Conferences Organized in the Last Five Years

International Conference "Freedom of Expression, Media Legislation and Media Education of Peace and Ethnic Tolerance" . Communication and Public Relations UNESCO-Chair of the Faculty of Journalism and Mass Communication at the "St. Kliment Ohridski" Sofia University, UNESCO National Commission in Bulgaria, and Balkanmedia Association. Sofia: October 27-28, 2000

BBC and Bulgaria. History and Theory of Journalism Department of the Faculty of Journalism and Mass Communication at the "St. Kliment Ohridski" Sofia University and the Bulgarian Section of BBC. Sofia: March 22, 2000

Public Relations and Conflicts in Democratic Society. Communication and Public Relations UNESCO-Chair of the Faculty of Journalism and Mass Communication at the "St. Kliment Ohridski" Sofia University and Foreign Bureau of the Austrian Institute for Eastern and Southeastern Europe. Sofia: May 21-22, 1999.

European Integration: Challenges to PR (International and Local Aspects). Communication and Public Relations UNESCO-Chair of the Faculty of Journalism and Mass Communication at the "St. Kliment Ohridski" Sofia University and Foreign Bureau of the Austrian Institute for Eastern and Southeastern Europe. May 22-23, 1998

Public Communication and Public Organization. Communication and Public Relations UNESCO-Chair of the Faculty of Journalism and Mass Communication at the "St. Kliment Ohridski" Sofia University and Foreign Bureau of the Austrian Institute for Eastern and Southeastern Europe. May 22-23, 1998

Visiting Teachers on Credited Courses

Dr. Lilia Raycheva - The University of Oklahoma, Norman, OK.
Course: History of Film for the Film and Video Studies Program.
Summer Semester, 1994.

International Programs

TEMPUS PROJECTS

Within the framework of TEMPUS Project 07653-94 an Interuniversity Center for Modern Training Technologies was set up on the territory of FJMC. The five biggest universities in Bulgaria were partners in this project: University of Sofia, Technical University - Sofia, Technical University - Varna, University of Rouse, and the New Bulgarian University.

The Center organized courses for professional advancement of the academic staff (teachers and administration). The programs for teachers comprised the application of new methods and technologies for training and instruction, as well as the use of information technologies in the process of instruction.

The courses and seminars for the administration made the attendants familiar with the contemporary forms and methods of administration in the field of higher education, the use of computer technologies in this process and many other basic elements of the process of administration in general.

The University of Plymouth and the John Moores University of

Liverpool of Britain, and the Irish St. Patrick College were the foreign partners in this Project.

Within the Project's framework a modern computer room was outfitted with nine workstations and capacity for multimedia demonstrations. Another working room was also equipped for elementary multimedia production.

The experience and facilities of this project were used as a basis for organizing a new project under the TEMPUS_IB JEP 14425 Program aimed at the continuing education of active journalists in the electronic media. The Project started in 1999 and within the two years of its term over 90 active journalists will be trained under its programs along four lines: Journalistic Themes and Professional Skills; European Integration and Media Legislation; Application of Information Technologies in Journalistic Practice, and Specialized Journalistic Terminology in the Major European Languages.

The Bulgarian partners under the TEMPUS 14425-1999 Project are the St. Kliment Ohridski and the Technical University of Sofia, while the foreign partners are the John Moores University of Liverpool - Britain, the High School of Journalism of Lille - France, the Pompeu Fabra University of Barcelona - Spain and the European Universities of Continuing Education Network.

The Center is intended to be institutionalized in the future within the framework of the University of Sofia.

Contacts with Other Higher Education Establishments and Professional Organizations

The Faculty of Journalism and Mass Communication maintains steady contacts with universities and higher schools in the countries of Europe and America, with a number of leading scientific and public foundations in Bulgaria and abroad. There is an ongoing exchange of students, teachers and researchers, of literature and curricula. Joint research projects are developed within the framework of UNESCO and TEMPUS. The global aspects and social responsibilities of journalistic profession, the specialized publications, regional electronic media, training satellite TV, advertising and public relations are the fields of the most active cooperation with foreign universities. Jointly with the Open

Society, the Bertelsmann and Friedrich Ebert foundations, with the Goethe Institute, the British Council, BBC, the French Cultural Institute, the Austrian Institute for Eastern and Southeastern Europe, and EJTA, the Faculty organizes conferences, symposia and education programs for leading students and young specialists.

The Faculty of Journalism and Mass Communication helps the advancement of higher education in journalism in the country with curricula and teachers. Since 1996 a Specialized Profile in Journalism has been operating with the Philological Faculty of the Open University of Bourgas, supported entirely by FJMC instructors. The curriculum of the Journalism and Public Relations Chair with the Art, Culture and Mass Communication Faculty of the Chernorizets Hrabur Open University of Varna is fully modeled on that of FJMC and FJMC teachers teach many disciplines. According to a curriculum approved by the Ministry of Education and Science and developed jointly with FJMC, a model for professional training of specialists in the field of public communications was evolved at the 93rd Alexander Teodorov-Balan Secondary Comprehensive School and has been applied since 1994. The tendency is to introduce this curriculum in nine humanitarian high schools in the 2000-2001 academic year. The preparation of a media awareness and media literacy program for younger school-children is forthcoming.

THE SOCIETY OF THE UNION OF BULGARIAN
JOURNALISTS AT THE ST. KLIMENT OHRIDSKI
UNIVERSITY OF SOFIA

The Union of Bulgarian Journalists is the biggest and oldest professional and creative, syndical and mutual-aid organization (1955), with a 6000 strong membership, structured into 200 societies. The UBJ is the assignee of other journalistic associations, which had worked in Bulgaria since 1905.

Of the 56 members of UBJ Society at the St. Kliment Ohridski University of Sofia, 33 are regular trainers at FJMC. In 1998, with the support of UBJ and Pro Media, the UBJ Society at the University organized a scientific conference on the theme "Journalism Training: a Condition for Setting up Universal Journalistic Standards".

THE OPERATIVE BUREAU ON MASS MEDIA TO THE
MINISTRY OF TRANSPORT AND COMMUNICATION

This Bureau has been established in 1992 as an interdepartmental consultative non-official coordinating committee for the Bulgarian participation in the activities of the Council of Europe. It provides expertise in mass media and communication matters. FJMC has four representatives in this Bureau.

NATIONAL COUNCIL FOR RADIO AND TELEVISION

Two representatives (out of nine) of the FJMC are members of the NCRT.

BULGARIAN NATIONAL RADIO

The Dean of the FJMC is Deputy-Chairman of the Program Committee of the Bulgarian National Radio.

The structure and character of training in all degree courses at the Faculty of Journalism and Mass Communication have been approximated with the educational models of the leading countries in the world. This makes possible cooperation and exchange in training and teaching.

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Appendix

CURRICULUM - JOURNALISM, REGULAR STUDIES, BA PROGRAM	Sports
	<i>Second Year - Forth Semester</i>
<i>First Year - First Semester</i>	Theories of Mass Communication
Theory of Journalism and Media	Theory of International
History of Bulgarian Journalism	Relationships
International Journalism	Theory of Culture
Sociology	Media and Politics in Democratic Society
Social Psychology	Foreign Language
Theory and History of Public	Bulgarian Language for Foreigners
Relations	Summer Internship
Informatics and Information	Sports
Technologies	<i>Third Year - Fifth Semester</i>
Legal and Ethical Norms in	Contemporary Bulgarian Journalism
Journalism	Theory and Practice of Text – 2
Bulgarian Language and Stylistics	(Editing)
Foreign Language	Basics of Advertising
Bulgarian Language for Foreigners	International Politics in Media
Sports	Foreign Language
<i>First Year - Second Semester</i>	Bulgarian Language for Foreigners
Theory of Journalism and Media	Radio Communication
History of Bulgarian Journalism	<i>Third year - Sixth Semester</i>
International Journalism	Social Conflicts
Economics and Economics of the Media	The Balkans and the
Bulgarian Language and Stylistics	Contemporary International
Foreign Language	Relationships
Bulgarian Language for Foreigners	Persuasive Communication
Sports	Foreign Language
<i>First Year - Third Semester</i>	Summer Internship
Theories of Mass Communication	Bulgarian Language for Foreigners
People's Psychology	<i>Forth Year - Seventh Semester</i>
Politology	Media Management
Theory of Culture	Home Politics and Journalism
Theory and Practice of Text - 1	Culture in Mass Media
Methods of Mass Communication Research	Foreign Language
Computer Mediated	Bulgarian Language for Foreigners
Communication	<i>Forth Year - Eighth Semester</i>
Foreign Language	Minorities and Journalism
Bulgarian Language for Foreigners	

New Media	Foreign Language
Interpretative Journalism	Bulgarian Language for Foreigners
Foreign Language	Sports
Bulgarian Language for Foreigners	
	<i>Second Year - Forth Semester</i>
CURRICULUM - PR, REGULAR STUDIES, BA PROGRAM	
<i>First Year - First semester</i>	Theories of Mass Communication
Theory of Journalism and Media	People's Psychology
History of Bulgarian Journalism	Methods of Mass Communication Research
International Journalism	Intercultural Communication
Sociology	Communication Skills – 1 (Public Speech)
Social Psychology	Communication Skills – 2 (Writing for PR)
Theory and History of PR	Foreign Language
New and Latest History of the World	Bulgarian Language for Foreigners
Informatics and Information Technologies	Summer Internship
Legal and Ethical Norms in Journalism	Sports
Bulgarian Language and Stylistics	
Foreign Language	<i>Third Year - Fifth Semester</i>
Bulgarian Language for Foreigners	Contemporary Bulgarian Journalism
Sports	Theory and Practice of Text – 2 (Editing)
	Basics of Advertising
<i>First Year - Second Semester</i>	Marketing
Theory of Journalism and Media	Political Communication
International Journalism	Applied Semiotics – seminar
Theory and History of PR	Communication Skills – 3 (Television)
Economics and Economics of the Media	Foreign Language
Bulgarian Language and Stylistics	Bulgarian Language for Foreigners
Foreign Language	
Summer Internship	<i>Third Year - Sixth Semester</i>
Bulgarian Language for Foreigners	Basics of Advertising
Sports	Persuasive Communication
	Communication Skills – 3 (Radio)
<i>Second Year - Third Semester</i>	International Communication
Theories of Mass Communication	Graphic Design
People's Psychology	Image Building
Politology	Foreign Language
Theory of Culture	Summer Internship
Theory and Practice of Text - 1	Bulgarian Language for Foreigners
Methods of Mass Communication Research	
Computer Mediated Communication	<i>Forth Year - Seventh Semester</i>
Media (Press, Radio, Television)	Media Management
Psychology of Communication	Theory and Research of Public Opinion
	Management of PR Agencies

Planning of Advertising Campaign – seminar	Sports
Integrated Marketing Communication New Media	<i>Second Year - Third Semester</i>
Foreign Language	Theories of Mass Communication
Bulgarian Language for Foreigners	People's Psychology
	Politology
<i>Forth Year - Eight Semester</i>	Theory of Culture
	Methods of Mass Communication
Crisis PR	Research
PR Strategies and Tactics	Computer Mediated
Business Communication	Communication
Advertisement in Media – seminar (Press ; Radio; Television)	Economics of Book Publishing
Foreign Language	Media (Press, Radio, television)
Bulgarian Language for Foreigners	Copyright
	Foreign Language
CURRICULUM - BOOK PUBLISHING, REGULAR STUDIES, BA PROGRAM	Bulgarian Language for Foreigners
	Sports
	<i>Second Year - Forth Semester</i>
<i>First Year - First Semester</i>	Theories of Mass Communication
Theory of Journalism and Media	Theory of Culture
History of Bulgarian Journalism	Economics of Book Publishing
Sociology	Editing and Publishing Systems
Social Psychology	Contemporaray Bulgarian
Theory and History of Public Relations	Literature
Informatics and Information Technologies	Theory of International Relatinships
Introduction to Book Publishing	Basics of Polygraphy
History of Book	Foreign Language
Bulgarian Language and Stylistics	Bulgarian Language for Foreigners
Foreign Language	Summer Internship
Bulgarian Language for Foreigners	<i>Third year - Fifth Semester</i>
Sports	Theory and Practice of Text (Editing in Book Publishing)
<i>First Year - Second Semester</i>	Contemporary World Book Publishing
Theory of Journalism and Media	Theory of Translation
Introduction to Book Publishing	Literature Agencies
History of Book	Marketing
Theory of Literature	Science, University and
Bulgarian Language and Stylistics	Encyclopaedia Book Publishing
Foreign Language	Contemporary Foreign Literature
Bulgarian Language for Foreigners	Basics of Polygraphy
Summer Internship	Graphic Design

Foreign Language
Bulgarian Language for Foreigners

Third Year - Sixth Semester

Theory and Practice of Text
(Editing in Book Publishing)
Marketing of Book
Advertisement in Book Publishing
Sociology of Book
Science, University and
Encyclopaedia Book Publishing
Graphic Design
Bulgarian Language for Foreigners
Foreign Language
Summer Internship

Forth Year - Seventh Semester

Aesthetics
Hermeneutics
Middle Ages Philosophy
Art Design and Book Illustration
Book Publishing of Fiction
Practical Class
Foreign Language
Bulgarian Language for Foreigners

Forth Year - Eighth Semester

Book as Media
Business Communication
Mass Book Publishing
Practical Class
Foreign Language
Bulgarian Language for Foreigners

C r o a t i a

Faculty of Political Science, Study of Journalism, Zagreb University

There are two regular four-year studies of journalism on Zagreb University. Other three universities in Croatia (Rijeka, Split and Osijek) have no study of journalism. Journalism study is very popular in last few years and usually there are much more interested young persons than seats on the University. Last year were 15 candidates on one seat on University.

Faculty of Political Science

Study of journalism on the Faculty of Political Science was founded in the school year 1985/86 and the regular teaching started in the school year of 1986/87. But, it was not the beginning of the University teaching of journalism. Faculty of Political science started on the year 1970/71 the two years study of journalism for the students who are studying political science or any other social study as the major study. Based on the experience of this study of journalism and especially based on the needs for graduated journalists, the regular four years full study of journalism started in 1986/87. Curriculum was based on the experience of the study of communication science and under the influence of the political science. Students were well trained in basic knowledge of the political science, history, law, communication, international affair, but not enough in practical journalists skills. Therefore study organized different additional activities like student magazine Puls, radio station "Student", photo lab, etc. Faculty of Political Science has also well equipped scientific library with approximately 50.000 books on political science and Communication and mass media.

Since 1986/87 there were total registered 2,355 students. Out of them 581 graduated until November 20, 2000. Relation between these figures is not very good and illustrates thesis how students are quitting their study and start their journalists career having no diploma.

In the school year 2000/2001 were 148 students registered on the first year of study, 189 on the second year, 77 on the third year and 51 on the fourth year. This is additional data, which proves our thesis on current situation in journalism.

Under the influence of the journalists and their needs for students trained in more practical skills, Study of Journalism started with a new curriculum in the school year 2000/2001. It is combination of theory and practice. First two years are theoretical. Students are learning theory of mass media, communication, political science, history etc. On the third year study is divided in four departments: print media, radio, television and public relation. In each department students have the obligation for 15 hours of practical courses weekly, and 15 hours of theory, choosing them from all courses of the University. Student creates his own curriculum, depends on his own interest. On the fourth year of study students are obliged to have student training in one of the media organizations.

The new curriculum is combining advantages of the good theoretical approach and needed practical training.

Faculty of Political Science is successfully cooperating with several international media institutions and universities. Faculty is also developing some important activities, which are not directly connected to curriculum, but they are vital for education of students.

The Freedom Forum Journalism Library

International, nonpartisan and non-governmental organization The Freedom Forum opened its news library in Croatia, 1994, at the Faculty of Political Science - Zagreb University. Two years later in 1996, the library was expanded with more books, newspapers, CDROMs and free Internet access.

The main role of the Freedom Forum is dedicated to promotion of the media freedom and to developing the educational system of

journalists and professional standards among journalism students and journalists.

The news library has around 1,200 titles, including books on journalism, mass communication and the new computer technology. Indiana University or Freedom Forum European Center or World Center of Freedom Forum has given all libraries' books as a gift. There are also newspapers on CDROMs, world newsmagazines, Croatian dailies and weeklies.

The most important part of library activities is to serve journalism students and others in searching of secondary sources for their scientific papers or seminars. It could be said that the Freedom Forum News Library is playing a role of logistic support to students. So, although the space of the library is not huge, the space is always full of students: approximately 20 of them are in daily, no matter if they are users or visitors.

Student magazine *Puls*

Students of journalism were very interested in producing their own newspapers. Supported by professor and some international media donors, like International Media Forum and European Journalism Center, student magazine *Puls* was founded in 1994. *Puls* was not a typical student product: 64 pages colored covered magazine was well edited and became popular among students of all Croatian Universities. Magazine was not only the good opportunity for practicing journalism, but it was also a public voice of the new generation.

Radio Student

International Media Fund, an USA governmental organization, donated to Faculty of Political Science full equipped radio station for educational purposes. Radio "Student" started on the air on November 3, 1996. The Croatian Government only for limited city area issued the frequency license and for non-commercial broadcasting, but radio is still operating and it is very good start for the students who would like to practice radio journalism.

Student Voice Conference

Based on the experience of the *Puls* magazine and radio Student, students of journalism started in 1997. organizing

international Student Voice conference on the island of Hvar on the Adriatic sea. First conference was relatively modest, with 60 participants from 6-7 countries and topic was student media in Croatia. Four years later, in 2000, Student Voice conference is an eminent international event with 150 participants coming from 20 countries including USA, Europe, Asia... Visiting lecturers are eminent professor of journalism from USA and Europe, well known journalists and media experts. Topics are different each year: in 1998 was "30 years after 68", in 1999 they discussed about media and propaganda and this year about sensationalism in media.

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E s t o n i a

Department of Journalism, Tartu University

History

The Department of Journalism at Tartu University was established in 1978 as a result of the reorganization of journalism training in Estonia. The academic training of journalists started in 1954 but only as a specialization of Estonian philology students who could choose journalism or language or literature studies after two years of general philological studies. Over 20 years, 1954-1976 journalism was offered as a speciality in the Department of Estonian Philology. Since 1976 journalism studies are based on their own curriculum and admission of students. In 1978 the Department of Journalism was established, chaired by Professor Juhan Peegel, a well-known folklorist and press historian.

In 1992 the Faculty of Social Sciences was founded as a new unit and the Department of Journalism was integrated into this faculty. Hence, the curriculum of journalism was more linked with social sciences and less with philology.

Great changes in Estonia over the last decade also reflect in the changes of the name of the department - it was established on 1 September 1976 as the Department of Journalism, as of 1 May 2000 it is the Department of Journalism and Communication.

Until 1995, the Department of Journalism at Tartu University was the only educational institution in Estonia where journalism, media and communication studies were carried out.

In 1995-1998 advertising and media, film and video production, and broadcasting studies were started at Tallinn Pedagogical

University, and media and public relations' studies at Concordia International University Estonia. All these studies are provided only on BA level.

The curriculum of journalism studies was qualitatively changed in the mid 1990s.

The revised curriculum more clearly helps to develop the own profile of media education of the University of Tartu, compared to that of other Estonian universities. The originality of media education is the following:

- 1) better theoretical preparedness including knowledge of academic research; better chances for continuation in master's and doctoral programmes;
- 2) graduates' better analyzing and generalization skills, better orientation in the possibilities of media and other means of communication and responsibility in a rapidly changing society;
- 3) connection of practical skills and theory, their theoretical interpretation which guarantees better preparedness and greater motivation for continuous professional self-improvement;
- 4) broad knowledge and skills for working in the press not provided by any other university in Estonia
- 5) broad knowledge and skills for strategic work in public relations, for communication management connected with a broader background of social sciences.

The main idea behind the programme in Journalism is to provide students with knowledge of performance of mass media and a general understanding of social sciences as well as to provide professional qualification for working as a journalist in media organization.

In order to attain this objective the curriculum is the combination of academic learning and training of professional skills. In the beginning of the 1990s the training of skills (how to gather information, news and feature writing) started from the first term. At that time media badly needed reporters who were able to work according to the modern standards of journalism. Since the curriculum was approved in 1998, practical skills are trained later (from third semester) and a bit less than in the beginning of the 1990s. On upper level each journalism student works individually

on supervised practical projects (investigative journalism, program, special topic), the results are discussed in public sessions.

Curriculum

Today Tartu University offers Bachelor's Master's and Doctoral degrees. The normal length for a bachelor's course is 4 years (160 credits), for a master's course 2 years (80 credits) and for a doctoral course 4 years (PhD, 160 credits). In 1996 Open University was established.

Students from other faculties can also choose certain subjects from journalism program as optional courses.

Bachelor's programme in journalism is oriented towards the level of an editor, sub-editor, head of the department, project leader, producer, media-analyst. The bachelor's programme is designed to offer general courses on social sciences during the first semester which is a starting point and a prerequisite for further studies. In the second and third semesters there are mostly media-related general courses and courses connected with language, culture and sociology. Many of them as well as courses on social sciences are common with the specialty of public relations.

In upper level it is possible to specialize in the press and electronic media (television, radio, in the future probably multimedia), and in future perspective to media criticism and teaching media at schools (media literacy).

In addition to major (105 credits) it is compulsory to pass one or two minors (one medium level or two introductory levels) altogether 55 credits, 16-20 credits could be elected freely.

Post-graduate study programs in journalism and mass communication both on MA and PhD levels were opened in 1992.

In 1996 a BA program in public relations was started. Public relations are studied in the context of organizational and market communication, political communication and knowledge management. In autumn 1999 post-graduate programs in media and communication were opened, both on MA and PhD levels.

In May 2000, 117 full-time students were studying journalism and 83 public relations on BA level, 14 students journalism and mass communication on MA level and 5 on PhD level. 150 students are

participating in a part-time Open University program. Teaching and researching resources consist of 13 staff members and 14 part-time teachers.

Main research areas

One of the main research areas of the Department is Media and Social Change. Part of the research is connected with the development of the Estonian society and media during earlier historical transitions (nation-building in 1860-1880, interwar independence 1920-1940), main part of it with post-Communist transition in 1987-2000. Other research include research about political communication and media discourse; public relations and communication management, professionalization of journalism and changes in media market, regulation of public communication, development of Estonian television landscape, audience studies of Estonian media channels.

Appendix

Bachelor's programme since autumn 2000

Medium level (19+26 credits)

Medium level 45 credits (compulsory courses 34 credits and selective courses at least 11 credits)

1. Basics of public relations

Compulsory courses (6 credits), selective courses (3 credits)

Compulsory courses:

Introduction to specialty	2 credits	E
Basics of practical public relations	2 credits	E
Practical training (first year students)	2 credits	P

Selective courses:

Image building	1 credit	P
History of public relations	2 credits	E

2. General courses of media and communication

Compulsory courses (6 credits), elective courses (15 credits)

Compulsory courses

Introduction to media	2 credits	E
Introduction to advertising	2 credits	E
Public opinion	2 credits	E

Selective courses:

Overview of audiovisual communication	4 credits	E
History of mass media	2 credits	E
Psychology of communication	2 credits	E
Media economics and media planning	2 credits	E
Legal regulation and ethics of mass media	2 credits	E
Audience of Estonian mass media	2 credits	E

3. Social sciences

Compulsory courses (14 credits), selective courses (12 credits)

Compulsory courses:

Introduction to semiotics	3 credits	E
Psychology	2 credits	E
Basic economics	4 credits	2E
Marketing	2 credits	E
Basics of law	3 credits	E

Selective courses:

Introduction to political science	3 credits	E
Introduction to sociology	2 credits	E

Intoduction to public administration	4 credits	E
Outlines of information society	2 credits	E
Business administration	2 credits	E
Introduction to social informatics	2 credits	E

4. Language and culture

Compulsory courses (8 credits), selective courses (6 credits)

Compulsory courses:

Estonian language	3 credits	P, E
Stylistics	2 credits	E
Introduction to philosophy	2 credits	E

Selective courses:

Estonian cultural history	2 credits	E
English listening comprehension course	4 credits	P, E

Upper level (60 credits)

Upper level 60 credits (compulsory courses 49 credits, selective courses at least 11 credits)

1. Theories of communication and media, their application in the field of public relations

Compulsory courses (7 credits), selective courses (3 credits)

Compulsory courses:

Cultural studies	2 credits	E
Theoretical basics of public relations	2 credits	E
Theories of mass communication	3 credits	E

Selective courses:

Psychology of persuasion	2 credits	E
Personal image	1 credit	P

2. Organizational communication and entrepreneurship

Compulsory courses (8 credits), elective courses (13 credits)

Compulsory courses:

Organization theory	3 credits	E
Inter-organizational public relations	2 credits	E
Public relations strategy	2 credits	E
Seminar on public relations ethics	1 credit	P

Elective courses:

Organizational behaviour	3 credits	E
Public relations as business	2 credits	E
Fundamentals of financial management	3 credits	E
Management theories	2 credits	E

Management strategy and communication	2 credits	E
Crisis communication	2 credits	E
3. Consumer culture and marketing communication (4 credits)		
Consumer culture and branding	2 credits	E
Marketing communication	2 credits	E
4. Socio-political communication and public relations		
Compulsory courses (4 credits), selective courses (11 credits)		
Compulsory courses:		
Public relations of state institutions	2 credits	E
Political communication	2 credits	E
Elective courses:		
Public relations in local authorities	2 credits	E
Public relations in non-profit sector	2 credits	E
International public relations	2 credits	E
Regional aspect in public relations in Estonia	1 credit	E
Identity and ethnic relations	2 credits	E
Public relations in public sphere	2 credits	E
5. Research and analysis		
Compulsory courses (17 credits), selective courses (8 credits)		
Compulsory courses:		
Methods of media and communication research	2 credits	E
Qualitative analysis of target groups	2 credits	E
Methods of scientific research and proseminar paper	2 credits	P
Research seminar and seminar paper	3 credits	P
Bachelor's thesis	8 credits	
Selective courses:		
Marketing research	2 credits	E
Analysis of development strategies	1 credit	P
PR case analysis	1 credit	P
Research into image building	1 credit	P
Discourse and rhetoric analysis	1 credit	P
Campaign analysis	1 credit	P
Visual communication analysis	1 credit	P

6. Practical skills

Compulsory courses (6 credits), selective courses (7 credits)

Management and organization skills

Compulsory courses:

Campaign organization	1 credit	P
Project management	1 credit	P

Selective course:

Public management	1 credit	P
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Communication and performance skills

Compulsory courses:

Public speech	1 credit	P
Media relations	1 credit	P

Selective course:

Protocol and etiquette	1 credit	P
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Presentation and organizational skills

Compulsory courses:

Preparing and writing press materials	1 credit	P
Presentation techniques	1 credit	P

Elective courses:

Preparing audio-video materials (CD-roms)	2 credits	P
Composition of home pages, electronic publishing	1 credit	P
Organization's publications	1 credit	P
Making projects and applications	1 credit	P

The instruction is mostly carried out through group projects.

7. Practical training (3 credits)

Practical training (specialization)	3 credits	P
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Master's degree programme

Journalism

Degree: magister artium (MA) in journalism

Candidates for admission are required to have a Bachelor's degree or a corresponding certificate of higher education. Candidates who have not studied journalism or communication have to pass courses on journalism and communication from the bachelor's programme in Open University

for 15 credits.

