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UNIVERSITY OF PÉCS



UNIVERSITATEA
DIN BUCUREȘTI
— VIRTVTE ET SAPIENTIA

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NEWSREEL – New skills for the next generation of journalists

About the project

Journalists have an essential role in the new media landscape as a pillar of credible and contextualized information. Being in competition with several alternatives, non-professional or even deliberately manipulated news, professional journalism should be empowered by new competencies and skills. The opportunities enabled by digital technologies, processing, analysing and visualizing big amounts of data as well as the multi-sectoral and digital cross-border co-operations open new fields of journalistic activities, and new ways to speak about public issues.

The project is a cooperation between the University of Pécs, the University of Bucharest, the ISCTE-University Institute of Lisbon, and the Erich Brost Institute for International Journalism, TU Dortmund.

NEWSREEL will contribute to the strengthening of the skills needed by today's journalists and thus to the empowering of a European democratic public sphere. The main output of the project will be the development of new learning materials for the academic journalism education. We will thereby focus on four professional fields:

1. **Data journalism:** The purpose of this field is to help journalists reporting more credible stories, based on more precise information. Putting data in a visual form may reveal patterns and insights that weren't identifiable otherwise. In this way, the audience can better understand complex issues.
2. **Collaborative journalism:** We use this term in different but connecting meanings. It covers teamwork, cross-border and multi-sectoral collaboration. Transnational team-working is a key element. European cross-border investigations can improve the transparency of the European social political and economic decision making. The increasing complexity of journalism projects makes necessary the cooperation between experts of several fields, such as journalists, data journalists, IT experts and designers.
3. **New business strategies and models of journalism:** The technological and economic development has brought significant risks for journalism as well. By the weakening of the traditional forms of monetization of media products and services, the stable financial sustainability of high-quality journalism has been endangered.
4. **Ethical challenges of the digital public sphere:** The social responsibility of journalists in the digital public sphere is greater than ever. They still should provide credible information on public issues, but they have to compete with a mass of non-professional, often inaccurate information.

Regarding to these fields we will

Phase1 - map academic journalism education and the needs of the stakeholders,

Phase2 - develop syllabuses in order to embed the skills and tools concerned into the programs of journalism studies

Phase3 - develop electronic learning materials and teaching methods to foster the necessary new journalism skills – this is the main output of the project, the material will be available for free for everyone;

Phase4 - have courses at the participating universities as a pilot teaching activity, publish a teacher's guide summarizing the professional and methodological content of the project, organize an international student competition that aims to implement cross-border investigative journalism projects based on elaborating and visualizing significant amounts of data;

Phase5 - have a free accessible online glossary in English, that helps to build a common knowledge base. The structure of the glossary will follow the fields of the syllabuses and the e-learning materials.