

ECREA Journalism & Communication Education TWG Annual Report 2018

Management Team:

Dr. Michael Harnischmacher, University of Passau, Germany (Chair)

Dr. Pilar Sanchez-García, Universidad de Valladolid, Spain (Vice Chair)

Dr. Harmen Groenhart, Fontys University, Tilburg, The Netherlands (Vice Chair)

Activities in 2018

At the beginning of 2018, the Journalism and Communication Education Temporary Working Group has been renewed by ECREA for a second term of four years.

On May 10 and 11, 2018, the TWG held its fourth annual conference at the University of Minho in Braga, Portugal. The conference was organized by the local organizing team of Sandra Marinho (Coordinator), Madalena Oliveira, Luís António Santos, and Elsa Costa e Silva. The conference brought together 27 presenters from all over Europe to discuss current issues of education for media professions – for the second time under the headline “Trial and Error”. The TWG has decided to keep this header as a conference title, signifying both the still dominant way of dealing with the fast technological changes in the professional media sector and the principle this TWG aims to replace with analytical knowledge and research. The conference in Braga was a successful step in the right direction in this sense. It featured a diverse range of relevant themes and presentation formats, including journalism and Public Relations education, two keynote presentations by Marcus Leaning (University of Winchester, UK) on day one and the journalism education project Reporters Under Construction (REC) on day two, as well as nine “classic” research presentations, two “pitch & poster” sessions, and three interactive workshops on teaching profiles, lifelong learning, and education research. Like at the previous conferences in Trier 2015, Pamplona 2016, and Tilburg 2017, contributions were selected in a blind-review process. The conference team is planning an edited conference volume, to be published in 2019. Details on the conference can be found under <http://www.lasics.uminho.pt/trialanderror2018/>

In November, the TWG organized a roundtable workshop at ECREA’s 5th ECC conference in Lugano. This roundtable was a kick-off for the second term of the TWG. It was preceded by the annual business meeting, in which the current management team of Pilar Sanchez-Garcia, Harmen Groenhart and Michael Harnischmacher was reelected for another term.

At the roundtable, 18 participants discussed the challenges programs in journalism, public relations, marketing and media management are facing today and which type of research is needed in order to meet these challenges. The extremely fruitful discussion was started by two short incentive presentations by Guido Keel from Zurich's ZHAW School of Applied Linguistics Institute of Applied Media Studies, and by Danielle Arets from Fontys University of Applied Sciences' School of Journalism in the Netherlands.

The next TWG conference will be held in Salzburg, Austria, on May 17 and 18, 2019.

In November 2018, the TWG membership had again risen to now 165 members (from 131 in 2017).