The master's degree presumes 80 credits, of which master's thesis forms 50% (40 credits).

1. Compulsory courses (22 credits):

Mass communication theories (advanced course)	4 credits
Methods of media and communication research (advanced course)	4 credits
Contemporary philosophy	6 credits
Workshops I and II	8 credits

2. Selective courses (10 credits)

3. Pedagogical training in an institution of higher education (8 credits)

Preparation of one course with written study materials and lecturing.
Post-graduate studies last for two years, in Open University 3-4 years.
Lectures take place 2-3 times a month on Fridays or (and) Saturdays.
Tuition fee in Open University: 1 credit = 500 EEK, 12 credits per year =
6, 000 EEK per year.

Media and Communication

Degree: magister artium (MA) in media and communication.

Candidates for admission are required to have a Bachelor's degree or a corresponding certificate of higher education. Candidates who have not studied journalism or communication have to pass courses on journalism and public relations from the bachelor's programme in Open University for 15 credits.

The master's degree presumes 80 credits, of which master's thesis forms 50% (40 credits).

1. Compulsory courses (20 credits)

Media and communication theories	4 credits	E
Theories of information and consumer society	4 credits	E
Methodology and methods of communication research	4 credits	E
Workshop I on media and communication	4 credits	P
Workshop II on media and communication	4 credits	P

2. Selective courses (12 credits)

3. Pedagogical training in an institution of higher education (8 credits)

Preparation of one course with written study materials and lecturing.
 Post-graduate studies last for two years, in Open University 3-4 years.
 Lectures take place 2-3 times a month on Fridays or (and) Saturdays.
 Tuition fee in Open University: 1 credit = 500 EEK, 12 credits per year =
 6, 000 EEK per year.

Public Relations

Degree: Master of Public Relations (MPR)

The programme is meant for practitioners with at least two years' working experience in the sphere of public relations or enterprise management.
 The master's degree presumes 80 credits, of which master's thesis or project forms 25% (20 credits).

1. Lectures and seminars (40 credits)

Compulsory courses (30 credits)

Theories of public relations	4 credits	E
Practical public relations	6 credits	E
Information service	4 credits	E
Public relations strategy	4 credits	E
Consumer culture and marketing communication	4 credits	E
Special seminar I	4 credits	P
Special seminar II	4 credits	P

Selective courses (10 credits)

2. Practical training (10 credits) - Preparation of organization's or brand's PR strategy
3. MPR qualification exam (10 credits)

Post-graduate studies last for two years, in Open University 3-4 years.
 Lectures take place 2-3 times a month on Fridays or (and) Saturdays.
 Tuition fee in Open University: 1 credit = 800 EEK, four-years studies 20
 credits per year = 16, 000 EEK per year.

Doctoral programme

Journalism

Degree: doctor philosophiae (PhD) in journalism.

Candidates for admission are required to have a Master's degree in journalism, other social sciences or the humanities.

The doctoral degree presumes 160 credits, of which doctoral dissertation forms 120 credits.

1. Lectures and seminars (20 credits)
 - Workshop III (4 credits)

Selective courses (16 credits) including:

- conference presentations (international 4 credits, national 2 credits);
- publishing of academic articles (international publications 6 credits, national publications 4 credits);
- editing of a book or collection of articles (4 credits);
- international seminars, summer schools (2-6 credits).

2. Ph.D qualifying exam (20 credits)

3. Doctoral dissertation (120 credits)

P o l a n d

Communication and Media College from Warsaw

The Communication and Media College in Warsaw is a non-state journalistic college that has been in operation since 1994.

CMC provides education at day, evening and extramural studies. It enables its students to gain higher education in the following specializations: Press, Radio and TV Journalism, Public Relations/Press Spokesperson, specialist in Promotion and Advertising, Mediator/Negotiator, expert in European Integration.

CMC ensures professional job-oriented preparation on solid bases of general humanistic knowledge. The college curriculum is created in order to fit in with the demands of the job market.

The curriculum of CMC has an authorship character, and incorporates such general subjects as: sociology, philosophy, psychology, contemporary history, law, chosen aspects of economy and politics, culture studies as well as specialization-oriented courses within the range of theory and practice of mass communication.

The program also includes computer training, workshop classes regarding contemporary broadcast techniques (press, radio, TV), group training in chosen specializations, intensive teaching of the English language, internships in editorial offices, government offices and advertising agencies.

The program of our College is realized by the best academic professors, experienced journalists, specialists in the field of promotion and advertising as well as the invited for authorship meetings eminent representatives of science, culture, politics and business from around Poland and abroad.

The idea was born one day in 1991, when we were analyzing what challenges for our profession will be brought by the contemporary, modern times. It was easy to come to the conclusion that the to-date way of educating journalists, which had shaped itself - or rather, coagulated - in the end of the 1980s, was no longer going to be successful.

Political changes which took place in Poland in 1989 opened the possibilities for educating journalists in a modern way. However, for the next few years, practically throughout the first half of the 1990s, changes in educating journalists were not coming.

There appeared some sort of a paradox. Polish journalists who, at a large scale had been revolting earlier against the then existing political reality, were receiving new, practical skills; they were trying to break up with the pattern, to act in a new way and reach out for western models. However, this way could not find its reflection in the curricula of higher education institutions. Within the departments of these institutions that dealt with educating media employees there were no changes at all. They still bestowed the students with theoretical knowledge, antiquated in many aspects and not fitting in with reality. The graduates - Masters of Arts in Journalism, were not prepared to do their jobs in editorial offices, and they had to learn and gain experience with respect to practically everything that was connected with the profession of a journalist; such experiences were sometimes quite painful.

On the other hand, in scientific opinion circles there existed a general conviction that journalists should not undergo any training and that a graduate of any college or university or even someone who did not possess any higher education but was gifted with the so-called spark of genius could be a good journalist. Not much attention was paid to journalism education.

At universities, journalism, if it existed at all (Warsaw University is an example here with "periodical" existence of journalism department), it was treated as the proverbial fifth wheel to a cart. It was first to be liquidated in case of some difficulties, and the last in obtaining funds for equipment and education. How deep was the conviction of the uselessness of educating media employees can be testified by the fact that journalism, as a discipline of academic education, had not existed in the register of disciplines taught in Poland until 1996. Journalism existed at only one uni-

versity in Poland, but it was a sort of an “attachment” to the Department of Political Sciences and was only one of many elements of the curriculum.

In such conditions and circumstances, in 1993, we started our attempts to create a college of journalism. These attempts were the continuation of the conclusions drawn from professional journalistic experience of the founders of the college and their to-date educational activities, that is short-term courses oriented towards training of journalists.

On the one hand, the strong need, and thus the demand for such type of courses, was the result of a real burst of different types of press editorial offices, broadcasting stations, first commercial television stations as well as of the to-date methods of training which were not suitable to the growing free market of media and lacked practical and workshop preparation to the execution of the profession of an adversary by the people who then began to work in the world of media.

On the other hand, though, the need to break through the outdated stereotypes of the approach to the job of a journalist was felt by some of the journalists. Moreover, a considerable group of people who had been working in different fields decided to check their chances in the widely opening market of media. Therefore candidates were not scarce.

Organizing journalistic courses and preparing programs for these, we drew both on our own professional journalistic experiences as well as we reached out for models of educating journalists and, even more, employees of media, used in the West, especially in France which has especially long-lasting experience in educating journalistic staff on academic and professional levels, and in the United States where we searched mainly for the new forms and directions of education around the best American universities and colleges. Aside from help in gaining ideas for creating our own curricula, visits in both of these countries helped us a lot in establishing contacts with people employed in the world of media and institutions which educated them.

For the realization of the program of the courses we drew both the leading journalists of well-known names, and lecturers from academic institutions who were not satisfied with the stiff structures

and too much satiated with theory programs.

Due to limits in time and a need to realize the program within only three months, we concentrated on developing practical skills of writing, editing, working with a microphone and a television camera as well as of organizing an editorial office.

It needs to be mentioned that only during three years (1991-1993) of the existence of the courses, the graduates of which were snatched away like hot cakes, we trained approximately 300 people within the organization called "Pressclub."

Even though the courses of "Pressclub" were extremely popular, we noticed that the to-date formula became satiated. We also noticed that despite of our pioneering activity nothing had been happening and there appeared no changes in academic level training. We decided that we should fill in the gap and create a college of a journalistic profile with a completely new educational program.

The introduction to calling of this "different" journalistic school was therefore a "family initiative" - organizing of three-month journalistic courses by "Pressclub." Only some of the graduates became journalists for good, but for all contact with the profession and wealth of knowledge they had gained proved useful and helped them in their future careers. Surnames of many we can see today on front pages of newspapers or we watch them on our TV screens.

We got ensured that in order to realize a program of training based on practical approach to the profession, on the "master-student" relation, there exist enough experienced journalistic "reps" who know how to share their abilities with the younger, sell the secrets of a workshop and inoculate them with a germ of journalistic inquisitiveness.

It also proved that among the didactic staff of Polish universities there are many professors who might be interested in supporting the program of a newly emerging private educational institution with their deep knowledge of particular humanistic sciences. Connection of these possibilities with wide openness on new multimedia techniques enabled the shaping of the program basis of the college that not accidentally took a name of "The Communication

and Media College.”

I will allow myself to include a little anecdote intercalation here. Today, the words “communication” and “media” are accepted unconditionally. 6 years ago, when our application for the establishment of the first Polish non-state journalistic college was being processed, “communication” meant to some of the respectable scientific circles and decision making offices nothing else but telephone industry or railway systems, and the need for calling of a new college seemed to them quite useless. Banking and finance colleges are something different, they said. They also did not agree that the college carried a name of the College of Journalism, so much the more that it was private and it was done under conviction that no one would want to study such a discipline. We had to fit this unusual curriculum into the “Political and Social Sciences category.

It took over a year to obtain agreement to creating a journalistic college. Organizational works, elaboration and preparation of a three-year curriculum for the college as well as completion of the list of lecturers were not as difficult (especially that we drew on our experiences and on an already checked teaching staff) as the process of breaking through the old prejudices and bureaucratic barriers, all in order to obtain a particular agreement from the Ministry of National Education for the creation of a college of journalism. A special barrier, which might seem strange, was personified by the opinion-making bodies operating within the ministry. I am talking here about Head Roundtable for Higher Education composed of scientists from different disciplines. Well, it was this Roundtable that questioned the need for the creation of a college with a journalistic profile. Their main argument was: training of journalists is not necessary at all. What is interesting is that the Roundtable did not have any doubts as to the need to create managers and banking officers, and was granting agreements to open colleges of economic profiles. Our application began a serious discussion. Initially, the Roundtable did not agree that our college’s name included the word “journalism.” The argumentation was such that there was no such discipline of science. Well, therefore we came up with the following proposition for the name: The Communication and Media College. It proved that it was wrong as well. The word “communication” and “media” were not known or were given different meanings, so during the discussion we were asked if we wanted to educate the future railway operators.

Finally, despite of the lack of merit stipulations as to the curriculum and the teaching staff, as well as despite of the meeting of the demands with respect to finances, the location of the college and the support of the president of the Polish Sejm - our application was turned down. Despite of that, the then Minister of National Education did give his consent for the creation of a college of journalism. Maybe I am taking too much time describing the ups and downs of the creation of our college. I am sharing this with you in order to illustrate how difficult it is to clear the way.

Already a year later the Roundtable with no hesitation agreed to open the next college and grant it the possibility to name it as a college of journalism.

In the following years, the Roundtable and the Ministry of National Education gave their consent to open similar colleges or departments of journalism and communication at the already existing state and non-state colleges and universities. Currently, at media colleges or at media departments of other educational institutions, there study several thousand young people. And even though majority of programs are based on modern assumptions, still, especially at national universities, the old habits of the dominance of theory over practice were not broken through. Not all colleges and universities are in possession of appropriate technical equipments, I mean radio and TV studios, graphic stations, photographic workstations, a sufficient number of computers, and an easy access to Internet.

It is also important to say that the quality of teaching at some of the educational institutions is not the highest, and the programs are quite modest. Therefore, of course, the quality of the graduates' knowledge is poor as well. Meanwhile, media market absorbs everything and we cannot be yet talking about surplus of the employees in the world of media. The situation is different on the job market of economy, where one can see a clear surplus of graduates from marketing and banking sectors and where it is harder and harder to find a job, because the employers make stronger and stronger selection also with respect to which college or university the graduate is coming from. Only some of these educational institutions are renowned and their graduates have no problems with finding jobs.

What I have mentioned above can also be applied to our college

which within the last 6 years managed to establish its esteem, and our graduates are well-graded by their employees.

CMC is now educating approximately 500 students. This number has been stable over the past few years. The number of students at our college determined by the limit of annually accepted candidates established at the level between 150 and 180. This enables an appropriate selection even though there is no formal entry examination. The students are accepted at particular departments of our college on the basis of an initial interview. This selection also enables us to keep an appropriate proportion between the day and extramural students. The latter can be better called weekend students.

Studies at our college last for three years. Our graduates receive a licentiate diploma, equivalent to the Bachelor of Arts. Because of the professional character of our college, participation at lectures and practical classes is mandatory. A three-time absence at any of the classes causes a need to explain the reasons of absence and may result in failure to pass a particular subject (course) or in a need to take up an additional examination from the subject.

The curriculum comprises approximately 2700 (twenty-seven hundred) hours of classes at day studies and slightly less than a half of these at extramural studies. Generally, the program is the same, but it is slightly cut by language and some of the practical classes. However, the candidates for extramural type of studies are practically solely people who already work in the job market of media and are largely acquainted with professional practice.

Back to the history of our college. Well, the difficulties and obstacles, for the breaking of which we had to wait for almost a year, were finally finished in the end of June 1994 with a permission granted for the opening of the College. It was then that we could begin recruitment procedures, engage the teaching staff and sign agreements that would ensure the localization of our College. This was sort of like a gambling game in which the stake was not only a sum of money obtained from the sale of a four-bedroom apartment belonging to the initiators of the college and devoted to starting and a somewhat belated recruitment campaign. The skeptics claimed that a miracle must happen for the inauguration to become reality. In the beginning of September 1994 we had three students (literally three) and the chances were that there would be

no inauguration. However, CMC started on October 10 with almost 100 candidates.

Currently, the function of Rector at CMC is taken by Wojciech Gie_y_ski, a renown journalist and a well-known writer. In program-making and professional profiling of our college, the leading role is played by Pro Rector, Professor Karol Modzelewski.

Both with respect to college curriculum and to the choice of lecturing staff our college is determined by the criteria of expertness and professional output of the teaching staff, as well as full pluralism as far as political options are concerned. Among the lecturing professors of our college there can be found, among others: Professor Tomasz Goban-Klas, Professor Roch Sulima and many more well-known professionals.

The Promotion and Advertising specialization is supervised by Leszek Stafiej, ex director of McCaan Erickson and Miros_aw Bujko, PhD. Something like a "business card" of our College is the European Integration specialization run by an eminent expert, director of "Bellona" editorial office, Ms Maria W_growska.

Our students make use of the experiences in the usage of the new methods of mass communication in the USA thanks to lectures run by Professor Frank Aycock from Appalachian State University, and ethics (not only journalistic) is taught at CMC by graduate from Wroclaw University, priest professor Gerhard Gruca from Mannheim.

To the output of the College one can add organization of conferences on very timely topics, such as "Journalists Competence and Rights to Keep a Secret of the Sources of Information" (with participation of Aleksander Che_ko and eminent jurists: Tadeusz de Virion and Professor Andrzej Murzynowski) as well as "Media and Violence" organized recently within the walls of National Library of Poland.

It is worth to mention that even though the educational program of CMC offers its students as many as 5 specializations (chosen after semester three), nevertheless its basis, aside from general subjects, is composed of journalistic training. We assumed that also in other specializations, some seemingly far away from journalism (European Integration or Negotiations), solid knowledge of

media techniques will come of use along the deep studies of the chosen discipline.

In June 1997, the first graduates from CMC received their diplomas. Most of them started to work in the world of media even before graduation. Many decided to continue their education at Warsaw University or other universities towards obtainment of their MAs.

The number of students at day and extramural studies exceeded 500, the number of teaching staff is approaching 100. The college is about to crack as far as its local is concerned (we have 3 semi-detached houses in _oliborz). Therefore, we are about to begin building our own building and the whole campus. It does not mean that CMC will develop itself with respect to the number of accepted candidates. 600 is a maximum number of students in all semesters, and we do not intend to exceed this number. Just like it is now - not numbers but quality is what matters. It is not only the teaching staff, but also better and better radio and TV equipment as well as our Internet and computer studios that are propitious to it. Yet the main element, as it has been until now, is the program which is open to the usage of modern methods and technical elements that are becoming a standard equipment in the world of media of the 21st century and are changing the essence of the profession of a journalist.

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University of Wroclaw

In the University of Wroclaw there are two academic centers of journalism training:

- in The Institute of Polish Philology, Faculty of Letters; since 1997 resident and extension three-year studies (licentiate, BA) for graduates from secondary schools (holding the matura certificate)

Polish Philology with Journalism specialization

First graduates (BA) finish in June 2000. A significant proportion choose to enrol for a further period of study higher degree (MA) in the same Institute. Now in The Institute of Polish Philology there are nearly 400 residential and extension students of journalism.

- In The Institute of Political Science, Faculty of Social Science; since 1996 resident five-year studies for graduates from secondary schools (holding the matura certificate), completed by the MA examination

Political Science with Social Communication and Journalism Specialization

First graduates (MA) finished in June 2000 (10 persons). Now in The Institute of Political Science there are 40 residential students of journalism.

In both Institutes the postgraduate schools there are:

- Postgraduate School of Journalism and Public Relations (since

1994) in the Institut of Polish Philology for university graduates (MA); two-years school; now are 200 students.

- Postgraduate School of Journalism (since 1995) in the Institute of Political Science for university graduates (MA), two-years; now are 20 students.

In The Institute of Politology courses, seminars and other classes are kept by Faculty of Social Science academic staff. First of all there are Section of Social Communication and Journalism members (prof. Czeslaw Lewandowski – head of the section, dr Boguslawa Dobek-Ostrowska, dr Janina Frasz, dr Lucyna Szot) but there are members from the other Sections and Institutes of Faculty too. Institute makes use of visiting lecturers from cooperating Universities: Institut of Political Science in Aix-an-Provence (France), University of Valensia (Spain), Freie Universitaet Berlin (Germany). Practical courses keep professionals and experts working in main branches of social communication: journalists, PR specialists and spokespersons.

In The Institute of Polish Philology courses, seminars and other classes are kept by Faculty of Letters academic staff. First of all there are Section of Journalism members (prof. Janusz Degler, prof. Mieczyslaw Inglot, prof. Jerzy Jastrzylbski, prof. Aleksander Wolny – head of Section, dr Andrzej Bazan, dr Marek Graszewicz, dr Leszek Pulka, dr Wojciech Solilski, dr Igor Borkowski, mgr Urszula Glensk, mgr Roman Wróblewski) but there are members from other Sections and Institutes too. Practical courses keep professionals and experts journalists, PR specjalists, spokespersons, film directors, working in their fields.

The main problem of our University is how to equippe the students with the technical and production skills required of the three main media (press, radio and tv).

The biggest problem was lack of the own radio or TV studio, to keep classes not in a realistic newsroom and studio environment taught by expirenced professional tutors and visiting broadcasters. Practical work included using of Telewizja Polska studio and Polskie Radio studio.

The Journalism section of the Institute of Polish Philology is just located in the building in Pocztowa street, where an expensive

refurbishment has recently been completed (with Kronenberg Foundation support). This building offers good facilities including the radio studio. Students of both Institutes can use it.

Curricula - Institute of Polish Philology

A. General courses: Sociology, Economy with elements of marketing, Psychology with elements of social psychology, Essential Law for journalists; Contemporary Philosophy, Contemporary Political and Social Systems, Linguistics norms of Polish

B. Basic courses: History of the media, Social Communication, Mass communication systems in Poland, Theory of culture and contemporary culture problems, History of Polish Literature

C. Courses connected with journalism specialisation : Public opinion research, Ethics of the Media, Journalism genres, Local media, Computer editing of text; Radio, TV or Press workshop; Press and copyright law; Internet in journalist's work; Public relations, Workshop of features and documentaries, Foreign press lecture

Curricula - Institute of Politology

The curriculum has been established so that the graduates will have as wide as possible practical and teoretical knowledge and skills.

There are common courses for first three years of studies (term I to VI). Between 32 courses four are strictly connected with the communication and journalism profile: Logic, Theory of social communication, Rhetoric and eristic, Techniques of social persuasion.

In termVI students can choose the conversatory "Introduction to journalism". It is chosen by those, who are interested in specialization "Social communication and journalism". This specialization begins from term VII.

Courses at Social communication and journalism specjalisation (Term VII-X): Press and copyright law; History of the media; Linguistic norm of Polish, Public relations, Public communication in Poland, Media systems, Theory of mass communications, Methods and techniques of press research, Political marketing, International circulation of information; Ethic of the media; A journalist's linguistic skills; Public opinion; Advertising; New

media; Press spokespersonship.

Students at resident studies are also obliged to earn a credit for professional training, PA course and two foreign languages. English is obligatory and the other language is optional (mostly German, French and Russian). The students can also learn the rudiments of computers and of computer application at obligatory computer courses.

Professional training (Institute of Politology): One student a year can go to The Danish School of Journalism in Aarhus, one to Free University in Berlin. All students have practice in regional station of Telewizja Polska (Public TV) and Polskie Radio (Public Radio); in "Gazeta Wyborcza", "Polityka" and other Polish newspapers, PR and advert agencies.

Professional training (Institute of Polish Philology) All students have practice in regional and nationwide stations of Telewizja Polska (Public TV) and Polskie Radio (Public Radio); in "Gazeta Wyborcza", "Polityka", "Wprost" and other Polish newspapers, PR and advert agencies, bureaus of spokespersons in the public institutions.

Endowments

- Institute of Politology – from march 1998 new buildings for the Faculty of Social Science (donation of Stiftung Fur Polnisch-Deutsche Zusammenarbeit, Germany)

- Institute of Polish Philology – from december 2000 new building and radio studio (donation of Kronenberg Foundation)

Library (Institute of Politology) – since october 2000 in new modern building

The holdings of the library are made up of textbooks, books and journals, collected since 1976 (large Social Sciences collection). There are over 50 thousand items, as well as nearly 700 titles of journals, mostly theoretical in character. Nearly 150 journals are taken on subscription, and 50 titles are foreign journals. The library also has over 700 items published »underground« in the years 1980-1989. The library houses most of the books and academic journals needed for courses in the specialization

Centre for Documentation and Research into Political Life
(Institute of Politology)

Since 1982 the centre has been collecting and archiving documents of political life mostly about Poland. In the collection there are documents related to the activity of political parties and various organisations and political institutions. The documents comprise programmatic statements, statutes, acclamations, appeals, proclamations, various publications, leaflets, posters, election materials, Sejm shorthand notes, etc. The centre also collects documents on particular political events, such as martial law period, »round table«, elections, reforms. The document holdings are supplemented by press cuttings and photographic and video documentation. At the same time computer records of political life in Poland are made.

Relation with students - students are very interested in study of journalism in both centers. 10-15 candidates compet for a single place on the courses, exam..)

Graduates of both centers are more than likely to find work in the media (press, radio, tv public and private, mostly local and regional), PR and advert agencies etc.

Scientific research (Institute of Politology)

After the opening of specialisation „Social Communication and Journalism” Institute comes to the problem of scientific legitimization. Realisation of teaching programmes have to be accompanied by systematic media and communication research. Main problems are: Is the journalism training the part of science of journalism? What is the relation between science of journalism and science of social communication?

At the teaching level we are trying to join the journalism and social communication specialization to fit with our Institute research profile (all aspects of contemporary political life).

Examples of works:

B.Dobek-Ostrowska, J.Fras, B.Ociepka, Teoria i praktyka propagandy [Theory and practice of propaganda] 2nd edition, Wroclaw 1997

Współczesne systemy komunikowania [Contemporary systems of communication], ed. by B.Dobek-Ostrowska, 2nd ed., Wrocław 1997.

J.Fras, Dziennikarski warsztat językowy [A journalist's linguistic skills], Wrocław 1999

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Appendix

Stages of transformation of Polish Media

I SPONTANEOUS ENTHUSIASM AND FORCED CHANGES

(from 1989, may to the half of 1991)

II PRETENDED STABILISATION AND SUBSOIL CHANGES

(the half of 1991 to the end of 1992)

III STIFF COMPETITION ON MARKET

(from the beginning of 1993 up to day)

The important dates of the Polish Media Transformation

May, 1989 - the beginning of "Gazeta Wyborcza", the biggest daily
March, the 22nd, 1990 - The Act of liquidation of RSW "Prasa-Ksillka-
Ruch" - the beginning of privatisation the press
December, the 29th, 1992 - The Act of Radio and Television
April, 1993 - The National Council for Radio and Television
January, the 1st, 1994 - the beginning of public radio and television

Media in Poland

Public radio

1994, 1 January, Polskie Radio S.A. (Channel 1, Channel 2, Channel 3,
Radio BIS)

Private radio

1994, May, RMF FM
1994, May, Radio Zet
1994, June, Radio Maryja

Local radio in Wroclaw

Eska Wroclaw, Klakson, Kolor, Aplauz, Polskie Radio Wroc?aw

Public television

1994, 1 January, Telewizja Polska S.A. (Channel 1, Channel 2, TV
Polonia (Satellite TV), TV Regionalna (12 regional channels)

Private television

1994, 27 January - Polsat 1, 1997
27 March - Polsat 2
1994, 23 Sept. - Wisla,
1994, 23 sept. - Canal Plus Polska
1994, 21 Dec. - TV Niepokalanów

1995, 20 may - Television TVN
1996, 7 Dec. - RTL
1997, 20 March - Nasza TV
1999, April - HBO Polska
1999, 1 Oct. - Game One
1999, 18 Sept. - Wizja Sport

Polish Journalists Association

Polish Journalists Association (PJA), formed in 1951, replaced Polish Journalists Trade Union, which originated after Poland's regaining of independence in 1918.

Until 1980 PJA was run closely by Polish communist party representatives.

During Solidarity first legal existence in 1980-81 PJA became important centre of opposition against communist regime.

Dissolved after proclamation of martial law on December 13th, 1981, it worked clandestinely with help of International Federation of Journalists and many journalists unions from the West, helping with money and goods its members, who often after being fired from work and temporary jailed, were writing and editing underground, not censored press.

In 1982 martial law authorities formed new journalists association, which was given all PJA's property. PJA, registered again in 1989, still claims for her property.

PJA is funded by over 2100 members' fees. It has no government support and any additional income comes from private businesses and NGOs.

During the '90s PJA participated in many FIJ activities: conferences in Dublin, Budapest, Copenhagen and Brussels, seminars for Polish journalists and foreign journalists coming to Poland.

Press Centre for East and Central Europe, formed by PJA in early '90s, organises seminars and workshops for journalists from these countries.

Since 1993 PJA's jury is choosing the best stories published by national and local press, radio and TV for PJA's Press Award.

Initially funded with help of German Marshall Fund, for the last three years Press Award got its funds from Polish private sector - business, press publishers, banks and other entities.

