



**IPI Congress Edinburgh 28.05.2006
Educating tomorrow's Journalists**

**A CRITICAL REVIEW
OF THE STATE OF
THE ART FACING THE
FUTURE**

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general interest

- ✓ **different and common aspects of European formation systems**
- ✓ **new challenges and future needs**
- ✓ **media and communication geography in transition**
- ✓ **facing a cooperation of science and practice**
- ✓ **consequences for the development of professions**



common trends

- ✓ **changing job descriptions**
- ✓ **new fields of employment**
- ✓ **commercialisation, private ownership, specialisation**
- ✓ **globalisation of the media industry**
- ✓ **expansion of transnational media companies**



skills and competences

- ✓ **technical competence**
- ✓ **expert knowledge**
- ✓ **ethical objectives**
- ✓ **social orientation**
- ✓ **social acting as communicative acting and communicative competence**



european integration

- ✓ **ambitious integration efforts**
- ✓ **thresholds of European consciousness and empathy**
- ✓ **unity and diversity**
- ✓ **pluralistic perception and transcultural dynamics**
- ✓ **integrative force of information**



formation systems

- ✓ **structural homogeneity versus inhomogene structures**
- ✓ **different (professional) mobility**
- ✓ **different degrees of formalisation**
- ✓ **cultural and social components**
- ✓ **direct entry / training outside the media companies**

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- ✓ **Spain: Universitat Pompeu Fabra / Barcelona**
 - ✓ **The Netherlands: Faculteit voor Journalistiek / Utrecht**
 - ✓ **France: L'école supérieure de journalisme / Lille**
 - ✓ **Germany: Institut für Journalistik / Dortmund**
 - ✓ **Great Britain: School for Journalism, Media and Cultural Studies / Cardiff**
 - ✓ **Austria: Europäische Journalismus Akademie / Krems**



journalism in europe

- ✓ **certain assimilations**
- ✓ **European component**
- ✓ **European wide learning by doing**
- ✓ **life-long-learning**
- ✓ **journalistic selfperception**
- ✓ **preserving the particular professional heritage**
- ✓ **lived heterogeneity**



the future

- ✓ **convergence and transversal working systems**
- ✓ **performance of mediation and interpretation**
- ✓ **sensibility for other professional discourses**
- ✓ **science = discourse**