In 1999 Award's edition new categories were introduced: main Press Freedom Award, Awards in international affairs, ecology and small business writing.

In 2000 edition there will be new Awards for: on-deadline writing, investigative journalism (Watergate Award) and Best in e-press.

In 1999 the PJA's Awards winners works were presented in a textbook for students of journalism. This will be done every year from now on.

In 1996 PJA established the Press Freedom Monitoring Centre (CMWP). Its mission is to protect and promote freedom of expression.

CMWP offers its services free of charge to journalists of the local, regional and national press and electronic media, editors of newspapers and media owners. It has been sponsored by: Stefan Batory Foundation, Freedom House, Westminster Foundation for Democracy, USAID, Reader's Digest, Polska Presse, Polish Television, ANGORA (publisher) Rzeczpospolita (daily), Super Express (daily) and Commercial Union.

CMWP published:

* Pocket Legal Guide for Journalists - handy explanation of typical problems faced by journalists in their everyday work;

* Bibliography of Literature Related to Freedom of Expression - the register/list of Polish publications devoted to the freedom of

expression.

*Vademecum for Court Reporters - handy explanation of typical problems faced by journalists reporting the court trials.

CMWP organises seminars for journalists, lawyers and those NGO activists, who are engaged in promoting democracy, free speech and human rights:

* June 1997- Boundaries of Tolerance in Democracy;

* November 1997 - Cupertino Between the Media and the Judicial System;

* November 1997 - The New Press Law in Poland;

* December 1997 - Compensation for Violations of Personal Goods by the Media;

* March 1998 - Pornography and Other Boundaries for Freedom of Expression;

* April 1998 - Journalists and Advertising;

* May 1998 - The War Between the Media and Politicians; *
October 1999 - Investigative Journalism.

PJA's Club of European Journalists, established in 1998, helps its members to focus on Poland's negotiation with EU, organising seminars and workshops, press conferences of visiting EU officials and Q&A's with European politicians and experts.

In 1999 PJA formed Club of Investigative Journalists, helping them to co-ordinate their work.

Since 1998 PJA publishes monthly "Journalists Forum" devoted to professional and ethical issues of journalism, funded by subscription and advertising.

PJA is run by president Krystyna Mokrosinska, her deputy

Andrzej Krajewski and general secretary Marcin Makowiecki, all elected at June 1998 Congress for 3 years term.

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Znak Christian Culture Foundation

The Christian Culture Foundation was founded by the ZNAK Publishing Institute as an instrument for international cooperation in the development of Christian culture. Its aim is to propagate and reinforce Christian humanism. The Foundation has been in action since 1993.

The Foundation has organized or co-organized the following symposia:

- How Can the Unemployed be Helped? (Polish-French)
- The Role of the Church in the Processes of Change in Poland and the former GDR (Polish-German)
- The Role of Journalists in Contemporary Society (Polish-French)
- Hatred, Love, and Responsibility - Encounters Among Secondary School Students from Poland, Slovakia, and Hungary
- What Kind of Culture Do Europeans Need? (Polish-French)
- Polish Memory and Jewish Memory (Polish-French)
- Minorities and the Media (international)
- Religion and Democracy in a Free Society (international)
- Problems and Experience in Interfaith Dialogue

The Foundation has published the following books:

Conflict or Cooperation - Problems of national and ethnic minorities in Poland (Polish and English editions)

The Propaganda of Terror and Hatred in Nazi Germany and the Former Yugoslavia (Polish and English editions)

The Balkan Conundrum - in cooperation with Lux Libri publishers

After the Watershed: Church and Society in Poland and East Germany - The Problems of the Transformation Process

The Foundation has organized an opinion survey on "Young People and Violence" (in cooperation with the EuroDialog website www.eurodialog.org.pl and the Catholic Intelligentsia Club in Cracow).

Surveys were sent to several thousand schools in Poland in order to register young people's opinions on violence, and the ways of preventing and counteracting violence.

Over 3,000 replies were obtained. They are being analyzed and prepared for publication in book form.

The Foundation publishes an on-line magazine - FORUM. (www.forum-znak.org.pl) dedicated to the Christian-Jewish relationship and co-operation (Polish and English language versions).

The Foundation has organized an Essay Competition for young people on the theme: "Why Auschwitz? Why Kolyma? Why Kosovo?" (www.3pytania.pl - at the moment in 2, soon in 5 European languages).

The Foundation has a representative in Kiev, and distributes books in Russia and Ukraine.

President: Stefan Wilkanowicz

Vice-President: Henryk Woniakowski

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421 97 76
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<http://www.znak.com.pl/fundacja/index.html>

<http://www.forum-znak.org>

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R o m a n i a

Department of Journalism, School of Sciences and Christian Sciences, “V. Goldis” Western University from Arad

Short history

“Vasile Goldis” Western University is a private university founded in Arad in the year 1990, soon after the revolutionary changes that occurred in Romania in December 1989 permitted the appearance of a private university in our country. At first there were only two schools - Marketing-Management and Law School – and in the first school year only 189 students attended their courses. Today the university has several more schools and colleges, as well as branches in other cities of the country (e.g., Baia Mare, Satu Mare, etc.). As for the number of students, today it is close to 5,000.

The School of Humanities and Christian Sciences, one of the prominent schools of ‘Vasile Goldis’ Western University, started its activity in 1994. It covers three major fields, namely History, English language and literature, and Journalism and offers 4-year courses and a Bachelor’s Degree in History-English, History-Journalism, or English–Journalism. As postgraduate programs, it can provide 1-year courses for a Master’s Degree in History, English or Journalism, as well as 4-year courses for a doctor’s degree in one of the fields mentioned above. The school also offers a three-year course in Social Assistance.

Our curricula follow the lines of state universities and our degrees (BA and MA), organised under the supervision of a state university, are recognised by the Romanian Ministry of Education.

Humanities and Christian Sciences was founded as a result of a careful analysis concerning the structure of higher education, on

one hand, and of the career perspectives and choices open to the graduate in the contemporary society, on the other. Consequently, three fields of study were agreed upon as being the best choices for the new school: history, English language and literature and journalism. In case of demand for another subject, geography was also suggested.

Considering the rich historical background of Arad, the emergence in our city of a school that has history as its major subject is viewed as an act of justice. In November 1918 the Central Romanian National Council - the first Romanian authority to govern over Transylvania as a whole – was born in Arad. The activity of the Council focused on organising the Great Union of December 1, 1918, which led to the birth of modern Romania. Thus, it was in Arad that its fundamental documents were conceived and written down. Among the important members of the Council, one deserves special attention: Vasile Goldi?, a teacher of history and Latin, contributed considerably to the Act of Union and is therefore regarded as its most significant ideologist.

The curriculum of our school contains a number of subjects that rely on the great moral and spiritual assets of Christianity, especially those related to the Orthodox Church. Our aim is not only to convey information concerning the history and teachings of the Church, but also to endow our youngsters with the values and moral standards inherent in the teachings of Christianity. Democracy in our country cannot fulfil its humanist mission unless it relies on the great moral and spiritual values of mankind. Throughout its history, the educational system of Arad has always been in close touch with the Church and its values. The creation of the Theological College (1812) and of the Theological Orthodox Institute (1822), both co-ordinated by the Holy Romanian Orthodox Episcopalian Office of Arad, stand proof for this beneficiary relationship.

Arad has also been an important cultural centre. In Arad there were famous publishing houses (e.g., 'Concordia', 'Diecezana', 'Semanatorul'), and well-known newspapers and magazines were issued here, e.g., 'Biserica si Scoala' (School and Church), 'Tribuna Poporului' (The People's Tribune), 'Tribuna' (The Tribune), 'Salonul Literar' (The Literary Circle), etc.

The emergence of a branch of journalism in our school is viewed as a perpetuation of our city's long-standing tradition. Nevertheless, if in the past the profession of journalist was performed by those who had a gift for composition and essay writing, in today's competitive world such gifts are not sufficient for writing a successful article or conducting an exciting interview. The journalistic career demands exceptional training in the field and wide knowledge regarding all aspects of life. In order to make a difference, a journalist has to understand the requirements of the present times and meet its challenges.

As for English, its choice as major field of study in our school came natural in the context of the contemporary world. English is probably the language most widely used today, one that can be used as hard currency in any kind of international exchanges, whether political or economic, cultural or humanitarian. Consequently, today students know that good command of the English language insures better job opportunities.

In the context, it was understood that our city needs well-qualified teachers of English, teachers who both understand the requirements of an ever globalizing world and possess the methods of modern training. Only such teachers can provide the next generations with the skills and abilities required in order to survive in the contemporary world and we view it as our duty to provide society with such teachers.

Obviously, there is a close interdisciplinary relationship between the three main fields of study and the knowledge acquired while studying for one subject proves helpful when studying for the other two.

Curricula

The Curricula used in our school, in general, and particularly those for the department of Journalism, are conceived according to the present-day requirements of education and evaluation in our university is based on the system of transferable credits.

The courses are grouped as follows:

- a. Fundamental and speciality courses;
- b. Complementary courses;
- c. Optional and non-compulsory courses.

Among the courses belonging to the first category, the following are worth mentioning:

- Introduction to the theory of communication;
- Introduction to the system of mass-media;
- Sociology of the mass-media.

The second category contains courses such as:

- The genres of the written press. Printing techniques;
- Radio journalism;
- Television journalism;
- Techniques of journalistic investigation;

Among the most important third-category courses are:

- The press and the socio-political reality;
- Polithology;
- Computer sciences;

Third-category courses also include foreign languages (English, French, German, Italian), ecology, sports, etc.

The students' performances are evaluated on the basis of a system of transferable credits. A minimum of 30 credits is necessary to pass the first and third year. But as our system of schooling is organised into two cycles (of two years each), the students must pass all their second-year exams before they can become third year - i.e., second-cycle - students.

Faculties

Four Professors teach in our school, as follows:

- Prof. Lizica Mihut, PhD., who teaches Theory of communication and genres of the printed press;
- Prof. Iulian Negrila, PhD., who teaches History of the Press;
- Prof., Mihai Coman PhD., who teaches Introduction to the system of the mass-media;
- Prof. Stefan Holban, PhD., who teaches Computer sciences.

The lecturers of the Department are:

- Lecturer Dumitru Marcu, PhD., graduate of filology and philosophy, who teaches the following courses of:
Sociology of the mass-media;

Axiological education;
and the professional course, Deontology and legislation of the press.

Lecturer Gabriela Groza, secretary general of editorship for the daily newspaper "Adevarul" of Arad, teaches the courses

Printing techniques and editorship, and
Proximity press.

Lector Virgiliu Jireghie, a highly skilled Film-TV cameraman, winner of awards at National Exhibitions of Artistic Photography, correspondent for the news department of Romanian TV, with photo exhibitions in Bucharest, Gyula (Hungary), Nantes (France), Montreal (Canada), whose artistic photos are to be found in the private albums in all the above mentioned countries, as well as in Germany, teaches the courses of:

TV journalism;
Radio Journalism;
Photojournalism.

Lecturer Antonela Naaji teaches the course and conducts the applications for the course of Techniques of computer design.

Mention must be made of the fact that lecturers Dumitru Marcu and Gabriela Groza have been the initiators of several publications of cultural or general address, such as Theatre Notebooks, Arad Tribune, The Opinion, as well as of the magazine Conversation. Mr. Marcu was the editor in chief for the above mentioned publications, while Ms. Groza has produced the graphic presentation for a number of six publications, periodicals or dailies.

As for the young assistants:

Carmen Lucia Neamtu is a graduate of Philology and of Journalism, she has a Master's Degree in Journalism and at present is a PhD candidate. She has attended and graduated from the program "The Management and Media Academy" and has a "Soros" scholarship with the program "New Technologies and the Future of Journalism". Miss Neamtu collaborates with seven publications and has a

permanent column with the local daily paper The Arad Observer.

Dr. Mugur Alexandru Roz, assistant-programmer, with remarkable abilities in the field of interpersonal relationships and communications, is a PhD candidate in computer sciences. Author and co-author of seven books and of more than 14 papers published, Mr. Roz has been awarded three prizes for publications resulting from his scientific research.

Students

With only three generations of graduates, our school is relatively young. Our students specialize in History-English, Journalism-English or History- Journalism. The number of our students differs from year to year, but there is to be noticed an ever increasing trend. Today the department of Journalism has and overall of 258 students, as follows:

Year	History-Journalism	Journalism-English
IV	43	-
III	36	39
II	22	50
I	13	55

In the last year, though, admission was made on the basis of the grades obtained at the high-school graduation exam (Bacalaureat). The number of applicants was 1.5-2 / place.

Tuition amounts to \$490/year, payable in the local currency at the current day's value. It can be paid in three instalments or with a 10% discount if the whole sum is paid at the beginning of the school year.

The graduation diploma/licence is awarded as a result of an exam composed of written tests for the subjects of speciality and the presentation of a thesis resulting from personal research during the school years.

Practice in the field of journalism is organised along the four years of study - 30 hours / year - especially with the local daily newspapers *Adev?rul* and *The Arad Observer*, or with the local radio and

two local TV stations. Each cycle of practice ends with an oral examination.

Equipments

The school's equipments are in step with the new requirements for high quality education. At present our schools has the following fully equipped laboratories: a computer lab, one for foreign languages, a multimedia lab, a photo lab, a radio lab and a TV studio.

The school's library has over 80,000 volumes, including the most recent editorial issues in the field, as well as world literature, especially in English and French, and a few in German and Italian. The school has its own headquarters and the number of rooms for the courses, seminars and laboratories is in agreement with the required standards.

Finances

The financial situation of our school is satisfactory in the context of our country's present economic-financial situation. Expenses are strictly surveyed so as to ensure availability of investment funds. The school's status of non-profit foundation is illustrative for the content and structure of the budget.

Research

Research is among the priorities of our teaching staff. There is a research plan co-ordinated by those who teach a certain subject. Topics include subjects of present-day interest, as well as long-term projects. The best research projects are presented on the occasion of the annual symposium "Academic Days of Arad" and published in 'Studia Universitatis "Vasile Goldis", Arad'.

The professors have from 7 to 20 books published, the lecturers have 1-2 books that are published or being published, while the assistants have both publications and a rich and encouraging scientific activity, as shown above.

Special mention deserves the fact that our University's requirement for each member of our teaching staff to have his/her printed course(s), has the merit of enhancing and implementing research.

Thus, by the beginning of the next school year every course will have its own printed course or prop for the course.

International relations and international affiliations

Our school's international relations are an intrinsic part of those of the University as a whole. There have been established bilateral links with schools and universities of France, Italy (Verona), Hungary (Szeged). Contacts with professors from Germany, the USA, Brazil and England have been established on the occasions of awarding certain academic prizes.

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Appendix

CURRICULA

First Year

Compulsory subjects

A. Fundamental & speciality
Ancient History of Romania
Ancient History of the world
General Historiography
Notes on the Theory of Communication
Understanding Media
The Print Media - Genres. Techniques of Writing

B. Complementary
Contemporary Romanian Language
History of Religions
Applied Informatics
English Language
Pre-history
Archaeology
Practical period - 30 hours/ year

Optional subjects (one out of two)

Physical Education
General Ecology

Non-compulsory subjects

Foreign Language B (French, Italian, German)
Librarianship; Research

Second Year

Compulsory subjects

A. Fundamental & speciality
Medieval History of Romania
Medieval History of the World
Historical Auxiliary Sciences
Classical Languages
Latin Language & Epigraphy
Slavonic
Latin Palaeography
Slavonic & Cyrillic Palaeography
History of the Print Media
Journalistic Investigation – Research Techniques

Writing for Radio**B. Complementary**

History of Byzantium
 Sociology of Mass Communication
 History of Philosophy
 English Language
 Practical period - 30 hours/ year

Optional subjects (one out of two)

Physical Education
 History of Arts

Non-compulsory subjects

Foreign Language B (French, Italian, German)
 History of Political Doctrines
 Overall Issues of Mankind

Third Year*Compulsory subjects***A. Fundamental & speciality**

Modern History of Romania
 Modern World History
 Gathering & Wording Information
 Photo-Journalism
 Professional Ethics & Mass-Media Legislation
 Writing for T.V.

B. Complementary

Computerised Editing
 History of World Church
 English Language
 Practical period at the local media organisations (1 week / winter & 2 weeks / summer)

Optional subjects (one out of two)

Philosophy of History
 Print Media & Socio-Political Reality

Non-compulsory subjects

Foreign Language B (French, Italian, German)
 Historical Demography
 Philosophical Doctrines & Contemporary Sociological Trends

Forth Year

Compulsory subjects

A. Fundamental & speciality

Contemporary History of Romania

Contemporary World History

Conceiving & Elaborating a Newspaper (Editorial Staff)

Television Journalism

Radio Journalism

B. Complementary

Vicinity Print Media

History of Romanian Orthodox Church & of Christian Spirituality

Practical period - 30 hours (for elaborating the diploma thesis)

Optional subjects (one out of two)

International Political & Economic Relations

Public Relations & Publicity

Non-compulsory subjects

Political History

Historical Geography

National & International Protection of Human Rights

School of Journalism and Mass Communication Studies, University of Bucharest

Academic structure

The School of Journalism and Mass Communication Studies was founded in 1990. Its purposes is to train journalists able to answer the needs of modern journalism as well as specialists in advertising and public relations. SJMCS is promoting a hands-on style of training, in order to ensure the rapid professionalisation of its graduates. Special emphasis is also placed on research in various fields of communication. SJMCS is the first school of journalism that was founded after the fall of communism in Romania and a pilot for Romanian schools of journalism.

SJMCS is structured in a Media Department and a PR and Advertising Department. It organises two 4-year training programmes, two five years distant learning programs and three one-year MA programs (Media Management, Communication Studies and Canadian Studies). The school also organises modules of post-graduate courses in Journalism, Public Relations, Advertising, Multimedia, Communication and Human Resources Management.

For intership (3 weeks each year) SJMCS has signed numerous contracts with media, PR and advertising institutions.

Our school offers the first Ph.D. Program in Journalism and Mass Communication Studies in Romania. This kind of Ph. D. program never existed in Romania. After several years of struggle with the National Education Ministry, in 1998 was accredited the Ph. D. domain of Mass Communication Studies.

In 1999, professor Mihai Coman was granted the right to enroll the first students in this Ph.D. program. We expect that many other professors, from the academic community in Romania, will

have the right to coordinate Ph. D. thesis.

According to the Romanian legal frame, since 1999, the Romanian Ministry of National Education accepted Ph. D. programs with double coordination, from both foreign and Romanian professors.

For the 2001/2002 academic year, 25 professors are working as full time professors, in cooperation with tens of visiting professors from other Romanian colleges and universities and more than 30 professionals from media, PR and advertising groups.

Upon graduation, the students have to produce a research project which consists of an analysis of the media and social communication phenomena. All the diplomas and certificates delivered by the SJMCS are officially recognized.

The academic year is structured as follows: 2 semesters of 14 weeks each + 3 weeks of internship; 3 sessions of exams (of 3, 4 and 2 weeks respectively) and 3 holidays (of 3, 2 and 10 weeks respectively).

Library

The library offers the most important titles of the daily and monthly Romanian press. The students can equally read foreign press, obtained through cooperation agreements or donations.

The SJMCS also receives some of the specialized scientific journals such as *Journalism Quarterly*, *Journalism Monograph*, *Critical Studies in Mass Communication*, *Journalism Educator*, *Communication (Quebec)*, *Reseaux*, *European Journal of Communication*, *Public Relations Review*, *The Public*.

The "wealth" of our library consists of more than 7.000 titles of books and 48 periodicals. It's only library in the country specialized in the media (more than 70% of the books are unique in Romania.) This material was obtained due to the generous support of the French Ministry of Foreign Affairs and to the donations of the French Institute of Bucharest, The American Cultural Center in Bucharest and of the professors of the Quebec University in Montreal, of the South Carolina University, of the Fullbright Commission and of the Soros Foundation.

The foreign titles represent 60% of the documents. The selection of these titles was made according to the requirements of the modern

training, compatible with the curricula of the western schools.

As branch of the Bucharest University Central Library, the library of SJMCS has also been supported by this prestigious cultural establishment.

The documentary fund of the library is made up of over 400 research works achieved by the students, under our teacher's guidance. These works concern the media of contemporary Romania, the advertising and public relations activities of the various Romanian institutions, interpersonal communication, political ceremonies (the media events), press organizations sociology, etc.

Equipment

In order to answer the modern education needs, the FJMCS provides its students with 8 labs of 10 to 20 places each. A great deal of our equipment is donated from the France Foreign Affairs Ministry, International Media Fund, Soros Foundation, University of Quebec-Montreal, Romanian Ministry of National Education, Romanian Commercial Bank, Pro Foundation and Romanian Bank for Development.

Here is a list of the equipment:

1st DESKTOP PUBLISHING LAB:

- 6 Pentium 133 MHz desktop computers
- 1 Pentium III 550 MHz desktop computer
- 1 UMAX Vista S-12 digital scanner
- HP LaserJet 5 printer
- HP ColorJet 895C printer

2nd DESKTOP PUBLISHING LAB:

- 3 Macintosh PowerPC 6100/60 computers
- 1 Macintosh LC 630 computer
- 1 iMac 350MHz computer
- 3 Style Writer II B/W jet printers
- Apple LaserWriter II NT printer
- Lexmark M410 laser printer

MASTER LAB:

- 2 Pentium III 733 MHz desktop computers + iyama 17" monitors
- 8 Pentium Celeron 550 MHz desktop computers + iyama 17" monitors
- HP LaserJet 2100 TN printer

- HP ScanJet 3300 digital scanner

TV LAB:

- 3 Panasonic (VHS) cameras
- 1 JVC (SVHS) camera
- 1 editing block: 2 VC players and 1 JVC (SVHS/VHS-PAL) VCR
- 1 computer
- 3 monitors
- 1 Teac V 1010 (Deck) Radio-tape player
- 2 Panasonic VCR & 2 Grundig TV sets

RADIO LAB:

- 2 Pentium desktop computers
- 3 monodirectional microphones
- 1 audio line Technics (deck tape player/recorder, CD player, amplifier, tuner)
- 12 channel sound mixer
- 15 mini-tape recorders

PHOTO LAB:

- 26 cameras
- 11 enlargers
- 16 spotlights

MULTIMEDIA LAB:

- 5 TARGA Pentium 233 MHz desktop computers
- 1 486 PC desktop computer
- 1 Pentium 166 MHz w/CD Writer desktop computer
- 2 Pentium III w/CD Writer desktop computers

FRENCH LANGUAGE LAB :

- 1 TARGA Pentium II 266 MHz desktop computer
- 1 Samsung TV set
- 1 Goldstar VC player
- 1 slide projector

PRINTING LAB with equipment for classic printing.

International Relations

A twinning treaty - the real keystone of the FJMCS international cooperation - was signed in September 1990 with the ESJ of Lille under the aegis of the French Ministry of Foreign Affairs and the Romanian Ministry of Education led to the support off the efforts of modernization of FJMCS through the permanent activity of a counsellor and through one or two-week missions done by some French trainers and journalists within our curriculum; an annual fund of 20.000 FF for the aquisition of French books and speciality magazines; contribution to the development of the

FJMCS equipment; pedagogical exchanges. In 1991, while discussing the treat renewing, the French side increased its contribution in order to finance training stage at E.S.J. - Lille for eleven FJMCS trainers. Starting with 1995, the two institutions initiated the development of some point research programs.

The cooperation agreement with the Communication Department of the University of Quebec in Montreal, signed by FJMCS, stipulates: the exchange of "visiting professors"; the exchange of a Master level student; visits of researchers for perfecting joint-research programmes: the joint guidance of doctoral theses; the joint organisation of scientific events. In June 1993, the two institutions organised an international colloquium, in Bucharest: "Transition in Romania - the media and the quality of life". The book "The Transition in Romania" was published in 1995 by Presses de l'Universite du Quebec, and it contains the colloquium papers.

In 1993, our school and the College of Journalism and Mass Communication of the South Carolina University (USA) organised two-week seminars of professional training in Bucharest and Columbia (USA). In 1994, a similar joint program gathered again students, journalists and trainers. The programs developed under the aegis of the USIA.

The SJMCS and the Institute of Higher Studies Of Social Communication (IHECS) of Brussels organised a student exchange program in two parts: two weeks in Bucharest and two weeks in Brussels. The Romanian and Belgian students realised photos and written reports on economy, political, socio-cultural and media aspects of both countries. They had them published in their national media and worked out school newspapers on these topics.

Starting 1998 SJMCS was connected through Socrates programs with academic institutions from France, Sweden, Netherlands and Portugal

Research Fields and Interests

The fields of research pursued by professors of SJMCS are as follows:

Analysis of post-communist Romanian media (monographs of romanian newspapers, TV and radio stations; sociology of the

newsroom; audience analysis); Analysis of media discourse (the journalistic discourse on political and social aspects, national and international; analysis of rumours; the image of political leaders; journalists' discourse on the role of the press); Feminism and Gender Studies; Media and the political symbols; Media and minorities; Advertising and Public Relations strategies in a post-communist environment; Online journalism.

The databanks achieved through the final thesis of the students that have graduated and the research conducted by members of the academic staff. The main fields are:

Audience of different local and national radio and TV stations; Circulation and target/vs./achieved public of daily, weekly or monthly periodicals; Data regarding laws that concern mass media and regarding trials in which journalists have been involved; Data regarding the management of some media institutions; Content analysis of the coverage of political and social events

The current research projects are:

Self values and symbolic image of romanian journalists (M. Coman); Management of romanian media institutions (L. Rosca, O. Stanciulescu, M. Dragnea et alii); Crisis communication – media institutions and public relations offices (C. Coman); Post-communist journalistic language (L. Rosca, A.M. Teodorescu); Ethics problems in post-communist media (D.T. Popa, M. Gologan)

Cooperations

SJMCS is part of the following networks:

European Journalism Training Association, Central Eastern European Network of Schools of Journalism, Le reseau des écoles francophones de journalisme – Théophraste, Central European Center for Mass Communication Research

Professors are members of other networks:

Le réseau des chaînes UNESCO de le communication (ORBICOM)
– Daniela Frumusani, Mihai Coman, as associate members;
Association for Education in Journalism and Mass Communication
– Cristina Coman, Mihai Coman, as international members;

International Association for Mass Communication Research –
Daniela Frumusani, Mihai Coman

Other Programs

SJMCS was also involved in SOCRATES programs with the Department of Communication of the Stendhal-Grenoble 3 University, University of Aix-en-Provence, Mid-Sweden University in Sundsvall, Universidad Autonoma de Barcelona.

Together with IHECS Bruxelles, SJMCS yearly initiated the EUROMEDIA programs for student and academics mobility.

In collaboration with the Department of Communication of UQAM, Canada, SJMCS organized in 1993 an international seminar, "La transition en Roumanie, communication et qualité de la vie", published under the same title in 1995 by Presses Universitaires de Québec.

In 1995 SJMCS organized, with support from the Soros Foundation (Open Society Foundation), the seminar "Media Elite in Turmoil"; a part from the papers presented were published in a special issue of the Global Network magazine.

In collaboration with the Institute of Sociology of the Romanian Academy, SJMCS initiated, beginning with 1996, yearly french-romanian seminar for aspects regarding media in transition. As a result of these researches, a volume, "La communication des politiques", was published in 1999, in Paris, by L'Harmattan publishing house.

Visiting Professors

Belgium

Jean BIERNAUX (IHECS) 1999
Pierre MORY (IHECS) 1999

Canada

Roger TESSIER (UQAM) 1993, 1994, 1995
Gina STOICIU (UQAM) 1993, 1995, 1996, 1997, 1998, 1999, 2000
Andre MYRE (UQAM) 1994
J. DESAULNIER (UQAM) 1995
J. P. BOYER (UQAM) 1995, 1996

Daniel KIEFFER (UQAM) 1996
 J. LARUE-LANGLOIS (UQAM) 1996
 A. CHAR (UQAM) 1996

France

Marc CAPELLE (ESJ - Lille) 1991, 1992, 1993, 1995
 P.E. PESSEMIER (ESJ - Lille) 1992
 Daniel DELOIT (ESJ - Lille) 1992
 Philippe MARTIN (ESJ - Lille) 1992
 Jacques LOHIER (ESJ - Lille) 1992
 Paul FELS (ESJ - Lille) 1992
 Julien SIMPSON (ESJ - Lille) 1993, 1994
 J. F. PERES (ESJ - Lille) 1994, 1995
 J.P. BACOT (CNET) 1994, 1995
 Pierre Yves SALIQUE (ESJ - Lille) 1995

Germany

Iris MAGDOVSKI, 1996

Sweden

Urban LARSSSEN, 1999
 Magnus ANCLAIR, 2000

USA

Timothy KENNY (Fulbright - USA Today, USA) 1992
 Paul THALER (University of New York, USA) 1993
 William HAGERMAN (University of Louisiane USA) 1994
 Kent MIDDLETON (University of Georgia, SUA) 1994
 Ted ANTON (St. Paul University, New York, SUA) 1993, 1994
 Judy Van Slyke TURK (University of South Carolina, SUA) 1993, 1994
 Ron FARRAR (University of South Carolina, SUA) 1993, 1994
 Alan FRIED (University of South Carolina, SUA) 1993, 1994
 Kent SIDEL (University of South Carolina, SUA) 1993, 1994
 Kenneth STARK (University of Iowa, SUA) 1995
 Toby Blandford SMITH (University of New Mexico, USA), 1997, 1998
 Karen SCHMIDT (Fulbright) 2000

Literature

By the end of 1999, the academic staff of SJMCS:

Has published 26 books (manuals and ressearch); has published 13 chapters in national and international collective books; has pub-

lished 127 articles in national periodicals; has published 48 articles in international periodicals; has participated in more than 50 national seminars and 17 international sessions; has translated 8 books regarding mass media.

The titles of the papers published by full time professors of SJMCS are from the area of transformation/integration/democratisation.

SJMCS co-ordinates The Global Network review (published in English and French) dedicated to the development of mass media in post-communist countries.

Faculties

Department of Journalism

Mihai COMAN - Professor, Ph. D., Head of the Department, mcoman@fjsc.ro
Cristina COMAN - Associate Professor, Ph. D.
Dumitru POPA - Senior Lecturer
Luminita ROSCA - Senior Lecturer, Ph. D. under completion, lrosca@fjsc.ro
Ana Maria TEODORESCU- Senior Lecturer, Ph. D. under completion, anamete@hotmail.com
Georgeta DRULA - Senior Lecturer, Ph. D., gdrula@fjsc.ro
Viorel BREZEANU - Senior Lecturer
Vasile TRACIUC - Senior Lecturer
Madalina BALASESCU - Lecturer, mada@fjsc.ro
Irene JOANESCU - Lecturer, irene@fjsc.ro
Horia MORARU - Lecturer
Oscar-Gabriel STANCIULESCU - Lecturer, oscar@fjsc.ro, www.fjsc.ro/~oscar
Alexandru-Bradut ULMANU - Lecturer, bradutz@fjsc.ro
George POPESCU - Assistant Lecturer, geopop@fjsc.ro, www.ifrance.com/george

Department of PR and Advertising

Daniela FRUMUSANI - Associate Professor, Ph. D., Dean , dfrum@fjsc.ro
Zoltan ROSTAS - Senior Lecturer, Ph. D., Head of the Department, zroostas@fjsc.ro
Ruxandra Ileana BOICU- Lecturer

Silvia BRANEA - Senior Lecturer, Ph. D. under completion
 Mihaela CONSTANTINESCU - Associate Professor, Ph. D.
 Mirela LAZAR - Senior Lecturer, Ph. D. under completion,
 mlazar@fjsc.ro
 Arie MATACHE - Associate Professor, Ph. D.
 Constantin POPESCU - Senior Lecturer, Ph. D. under completion
 Sorin PSATTA - Senior Lecturer, Ph. D. under completion

Quotes about SJMCS

Looking to the Future, a Survey of Journalism Education in Central and Eastern Europe, The Freedom Forum, 1995: "The curriculum and syllabi meet the demands of international standards and constitute a model for similar programs. (...) Coman has successfully pursued ties with Western European and American Universities, has internationalized his program and built a curriculum that's noteworthy. The school operates a truly professional journalism education program in a European context. Coman's open-mindedness and clear view of Romanian Journalism and its needs have made the journalism program one of the best in Eastern and Central Europe."

Jean-Paul LAFRANCE, Directeur, Department des Communications, UQAM: "Ces nombreux contacts me permettent d'apprécier la valeur de votre faculté; je ferai donc ressortir quelques points caractérisant vos programmes d'enseignement: 1) double articulation de la formation des communicateurs. Votre enseignement développe à la fois les habiletés nécessaires à la pratique du métier et un regard anthropologique permettant de situer la place et de rôle du journalisme dans la société. Evolution du journalisme vers d'autres pratiques communicationnelles; comme les relations publiques, la publicité, les communications organisationnelles. (...) 3) Relations internationales, vastes et fructueuses (Ecole de journalisme, UQAM, South Carolina). Votre capacité à bâtir des ententes de collaboration avec plusieurs pays étrangers est tout à fait exceptionnelle, compte tenu de vos moyens financiers relativement limités."

Pierre MORY, Professeur à l'Institut des Hautes Etudes des Communications Sociales à Bruxelles: "Ayant eu la chance d'approcher de nombreuses facultés ou écoles de journalisme (voir Pierre Mory, High Stephenson et l'AEFJ, La formation au journalisme en Europe, Edition du CFPJ, Paris 1991), je dispose de

points de repère qui me permettent d'affirmer sans hésiter que la Faculté de Journalisme de Bucarest est d'un excellent niveau. Elle a établi un équilibre intéressant entre les exigences d'une formation universitaire en sciences humaines et l'indispensable apprentissage des méthodes de travail journalistique. Elle a élargi récemment son champ de formation aux sciences de la communication, ce qui est plus conforme à l'exigence universitaire de cohérence intellectuelle, mais elle maintient aussi la référence au journalisme, dont on n'ignore pas les particularités professionnelles et sociales (son rôle est essentiel dans une société moderne). (...) Je voudrais encore ajouter que les contacts que j'ai eus avec des étudiants m'ont démontré qu'ils étaient cultivés, sérieux, ouverts et pratiquaient remarquablement le français. Ils croyaient aussi en leur faculté."

Stephen W. KING, Dean, College of Communication and Education, California State University, Chico: "The curriculum and the manner in which it has been developed are most enlightened. The courses of study are very similar to counterpart programs in the U.S. and western Europe. They are well conceived and designed to produce truly professional communicators. The program already in place and those destined to be offered have curricular integrity and are professionally appropriate. Dean Coman has attracted a distinguished list of international scholars, who have contributed to the instructional programs on both short and long term teaching opportunity at the Universitatea Bucuresti has become highly prized. I am certain this important attribute of the program will continue."

q

Compiled by:
Assist. Lect. George Popescu
Prof. Mihai Coman
geopop@fjsc.ro

Appendix

Curricula

Department of Journalism

First Year - First Semester

Subject of instruction	Number of Credits
1. Introduction to the Theory of Communication	5
2. Introduction to Mass Communication	5
3. Good Writing	6
4. Labs (Radio, TV, Desktop Publishing, Print Press, Agency Press, Press Photo)	6
5. Typing	3
6. Introduction to Economy	3
7. Panorama of English Press / Panorama of French Press	2

First Year - Second Semester

1. Introduction to the Theory of Communication	5
2. Introduction to Mass Communication	5
3. Editing Techniques	4
4. Print Press Genres	2
5. Labs (Radio, TV, Desktop Publishing, Print Press, Agency Press, Photo)	6
6. Typing	3
7. Panorama of English Press / Panorama of French Press	2
8. Internship (90 hours)	3

Second Year - Third Semester

1. News Gathering	5
2. Video Editing	5
3. Labs (Radio, TV, Desktop Publishing, Print Press, Agency Press, Photo)	6
4. Press and Current Events	3
5. Strategies of English Journalistic Discourse/ Strategies of French Journalistic Discourse	2
6. Social Structures of Communication	4
7. Introduction to Semiotics	3
8. Optional Course	2

Second Year - Fourth Semester

1. Investigative Journalism	5
2. TV Editing Genres	5
3. Labs (Radio, TV, Desktop Publishing, Print Press, Agency Press, Photo)	6
4. Press and Current Events	1
5. Strategies of English Journalistic Discourse/ Strategies of French Journalistic Discourse	2
6. Introduction of Semiotics	4
7. Panorama of the History of Civilisations	2
8. Optional Course	2
9. Internship (90 hours)	3

Third Year - Fifth Semester

1. Media Law	4
2. Introduction to Political Science	4
3. History of Romanian Media	4
4. Press and Current Events	2
5. Labs (Radio, TV, Desktop Publishing, Print Press, Press agency, Internet)	6
6. English Press / French Press	2
7. History of Civilisation	2
Optional Courses (2 out of 4)	
8. Cultural Journalism	2
9. Magazine Writing	2
10. Radio News Broadcast	2
11. Media & Technology	2
12. Elective Courses	2

Third Year - Sixth Semester

1. Media Ethics	4
2. Newspaper Conception and Working Out	2
3. TV Production	3
4. Radio Production	3
5. Press and Current Events	1
6. Labs (Radio, TV, Desktop Publishing, Print Press, Press Agency, Internet)	6
7. English Press / French Press	2
Optional Courses (2 out of 4)	
8. TV Magazine Production	2
9. Press and Literature	2
10. Talkshow Production	2
11. Media and Politics	2

12. Elective Course	2
13. Internship (90 hours)	3

Fourth Year - Seventh Semester

1. Editorial and Opinion Writing	4
2. Argumentation Techniques	4
3. Multimedia	5
4. British Press and Civilisation/ French Press and Civilisation	3

Optional Courses (2 out of 4)

5. Romania and European Integration	2
6. Advanced Photojournalism	2
7. Economic Journalism	2
8. Political Journalism	2
9. Elaboration of the Diploma Paper	10

Forth Year - Eighth Semester

1. Sociology of Journalism	5
2. Online Journalism	7
3. Reporting Public Affairs	5
4. British Press and Civilisation/ French Press and Civilisation	3
5. Elaboration of the Diploma Disertation	10

Department of PR and Advertising

First Year - First Semester

1. Introduction to the Theory of Communication	5
2. Introduction to the Media System	5
3. Editing Techniques	4
4. Introduction to Interpersonal Communication	5
5. Initiation to TV and Desktop Publishing	4
6. Typing	2
7. General Knowledge of Economy	3
8. Conversation Strategies in English/ Conversation Strategies in French	2

First Year - Second Semester

1. Introduction to the Theory of Communication	5
2. Introduction to the Media System	5
3. Structure of Journalistic Language	4
4. Introduction to Public Relations	3

5. Initiation to TV and Desktop Publishing	4
6. Typing	2
7. Marketing	2
8. Conversation Strategies in English/ Conversation Strategies in French	2
9. Practical Activity (90 hours)	3

Second Year - Third Semester

1. Social Structures of Communication	5
2. Introduction to Semiotics	4
3. Introduction to Advertising	5
4. Introduction to Oral Communication	4
5. Initiation in Radio and Internet	3
6. Management	5
7. Communication Models in English/ Communication Models in French	2
8. Optional Course	2

Second Year - Fourth Semester

1. Introduction to Semiotics	4
2. Organisational Culture	5
3. Management of Public Relations	4
4. Management of Advertising	4
5. Initiation in Radio and INTERNET	3
6. Communication Models in English/ Communication Models in French	2
7. Panorama of the History of Civilisations	3
8. Optional Course	2
9. Practical Activity (90 hours)	3

Third Year - Fifth Semester

1. Political Studies	5
2. The Right of Communication	5
3. Creation in Advertising	5
4. Communicating Effectively	5
5. Panorama of the History of Civilisation	3
6. Discourse Structures in English/ Discourse Structures in French	2

Optional Courses (1 out of 2)

7. Communication and Advertising	3
8. PR Publications	3
9. Optional Course	2

Third Year - Sixth Semester

1. Professional Ethics	4
2. Management of the Crisis	4
3. Research Techniques in Public Relations	4
4. Communicating with Press	5
5. Discourse Structures in English/ Discourse Structures in French	2

Optional Courses (2 out of 3)

6. Political Culture and Mentality	3
7. Workshop of Creation in Advertising	3
8. Research Techniques in Advertising	3
9. Optional Course	2
10. Practical Activity (90 hours)	3

Fourth Year - Seventh Semester

1. Argumentation Techniques	5
2. Consumers Behaviour	5
3. Political Symbolism	5
4. British Civilisation/French Civilisation	2

Optional Courses (1 out of 2)

5. Governmental Communication	3
6. Management of Cultural Events	3
7. Elaboration of Diploma Paper	10

Fourth Year - Eighth Semester

1. Management of Human Resources	4
2. Campaigns in Advertising	5
3. Campaigns in Public Relations	5
4. Negotiation Techniques	3
5. British Civilisation/French Civilisation	3
6. Elaboration of the Diploma Paper	10

MasterProgram in Media Management*First Year - First Semester*

1. Management	5
2. Marketing	5
3. Labour Law Elements	5
4. Organisational Behaviour	5

First Year - Second Semester

1. Project Management	5
2. Internet Technologies in Management	5
3. Business English	5
4. Financial Strategies (Elements of Finance and Accounting)	5

Second Year - Third Semester

1. Management of Media Institutions	5
2. Elements of Law in Mass Communication	5
3. Media Marketing	5
4. Production & Distribution in Printed Press	5

Master Program in Mass Communication Studies*First Year- First Semester*

1. Intercultural Communication	5
2. Discourse Analysis	5
3. Political Communication	5
4. Marketing of Communication	5
5. Research Methods in Communication Studies	5

First Year - Second Semester

1. Modern Theories of Communication	5
2. Organisational Communication	5
3. Anthropology of Communication	5
4. Research Methods in Communication Studies	5

Master Program in Canadian Studies*First Year - First Semester*

1. English-Canadian Literature and Civilization
2. Anthropology and Communication
3. Management of New Technologies in Canada
4. Confederative and National Ideology in Canadian Society
5. Multiculturalism in Contemporary Canada: Inter-ethnic Studies

First Year - Second Semester

1. Management of New Technologies in Canada
2. Multiculturalism in Contemporary Canada: Inter-ethnic Studies

3. French-Canadian Literature and Civilization
4. Feminism and Mass Media
5. Interdisciplinary Research Techniques
6. Introduction to Canadian History and Economic Geography

Part Time Faculty

Carmen Croitoru - ARCUB Foundation

Mihaela Danga - Center for Independent Journalism

Carmen Diaconescu - Bucharest University

Lucian Dinu - "Nursing Romania" magazine

Ion Dragan - Institute of Sociology

Adriana Ghitoi - "Hyperion" University

Dinu Giurascu - Bucharest University

Miruna Gologan - "Hyperion" University

Bianca Iuga - PRAIS Communication PR Agency

Monica Jusca - "Ziua" daily newspaper

Mircea Kivu - Institute of Marketing and Polling

Mihai Maties - PR Bureau of the Presidency

Paul Marinescu - Bucharest University

Monica Mitarca - "Media" University

Constantin Nica - Institute of Social Theory

Luca Niculescu - Delta Radio Station

Madalina Paxaman

Petrisor Obae - Mediafax News Agency

Vasile Pasaila - Scoala Normala

Viorica Paus - Bucharest University

Nicolae Perpelea - Institute of Sociology

Marian Petcu - National Academy of Information

Dan Petre - Institute of Research for Welfare

Sime Pirotici - Institute of Social Theory

Bianca Popp

Sorin Preda - "Formula AS" weekly

Cristina Simion - Romanian Publishing Group

Gabriel Stanescu - TV Romania

Constantin Stan - "Calea Mosilor" Publishing House

Sica Stanciu - Bucharest University

Andrei Stoiciu - IDEE Communication PR Agency

Romina Surugiu - "Spiru Haret" University

Ana Tabarca

Nicolae Tudorel - Ministry of Internal Affairs

Ferencz Vasas - Antena 1 TV

Melania Vergu - "Adevarul" daily newspaper

Sorana Zbarcea - MMD Romania PR Agency

Department of Journalism from the Faculty of Political and Administrative Sciences, “Babes-Bolyai” University from Cluj

Educational program

Students must complete four years of study in order to obtain an undergraduate degree in Journalism. During the academic year 1999-2000 the Department of Journalism has had 558 (from which 340 attend the Romanian Section, 70 the Distance Learning Courses, 87 are students at the Hungarian Section and 91 at the German Section). The curriculum includes three categories of disciplines: compulsory, optional and auxiliary. Starting with the third year of study, students can choose between 3 fields: mass media, public relations and advertising. The Faculty is aiming to develop curricula of international standards appropriate for universities in Europe and USA. These will include a transferable credit system. Beginning with the academic year 2000-2001, students can take part in a TOP ACCESS program, providing placements in organizations and institutions from Nantes, France.

International cooperation

The Department of Journalism has relations with many European Faculties with a similar profile and also with a number of American Journalism Departments. It is connected through the SOCRATES program with the University of Nantes, France and the University of Jököping, Sweden, who offer 4 scholarships each for Romanian students. As a part of the SSCD program (Social Sciences Curricula Development), the Department organized the International Conference on Copyright, in collaboration with Cox Center of the Athens University Georgia, United States and the conference on Mass-Media and Minorities Rights,

in collaboration with the University ELTE from Budapest, Hungary.

National cooperation

There is close cooperation between our department and nine other faculties of Journalism in Romania, as well as the Center for Independent Journalism in Bucharest, the SOROS Foundation for an Open Society, other university faculties (especially those with language profiles) and a number of other institutions. This collaboration consists of publishing manuals of journalism and exchanges of publications and staff (students and faculty members) as well as the development of group projects.

Resources

The multimedia laboratory, endowed with a network of 13 computers for student classes and research, has been functional since September 1997. The laboratory has access to E-mail and the Internet system, and is also equipped for word processing, basic computer graphics and sound processing. A special laboratory for photo, audio and video processing is also in construction.

The publications of the Department of Journalism

- a) The student newspaper *Altfel* is written entirely by students with the advice of Lecturer Doru Pop. The publication aims to be an alternative to other newspapers produced in Romania. At the same time, it offers students the opportunity to practice the techniques they have acquired during their courses.
- b) The electronic journal *EAST* is published only on the Internet. It provides a forum in which journalists and their colleagues (political analysts or specialists in public administration) can express their views and ideas. The scientific contributions come from the staff of the Faculty as well as from students. As an international publication the contents are published in major languages. The technical elements (graphic design and publication on the web page of our Faculty) are the responsibility of Lecturer Rodica Mocan.
- c) The *Studia* magazine provides the staff of the Department with the opportunity to publicize the research that they have conducted in their field of study. The person in charge of this publication is Maxim Danciu.

d) The Reporter and the Excelsior magazines are edited on an annual basis and include the scientific papers of students and teaching staff in the Faculty. These magazines include previously unreleased press-material such as interviews, testimonies of famous personalities and literary reports. The editorial committee of both magazines comprises students who work under the direct guidance of Associate Professor. Ilie Rad, the founder of both magazines.

“Altfel” - a successful experiment

One of the activities that is unique to the department of journalism within the Faculty of Political Science and Public Administration is the student's newspaper “Altfel”. This newspaper deals exclusively with specific problems and issues that concern students in the department.

The newspaper was set up in 1998, sponsored by International Research Exchange (IREX), an American non-governmental organization, with which the faculty has had a very close relationship ever since. The funds donated by IREX were exclusively used for the printing of the newspaper, all the other processes from information gathering to format and distribution being done by the students. With 500 printed copies the newspaper soon had a wide circulation among students. It was distributed for free in university centres such as the central seat of Babes-Bolyai University, the Lucian Blaga Central Library, and student campuses.

Dealing exclusively with student concerns and having infinite freedom of expression within the limits of journalist ethics, the newspaper provoked various reactions from the professional press in Cluj-Napoca. Although, generally speaking, this experimental project was welcome, there were critical opinions from some journalists who did not quite understand the final goal of the newspaper, which is to offer journalism students the chance to put into practice the theoretical information gained from their courses.

The initial editorial board, which functioned until the end of the year 2000, had nine members: Emil Iuga, 3rd year student and chief editor, Ciprian Petran, 3rd year student, Ciprian Rus, Nicu Urs, Anca Goja, Cristina Nistor, Manuela Giurgiuca and Nicolita Valica, all 2nd year students, and Alexandra Bobes, a 1st year student. Aiming to both give information and form opinion, “Altfel”

contained articles featuring political comment, news, reports and amusement that was close to the standards of a professional newspaper.

In 1999 the editorial board participated in the International Student Week in Timisoara at a Mass-media workshop, where it received recognition from both Romanian and foreign students. For a sample of this newspaper, read its second edition at the address www.polito.ubbcluj.ro/ziar/altfel.htm

“Studia Universitatis Babes-Bolyai Ephemerides”

The review *Studia Babes-Bolyai Ephemerides*, an annual publication edited by the Journalism Department of the Faculty of Political and Administrative Sciences, was set up in 1996.

The studies published in the four editions published so far deal with subjects such as:

- Journalism: The Press Agency in the Mass media system (I. Maxim Danciu), The Interview – Strategy or Show? (Tudor Vlad), Principles of Visual Communications (Doru Pop);
- Cinematography: Characters in Romanian Films (Horváth Anikó), D. I. Suchianu – Film Chronicler and Theorician (Tudor Vlad);
- Romanian Language and Literature: Guidance of the literature between 1947-1989 (Cseke Peter), The pedagogical conception of Aron Pumnul (1816-1866) (Ilie Rad), Spelling with â and sunt: between diversion and a dissident movement (Ilie Rad);
- Graphic arts and design: A few considerations about graphic design (Rodica Mocan);
- History of the Romanian Press: Stefan Pasca, journalist (Gabriel Vasiliu), Seven decades of journalism put in the service of the christian and national ideal (M. Stirban)
- Press Legislation: Freedom of speech and libel in the press (Emil Boc).

Some of the studies have published in Romanian and Hungarian,

others in French, English and German. This allows access to its contents for specialists from faculties and institutions from abroad and furthers productive collaboration.

The editorial Board:

Chief editor: Dr. Vasile Boari, professor

Members: Dr. Tudor Vlad, reader

Dr. Cseke Peter, reader

Dr. Ilie Rad, reader

Editorial secretary: Dr. Ion Maxim Danciu, senior lecturer

Activities outside the university

Nearly 50 per cent of our students start working in media institutions before graduating. We encourage this process and hope that the rate will continue to grow as more students start working as public relations officers at a wider range of institutions such as private companies, banks and government institutions. We consider that this will contribute to an improved integration of our students into the job market after graduation. In the Department of Journalism we will continue to strive to find answers to the needs of our young people, as this goes hand in hand with dynamism and innovation and with their wish to travel and improve their knowledge. The Department is part of a young Faculty, created for young people, a Faculty that is becoming increasingly significant in the academic life of Cluj.

Fields of teaching and research for the academic staff of the Journalism Department

Teaching Staff

Tudor Vlad – Associate Professor, Ph.D. (Head of Department)

Fields of teaching:

Introduction to the Theory and Practice of Mass-Media

Journalism Styles

Film Studies

Fields of Research:

Journalism Styles

Romanian Writers about Romanian Film between the two

World Wars

Publications:

Al cinsprezecelea (The Fifteenth)– novel – Editura Dacia 1981 – the Award of the Romanian Writers Union
 Adunarea si scaderea zilelor (Adding and Subtracting the Days) – novel Ed. Albatros 1988
 Interviu. De la Platon la Playboy (Interview: from Plato to Playboy) – Ed.Dacia 1997

Ilie Rad – Associate Professor, Ph.D.– rad@polito.ubbcluj.ro

Fields of Teaching:

Stylistics and mass-media
 The technique of scientific writing

Fields of Research:

Oral History
 Mass-Media Communications

Publications

Stilistica si mass-media (Stylistics and Mass-Media), Editura Echinox, Cluj-Napoca, 1999

Dictionarul scriitorilor români (Romanian Writers Dictionary), Ed. of Romanian Cultural Foundation, Bucharest, 1995

Pagini transilvane (Transylvanian Pages), 1993

Pro Didactica, vol. III, The Philological Science Society of Romania, Cluj

Department, Cluj-Napoca, 1986

Cseke Peter – Associate Professor, Ph.D. –

Fields of Teaching:

Introduction to Mass-Media Theory and Practice
 Press writing, Types of Journalism,
 The History of Hungarian Press
 Techniques of Scientific Text Editing

Publications:

Cseke, P., Hazateno szavak (1970-1985) – publicistic work and reports, the Kriterion Publishing House, Bucharest, 1975;

Cseke, P., Viznyugattal vizkeletig, reports, the Kriterion Publishing House, Bucharest 1976

Ioan Maxim Danciu – Associate Professor, Ph.D

Fields of Teaching:

Press Writing
 Mass-Media Stylistics

Press Agency
Cultural Anthropology
Interpersonal and Interethnic Communication

Fields of Research:

The History of Romanian Philosophy
The Philosophy and Sociology of Culture
Philosophical Anthropology
Cultural Anthropology

Publications:

Danciu, M., *The Part and the Whole: Orientations in Romanian Philosophical Anthropology*, Bucharest, The Didactic and Pedagogic Publishing House, 1994

Danciu, M., *In the Hollow from the Mirror: Themes and Orientations in Romanian Philosophy*, Oradea, COGITO Publishing House 1997

Szabo Zsolt – Lecturer

Fields of Teaching:

Press Writing
Newspaper Editing
Styles and Press Trends
News Gathering and Sorting
Agency Press

Fields of Research:

Press History
History of the Hungarian press between the two World Wars

Wars

Rodica Mocan, MA – Lecturer, PhD Candidate,

Fields of Teaching:

Graphic Design
Web Design, Internet Communications
New Media Journalism

Fields of Research:

Web Design, Computer Mediated Communications
New Media Journalism
On-line Distance Education

Publications:

The Role of the Graphic Designer, *Ephemeride I*, *Studia*, 1997
Artist in Times Square, electronic publication, Columbia University, 1997, <http://comet.ctr.columbia.edu/~laitee/times-square>

Educatia la distanta, Ephemeride, Studia, 1999
 From Gutenberg to Electronic Publishing, EAST, Vol 4, Centru Academic de Cercetari Sociale, Cluj, 1999
 Liviu Mocan – Muzeul National de Arta, Balkon, vol.3, Idea Print, Cluj, 2000
 Tiparul de la Gutenberg la Publicatia electronica, Ephemeride, Studia, 2000
 Education and technology, EAST, Vol. 5, Centru Academic de Cercetari Sociale, Cluj, 2000
 Comentarii, PC Magazine, Agora, Tg. Mures, octombrie 2000

Doru Pop – Lecturer, PH.D Candidate,

Fields of Teaching:

Public Relations, Mass-Media and Politics
 Mass media and Politics
 Visual Communication

Field of Research:

Visual Communication from Modernism to Postmodernism

Publications:

Social Obsessions (Obsesii sociale), Institutul European, 1998

Rus Flaviu Calin – Lecturer, Ph. D. candidate

Fields of Teaching:

Interpersonal communication
 Journalism Styles
 Social psychology

Fields of Research:

Neurolingvistic programming
 Interpersonal behaviour and relations
 Theories of communication

Publications:

Magazine Reporter nr. 1 – TITLUL (The Title)
 Magazine Studia: Evaluation von Ferschung und Lehre;
 DAS INTERVIEW

Miruna Runcan - lecturer, Ph. D.

Fields of Teaching:

Cultural Journalism
 Ethics in the Media

Fields of Research
Cultural studies

Horvath Aniko – Assistant Professor

Fields of teaching:

Journalism Styles
Introduction in the Theory and Practice of Mass-Media
TV workshop
News Gathering and Sorting
Newspaper editing

Fields of research:

Mass Culture
Presentation of Society in Artistic and Documentary

Movies

Mass-Media Trends

George Anghelcev –Assistant Professor

Fields of Teaching:

Advertising
Political Communication
TV Journalism

Fields of Research:

Advertising
Visual Communication

Andreea Mogos –Assistant Professor

Fields of teaching:

journalism oriented subjects:

sociology of mass communication:

Fields of research:

The image of Petre Roman during electoral campaigns (1990 - 1999);

The Gabors, between ritual and show (documentary film on a certain Roma minority living near Cluj);

Manipulation techniques – case study on the Yugoslav wars;

The Western media-constructed image of Romania.

Luciana Salagean – Teaching Assistant,

Fields of Teaching:

Cultural Journalism and Film Studies

Normative Grammar

Verbal and Non-Verbal Expression

Field of Research:

Film Studies

Visual Communication

Public Relations

Publications:

Tattoo – Body Language or Fashion Accessory? “Cultura Europea”,
Pamplona, Spain, 25 – 28 oct. 2000**V**allasek Iulia – Teaching Assistant

Field of Teaching:

Normative Grammar

Stylistics and mass-media

History of Hungarian Literature

Mass-media Structures and Special Language

Rhetoric

Techniques of Scientific Text Editing

Zsugan Gyula – Teaching Assistant

Field of Teaching:

Press writing

Public Relations

Advertising Agency

Mihaela Muresan - teaching Assistant

Field of Teaching:

Specific Structures for the English and French Media

*Associate staff*Albert Iulia, actress, The Hungarian State Theatre, Cluj-Napoca
(non-verbal expression)Nicolae Bocsan, Professor at the Faculty of History and Philosophy
(history)Aurel Codoban, Professor dr. at the Faculty of History and
Philosophy (semiotics)

Cristian Colceriu, Editor at TV Cluj (the history of political doctrines)

Csucsuja Istvan, Professor dr. at the Faculty of History and Philosophy (history)
Vasile Dâncu, Associate Professor dr. at Faculty of History and Philosophy (mass-culture and mass-communication)
Ion Deleanu, Professor dr. at the Law School (constitutional law)
Zorin Diaconescu, journalist for Radio Cluj
Elena Dragos, Professor dr. at the Faculty of Letters (pragmatics)
Tudor Dragan, Professor at the Law School (constitutional law)
Egyed Emese, Lecturer at the Faculty of Letters (oratory)
Gal Laszlo, Lecturer at the Faculty of History and Philosophy (logic)
Marin Gabudean, TV photographer, BBC trainer, TVR Cluj cameraman (TV workshop)
Monica Ghe?, Lecturer of the Faculty of Letters (English language)
Gligor Gruita, Professor dr. at the Faculty of Letters (grammar)
Horvath Istvan, Lecturer at the Faculty of History and Philosophy (general sociology)
Andrei Hoss, Lecturer at the Law School (Romanian political system)
Lazar Sandor, Lecturer at the Faculty of History and Philosophy (general psychology)
Ioan Leicu, Associate Professor dr. at the Law School (Romanian Political System)
Mihaela Lutas, Lecturer at the Faculty of Economics (basis of market economy)
Magyiari Nandar, Lecturer at the Faculty of History and Philosophy (anthropology)
Magyiari Tivadar, Lecturer at the Faculty of History and Philosophy (mass-culture and mass-communication)
Dumitru Matis, Lecturer at the Faculty of Economics (book-keeping)
Liliana Mihut, Associate Professor dr. at the Law School (compared social policies)
Sorin Mitu, Assistant at the Faculty of History and Philosophy (history)
Mocsy Laszlo, lawyer (constitutional law)
Teodor Pavel, Professor at the Faculty of History and Philosophy (history)
Poledna Rudolf, Lecturer, PhD
Pentek Erzsebet, Associate Professor dr. at the Faculty of History and Philosophy (standard grammar)
Petho Agnes, Lecturer at the Faculty of Letters (stylistics and mass-media)

Peter Gyorgy, Associate Professor dr. at the Faculty of European Studies (marketing)

Ion Radu, Professor dr. at the Faculty of History and Philosophy (psychology)

Traian Rotaru, Professor dr. at the Faculty of History and Philosophy (general sociology)

Andrei Sida, Professor dr. at the Law School (introduction in the study of law)

Maria Surdeanu, Lecturer at the Faculty of Letters (French language)

Dan Sorin Sandor, analyst programmer (applied political analysis)

Toth Nagy Ildiko, Assistant Professor

Paul Vasilescu, Assistant at the Law School (civil law)

Alexandru Vari, Lecturer at the Faculty of history and Philosophy (contemporary history)

Gabriel Vasiliu, PhD, Scientific Researcher at "Sextil Puscariu" Institute of Linguistics and Literary History (verbal and non-verbal expression)

Veress Karoly, Lecturer at the Faculty of History and Philosophy (elements of semiotics)

Carmen Vlad, Professor dr. at the Faculty of Letters (stylistics)

Alexandru Virgil Voicu, Lecturer at the Faculty of Physical Education and Sport

Vorzsak Almos, Professor dr. at the Faculty of Economics (marketing)

Courses description

PJ1101 Normative Grammar I, PJ 1205 Normative Grammar II
Essential for young journalists. Students are taught how to keep up with the new changes and trends inside Romanian grammar

PJ1102 Introduction to the theory and the practice of mass-media I
Principles of communication; description of the main media institutions with examples from international media; short historical presentation of the evolution of media from writing to newspapers on computers and the Internet; interactivity and its evolution in the press and advertising.

PJ1207 Introduction to mass-media theory and practice II
Analysis of the function of different kinds of media (local, regional, national, international); the specific work of the journalist within press institutions; new work possibilities in journalism and com-

munication - public relations, press officer and spokesperson.

PJ1103 , PJ1209, PJ2113, PJ2221 Foreign language I

PJ1104 Computers I

Introductory computers: basic concepts, operational environments (NORTON COMMANDER, Text editor WORD, EXCEL)

PJ1210 Computers II

Computer hardware and systems of operation; writing, editing and selecting texts; tables and graphics in text editing; comparative presentation of different editors - Mac Write, Word, Excel, Netscape; general presentation of E-mail

PJ1159 Press Sociology (optional course)

PJ1160 Techniques of Scientific Text Editing (optional course)

Writing - a job and a process; fundamental concepts in press language; the specifics of the press style; the structure of the journalistic work; the pathology of the press language; the styles of mass information.

PJ1161, PJ1265 – Mass-Media, structures and specific language (curs optional)

PJ1206 Journalistic Styles I

Reporting; differences between the European and American schools and strategies; audio-visual reporting and written reporting; techniques and methods of reporting; investigative journalism, main currents and principles; interviewing – history, strategies and the journalist as an intermediary; differences between interviews in television, radio and newspapers.

PJ2112 Journalistic Styles II

The news - historical and technical evolution; the press agency; new tendencies in the news business; the editorial - its history and present condition; the Romanian tradition of editorials; commentary and attitude in the editorial process

PJ1208 Culture and mass communication

Theory and method in research of mass communication; evolution of thinking in communication - theories and paradigms; structures and levels of communication; mass communication; audience -

typology, indicators of reception and models; persuasive communication; electoral communication, propaganda and publicity.

PJ1262 Social Psychology (optional course)

Definition of the concepts of social group, role and status; group dynamics; problems of social communication; networks of social communications; the psychology of leaders; types of leaders; ethno-psychology; interethnic relations; self identity and social identity; social control.

PJ1263 Universal, modern and contemporary history (optional course)

The Second World War; post-war conferences; Europe in 1945; the construction of the two main blocks; the Crises of the Cold War; the Helsinki Conference in 1975 and the peak of american-soviet co-operation; the Third World; the anti-communist offensive; the reform of the soviet communist system; the revolutions in Eastern and Central Europe; the Mitteleuropa concept; the place and role of central European states in the inter-war international relations system; the Second World War and the Soviets in Central Europe; Central Europe in the Cold War age; 1989 – the fall of communism

PJ1264 Selecting and Obtaining Information Techniques (optional course)

PJ2111 Modern Editing and Publishing Techniques

The course is a practical course, covering issues related to computer mediated communication, the use of computers in editing text, new media publications, electronic journals and the use of the Internet to gather information for research journalism.

PJ2115 – Radio I / workshop, PJ2224 – Radio II / workshop, PJ3136 – Radio I / workshop, PJ3245 – Radio II / atelier, PJ4156 - Radio I / atelier, PJ4166 - Radio II / atelier

PJ2116 – TV I / workshop, PJ2225 – TV II / workshop, PJ3137 – TV I / workshop, PJ3246 - TV II / workshop, PJ4157 - TV I / workshop, PJ4267 - TV II / workshop

PJ2117 – Written Press I / workshop, PJ2226 – Wrten Press II / workshop, PJ3138 – Wrten Press I / workshop, PJ3247 - Wrten Press II / workshop, PJ4158 - Wrten Press I / workshop, PJ4268 - Wrten Press II / workshop

PJ2118 – Verbal Expression I / workshop, PJ2227 – Verbal Expression II / workshop, PJ3139 – Verbal Expression I / work-

shop, PJ3248 - Verbal Expression II / workshop, PJ4159 - Verbal Expression I / workshop, PJ4269 - Verbal Expression II / workshop PJ2119 – Design, graphics, photo workshop I / workshop, PJ2228 – Design, graphics, photo workshop, II / workshop, PJ3140 Design, graphics, photo workshop I / workshop, PJ3249 - Design, graphics, photo workshop, II / workshop, PJ4160 Design, graphics, photo workshop I / workshop, PJ4270 - Design, graphics, photo workshop, II / workshop

During the Radio, TV, Written Press and Verbal Expression workshops, professionals working in the most important media of this kind, with a particular focus on practical activity teach the students practical skills in the workshops. In the second stage of the workshop, students are encouraged to produce their own materials in the field.

During the Design, graphics, photo workshop, the students are taught practical skills using computer technology: Graphic Design for Journalism, Web Design and electronic journals. In the second stage of the workshop, students are encouraged to produce their own materials in the field.

Students will attend only one workshop per semester, beginning with the 2nd year.

PJ2114 History and theory of mentalities

Modern history and study of mentalities; sociology and general problems in the study of mentalities; cultural diversity and European integration.

PJ2166 Agency press (optional course)

The history of the press agency (PA); the perpetuation of the PA; the PA - contemporary organization and development; principles of agency journalism; editing news in the PA; the role of public opinion in the PA.; information and power; information and manipulation in the PA.

PJ2167 Law (optional course)

Roots and meaning of the concept of “law”; the definition of law; constants of law; roots and meaning of the concept of “State”; definitions of “The State”; constants of the State; connection between the State and the Law; public law and private law - definitions and distinctions; the concept of the “juridical norm” - connections

with social norms; the structure of juridical norm - hypotheses, disposal and sanction; definitions and typology of juridical norms; how juridical norms act - in time, in geographical area, upon persons; differences between implementation, documents and normative issues; phases of implementation; juridical relationships - definition, provisions, elements; characteristics of juridical relations of constraints; juridical responsibility - definition, principles, elements, conditions, subjects; guilt; typology of juridical responsibility.

PJ2168 Contemporary Economy (optional course)

Definition of economy – needs, interests and resources; the business enterprise and resource distribution; concept of demand and offer; the theory of marginal utility and consumer behavior; production and cost; profit maximization; incomes.

PJ2169, PJ3172, PJ3276, PJ3378 Foreign Language II (optional course)

According to their options the students learn specifics of media language in the foreign language they have chosen.

PJ2219 Investigative Journalism

PJ2220 Media Semiotics

PJ2222 Mass media stylistics

The first part of the course approaches the styles of press writing from the perspective of “stylistic grammar”: tautologies, cacophonies, jargons, repetitions and others. The second part deals with the problem in a more general aspect: semiotics of titles, language mechanism, impact of censorship on press style, topical and punctuation problems.

PJ2223 History of Romanian press

The historical resources of journalism in Romania; the first newspapers; different trends and journalism schools (Universul, Adevarul, Junimea, Dacia Literara, Curentul a.o); the most important Romanian journalists; the political impact of the Romanian media; the relationship between journalism and literature; new aspects of Romanian media after 1989.

PJ3170 Contemporary Philosophy (optional course)

PJ3171 Rethorics (optional course)

PJ3129 Public opinion survey techniques

General issues of social research – methodology; quantitative and qualitative analysis; survey data; document interpretation; the experiment; statistic treatment of data; statistic- mathematical problems in sampling.

PJ3131 Pragmatics, MM

PJ3133 Press styles and schools, MM

Brief presentation of the most important traditions in the international press; comparative analysis of the written press in the United States and Western Europe; news journalism and opinion journalism; radio and television public services and broadcasting in Europe; private television in the United States (cable television and electronic broadcasting); perspectives of the media in the XXI-th century.

PJ3132 Public Relations, RP

PJ3133 Communication Theory

PJ3136 Psycho-sociology and the management of advertising campaigns, P

Campaign organization; psychological factors in developing campaigns; affective aspects of persuasion; fundamentals of a press campaign; campaign advertising and promotion; campaign strategy and management; campaign finance; communication strategy; strategic factors in advertising campaigns; tutorial on campaign planning; specific local campaigns; publicity law.

PJ3135 Verbal and non-verbal expression, P

Communication without words and verbal expression; historical evolution of nonverbal communication; Signs and Codes in the nontraditional languages; Body languages and symbolic expression.

PJ3273 Logic (optional course)

Problems of classical logic; knowledge and logical historical evolution; social sciences and logic; contemporary approaches in logic.

PJ3174 Cultural anthropology (optional course)

The problems of cultural anthropology in the system of the human sciences; orientations and main currents in cultural anthropology; society, culture, individual; cultural anthropology and the sociology of culture; literary anthropology and mass communication; the grammar of civilization; conflicts and civilization/cultural cooperation; mass media and human ecology; the dialogical human and open society.

PJ3275 Violence Expression in the Media (optional course)

PJ3241 International Relations

PJ3242 Ethics and law in media

PJ3243 Film studies – MM

Short history of films as an art and medium; the history of movie genres; viewer and spectator in the cinema; evolution of the “star system” and its impact on mass culture; documentaries and movies; the most important cinema schools with presentations on video (Roma, F. Fellini; Pulp Fiction, Q. Tarantino; Stalker, A. Tarkovski); how to write on movies.

PJ3244 Structures of Social Communication, RP

PJ3245 Interpersonal and Interethnic Communications, RP

The dimensions of the interpersonal communication; the culture of the interpersonal relations and the ethnical phenomena; ethnic and national issues; interethnic communication and the social problems of the national minority; nationalism in the contemporary world; European integration and communication over borders.

PJ3246 Advertising Agency, P

PJ3377 Elements of Art History (optional course)

Introduction in art history; printing, painting and sculpting in the cultural processes; modern art and the development of the press and publicity; the aesthetic object and mass culture; directions in contemporary art.

PJ3379 The Gulag and Romanian Imprisonment (optional course)

PJ4150 Marketing in Media

PJ4151 Qualitative and quantitative methods in media studies, MM

Document analysis from quantitative and qualitative perspectives; content analysis; the experiment - primary statistical interpretation of data; descriptive analysis; quantitative and qualitative aspects - statistical indicators, multivariate analysis; sampling - a statistical and mathematical perspective; basic notions - standard error, maximal error; signification techniques in electronics communications; the impact of television technologies on social and cultural life; cable television and computer newspapers; digital audio broadcasting; perspectives for a new millennium.

PJ4152 Newspaper Elaboration, MM

PJ4153 Public Relations in Central and Local Administration, RP

PJ4154 Advertising Languages, P

PJ4155 Politics and Public Affairs, RP

PJ4161 Mass-Media and Politics

PJ4162 Audio-visual techniques, MM

PJ4163 Editing and elaboration of official papers, RP

PJ4264 Visual communication, P

PJ4265 Promotional strategies – P

Journalism students must choose a field of specialization within the Department. There are three specializations: Advertising (P), Mass-Media (MM) and Public Relations (RP). But BE CAREFUL! Students must decide among these fields immediately after admission. Each specialization requires specific optional courses. For more information students are asked to check the notice board.

Graduation requirements JOURNALISM (BA)

180 credits devoted to compulsory courses

60 credits devoted to optional courses

30 credits devoted to graduation exam (15 credits for three examinations)

(15 credits for project paper)

10 credits devoted to a foreign language (4 semesters)

No credits are allocated to the Physical Education cours (4 semesters).

In order to fill a teaching position (in a secondary school, high school or university), the graduate must hold a Certificate issued by the Department for Teacher Training. 20 credits are devoted to the courses offered by this Department as mentioned in the schedule.

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Department of Journalism, Faculty of Letters, “A. I. Cuza” University from Iasi

Mission and Objectives

The press is a notion that had to attend the variable geometry of events. Telegraph, telephone, radio, cinema, and television: each one – an arm of the organism in which arteries the information throbs without tiredness to any consumer anywhere. A necessary distinction, meanwhile the cinematography language has as principal objective the esthetic phenomenon, the journalistic style derives from the fact that it is based on the real event which must be brought to the public knowledge. From this, there is the first selection: journalism reaches its goal when the subject interests and moves.

The press is in a permanent dialog with daily events, which are been presented to us so colorful, so spectacular, and so enigmatic. That is why – when we speak about a real press – the language of the journalist, his speech carried on each centimeter of paper or spread in the ether has the mission to clear this, sometimes, misunderstood reality. The press becomes a social force that cannot be ignored. In the same time the value of the press depends of the journalist's value and his quality of preparation.

The explosion of the Romanian mass-media after December 1989, the appearance of the written and spoken press, with a large public impact, has relieved in time a fundamental problem: the lack of professionalism on a good part from the editorial staff, recruited often without clear criteria and in the absence of a preparation and adequate experience. The rise of the reader's exigency in the condition of a tight competition, the Romanian public's access to foreign press and radio and TV broadcasts, the diversity of information and communication channels impose a revise of the politics and their competence in a larger cultural horizon and in special

activities of conception, writing, presentation and broadcaster of the news in written and spoken press.

The school's schedule will combine the theoretical classes with workshops and practical seminars, which will cover the entire specter of knowledge and essential skills for a modern and efficient journalism at the level claimed to the professionals from the advanced countries with a long democratic tradition. The classes and the seminaries will be held by Romanian professors and researchers and also by associated and invited foreign professors, in a partnership relation between University "Al. I. Cuza" Iasi and European and Northern American Universities.

The Faculty of Journalism, which started its activities as part of Faculty of Letters of the University "Al. I. Cuza" Iasi, its purpose is to be part of the complex training of the new journalists generation in a sense of a totally professionalism. It is an interdisciplinary form of teaching, which will develop during a 4 years period – daily classes, with attendance – and will be finalized with handing of a specialty diploma. The Faculty will work with the support of the History, Philosophy, Geography, Law, Economic Studies Faculties as well as in many publications, radio and TV studios in Iasi – both public and private. The experience accumulated through setting up the Post University School of Journalism organized as well as part of Faculty of Letters which is now preparing it's second series of graduates, will be very useful.

The qualities we wish to develop and which we believe it should be recovered in every journalist are: an open mind, the desire to learn, the belief that things are perfectible, the trust in human dignity and compassion for those and a who faith has deprived with lack, a high level of knowing the language communication permanent occupation of realizing the true meaning of the words, the capacity of appreciating confrontations and the complexity of modern life, the expectance of the truth, and the fact that even the best intentionate people can make mistakes the ability to work hard a lot of time and sometimes at uncomfortable hours, the spirit of justice, the devotion to the truth and last but not least the sense of humour.

The Faculty

Albu Rodica, Ph.D., Lecturer UAIC
Carpov Maria, Ph.D., Visiting Professor UAIC
Cretu Iris, editor with Radio Iasi
Cutitaru Virgil, Ph.D., Associate Professor, Univ. of Bacau
Dârtu Mona, Ph.D., Manager of the Press Agency Nord-Est
Calinescu Alexandru, Ph.D., Professor UAIC
Leonties Alexandru, Editor with Radio NE
Popa Dorin , Ph.D. under Completion, Lecturer UAIC
Popovici Mihaela, Ph.D. under completion, Lecturer UAIC
Pricop Constantin, Ph.D., Lecturer UAIC
Dumistracel Stelian, Ph.D., Professor - Univ. of Galati, Researcher-Inst. Philippide
Stoica Dan, Philology dr. Yes B Researcher-BCU Iasi
Simonca Ovidiu, Ph.D., Editor with Radio NE
Zastroiu Remus, Ph.D., Researcher Inst. Philippide
Condurache Daniel, Ph.D., Manager of "Opinia Studenteasca"
Ioancioaia Florea, Ph.D., Researcher Inst. A. D. Xenopol
Condurache Wanda, Editor with TVR IASI
Neculau Adrian, Ph.D., Professor UAIC
Ciuperca Ioan, Ph.D., Professor UAIC
Iacob Gheorghe, Ph.D., Professor UAIC
Brailean Tiberiu, Ph.D.
Zub Alexandru, Ph.D., Member of the Academy, Professor UAIC

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Department of Journalism, Tibiscus University from Timisoara

Objectives

The didactic and scientific objectives of the Journalism Department are to prepare its students to become radio and TV journalists in conformity with the established curricula. The Department has well-trained staff as well as the proper equipment. The students have the opportunity to study foreign languages (English, French and German) and, as result, they can work as correspondents for Romania for various publications and agencies. There is also an optional course in Pedagogy, which enables them to work in education. Regarding the scientific aspect, the teachers and the best students work in research concerning journalism and its linked areas.

Curricula

Through its compulsory courses, the curricula provide a complex training of the students as well as a specialized training through its optional courses. The latter offer additional knowledge regarding their profession. The curricula for the first and second years of study are based on the principle of transferable credits. In the future this will apply to the third and fourth years as well.

Faculty

The faculty has 30 teachers: 24 of them are permanent members of the University. There are 6 professors, 5 senior lecturers, 6 lecturers, 2 senior assistants and 5 assistants. 15 teachers have completed their PhD and 6 are registered for doctoral degree. Visiting professor Harry Morgan (USA) teaches a course in Public Relations. Professors and journalists from Germany, Holland and Austria give lectures on regular basis.

Equipment

The Journalism Department has 5 labs with all the necessary equipment for multimedia, computing and photography. There is also a radio broadcasting studio. The students can also work at local TV stations.

Professional Training

Within the academic year some of the students write for the monthly publication "Tibiscus" edited entirely by them and supervised by a professional journalist. The publication has 24 pages and a cultural supplement. They also do radio and TV practice in local studios. Other students (especially the terminal years) work as reporters, editors, announcers etc. and this is all part of the compulsory practice that leads to professionalism.

Relationship with Students

Above all, there is a didactical relationship between students and teachers during the lectures, seminars and practice. The staff is also interested in enlarging this relationship to a closer one by organizing informal activities (trips in the country and abroad, summer camps, going to the theatre and exhibitions, etc.)

Library

There are over 500 titles (in 3000 copies) in the field of journalism in the library of the "Tibiscus" University. The library has subscription to 36 Romanian publications. There is also a library for the Journalism Department (with over 1500 books) donated by the visiting professor Harry Morgan. The students have access to other public libraries in Timisoara (the library of the State University, the library of Timis county and of the Academy, the British and the French Cultural Centre libraries etc.)

Scientific Research

There are 11 scientific programs in which both the students and the teachers are involved. The results (final and partial) are published in the annual scientific publication of the Journalism Department as well as in individual and collective volumes most of which have been published in the Augusta Publishing House of

“Tibiscus”. There is a symposium called The Press Between Tradition and Transition organized every year with participants from Romania and abroad. The students do their scientific research within the “Journalism Seminar”.

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Compiled by:

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Russia

Samara State Teachers Training University

Journalism Training in Samara

Traditionally, the journalism training centers in former USSR have been Moscow, St. Petersburg, Sverdlovsk and capitals of republics. The USSR was deprived of any forms of private schools and journalism was not an exception - all these were state schools.

The need in journalists has always been stable and was preserved by a variety of mass media: national, regional, local, all politically oriented covering all the levels of society - from undergraduates to retired officers. It was highly centralized. Press for kids was published in Moscow and capitals of the republics only. Central television and radio had only 2 channels, regional TV divisions were set up only in large regions. Newly-trained journalists from Moscow were distributed all around the country, those from regional universities - within the region.

The major courses were theory and practice of soviet mass media, the history of international communist media. Publications of K.Marx and V.Lenin were key resources and all the students were either communists or Komsomol members.

The democratic changes in Russia, the break-up of the soviet media system and introduction of the Law on Mass Media in Russia have dramatically changed the situation with journalism training in Russia. Newly born independent media, the emerging information market have provoked development of new centers of journalism training. The number of journalism faculties and schools in the Universities has radically increased, non-state educational organizations training journalists Russia-wide have appeared. Samara Journalism Institute organized in 1992 was

one of the first non-state organizations training journalists in Samara.

Today Samara publishes more than 400 newspapers and magazines, we have about 70 TV companies. The need in professionally trained journalists is vividly seen and such spheres, as TV and radio journalism, advertising and public relations especially need specialists.

All in all there are 3 educational institutions that provide journalism training in Samara - Samara State University (since 2000), Samara State Teachers Training University (since 1992) and Samara Journalism Institute (since 1992).

The Journalism department in the SSTTU was launched in 1992 based on the philological faculty. It was first field of specialization for 25 students. Considering the profile of the university the training was targeted at journalism for youth and children, but actually it is now the source of professionals for all the regional mass media. Many graduates are employed by local TV companies - "Samara", "Terra", "Orion", etc.

The curricula and the programs are worked out in accordance with the state standards in journalism training which is adopted annually by the Council of Journalism departments heads of Russia. A lot of attention is paid to individual programs, specified courses, etc.

The professional training of journalists in Samara State Teachers Training University is carried out by the team of the chair of journalism (headed by PhD, Associate Professor Mrs. Simatova). All in all 9 people work for the chair. It is a professional team specialized in various fields of journalism. Three of them hold scientific degrees and are associate professors. Two lecturers have rich experience in practical journalism. The students are also trained by professional sociologies and mass media executives - heads of TV and radio companies and associations.

Professional training of students starts from the very beginning - "creativity" test is part of admission process. One of the mandatory requirements - published articles in a newspaper or other relevant experience.

During the first 2 years the students publish their newspapers. Supervised by the lecturer they are developing thematic pages in newspapers, include their commentaries into the TV programs, etc. Furthermore, they are supervised and individually trained by professionals they have been working with, assist them or sometimes even substitute them. Right now we don't have a single unemployed graduate.

Professors and associate professors supervise scientific researches of our students. The course papers are devoted to most interesting topics: Professional ethics in the region, social portrait of regional journalist, business press in local mass media, etc. The course papers often include real experience of the students working as journalists for local media companies. Those cover political events in the city, international activity of the region and its government developed professionally and at the high level.

Other than Samara State Teachers Training University, Samara Journalism Institute, a non-government institution founded in 1992 provides journalism training. Its graduates get Bachelor's degree specialized in advertising. The Institute was supported by the National Press Institute. The fee charged for training allows inviting specialists from other cities and countries.

Samara State University has opened journalism field of specialization based on the sociological faculty in 2000. The curricula are complimented by such course as marketing, mass media administration, e-versions of media, advertising, etc.

Thus, Samara is making an effort in diversifying its education and training professionals in one of the most critical spheres of public life.

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Compiled by:
Valentina N. Simatova
Head of Journalism Department

Ufa State Petroleum Technical University

Ufa State Petroleum Technical University has been training students for 51 years. There are 9 departments, 32 fields of specialization, more than 15000 students, 780 lectures and professors, 2500 research workers today. Journalism is taught at the Department of Humanities to the students of speciality "Public Relations". The course of education is 5 years.

According to the requirements of the State Standards specialists in journalism must have the following skills: in Modern Russian Language, Stylistics and Literary Editing, professional knowledge of Russian literary language (to know vocabulary, grammar and stylistics), to be able to express one's own ideas correctly from the point of view of stylistics, to use all the opportunities of Russian (Native) language to prepare the materials of various forms and genres of social and political journalism, to know the main rules and methods of literary editing, to be able to prepare texts for publication; in the field of the fundamentals of Journalism, History of Russia and Foreign Journalism, theory and practice of Journalism; to consider history of Russian Journalism in relation with the development of world civilization; to have notion about the formation of Journalism as a system of mass media of the country, to understand typological specific features of periodicals, tv - and radio programmes; to know the high skilled journalists' works, to have notion about the place and role of journalism in society, about the legal basis of the journalist's activity, to know the specific character of journalism both in printed and in electronic mass media, the system of methods how to influence the audience (readers, spectators, listeners), to be able to get the necessary information and to give adequate interpretation of the real life facts, to have notion about technique and technology of printing and about functioning of television and radio broadcasting, to know the specific character of making various types of editions and preparing TV and radio programmes, to know specific features of advertisements in different types of mass media, to know the peculiarities of the radio and tele-studios editorial structures functioning.

According to the State Standards training includes the following main cycles:

General humane, social and economic disciplines – 1800 hours;
Mathematical disciplines and Natural Sciences – 300 hours;
General professional disciplines – 4500 hours;
Special disciplines – 940 hours;
Disciplines of specialization - 500 hours.

The full period of the theoretical course is 8154 hours: theoretics – 151 weeks, practice – 18 weeks, examination periods – 31 weeks, vacations – 42 weeks, vacations after graduating the University – 4 weeks, total – 246 weeks.

Every cycle includes a large spectrum of disciplines, such as Philosophy, Foreign Language, History, Culture Study, Sociology, Politology, Psychology, Economics, Jurisprudence, Physical Training, Mathematics and Computer, Conception of Natural Science, Rhetoric and Oratory, Modern Russian Journalism, History of Foreign Journalism, Russian and Native Languages, Stylistics, Fundamentals of Journalism, Theory and Principles of Journalism, World Economics and Foreign Economic Activities, Mass Media Economics, Conflicts Study, Mass Media Theory and Practice, Mass Media in Public Relations, Management and Marketing in PR, Techniques and Technology of Mass Media, Business and Public Relations, Interpersonal Relations, Advertising, Legal Status of Mass Media and Legal Ensuring of information, Social Anthropology, etc.

Twelve staff lecturers (1 professor, 7 assistant professors, 4 instructors) and guest lecturers from other chairs and universities of Ufa are training the students.

Our chair has various means of education: complex training laboratory "Technique and Technology of Mass Media and Communication", which consists of "Laboratory of Communication Techniques", "Laboratory of Informational Techniques", "Laboratory of Editing Publishing Techniques", "Video Laboratory", "Audio Laboratory", "Photo Laboratory". training room with 25 various periodicals on the disciplines of specialization and 1500 units of methodical, scientific and reference literature. There are also two reading rooms and the University library with 1,5 million units for the students; there are twenty personal computers.

During the process of professional education the students have 3 types of practice: introductory practice in mass media (in editorial offices of newspapers, magazines, radio, TV, etc.), practice in administrations and departments of PR in state institutions, organizations, enterprises, firms, banks, etc., diploma practice with the following defence of a diploma project.

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Slovakia

Department of Journalism, Faculty of Arts, Comenius University from Bratislava

Short History

Comenius University of Bratislava set up a department of journalism at its Faculty of Arts in 1952. The first academic staff was composed mostly of graduates of humanities (history, literature, etc.) and law. Later on the first graduates from journalism studies became staff members of the department. As early as 60's, the so called Bratislava school of theory of journalism was founded by the late professor Miroslav Hysko and his closest colleagues. They laid the fundamentals of journalism education in Slovakia.

The period from August 1968 to the Velvet Revolution in November 1989 brought about the majority of problems in the whole history of the university education of journalism in Slovakia. Journalism was treated primarily as a political issue. This approach influenced journalism studies strongly, too.

The Revolution of November 17, 1989 brought about new tasks of the department, mainly how to transform the curricula so the school could prepare students for the work in free democratic media of the sovereign Slovakia. The Department of Journalism has undergone serious changes both in the sphere of journalism curricula (many new courses were introduced) and in the sphere of teaching methods (new facilities available). New contacts with journalism schools from abroad have been established.

Curricula

Nature of the studies

Communicology as the basis of special theoretic disciplines focused on different aspects of the process of communication, on specific features of traditional and untraditional media as well, serves as the point of departure of our journalism studies. Their substance is comprised of courses, which are of theoretical, historical and practical nature. A special attention is paid to the teaching of the contemporary Slovak language and its stylistics.

The curricula are enriched with courses from sociology, psychology, cultural and political studies, from press law and copyright, management, public relations and so on. An important emphasis is put on teaching of two from five modern foreign languages, namely English, French, German, Spanish and Russian. Apart of traditional lectures, our educational process knows seminars, tutorials, which is accompanied by practical creative writing in media studios held at the school and internships in the industry as well.

Besides one major graduate study, which lasted four years, the Department of Journalism has been combining for several years the M. A. in journalism with another major discipline, e.g. with political science, religion science, cultural science, philosophy, pedagogy, Arabic, English, French, German, Hungarian, Spanish and studies. This two-major M. A. study lasts five years.

From the session 2000/2001 on the Comenius University as a whole adopted the European Credit Transfer System to be compatible with the majority of European Universities.

Faculty

The Department of Journalism is an integral unit of the Faculty of Arts of Comenius University. It may be subdivided into three sub-departments :

- Theory and History of Journalism
- Printed Press and News Agency Journalism
- Radio and Television Journalism

Full-Time Employees

Full Professors :	JENCA Imrich, Ph.D. Radio Journalism
TUSER Andrej, Ph.D. Genealogy of Slovak Journalism Local and Regional Media Typology of Printed Press	KRÍZOVÁ Bohuslava International Relations Theory of State and Law
VOJTEK Juraj, Ph.D. General History of Journalism Theory of Editing Genealogy of English Written Journalism	LOFAJ Ján Photojournalism SKVARENINOVÁ Olga, Ph.D. Stylistics
Associate Professors :	SLOVÁKOVÁ Jarmila, Television Journalism
HRADISKÁ Elena, Ph.D. Psychology of Mass Communication Psychology of Advertising	Experts : DANIEL Jozef, PhDr. Technical equipment
SAND Ján, Ph.D. Radio Journalism Economy Journalism	HLINKOVÁ Danica, PhDr. Media in the Educational Process
SERAFÍNOVÁ Danusa, Ph.D. History of Slovak Journalism General History of Journalism History of Advertising	LEHOCZKÁ Viera, PhDr. Arts in Radio Broadcasting PETALÍKOVÁ Klára Clerical and documentary work
VATRÁL Jozef, Ph.D. Media on Internet Desktop Publishing	Internal Post-Graduate Students :
Assistant Professors :	FÜLE Ján, PhDr. MAJTÁN Rastislav, MA MASHAVIRA Robert, MA, Mozambique SKOP Marko, MA
DOBIS Igor Television Journalism	Part-Time Employees :
FOLLRICHOVÁ Mária, Ph.D. Genealogy Minority Media	Emeritus Full Professors :
HLAVČÁKOVÁ Svetlana, Ph.D. News Agency Journalism	JACZ Sudovít, Ph.D. Mass Media Law and Ethics

News Agency Journalism

Emeritus Associate Professors :

BALÁS, Peter, Ph.D.
Stylistics

DROPPA Boris , Ph.D.
Heuristics
Creative Writing
Presentation of Science and
Technology in Mass Media

SELSÁK, Lubos, Ph.D.
Media Law
General History of Journalism

Other Part-Time Teachers :

Associate Professors :

GALOVÁViera, Ph.D.
Department of Cultural
Studies, Faculty of Arts,
Comenius University

HORÁK Pavel, Ph.D.
Department of Marketing
Communication, Faculty of
Arts, Faculty of Arts, Comenius
University

OLEJÁR Daniel, Ph.D.
Faculty of Mathematics and
Physics, Comenius University

PIASEK Jozef, Ph.D.
Department of Philosophy and
History of Philosophy, Faculty
of Arts, Comenius University

PREINEROVÁ Anna, MSc.,
Ph.D. Department of
Andragogics, Faculty of Arts,
Comenius University

Assistant Professors :

BALILIN Vladimír, MA – editor
of the daily *Hospodárske noviny*
(Economy Newspaper)

BRESKA Samuel Bre_ka,
PhDr. – National Centre for
Mass Communication

IVANTYLYN Roman, MSc. –
Department of Marketing
Communication, Faculty of
Arts, Faculty of Arts, Comenius
University

KONESNÁ Vlasta, Ph.D. –
Department of Marketing
Communication, Faculty of
Arts, Faculty of Arts, Comenius
University

KRÍS Zdenko, PhDr. –
Association of Sports Unions of
Slovakia

SELÍK Ivan, Ph.D. – Research
Unit of the Slovak Radio

SKOLKAY Andrej, Ph.D. –
Faculty of Mass Media
Communication, University of
Saint Cyril and Saint
Methodius, Trnava
STEFÁNIKOVÁ Katarína,
PhDr. – Department of
Marketing Communication,
Faculty of Arts, Faculty of Arts,
Comenius University

ZOUHAR Martin, MA –
Department of Logic and
Methodology, Faculty of Arts,
Comenius University

Students

Total Number : 200 (including 9 from abroad)

Teaching Language : Slovak

1st Session : 51 students (including 5 from Yugoslavia, Ukraine and Kazakhstan)

2nd Session : 42

3rd Session : 37 (including 1 from Croatia)

4th Session : 50 (including 3 from Hungary, Ukraine and Yugoslavia)

5th Session : 20

Admission

All applicants for admission to the Department of Journalism have to take a special aptitude test typical for this School only, which comes from the specificity of the studies, and a written test obligatory for all applicants for Faculty of Arts studies, Comenius University. In addition to the application form and application fee, his or her secondary school record is required. Besides, journalism study applicants have to submit copies of their own pieces of news for print, and broadcast media. Their acceptance is based on the excellence rate of both parts of the entrance examinations.

The entrance examination consists of an aptitude and a written part:

1) The aptitude part

The applicant is supposed to write an essay on one of the five topical subjects, to interpret a photo material prepared in advance from an emphatic as well as documentary point of view, to sit for a journalistic test, which is aimed at home and international problems and journalistic life and institutions and to put himself/herself to a camera examination.

2) The written examination is comprised of tests

- a) from the vernacular
- b) from history and
- c) from a foreign language

Diploma

At present, courses of the Department of Journalism are provided on the following levels :

A) Graduate Studies leading to the Master's Degree (4 or 5 years), which has its Slovak equivalent in that of Magister (Mgr. in abbreviation)

B) Post-Graduate Studies last from 3 (for internal students) to 5 years (for external students) leading to the academic degree of Doctor of Philosophy (PhD)

The Department of Journalism, is the only one university J-School accredited for Post-Graduate Studies in Slovakia and one of the two accredited for Master of Arts studies.

System of vocational training

The Department of Journalism believes that the fundamentals of vocational training should be gained by students at it. That is why its curricula are composed of the so called Media Studios, which are aimed at the practical training in creative writing and editing of texts in all media. The Media Studios are held in the first two sessions of the study. They are oriented on vocational training in printed press, news agencies, radio, television and Internet. From the 3rd session of studies on the vocational training is done in the form of internships in Media (once more according to inclinations of students).

Results of Media Studios are accessible to public in the following way :

Since 1993 the e-mail periodical called *Nase slová* (Our Words) is produced by journalism students under the supervision of a teacher in charge. This electronic bi-weekly (in Slovak and English) contains up-to-date information on life in Slovakia. Through the Internet it can be reached all over the world.

Together with a teacher in charge students of the Department of Journalism produce one page for each issue of *Nasa univerzita* (Our University), the newsbook of Comenius University. The page is called *Written by Students' Pens* (Studentsksm perom) and the life of the University is in it reflected from the students point of view.

The Internet magazine called Zetko is another medium done by students of the department. Under the supervision of their teachers, it serves as a model of news room activities in the sphere of writing and editing.

The radio station Studio Academica is about to re-new its operation. It will serve as a preparatory a realization medium for news and opinion broadcasts on Internet. It will be operated by students supervised by two teachers in charge.

On the international level, students of the Department of Journalism, Faculty of Arts, Comenius University Bratislava are active participants of the EJTA Euroreporter Print, Radio and TV projects.

Facilities

The Department of Journalism has at its disposal :

TV studio, e.g. closed circuit TV facility for laboratory and classroom use.

Radio station Studio Academica.

Computer room : 16 PCs (IBM compatible), the Internet (via Comenius University Computing Center). Computers serve as a the main means of communication between the managing board and its members and between members as well, as the whole J-School is linked. The total number of PCs is 33.

Photo gallery FOCUS, which organizes exhibitions of photos done by not only teachers and students of the Department.

Library holds more than 1700 master theses written by journalism studies graduates, textbooks, scholarly magazines, 3387 books on journalism and mass media, current newspapers and magazines.

Publications

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2) DROPPA, Boris: How Journalists Make the Specialized Contents Accessible to the Public. Bratislava : Univerzita Komenského, 1992 (1st edition), 1998 (2nd edition).

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- 5) HLAVCÁKOVÁ, Svetlana: Tlasové agentúry vo svete. (News Agencies of the World). Bratislava : Univerzita Komenského, 1994.
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- 7) HOLINA, Vladimír (ed.): Zmeny novinárskej profesie na Slovensku. Vsledky prieskumu. (Changes in Journalist Profession in Slovakia. Results of a Research). Bratislava : Slovensk syndikát novinárov, 1997.
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- 10) HOLINA, Vladimír: Zmeny mediálneho prostredia (sociologick aspekt). The Changes in Media Environment (A Sociological Aspect). Bratislava : Národné centrum mediálnej komunikácie, 1998.
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- 13) HRADISKÁ, Elena: Psychológia a reklama. (Psychology and Advertising). Bratislava : ELITA, 1998.
- 13) HRADISKÁ, Elena – _ULEK, Milan: Psychológia v marketingu. (Psychology in Marketing). Banská Bystrica : Univerzita Mateja Bela, 1999.
- 14) JACZ, SUDOVÍT (ed.): Agentúrna jurnalistika teoreticky a prakticky. (Theory and Practice of News Agency Journalism.) Bratislava : TASR-Slovakia, 1996.
- 15) KONESNÁ, Vlasta: Rejurnalistu v rozhlase a televízii 1. (The Language of Journalist in Radio and Television). Part 1. Bratislava: Univerzita Komenského, 1995.
- 16) LOFAJ, Ján: Fotografia v novinách. (Photography in a Newspaper). Bratislava : Univerzita Komenského, 1996.
- 17) MISTRÍK, Jozef – SKVARENINOVÁ, Olga – HEGEROVÁ, Katarína: Praktická príru_ka sloven_iny. (Practical Manual of Slovak.) Bratislava : Slovenské pedagogické nakladate_stvo, 1997.
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- 22) SERAFÍNOVÁ, Danusa: Dejiny svetového novinárstva II.

Dejiny francúzskeho novinárstva. (General History of Journalism. Volume 2. History of French Journalism). Bratislava : Univerzita Komenského, 1994.

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24) SERAFÍNOVÁ, Danusa: Pressburger Zeitung – Nutz und Lust. Bratislava/Pressburg : SNM Acta Carpatho-Germanica V, 1999.

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26) SEFSÁK, Lubos – CHARVÁT, Juraj: Médiá a politika. (Media and Policy). Bratislava : Nov_ TATRAPRESS, 1998.

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30) SEFSÁK, Lubos – SAND, Ján: Ekonomická _urnalistika. (Economy Journalism). Bratislava : EKONÓM, 1999.

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- 33) CKVARENINOVÁ, Olga: Re_ová komunikácia. (Verbal Communication). Bratislava : Slovenské pedagogické nakladate_stvo, 1995.
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- 36) TUSER, Andrej: Typológia periodickej tla_e 1. (Typology of Printed Press. Part 1. Local and Regional Press.). Bratislava : Univerzita Komenského, 1995.
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Journalism. Documents Volume 2. The Genres of the English Written Journalism). Bratislava : Univerzita Komenského, 2001.

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Since the early years of its existence, the Department of Journalism of the Faculty of Arts of Comenius University has been publishing its own collection of papers JOURNALISM. Up to the present, 24 volumes have appeared. The last volume was published in 1997.

Research Program

In the last five years (1995-2000), the Department of Journalism of the Faculty of Arts of Comenius University completed the first part of a research programme The Transformation of University Journalism Studies with Regard to the Needs of a Free Democratic Society . It was a long - term research project, still in progress. Its results have already been implemented in the new credit system curricula.

They also gave rise to different textbooks, which were the main target of our research activities, as we are sure that without these ones based on domestic traditions of journalism and its training techniques no serious J-School can exist.

On individual level members of the Department of Journalism have taken part in different research projects both in Slovakia and abroad.

International Realties and International Affiliation

Since 1992, the Department of Journalism of the Faculty of Arts has been at first an associated member and now is a candidate member of the European Journalism Training Association, EJTA, (Maastricht, Netherlands, later on Bordeaux, France).

There is an official co-operation between the J-School and the Paris Centre de formation et de perfectionnement des journalistes since 1991, which was prolonged until 2001. In accordance with it the Department of Journalism hosted visiting professor from France, namely Mrs. and Messrs. Claude Fouret (twice), Patrick

Béguier (three times), Alain Hertoghe (twice), Daniel Junqua (once), Giles Hervé (once), Francis Zamponi (once), Olivier Schneid (once), Jean Elias (once), Jean-Pierre Farkas (once) and Antoinette Lorenzi (once).

Another co-operation links the Department of Journalism, Bratislava, with the Institut für Publizistik- und Kommunikationswissenschaft in Vienna. Within the last ten years there were two common seminars, proceedings of which were published in collections of papers printed bi-lingually (in Slovak and German), namely *Medien und Kommunikation (Österreichisches Ost- und Südosteuropa – Institut, Aussenstelle Bratislava, Philosophische Fakultät der Komensk_ Universität Bratislava, Wien-Bratislava 1993)* and *Journalismus an der Schwelle zum dritten Jahrtausend (Österreichisches Ost- und Südosteuropa – Institut, Aussenstelle Bratislava, Philosophische Fakultät der Komensk_ Universität Bratislava, Wien-Bratislava 1998)*.

The co-operation with the Institut für Medienwissenschaft in Bern resulted in a Swiss-Slovak media forum, which was held on 15th and 16th May, 1997. The proceedings of it were published bi-laterally in a collection of papers called *Medienrecht und Medienethic – Hilfen oder Hürden (Universität Bern, Institut für Medienwissenschaft, Philosophische Fakultät der Komensk_ Universität Bratislava 1998)*.

Thanks to the co-operation with the Center for Independent Journalism, some of the foreign visiting professors (namely Maureen Nemecek in 1992, George Kennedy in 1993, Jan George Frajkor in 1993, 1994 and 1995, and Nancy Bredlinger in 1998) were attached to the Department of Journalism for longer term (a semester).

Last but not least professor Karl Wilhelm Pohl, who worked at the Department of Journalism in 1995, helped it to get 20 PCs free of charge.

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Compiled by:
Associate Professor VATRÁL Jozef, Ph.D.,
Head of the Department of Journalism
Bratislava, February of 21st, 2001

Appendix

CURRICULA OF THE		FL1-French 3 (SC)	3
PREGRADUATE JOURNALISM		FL1-French 4 (SC)	3
STUDIES IN BRATISLAVA		FL1-German 1 (SC)	3
		FL1-German 2 (SC)	3
(Name of course and Credits)		FL1-German 3 (SC)	3
		FL1-German 4 (SC)	3
News Agency Journalism (O)	4	FL1-Russian1 (SC)	3
History of Slovak Journalism 1 (O)	2	FL1-Russian2 (SC)	3
History of Slovak Journalism 2 (O)	4	FL1-Russian3 (SC)	3
General History of Journalism 1 (O)	2	FL1-Russian 4 (SC)	3
General History of Journalism 2 (O)	4	FL1-Spanish1 (SC)	3
Heuristics (O)	2	FL1-Spanish 2 (SC)	3
Logic 1 d (O)	3	FL1-Spanish 3 (SC)	3
Media on Internet (O)	2	FL1-Spanish4 (SC)	3
Media Studio 1 (O)	2	FL2-English 1 (SC)	2
Media Studio 2 (O)	2	FL2-English 2 (SC)	2
Media Studio 3 (O)	2	FL2-English 3 (SC)	2
Media Studio 4 (O)	2	FL2-English 4 (SC)	2
Creative Writing 1 (O)	3	FL2-French 1 (SC)	2
Creative Writing 2 (O)	3	FL2-French 2 (SC)	2
Creative Writing 3 (O)	3	FL2-French 3 (SC)	2
Anchoring 1 (O)	2	FL2-French 4 (SC)	2
Anchoring 2 (O)	4	FL2-German 1 (SC)	2
Non-Verbal Communication (O)	4	FL2-German 2 (SC)	2
Political Geography (O)	4	FL2-German 3 (SC)	2
Research Paper (O)	3	FL2-German 4 (SC)	2
Introduction to the		FL2-Russian 1 (SC)	2
Journalism Studies (O)	4	FL2-Russian 2 (SC)	2
Stylistics 1 (O)	2	FL2-Russian 3 (SC)	2
Stylistics 2 (O)	2	FL2-Russian 4 (SC)	2
Contemporary Slovak Language 1 (O)	2	FL2-Spanish 1 (SC)	2
Contemporary Slovak Language 2 (O)	4	FL2-Spanish 2 (SC)	2
Photojournalism (O)	4	FL2-Spanish 3 (SC)	2
Genres of Journalism1 (O)	3	FL2-Spanish 4 (SC)	2
Genres of Journalism 2 (O)	3	Philosophy 1 (SC)	4
Genres of Journalism 3 (O)	3	Philosophy 2 (SC)	4
Genres of Journalism 4 (O)	3	Philosophy 3 (SC)	4
Physical Training 1 (SC)	2	Philosophy 4 (SC)	4
Physical Training 2 (SC)	2	Philosophy 5 (SC)	4
Physical Training 3 (SC)	2	Philosophy 6 (SC)	4
Physical Training 4 (SC)	2	Slovak Philosophy (SC)	4
FL1-English 1 (SC)	3	Internship 1 (F)	2
FL1-English 2 (SC)	3	Internship 2 (F)	2
FL1-English 3 (SC)	3	Topical Issues of Mass Media (O)	2
FL1-English 4 (SC)	3	Master's Thesis Seminar (O)	2
FL1-French 1 (SC)	3	Etiquette and Protocol (O)	4
FL1-French 2 (SC)	3		

Philosophical and Methodological Issues of Mass Communication (O)	4	PPA : Opinion Articles 3 (SC)	4
Advertising 1 (O)	2	PPA : Regional and Local Printed Press (SC)	4
Advertising 2 (O)	4	PPA : News Items (SC)	4
Cultural Studies (O)	4	RTV : Opinion Articles 1 (SC)	2
Macro-Economics (O)	4	RTV : Opinion Articles 2 (SC)	2
Management (O)	4	RTV : Opinion Articles 3 (SC)	4
Media Studio 5 (O)	2	RTV : Creative Writing for Radio 1(SC)	2
Media Studio 6 (O)	2	RTV : Creative Writing for Radio 2(SC)	4
Media Studio 7 (O)	2	RTV : News Items (SC)	4
Media Studio 8 (O)	2	RTV : Creative Writing for TV 1 (SC)	2
Media Studio 9 (O)	2	RTV : Creative Writing for TV 2 (SC)	4
International Relations (O)	4	RTV : TV Documentary (SC)	2
Psychology of Mass Communication 1 (O)	2	RTV : Structuring News Programmes (SC)	4
Psychology of Mass Communication 2 (O)	4	JW : Economy 1 (SC)	2
Public Relations (O)	4	JW : Economy 2 (SC)	2
Semantic Interpretation of Texts (O)	4	JW : Photojournalism 1 (SC)	2
Sociology of Mass Communication Media (O)	4	JW : Photojournalism 2 (SC)	2
Stylistics 3 (O)	4	JW : Culture 1 (SC)	2
Theory of Mass Communication and Journalism 1(O)	4	JW : Culture 2 (SC)	2
Theory of Mass Communication and Journalism 2 (O)	2	JW : Science and Technology 1 (SC)	2
Theory of Mass Communication and Journalism 3 (O)	4	JW : Science and Technology 2 (SC)	2
Theory of Editing 1 (O)	4	JW : Sports 1 (SC)	2
Theory of Editing 2 (O)	4	JW : Sports 2 (SC)	2
Fundamentals of Theory of State and Law (O)	4	JW : Home Policy 1 (SC)	2
Deontology of Journalism 1 : Information Policy (O)	4	JW : Home Policy 2 (SC)	2
Deontology of Journalism 2 :		JW : Foreign Policy 1 (SC)	2
Mass Communication Media Law (O)	4	JW : Foreign Policy 2 (SC)	2
Deontology of Journalism 3 :		FL3 : English 5 (SC)	2
Ethics of Journalism (O)	4	FL3 : English 6 (SC)	2
PPA : Writing News for Agency (SC)	2	FL3 : English 7 (SC)	2
Journalism (SC)	2	FL3 : English 8 (SC)	2
PPA : Desktop Publishing (SC)	4	FL3 : French 5 (SC)	2
PPA : Creative Writing (SC)	2	FL3 : French 6 (SC)	2
PPA : Picture News (SC)	4	FL3 : French 7 (SC)	2
PPA : Writing News for On Line Media (SC)	2	FL3 : French 8 (SC)	2
PPA : Opinion Articles 1 (SC)	2	FL3 : German 5 (SC)	2
PPA : Opinion Articles 2 (SC)	2	FL3 : German 6 (SC)	2
		FL3 : German 7 (SC)	2
		FL3 : German 8 (SC)	2
		FL3 : Russian 5 (SC)	2
		FL3 : Russian 6 (SC)	2
		FL3 : Russian 7 (SC)	2

FL3 : Russian 8 (SC)	2
FL3 : Spanish 5 (SC)	2
FL3 : Spanish 6 (SC)	2
FL3 : Spanish 7 (SC)	2
FL3 : Spanish 8 (SC)	2
Press Agency Realia (F)	3
Topical Issues of International Relations (F)	3
Topical Issues of Home Policy (F)	3
American Journalism (F)	3
English Journalism (F)	3
Copyright and Journalism (F)	3
History of Radio Broadcasting (F)	3
History of TV Broadcasting (F)	3
Dimensions of Journalistic Profession (F)	3
Educating With the Help of Media (F)	3
French Journalism (F)	3
Language and Style of Audio-Visual Media (F)	3
Mass Communication Media and International Relations (F)	3
Mass Communication Media and Society (F)	3
Media Communication and Policy (F)	3
Ethnic Minorities Journalism (F)	3
German Journalism (F)	3
Content Analysis of Mass Communication Media (F)	3
Internship 3 (F)	2
Internship 4 (F)	2
Oratory (F)	3
Literary and Drama Broadcasting (F)	3
Philosophy (SC)	3

- (O) – obligatory courses
(SC) – obligatory selective courses
(when selected, they are obligatory)
(F) – selective courses (free courses)
- PPA – Mass Media Specialization :
Journalism in Printed Press and News
Agencies
RTV – Mass Media Specialization :
Journalism in Radio and TV
JW – Topics of Journalist's Work

Synthesis

The 1989 - 1999 Decade of Journalism Training in Bulgaria

BY LILIA RAYCHEVA

The profound political, economic and social changes which set in in Bulgaria after the bloodless change of power on October 10, 1989 blazed a trail for transformation of media reality, especially in training in journalism.

Formerly, during the years of totalitarian rule there was a special department at the Central Committee of the Bulgarian Communist Party, which monitored closely the development of media theory, training and practice. Thus in 1952 the Department of Journalism was opened at the St Kliment Ohridski University of Sofia. Methodologically it followed the programme of an analogous specialty at the Lomonosov State University of Moscow. Acting journalists were appointed to teach and some of them wrote the main textbooks in line with the Soviet teaching practice. After a span of six years, when the specialty was temporarily closed, it reopened in 1968 and in 1975 was set aside as an independent faculty, which since 1990 has acquired the name of Faculty of Journalism and Mass Communication.

The reopening of specialty in 1968 brought drastic reconstruction of the education plan. The Press, Radio and Television profiles were introduced, as well as thematic specialized courses in International Politics, Domestic Politics, Economics and Culture. During their summer practical classes the students did in turn workouts at the regional and central newspapers, radio and television stations. Thanks to the comparatively active cooperation between institutions engaged in journalistic training in the former socialist countries, regular exchanges of professors and students went on,

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as well as summer workouts for the purposes of better mutual relationships. In that period, along with the programmes for regular (there was a general roll and enrolment for the privileged) and extramural training (only for staff journalists), post-graduate courses in other specialties were opened for acting journalists with higher education. With the help of professors from the Faculty of Journalism, specialized courses in journalism were opened at some higher education establishments in the country. The Georgi Dimitrov International School of Journalism operated at the Union of Bulgarian Journalists. It organized journalistic training in some of the developing countries (right on the spot abroad and at the UBJ Creative Center in Bulgaria).

The 1989 changes reflected on the academic community. Demonopolization of state-supported education in journalism in the analysed period unfolded in line with the general process of de-etatisation. Many new private higher education establishments emerged, while the state-supported ones introduced paid forms of education. Freedom of speech guaranteed by the newly adopted Constitution and creation of a media market, which encountered particular difficulties in the field of radio and television, opened up a niche for alternative training in journalism. The inflow of new, young people, without special training and historical memory, but also without the party affiliations of their older colleagues, led to certain deprofessionalization in the trade. And although initially these easily manipulated by their employers young people somehow did the job, the subsequent inset of real competition brought to the fore a need in more qualified and specially trained journalists. Despite its updated curricula, the Faculty of Journalism and Mass Communication with the St Kliment Ohridski University of Sofia gradually began to yield its turf to new organizations engaged in journalistic training, without losing its leading role along these lines though.

Presently there are two main groups of establishments engaged in journalistic training:

Higher education establishments with curricula for various majors and minors (for a Bachelor's degree) or specialized courses (for a certificate).

Other training establishments (non-governmental organizations, professional associations, specialized programmes) organizing

occasional courses (predominantly of an applied character).

HIGHER EDUCATION ESTABLISHMENTS

A. Offering a full educational course:

- The Faculty of Journalism and Mass Communication with the St Kliment Ohridski University of Sofia, Sofia (state-supported):

A Bachelor's Programme in Journalism, with Press, Radio and Television profiles (a four-year regular and extramural programme).

A Master's Programme in Journalism (an one-year extramural programme for holders of a Bachelor Degree in Journalism and a three-year extramural programme for holders of a Bachelor Degree in other majors).

Second major (a two-year regular and extramural programme) for students at the humanities in the St Kliment Ohridski University.
A PhD Programme in Journalism (regular, extramural and individual programme).

A Post-Graduate Specialization (a one-year programme for acting journalists with different higher education).

An Evening School (one-year) for:

-preparing a telecast; sound operation skills; video operation skills; photography.

- The Division for Social Sciences with the American University in Blagoevgrad (private):

A Bachelor's Programme in Journalism & Mass Communication (a four-year programme).

A Minor in Journalism & Mass Communication.

- The Politics and Mass Communication Programme of the New Bulgarian University, Sofia (private):

A Bachelor's Programme in Production for the Mass Media and Personified and Audiovisual Journalism specialties (four-year programme).

A Master's Programme in Management of the Mass Media (three semesters).

A PhD Programme in Mass Communications (a three-year programme).

- The Department of the Humanities and Arts with the Chernorizets Hrabar University of Varna (private):

1. A Bachelor's Programme in Journalism with the following specialized majors:

- Sports Journalism: five professionally specialized courses, an economic, facultative and language module;
- Art Journalism: eight professionally specialized courses, an economic, facultative and language module;
- Economic Journalism: six professionally specialized courses, an economic, facultative and language module;
- Public Relations: six professionally specialized courses, an economic, facultative and language module;
- Political Journalism: six professionally specialized courses, an economic, facultative and language module;
- Film Journalism and Documentaries: six professionally specialized courses, an economic, facultative and language module;
- Tours Journalism: five professionally specialized courses, an economic, facultative and language module;
- Photojournalism: five professionally specialized courses, an economic, facultative and language module.

B. Offering specialized courses:

- The Facultative Training Center with the University for National and World Economy, Sofia:

A specialized programme in Journalism and Mass Media: 5 semesters, 14 courses.

The National Sports Academy, Sofia:

A specialized programme in Journalism: 4 semesters, 7 courses.

The Humanities Center with the Free University of Bourgas:

A specialized programme in Journalism: 4 semesters, 11 courses.

The Culture and Arts Department with the Neofit Rilski Southwestern University, Blagoevgrad:

A Master's Programme in Public Communications and Culture (a regular and an extramural programme).

The Center for Specialization and Qualification with the SS Cyril and Methodius University of Plovdiv:

A specialized program in Journalism: 4 semesters, 16 courses.

The Free Education Department with the Economic University, Varna:

A specialized programme in Journalism: 4 semesters.

OTHER EDUCATION ESTABLISHMENTS

The Educational Services Centre with the St Kliment Ohridski University of Sofia, Sofia:

Journalistic line: 12 courses.

The Arts College, Sofia:

Trains specialists for work at the electronic media.

Pro Media: a Training Center for Television and Radio:

Organizes training courses for reporters, camera operators and film editing.

There are now over 40 journalistic and media associations, funds, unions and alliances in Bulgaria, many of which organize courses and specialized seminars for journalists.

The new atmosphere brought visible animation to academic life. The educational plan and curricula were refurbished, transferring the fundamental disciplines to the first two years of study, while the special disciplines were distributed between the later courses. Publication of translated and original specialized literature flourished. New specialties were launched (Public Relations and Book Publishing). The students began to master professional skills in the conditions of effective training media (the Alma Mater radio station at the Faculty of Journalism and Mass Communication with the St Kliment Ohridski University of Sofia, the Aura radio station at the American University in Blagoevgrad and the Academica radio station at the Chernorizets Hrabar Free University of Varna). Thanks to some European programmes and funds, re-equipment with high technologies became possible. Opening the country to other cultures made possible an effective exchange of ideas and professors through participation in international programmes.

Along with this, problems related to provision of academic professorial staff multiplied. Most of the higher education establishments offering programmes in journalism have been pedagogically maintained by visiting on weekends professors (with the requisite degrees and titles), who taught by conspectus the education material to tired students, mainly interested in obtaining a certificate. Although the process for granting an academic degree remained unchanged in rate, it proved rather difficult to staff the education establishments with high-quality and properly titled professors. Apparently the young researchers have not been attracted by the job of a regular Assistant Professor (because of the low payment and departure from active journalism). Thus, without a special strategy, the normal academic ascension from an Assistant Professor to Associate Professor and then to Professorial rank might become history in the next decade. This would obviously stall the theoretical work and advancement of the science of journalism.

A recapitulation of the past ten years in journalistic training could be made along the lines of achievements and problems.

THE ACHIEVEMENTS

De-monopolization of the journalism training. Emergence of alternative education establishments, programmes and forms of training. Creation of a competitive education environment.

Legislative regulation of the process of higher education by uniform public requirements.

Opening education to the world standards by reconsidering the curricula and updating the contents of education material. Harmonization of the education degrees.

Creation of favourable conditions for the exchange of scientific information and pedagogical skills by organization of seminars, conferences, specialized programmes and educational teachers and students exchange.

A wide-scale advent of the new information technologies into the process of training and research.

Development of publishing activities: publication of translated and original specialized literature.

Extending the field of activity by introducing new specialties (public relations, book publishing, etc.).

STILL LINGERING PROBLEMS

Lagging behind the contemporary educational trends, training methods and techniques and the new technological demands of the media.

Inadequately staffed training disciplines. Lack of motivation and contemporary research qualification.

Poor and outdated facilities.

Lack of correlation between the education establishments offering training programmes in journalism.

Inadequate correlation between the education establishments and the media as end-users of the specially qualified staff.

Occasional and inconsistent qualification courses for acting journalists.

Ten years after the basic socio-political and economic changes since 1989 one could draw the conclusion that training in journalism in Bulgaria faces new challenges, which would inevitably optimize the processes unfolding in it.

Study of journalism and Journalists' Training in Croatia Education - Precondition for Professionalism

BY STJEPAN MALOVIC

INTRODUCTION

Croatian journalism is facing great challenges: is it possible to finally start practice independent reporting or it will once again serve political center of power?

Long communist history and ten years of Tucman's era resulted by deep problems in developing independent and free media. Croatian journalists are trying to create a positive environment for media freedom trying to convince politicians how important is to develop independent journalism. Process is painful and slow. One of the important issues is creating the professional standards of the journalists. Croatian Journalists' Association (CJA) accepted that "the professionalism is the best defense against any influence and pressure that might come from any side. Only those journalists who are professional enough to respect the highest standards of the profession can withstand attacks on media freedom".

Croatian journalists were well informed about media practice in Western countries and managed to produce relatively decent media products. But, they are not satisfied with level of media freedom and they are constantly fighting to increase their freedom, ethical and professional standards.

Education of journalists is one of the conditions for professionalism. Journalists' education and expert training is extremely important. Especially

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when the educational profile of the Croatian journalists is not the best one.

"According to the poll conducted by the Puls agency for the Croatian Journalists Association, out of its 2,714 members (including associate members) 48.8% have college education, 43.8% have finished secondary school, 7.2% have two-years of post-secondary education, 0.1% has an M.A. degree and 0.2% are Ph. Ds. it is clear that journalists are divided into two categories: those with high-school and those with a diploma degree. The reason that so many journalists do not finish their studies is that they begin to work early in journalism and neglect their studies."

Why is it so? Mostly because the media owner prefer to employ young, non-experienced workers, who are not asking for decent salary, happy to have a chance to practice journalism. One ad hoc research made by author among the students of journalism at the Faculty of Political Science in 1997 says that out of 78 students of 3rd year even 53 are already working in newsrooms of different media. Most of them have no time or energy for graduating. Trend is visible also in the year 2000: among 332 new members of CJA 224 have finisher secondary school and 108 graduated University. This negative trend among Croatian young journalists alerted the public and education is now one of the most important topics.

CROATIAN STUDIES

Croatian Studies were founded in the year 1992 as a two-semester comparative study of the Croatian philosophy and society. But, in 1996 they started to educate student of journalism. The whole idea of the Croatian Study combined with studies of journalism, psychology, history, sociology and other studies was from the beginning under political influences. Today is very uncertain the future of the study of journalism and is it possible to develop in the eminent study of journalism.

The curriculum was very similar to the curriculum of the Study of Journalism of Faculty of Political Science. Even the same professors were teaching on both studies.

CJA' S TRAINING ACTIVITIES

During the annual meeting in Zaton in October 1997, Croatian journalists concluded that they need to pay more attention to education and training of journalists, especially to young, who

sometimes join newsrooms without any previous knowledge, literally of the street.

CJA has opened etc door to numerous local and international organizations dedicated to educating journalists but it wasn't satisfied with existing forms of training. Majority of international organizations concentrated on general issues such as media freedom, producing no significant influence on the majority of the journalists. That was why CJA incited the idea of providing permanent education of young journalists, which would be organized and carried out by CJA with financial and expert support of international organizations whose field of activity is advancement of media freedom. That was the beginning of the Journalistic Workshop.

JOURNALISTIC WORKSHOP

Journalistic Workshop started in February 1997 and enabled training of 200 young journalists in age of 25 till 35 years. Workshop was organized in 6 circles. Each of them lasted for 7-8 weekends, total about 120 hours of lecturing and 159 journalists successfully graduated the Workshop. Over 80 lecturers participated in the Workshop. Most of them were local journalists, media experts or professors, and about 20 international lecturers participated also.

Press Now, Open Society Institute, IREXProMedia, European Union, The Freedom forum, French and German Embassy etc, financially supported workshop.

Workshop became very popular among young journalists and they are very interested in such training.

ICEJ

The International Center for Education of Journalists in Opatija, Croatia, was founded in the summer of 1998 as a result of the cooperation between Croatian Journalists' Association, Open Society Institute and Municipality of Opatija. The idea was to coordinate all training and educational activities in the media sector through a self-supporting, non-governmental and non-profit organization which main objective would be the education and improvement of professional skills of the journalists in the region. The organization was only a natural sequel of

Journalistic Workshop that was being organized by CJA for two years then and dealt with the most important questions of the profession.

ICEJ organized over 50 different media events in which participated over 1500 journalists from all over the world. ICEJ is also member and founder of the South East European Network for the Professionalization of the Media (SEEPNM). In SEEPNM network are 17 media institutions from 10 countries in the region, which are planning to organize over 40 workshop until June of 2002. All workshops are regionally based and journalists from all countries are coming and improving their professional knowledge. SEEPNM was initiated and supported by Danish Government and Open Society Institute.

OTHER ACTIVITIES

Not only CJA and University of Zagreb are involved in media education. There is no more need to persuade media companies or institutions how education is important. In this overview we shall mention only the most important activities. Some of them do not exist any more, like workshops in Sisak, organized by Local Embassy for Democracy, but their influence was significant in the region.

EPH JOURNALISTS ' ACADEMY

The biggest private newspaper publisher in Croatia, Europapress Holding decided to start with education of journalists. It is the first private company which management decided to financially support training of journalists. EPH Journalists Academy started in November 2000. Program was based on the experiences of the CJA's Journalistic Workshop. Interest was enormous: over 300 candidates participated in selection. Finally, 25 young persons, mostly students or graduated students were selected. After two months of intensive training they will join to the newsrooms and continue their practical training. The company will employ the best students.

INTERREGIONAL JOURNALISTIC WORKSHOP

Alternative Information Network (AIM) started in 1997 in Eastern Slavonia program for training the journalists – Croats

and Serbs. It was not important only as media training, but it was a very practical sign of re-integration of Serbs in to the Croatia. Over 100 young journalists participated in this workshop. Based on this experience in the autumn of 2000 started the Interregional journalistic workshop for 20 journalists from three regions: Eastern Slavonia in Croatia, Vojvodina in Yugoslavia and Northeastern Bosnia. First two circles will be held in Osijek and than the workshop is moving in Tuzla and Novi Sad. This workshop is one of the first realizations of the Stability Pact in the region.

CONCLUSIONS

Media training and education in Croatia became very important activity. The conclusion is obvious: "young people are interested in journalism, want to get a diploma and in the process to acquire the skills and the knowledge necessary fro today's journalists. Journalism is no longer a profession that evokes images of false attractions, or that lures young people with romantic delusions about travels, big money, easy life, jet-set frolics and so on." Interest in education of journalists is natural, understandable and above all professionally justifiable. We should provide it ample support and adequate attention.

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An Essay Competition: Why Auschwitz? Why Kolma? Why Kosovo?

BY JAN PIECKLO

The contest was announced by the ZNAK Christian Culture Foundation, with the support of a number of Polish prominent individuals including Minister Jan Kulakowski, and Minister Wladyslaw Bartoszewski. The themes for the essay competition were directed at young people between the ages of 15 and 20. The questions were intended not only to prompt them to reflect on the causes of these tragedies, but also to make them think about ways of preventing their recurrence.

This competition was conceived of as a follow up to the “Young People and Violence” survey (approximately 3,000 responses, mainly from secondary-school students), and also as a further set of documents on the topic of the anti-culture of hatred and the culture of solidarity (www.eurodialog.org.pl). It turns out, after all, that the methods used to provoke terror, hatred and aggression in the former Yugoslavia are identical to the methods of anti-Semitic hatred used in Nazi Germany. It is also plain that present-day instances of violence among young people are easily manipulated for the political ends, and exploited cause aggression against one or another social, ethnic, or national group. This represents a political threat that should be taken seriously.

In all discussions about violence, too little attention has been paid so far to what the young people themselves think and do. Yet this is perhaps the most important aspect of the problem. It is the young people themselves, who must be led to reflect and to take action. We therefore requested that the entrants think not only about the causes of these tragedies, but also about what they could do to prevent them from being repeated. We also suggested that the essays take the form of a letter to a

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friend, in order to make them more personal, and therefore more convincing.

We have selected ten winning submissions that meet these specifications (and one special submission from a thirteen year old). The winners received valuable gifts of books. Additionally, their submissions are published in the Internet < www.3pytania.pl > now in 2, soon in 5 European languages. We hope that, with the support of the Polish National Education Ministry, they will become recommended reading in the schools.

Several of the winners were invited for a discussion in order for the organizers to get to know them better. Two of them (Anna Fiutek, age 15, and Krzysztof Drzymalski, age 19) received all-expenses-paid study trips to Paris, an opportunity that they turned to good use.

We hope to be able to translate the winning submissions also into other languages (including Albanian and Serbian), and therefore encourage a broader discussion among various groups of young people.

The entries are being linked to the Foundation's web site (www.znak-forum.org.pl) and will serve as part of an exchange of experiences and as an inducement to cooperation across borders and the barriers between young people.

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Changes in University Education of Journalists in Slovakia since 1989

BY JURAJ VOJTEK AND JOZEF VATRAL ———

In 2001 the Department of Journalism, Comenius University of Bratislava, will celebrate its fifties. In this connection it puts itself more frequently than usually wanted question: where do we come from, where we are now and where are we going to.

Let us try to divide this question to its elements and to answer these as well.

Where do we come from? If I am allowed, I will circumscribe at some inevitable notes. As practically most of nation-wide cultural and social institutions, study of journalism at the university level in Slovakia started after the World War 2 in 1952. It was born in a particular socio-political situation, and it could not avoid having been influenced by it. Nevertheless, the deformations of the so-called socialism were not so explicitly influential as they were later in the seventies and eighties, in the period of the so-called consolidation and normalisation. Perhaps it was caused by the fact that the ideas on the university's position in society persisted from the period previous to 1948, when the Communist Party had not enjoyed uncontrollable power.

In its beginnings its character was not influenced solely by the socio-political situation, but also by the scope of possibilities of the Faculty of Arts of Comenius University, where it was established. And traditions of Slovak journalism could not be forgotten in this respect either. Slovak journalism has been developing in a different manner in comparison with journalism of industrially well-developed states

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or nations, which did not have to fight for their identity or even existence. In former Austria-Hungary publishing and even reading Slovak newspaper was a political act, a demonstration of belonging to the oppressed and spurned nation. Although the Czecho-Slovak Republic of 1918-1938 abolished this abnormal situation, journalism has still been considered here as a branch of literary creation. Commercialisation in Slovakia was not sufficiently developed to eliminate the party media – most newspapers were not declaring their party allegiance in imprint, but they were connected to parties in practice, mostly ideologically.

First professors and lecturers of the Department of Journalism were the graduates of different (though similar) departments of the Faculty of Arts of Comenius University or other universities, who were not able to suppress their original qualifications in profiling the university education in journalism. It was most explicitly demonstrated in such courses as the history of journalism, which was perceived as a part of the history of literature. An obvious necessity at that time, this fact influenced the perception of journalism both in negative and positive ways: on the one hand it was recognized as creative activity, on the other hand it was losing its specificity. This idea of journalism was corroborated by the fact that the first teachers of journalism did not always have editorial experience, they were writers co-operating with newspapers; their experience supplied them at the most with some writing skills, but not with techniques of editing and compiling an issue.

A substantial turn happened in the 1960's. It was connected with the entrance into the Department of the late Professor Miroslav Hysko, who is considered the founder of the so-called Bratislava school of thinking on journalism. It was based upon the classical German journalism science (the so called *Zeitungswissenschaft*) and under the Slovak, even Czecho-Slovak, conditions he was the first to put himself questions, as: What is journalism? What is its object, function? What mission does it have? What links it with art, science and how do they differ? and the like. In a favourable socio-political situation of the late 1960's, when it was possible to seek stimuli from the European and American context (the Polish one inclusive), Miroslav Hysko and his closest colleagues laid the fundamentals of journalism as a specific activity and in doing so, they influenced positively the concept of university education of journalists. It was fundamentally restructured so that the history courses did not dominate the curricula any more. Besides, courses

not directly pertaining to journalism were eliminated from the curricula. Thus, the Department of journalism was confronted with a problem that is still worrying us, and which is probably worrying even university journalism schools with a longer tradition: What should a graduate know about history, theory and practice of journalism and in what ratio? Extreme opinions on the problem are hardly acceptable. Journalism education at universities cannot be reduced to mere practical skills either. On the other hand, we educate our students mostly for practical activity, so they should master its fundamentals.

The period roughly from 21st of August, 1968 to 17th November, 1989 brought about most problems in the whole history of the university education of journalism in Czecho-Slovakia. It was determined, first, by the general situation in the society. The journalist was considered a political worker, more precisely a political activist of the Communist Party and it was expected that the Department of Journalism would provide them. But somebody's wishful thinking and reality differed. And now it is quite evident that without journalists the events in November, 1989, would have had a very different course.

Now let us try to answer the sub-question: Where we are now and where are we heading to? The Velvet Revolution of 1989 confronted the Department of Journalism with demanding, previously unknown tasks. They were multiplied in January 1993, when an independent Slovak Republic came into existence. It was a substantial task to transform the only university journalism school in Slovakia at that time so it could prepare students in theory, history and practical skills for the work in democratic mass communication media of the sovereign Slovakia. This process has not yet been finished. In its first stage, as early as in 1989, subjects closely connected with the ideology of the previous regime were eliminated from the curricula. Of course, the process of getting rid of the former ideology has not ended by the deletion of several courses. The issue was and still is to restructure all lectures and almost all seminars as well as any kind of training, and sometimes it is conditioned by a change in thinking of teachers. Even with this issue it is not possible to come to general conclusions. The practical skills in writing and editing do not differ much under various social systems. Moreover, most teachers, though not all, were in the past more or less in opposition to official and officious Communist ideology. It is true that the transformation is a

demanding, difficult and sometimes even a painful process, but it is possible to manage it successfully. There is no other way because journalism teachers who are not burdened by the past are still to come.

The deletion of several courses from the curricula might lead to a distortion of their stability. To maintain this stability, such courses were introduced, which were not lectured in the past and at the same time which were required by new social needs, such as Media Management, Public Relations, Computer Assisted Journalism, Multimedia, and the like. The whole issue was not solved by a mere substitution of one group of courses for another. It was necessary to scrutinise a general concept of curricula. It has been known for a long time that courses of journalism theory, history and practical skills are integral parts of university education of this vocation. However, it is not known exactly, what is the ration of these. It evidently varies in different countries, if not in different schools; moreover, it is not given forever, as it differs in various stages of development of society and journalism. Besides, the curricula of most journalism university schools include courses from related disciplines, the so called humanities (first of all those which help to clarify certain aspects of journalism), e.g., psychology, sociology, political science, information science, linguistics...

These subjects have been included in the curricula of the Department of Journalism for a long time, but since the 60's they have been consistently applied to journalism. We have not abandoned this principle even after 1989 as we strive to be a thoroughly journalism department. Moreover, students have the opportunity to study related subjects at appropriate departments of our Faculty of Arts, because our curricula, too strictly structured in the past, are being loosened and students are able to form it up to their tastes.

Introduction of various types of courses into curricula is done according to the following principle: courses in the history of Slovak and world journalism are lectured in the first two years of studies, subjects dealing with practical skills in all classes and, finally, courses on the theory of journalism (or mass communication) prevailing in the last two academic years. Regarding the relation of compulsory and optional courses, the former prevail in the first two years and the latter in the last two years of studies.

Until 1999 there were two types of M. A. studies at the Department of Journalism. The first one lasting four years had journalism as the sole subject. The second type of M. A. studies, which lasts five years, combined journalism with another major subject, e. g., with political science, philosophy, pedagogics and philology. In connection with the transition of the whole Comenius University to the credit (or modular) system, from 1999 on there is only the first of the two types of studies. After the introduction of the credit system, it is the student's right to form the study according to his or her wishes. The introduction of the European credit system will help the Department of Journalism to become a part of the unifying European journalism education system, which is one of the crucial goals of the school. If the credit system has to perform well, a new hierarchy and interdependence of courses will be needed, of course.

The formation of the curricula has its own rules, which are not stemming from our wishes and needs only, but we have to respect the rules of the Faculty of Arts of Comenius University as we are a part of it.

Unfortunately, because of personnel, capacity and financial reasons, the Department of Journalism is not able to enlist more than 48 students per year, even if the interest to study at it is seven times higher at least.

The transition to the credit system will be closely connected with the introduction of two types of undergraduate studies at the school. The studies for a bachelor's degree, which will last three years, will be composed mostly of practical training courses, while those for master's degree will put a premium on courses directed in a theoretical manner. Of course, there will be a direct link between the two. The studies for a master's degree will be five years long (by the way, the lengthening from four to five years will make it possible for us to pay greater attention to foreign languages than in the past and the two of them will be obligatory, that is why we call our subject journalism with increased accent on studies of foreign languages).

Before 1989 the training in practical skills was a sore spot of the Department of Journalism, as we lacked adequate technical equipment. Our instruction had a prevailing theoretical character, although due to agreements with the mass media we could use

their technical equipment at least partially. (We are aware of the fact that “theoretical instruction” is given by the character of the school in a way. University education will never be only or mainly practical even if its graduates are leaving the school mostly for practice).

Soon after November 1989 different foundations began to contact us. The American International Media Fund gradually provided technology enabling us to carry out the practical skills directly at the Department and, moreover, besides doing practical skills we can use it for journalistic production aimed at the general public. A kind of embryonic system has been established which could become in the future (if adequate financial means are available) a part of Bratislava’s – if not Slovakia’s – media. First we received radio equipment, which was used in broadcasting to the public in 1993 for the first time. Studio Academica had to face many problems during its short existence. However, it gradually became not only the most effective and accessible means of spreading information on Bratislava’s academic community, but it also became an instrument for mediating their opinions, in which it had not a match in other university or non-university media. The work in Studio Academica was an extension of the curricula and good preparation for future radio and partially also television journalists. Unfortunately, its broadcasting, which was dependent on the functioning of a private radio station called Ragtime (later on Radio B1) came to an end in 1999 because of the bankrupt of its superior institution.

Another project, roughly of the same duration, is the E-mail periodical called *Nase slová* (Our Words). It presents a targeted selection of news on Slovakia in Slovak and English. We enter the Internet with this periodical, which has met with a remarkable response abroad (in the U.S.A., Canada, Australia, Republic of South Africa, and so on). This response has been documented by many reactions and suggestions of how to improve the periodical as well as requests to mediate contacts with individuals and institutions in Slovakia. It is read by Slovak expatriates as well as people who visited and worked in Slovakia, or are going to visit Slovakia. In the future we would like to have a bigger share of original (not re-broadcast) news, and to improve the programme structure. We intend to improve the structure of our items of news in English, because sometimes it differs from that in Slovak. The prime mover of *Our Words* is a Professor of Carleton University in

Ottawa, Jan George Frajkor, who during his attachment started to publish the news in English written by our students and at present is editing it so it would be professionally acceptable by the English-speaking audience. The first rough version of *Our Words* is produced by our students under the supervision of a teacher in charge; following the linguistic and journalistic revision it is "put" on the Internet in Ottawa.

Students of the Department of Journalism together with a teacher in charge produce one page for each issue of the *Naša univerzita* (Our University), a bulletin of Comenius University. In this way it provides a room for discussing students' problems and publishes their opinions.

In the field of practical production we have been using the television studio the least, as it is not quite up to the standard we are in need of. We have submitted to the management of the University a project of a series of documentaries on important figures from the University, which could serve as the core of the University audio-visual archives, and if they meet qualitative requirements, they could be broadcast.

Following 1989 the Department of Journalism re-evaluated its scientific research programme. First it was rid of formalism (in the past often the research report was more important than the research itself) and reoriented towards issues of journalistic activities in democratic society. Because of the situation, three Professors had to leave the Department for ideological reasons, other teachers had to pass attestation procedures, and there was a pressing need for suitable and well-written textbooks, the scientific research had to be aimed at dissertations, theses and textbooks. In the academic year 2000/2001 the Department has 21 full-time staff-members, including two full Professors and four Associate Professors, when mentioning only the higher rank of university teachers. Both degrees are quite well represented. Unfortunately, the average age of full Professors is high: both all of them are close to retirement. This is how we pay up for the past and partially for the present. In the past there was no consistent personnel policy at the Faculty of Arts of Comenius University. Careers were limited by the then policy of the Communist Party. Even now there is no lack of various limitations (though of a different nature). The situation, primarily financial, of the entire Slovak educational system actually discourages young talented graduates from staying to

work in the fields they have studied. This situation is the same in all universities.

The personnel issues at the Department of Journalism were complicated for a rather long time by another fact. Slovakia was one of the few countries, where the attempts to accredit journalism or mass communication as a scientific branch had not been successful for decades. It was only in 1996, when The Department of Journalism finally got the accreditation. Accordingly, only since 1996 it has been allowed to start postgraduate study, the very form of study that is the hatchery of scientific and pedagogical workers. Until this dividing line our talented graduates have to obtain scientific experience in other disciplines. Since 1996 the Department of Journalism has been doing its best to profile this highest type of study as it is quite aware of its importance for its near future. For the time being it has three internal postgraduate students and fifteen external ones.

As after 1989 there was an acute lack of suitable textbooks, we have preferred their production to other publication activities. In the years 1992–2000 we have published more than 25 manuals (others are in the making). These texts are dealing with different aspects of journalism (its theory, practical skills and history) and often they represent an original contribution to the Slovak mass communication science. Manuals are not the only publications of the Department of Journalism. They usually represent just one, often the final output of research activity. They are preceded by papers, at present published mainly in *Otázky ?urnalistiky* (Journalism Issues) as well as in an scientific collection *?urnalistika* (Journalism), the later one being compiled by the Department of Journalism.

We are intentionally listing original textbooks first. No real school of journalism can do without them. They stem from the domestic situation, tradition, and they address the domestic reader and are oriented towards domestic practice. We note that because following social upheavals at the end of 1980's and the beginning of 1990's some Central European schools rushed upon foreign textbooks. We, too, are not avoiding textbooks from abroad. We can list some books published thanks to foreign sponsors. We are and will be considering them as a complement to the original production.

In 1989 a new chapter in foreign relations was opened by the

Department of Journalism. While before that date our contacts with other countries were sporadic and orientated exclusively towards the so-called socialist countries, in 1989 all barriers were abolished. The year 1993 was another milestone in the field of our foreign relations. Due to the achievement of full sovereignty of the Slovak Republic, foreign countries started to see in us also representatives of a state and not just a school.

The truth is that we have been discovered by Americans. We were visited by representatives of various foundations (mainly the International Media Fund and the Independent Journalism Initiative), as well as schools (mainly University of Missouri – Columbia), who invited us to the United States to show us what and how they have been teaching and to acquaint us with the practical activities of their means of mass communication... As early as the beginning of October, 1992 we organised a Slovak-American colloquium *Journalism and Journalism Education in a Free Society*, where, besides our teachers five Americans from universities in Columbia (Missouri), Knoxville (Tennessee) and Bloomington (Indiana) participated. The colloquium has been recorded in both the Slovak and English versions of the publication.

At the end of October, 1992, a similar event followed with Viennese colleagues, namely an Austrian-Slovak seminar *New Directions in Education of Journalists and in Mass Communication*, and its proceedings were published in Slovak and German.

To be complete we have to mention similar events with our Swiss and Austrian colleagues. The records of both of them were published in 1998. The first one under the title *Media Right and Media Ethic – an Help or an Hindrance?*, the later was entitled *Journalism at the Threshold of the Third Millennium*.

In addition to short lecture stays of Professors from near and afar (e. g., Frenchmen Patrick Beguier, Claude Furet, Alain Hetoghe and Daniel Junqua, Gilles Hervé, Frank Zamponi, Olivier Schneid, Jean Farkas, Jean Elias, Antoinette Lorenzi and Englishman Wynford Hicks) there were semester attachments of North American and European experts (Maureen Nemecek in 1992, George Kennedy in 1993, Jan George Frajkor in 1993, 1994 and 1995, and Karl Wilhelm Pohl in 1995, Nancy Bredlinger in 1998).

Guest Professors helped us, at least for a time, to overcome a problem of the lack of experts in disciplines without tradition in Slovakia. At the same time they revealed some problematic areas of similar entries of foreigners into our teaching: the language barrier as well as different traditions of journalism and its education. That was the reason why, after some time, we came to the conclusion that the most suitable and most advantageous instructors are our expatriates: they speak not only both languages but they know two types of journalism. This is the case of Jan George Frajkor of Carleton University, Ottawa, who worked with us as a Visiting Professor for three full semesters.

Besides the help with teachers and literature, the Americans have markedly contributed to our technical basis, which practically did not exist before 1989. As we have mentioned, the International Media Fund provided us with a radio station, TV studio and a basic newsroom computer system. Now there is no reason for our practical training to fall behind required standards. American universities opened their doors not only to our students but to our teachers as well. Our young colleagues (core and adjunct staff) visited mainly University of Missouri at Columbia, where they (for as long as three to ten months) studied journalism education so as to apply it back home.

In foreign relations we are not oriented to a single partner. We have excellent co-operation with a partner school in Paris – Centre de formation et de perfectionnement des journalistes (CFPJ). The French help us with attachments of teachers and students as well as with literature. Beside short-term student exchange, they provided long term stays for our students and graduates. The co-operation with the CFPJ in Paris has been double useful for us as its former Professor Dominique Vidal was until June, 1995 the President of the European Journalism Training Association (EJTA), the most important association of journalistic universities on this continent and whose associated member the Department of Journalism of the Faculty of Arts of Comenius University has been since 1992.

The EJTA plays a significant role in the development of journalism education in Europe. Most of all, it emphasise its high ethical and skill standards. It associates schools both of university and non-university type, schools in the West and following the fall of the Iron Curtain, it tries to integrate the schools from the Central

and Eastern Europe. The EJTA works through the so-called networks, loose groups of students from five to seven schools under different names (e.g., Mercury), who meet annually at one of the schools to produce a magazine (under the supervision of their teachers) under the title *The New Euroreporter*.

In the school year 1994–95 our Department took part in this project for the first time. Besides the Faculty of Social Sciences from Prague it was the second participant from the so-called post-communist countries.

The importance of these working meetings of different types of European journalism schools, financed by the EU, is both social and professional. In the course of the production of a copy or other journalistic product, teachers and students share experience of teaching practical skills, and at the same time try to respect different traditions and instructions, so learning to contribute to the building of Europe united in diversity.

Even in the domestic scene we are trying to co-operate with all who are interested in co-operation, mainly with journalists' organisations, facilities, and institutions. We are aware that schools, by requiring certain preconditions, are not able to do without close links with practice. Thus, beside core faculty every year we have some ten adjuncts, mainly from practice.

have traditionally had good relations with the Syndicate of Slovak Journalists (SSJ) and the Faculty of Arts of Comenius University signed a contract with the SSJ in 1993. The SSJ helped us in the second edition of the textbook *Work of a Journalist in Printing Press* and we helped the SSJ in production of a publication, entitled *Ján Trachta, the Journalist*. The SSJ has financed translations of our texts about Slovak media and universities into foreign languages, some of its members are teaching at our Department and some of us work in various, even top, organs of this professional association.

We have useful contacts with the *Tlačová agentúra Slovenskej republiky – Slovakia* (Press Agency of the Slovak Republic–Slovakia), and due to their help a joint textbook called *News Agency Journalism in a Practical and Theoretical Way* was published in 1997. Other informal and mutually advantageous contracts with prominent Slovak mass media are being prepared, but

we are limited by our small budget.

Last but not least, the Centre of Independent Journalism is a very good partner, residing in the same building, and we have mutual close personal and professional relations.

The Department of Journalism of the Faculty of Arts of Comenius University has gone through a complicated, difficult, but undoubtedly positive development after 1989. It has reformed itself and it will reform itself gradually, with deliberation and resolution as the education requires and the conditions within and outside workplace permit, it aims at reforming the essence (and this concerns each teacher and the Department as a whole), because just new labels or tags will not bring new quality. Its real changes are a must even in connection with new competition created during last four years, when journalism schools came into existence in four Slovak Universities, namely in Nitra, Trnava, Banská Bystrica, and Prešov. With the exception of Nitra, these schools are accredited for bachelor studies only. Unfortunately, thus far there is no private school of journalism in Slovakia.

Coming to the end, let us tell you a bit more about the credit system. Comenius University has introduced the credit system in order to achieve compatibility with other European universities and to provide international domestic and interuniversity mobility of the students. This is being carried out according to the application of principles of ECTS (European Credit Transfer System) to the conditions of Comenius University. Thanks to this system a student therefore should have a possibility of active participation in creating of an optimum profile of his own studies as well as of an individual tempo of his studies. Thus he should be motivated to achieve better results in his study. The teachers will have to give up certain stereotypes because the credit system diminishes differences between classical forms of study – a lecture, a seminar, a class. The essence of student's evaluation rests on timely control of his academic activities. After all, regular acquirement of new knowledge is permanent and its evaluation is more objective than stereotype testing at the end of the term.

The diploma for a bachelor's or master's degree is granted by the University and therefore the credit system should primarily guarantee so-called „free movement“ within the University without any exaggerated bond to the Faculty that was chosen at the beginning

of a student's studies. This so-called opening University from within has not been common in our conditions so far.

The ECTS system requires more creativity and professional skills from a teacher – he is demanded to prepare practical examples, areas of problems to be solved, topics for seminar papers; he must correct materials handed in and, of course, he should be available at consultations hours. With decreasing number of classes of direct education a student is offered even more space for a self-study. At the same time a teacher would be given more time to prepare himself for the lectures and to deal with his own scientific research.

It is obvious that the credit system evaluation should include every activity of a student connected with proper course: the attendance, consultations, seminar papers, results of a self-study and also preparation and results of an exam.

In the course of a five-year study a student at Comenius University is supposed to cumulate the amount of 300 credit points – it means approximately 60 per each term. Clever student can choose faster tempo, he can cumulate credits in less than five years and thus graduate sooner than the others. A kind of slow tempo of a study is also possible within certain boundaries: minimum amount of credits is prescribed to avoid the existence of so-called „eternal students“.

We long for the credit system to be viable in the field of journalistic studies. We hope it will bring our students higher standards of education.

The fiftieth anniversary of the Department of journalism faces us with quite new and thus far unprecedented problems, which, when solved, will undoubtedly transform it to a more modern school comparable with institutions of this kind all over Europe.

Journalism Education in Romania

BY MIHAI COMAN

For more than a century those who work in the Romanian mass media are trained in the editorial offices, in a slow process of transmitting from generation to generation fettered habits. The essence of journalism was reduced to a number of procedures, plus knowing the Romanian language, plus a certain amount of general information.

After the falling of the communist regime, and following the general opening towards the western world and its values, all the forms of journalist training developed in Romania, forms which can be classified, according to P. Mory and H. Stephenson (1992), into three big categories: training in editorial offices, in profiled university institutions (long cycle), and in vocational schools (short cycle).

The training in editorial offices

Continuing an old tradition, the professional socialization in newsrooms led to the recycling of an important manpower, especially youth, which came in media from groups of engineers, doctors, economists, jurists, students and even from categories of people with high school education. The most significant points of professional reorientation were situated around the stars of the Romanian press who reproduced a fresh version of their own personalities in every new disciple. At this hour, most of the young people who work in the press are the product of this process of duplicating the capital of competence existing when the totalitarian regime collapsed. In some institutions, the training by the simple performing of the daily activities was completed by the access to other training forms:

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Intensive classes conducted in the editorial office; the most eloquent example of the strategy is given by the Romanian Broadcasting Society, which, between 1991 and 1994, initiated 16 intensive one-month courses for the young employees, and 14 thematic long-time courses in association with different organizations (BBC, Voice of America, The Fr. Ebert Foundation); this rapid recycling solution was adopted by the Romanian Television, by some private stations and by some editorial offices such as *Romania libera*, *Adevarul*, *Ultimul cuvânt*, *Cotidianul*.

Training scholarships and study visits outside the country: this method, the most approved of and the most praised by the local journalists, was largely used especially in the first two or three years of the given period, because of the numerous resources given by the western states in an attempt to support the press from the countries behind the Iron Curtain. Returning home, these journalists who now had, if not competence, at least an important experience, found them selves again caught in the net of private interests, commodities and local complicities; prisoners of the local journalistic environment, they couldn't, even if they had the best intentions, change visibly the style and the structure of the local press.

Post-graduate training - recently, new offers had developed once with the increase of number and quality of the journalism faculties: master programs, short term classes of adult training and open universities. The quality of these post-graduate programs is unequal; in some cases, they transmit useful information and skills, in others curricula is filled with theoretical matters, inadequate to journalism training. Fortunately, most of the people that follow these programs are aiming only towards obtaining a degree and thus legitimating by this (and not by the competences acquired) the position within different newsrooms.

Vocational schools

From the numerous projects (and sometimes incipient structures) of vocational schools, two managed to obtain recognition: The BBC School and The Centre for Independent Journalism. The former, supported by The Know-How Fond of the British Government and by The Soros Foundation, has offered practical short courses and for television and radio journalists, each taking between 4 and 10 weeks, and had about 200 students, most of

them young journalists in local media. The school had a radio studio, a television one and a computer centre. Since 1998, the school has reduced dramatically the programs and has been shut down in 2000, due to the fact that it no longer benefited by the international financial support. The BBC school did not managed to impose itself within the professional environment as a reliable training structure, in order to be trusted by the newsrooms: thus, as soon as the international financing stopped it became clear that nor the newsrooms or the individuals considered the programs as worthy in what concerns the fees. Anyways, the BBC school refused constantly to respond, on one hand, to the offers to authorization and evaluation and on the other hand, to conform to the academic standards required by the National Council for Academic Evaluation and Accreditation. This way, it condemned itself to a marginal position: the diplomas (study certificate) offered were not recognized by the Romanian officials institutions (the school was, as for the number and content of classes much lower than the quality standards of NCAEA). Moreover, the profession itself was not interested to support this school financially, technically or moral.

The Center for Independent Journalism in Bucharest, which opened in 1994, supports the free and independent media by offering core courses and specialized training for journalists and students of journalism, providing consultants for media organizations, maintaining a journalism library that is fully connected to the Internet, sponsoring debate clubs and symposia for journalists and public figures on issues of the day. The Center offers programs to the media in Bucharest and to media in the countryside.

The Center for Independent Journalism is a project of the Independent Journalism Foundation (IJF), a U.S. not-for-profit organization which operates similar centers in Slovakia and Hungary. Founded in 1991 by James L. Greenfield of The New York Times and Donald M. Wilson of Time Inc., IJF was the first organization to create a permanent training presence in the region.

The Center offers a variety of courses which start in October and February. They range from the basics of journalism to specialized courses, for print, radio, TV and online journalism. About 150 students (professional journalists, journalism students, etc.) - out of 300 applicants - attend the courses in each session. The trainers,

most of them journalists from the United States and Romania with many years of experience and excellent professional reputation, provide both theoretical and hands-on training. Courses include Interviewing Techniques, News Writing, Business and Investigative Reporting, News for Radio and TV, Photojournalism, Media legislation, Media Management.

The usual course format covers about 50 teaching hours (2-hour class per week). This can vary depending on the topic, the availability of trainers, etc.

The academic education

The journalism training in universities had the most spectacular development: today 19 authorized institutions are functioning, both in state and private universities; among these 7 are in state universities: The Faculty of Journalism and Communication Sciences, the Bucharest University and the journalism department from the universities of Cluj, Timisoara, Sibiu, Iasi, Baia Mare; other 11 faculties activate in private universities, the most important being at "Hyperion", Bucharest, "Tibiscus", Timisoara, "Vasile Goldis" in Arad, "Romanian-Canadian University" in Brasov, etc; beside them, one have to notice The Superior School of Journalism in Bucharest, which, although should have the characteristics of a vocational school (it trains only for the printed press, it is coordinated by a journalists' professional association), developed a long training cycle. Until now, only 6 schools are fully accredited: 4 in state universities (at Bucharest, Cluj, Timisoara and Sibiu) and 3 in private ones ("Hyperion", "Vasile Goldis" and "Tibiscus" universities).

The process of authorization and, later, accreditation is regulated by the Law of Academic Evaluation and Accreditation (voted in 1994 and modified in 1999), and in practice, by The National Council for Academic Evaluation and Accreditation. The Council is made of 19 members that discuss, approve or reject the proposals of the 11 specialty commissions; the 19 members are elected by the Parliament; the commission members are proposed by the universities and confirmed by the Council. Once at every four years, 30% of the Council and commissions has to be changed. There is a law to set the standards in what concerns:

The academic quality of the faculty: they have to hold a degree in

university education system (at least 70% of them for the authorizing process and 100% of them in order to get the accreditation); partly, they have to be whether professor or associate professor (20% for authorization, including visiting professors, 20% full time professors for accreditation). This kind of valuing the top degrees in this pyramid led to a) a gerontocracy of the private universities, that became, accordingly, a refuge for old retired professors from state universities;

The content of the learning processes: curricula must contain basic, specialty and complementary classes within some percentage; it has to offer a proper number of classes within the discipline; to be based on a adequate admission examination; to include, different internship programs etc;

Equipments: the law requires precise standards referring to the surfaces of the classrooms, seminar rooms and laboratories (relatively to the number of students), type of equipments, size of library etc. Beside those general standards, each specialty commission introduced specific standards, according to the requirements of the respective domains. The Journalism Commission had placed an accent, by its standards, on the vocational dimension of the journalism training, as for the structure of the curricula (by requiring more specialty classes) and the content of the formative process (by requiring that the seminars and laboratory classes to simulate the circumstances of the newsroom). The same law is asking that at least 50% of the first three series of graduates to have succeeded at the graduation exams, in order to accredit the Faculty; this final exam is to be sustained only at the accredited institutions. Due to this precaution and to the severity of the School of Journalism and Mass Communication Studies, University of Bucharest (the only one accredited by 1999, when other institutions got accredited too), many youngsters and leaders of private schools expressed their dissatisfaction and have accused the professoral team of the School of Journalism and Mass Communication Studies, along with its dean, Prof. Mihai Coman, of hostile attitude. In fact, the final exam (taking into consideration that the thesis were secret in what concerns the names of the candidates) revealed the lack of professionalism of the accusing institution.

The boom of the post-totalitarian mass media produced the boom of the academic training forms, especially in the private sector. In

1994, The National Council for Evaluation and Academic Accreditation registered the existence of 20 non-authorized faculties and department with a journalistic profile in private universities and 6 in state universities, all created after 1989. Among these 8 had journalism as an unique profile, the others presenting mixed programs of journalism and philology, law, history or politics. Most of these structures had some fundamental weaknesses: the disciplines from the journalistic profile were poorly represented (about 20%) compared to the other complementary disciplines, the laboratories were poorly endowed, lacking the minimal endowment for the training in radio, television, lay-out, photojournalism; the curricula and syllabuses were scientifically and pedagogically un-proper; there was no specialized bibliography and the library lacked the basic books and manuals in the field; the faculties were unprepared for modern journalistic education. Some of these faculties had a small audience (20 students in Buzau, 33 in Pitesti, 41 in Brasov, 11 at "Columna" in Bucharest), others were overloaded with students (1423 at "Gh. Cristea", 278 at "Europa-Ecor", 458 at "Hyperion" in Bucharest). The Journalism Commission of NCAEA has had a guiding and "educating" role for those launching (sometimes a l'aveugle) within this type of programs: some teams had shown flexibility and did harmonized their activity with the Commission standards; other had insisted in maintaining journalism as an appendix of other domains and in ignoring the "hands-on" dimension specific to the journalism training. Thus, they did not fulfill the criteria and had not been authorized.

The authorization process has stabilized this academic field, settling some value standards, defining the fundamental disciplines, the minimal equipment, the basic structure of the educational plan, etc; plus, the system of exams for obtaining the license ensured the unitary evaluation of the students at the end of four years of studies, thus guaranteeing the possession of the knowledge, practical and theoretical, necessary for a competent job pursuing.

Despite the seriousness the Journalism Commission treated the issues of institutionalizing a modern journalism training system, within last years, its possibilities of exerting an efficient control have considerably decreased. The modification of the accreditation law, in 1999, led to the disappearance of many standards: thus, obtaining the authorization became easier than before 1999; furthermore, the institution have learned how to gather bulky folders

that look perfectly - but the authorization is given on the basis of this folder, before the educational activities begins (and this activities cannot be verified). Many of the institutions get the authorization and then, even if they receive cautions from NCAEA, they continue the activities (said differently, they still get funding out of the students fees) until they get to the deadline for the accreditation; in this moment, they blame either our Faculty and the "non-cooperative" teachers because of whom their pupils did not passed the final exam or the Journalism Commission in NCAEA, too "rigid" in its requirements. These campaigns of persuading and manipulating some students (that had, anyway, paid for four years and need a diploma) generated many tension and press based attacks.

At this hour The School of Journalism and Mass Communication Studies of Bucharest University is the pilot-institution: it is characterized by modern laboratories for all types of journalism, the latest specialized books and a professoral team prepared at western standards, for ensuring good teachings in every discipline, according to the latest news in the field and to the techniques used in today's journalistic training. According to the largest monograph dedicated to journalism training in post-communist countries, it is characterized as "an entirely professional educational program, one of the best in Central and Eastern Europe" (T. Kenny, 1994, page 58).

Intense efforts of gathering equipment and training the professoral staff were made by the universities in Timisoara and Sibiu. Many faculties are already affiliated at the profiled organizations in Europe and USA, they develop research programs in cooperation with local or foreign partners promote the values of responsible journalism, organizing gatherings and scientific sessions.

Even if editors and employers tend to hire especially cheap and unqualified manpower, the dynamics of the today's mass media (the development of the private radio and television stations, of the thematic weekly press and of the local press), the professional competence already proven by the journalists trained in these schools, and the prestige obtained by the graduate programs can ensure the quick and almost complete professional integration of all the students graduating these faculties.

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Appendix*Journalism Schools in Romania*

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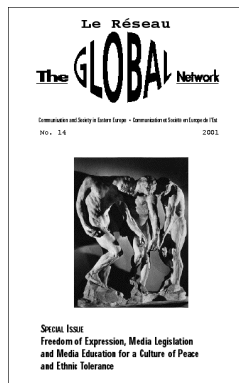
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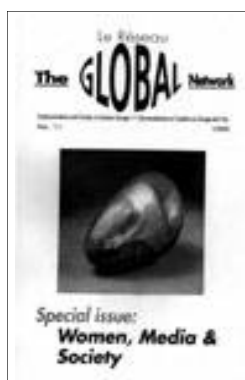
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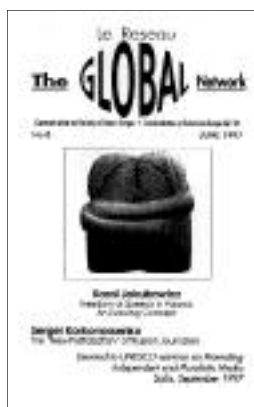
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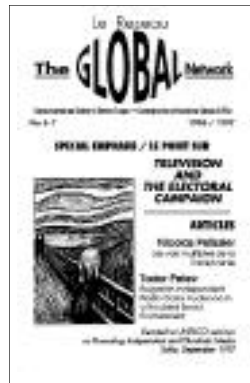
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