

## INTELLECTUAL OUTPUT NO. 2

### **CITIZENSHIP JOURNALISM**

Specialisation Program

for Polish philology

(for bachelor's and master's degree studies)

by

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## Introduction

The program of the specialisation “Citizen journalism” which will be available during bachelor’s degree and master’s degree studies was developed as a part of the project: **“Citizen journalism for enhancement of regional development. Development of the interdisciplinary curricula and implementation of teaching innovations”** (Project no. EOG/21/K4/W/0089, Component IV – Institutional cooperation for enhancement of quality and relevance of education at all levels and forms [excluding VET and vocational continuing education]), benefitting from the funding of EUR 109,800.45 received from Iceland, Liechtenstein and Norway under the EEA Funds, the second report from the project. Aside from this, an interdisciplinary textbook dedicated to citizen journalism has been created, along with 15 video lectures which will be available online on the educational portal.

The project was realised by an interdisciplinary team of the University of Bielsko-Biała and the partner university from Tromsø in Norway – UiT The Arctic University of Norway.

The new specialisation “Citizen journalism” for Polish philology studies includes subjects which amount to 765 hours and 83 ECTS credits (total value for both bachelor’s and master’s degree studies).

The program is comprised of two parts. The first contains information about the specialisation for bachelor’s degree studies, the second part, for master’s degree studies. Specific subjects are displayed in table graphs which contain the name of the subject, the estimated hours until completion, and the value of the subject in ECTS credits. Additionally, subjects will be presented as a part of three main modules, 1) Journalism workshops, 2) Communication and the theory of communication, 3) Society and culture.

## 1. Methodology

Overall ten individuals from the University of Bielsko-Biala and 3 individuals from the Norwegian partner university took part in the development of the 2nd Research Report.

The program was developed by a team consisting of:

- Assoc. Prof. Marek Bernacki, Ph.D.
- Agnieszka Będkowska-Kopczyk, Ph.D.
- Małgorzata Jopek-Bizoń, Ph.D.
- Assoc. Prof. Michał Kopczyk
- Angelika Matuszek, Ph.D.
- Assoc. Prof. Katarzyna Ożańska-Ponikwia, Ph.D.
- Robert Pysz, Ph.D.
- Anna Salachna, Ph.D. Eng.
- Natalia Wiśniewska, Ph.D.
- Joanna Wróblewska-Jachna, Ph.D.

The team's work was coordinated by three individuals: Angelika Matuszek (Faculty Coordinator for quality of education), Agnieszka Będkowska-Kopczyk (Substantive Coordinator of the project) and Michał Kopczyk (Leader of the project). work was divided based on the competencies of the individual, as well as the amount of time invested in the preparation of the program (analysing the idea of citizen journalism, challenges related to the development of civil society, analysis of contemporary media, analysis of national and international (Norwegian)

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journalism programs, team management, consultations with Norwegian partners and the preparation of this program.

The program was developed in-line with the rules and regulations in regard to education outcomes, outlined by the rules and regulations of Polish law (Act 2.0), and meets the requirements of Polish philology studies. It contains the appropriate number of interdisciplinary subjects, thanks to which graduates of the “citizen journalism” specialisation will acquire competencies related to the development of civil society. Consultations with experts from the partner university in Norway allowed for the implementation of good practices from Norwegian higher education institutions.

The preparation of the program was preceded by an analysis of the results of a survey study carried out in cooperation with 25 external stakeholders (high schools) and the results of social consultations held with journalists, NGOs, local cultural institutions and representatives of the local government. The goal of the study carried out among high school students was the identification of their education needs, plans related to further education, establishing the determinants behind the university and degree chosen by students, as well as the identification of their opinion as to the citizenship journalism specialisation and the subjects which it should contain. The goal of consultations held with experts was to evaluate the demand for graduates of Polish philology, as well as the required competencies and skills which future graduates of the citizen journalism specialisation should possess (see Research Report 1).

The preparation of the program was also preceded by an analysis of what exactly is understood by the term “Citizen journalism”. Citizenship journalism is colloquially associated with social activism and is considered a form of journalism performed by people who are not necessarily connected to journalism career-wise. As regards to the program, we define citizen journalism as professional journalism, which is socially engaged and is carried out by individuals who possess expertise, experience and have high moral and ethical standards. The term “citizenship journalism”, as writes Michał Kaczmarczyk, “is often used also as a synonym of professional

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journalism and denotes reliability and objectivity. In such cases, citizen media relates not only to websites and magazines run by amateurs, but also to professional media which realises a specific model of information and opinion journalism directed towards serving the common good”.<sup>1</sup>

## 1.2 Consultations with Norwegian partners

A preliminary version of the program was presented to partners from the The Arctic University of Norway (experts: Anna Endresen, Andrei Rogatchevski, Svetlana Sokolova) during a study visit from the 6th to the 7th of December 2022 (UBB team: Agnieszka Będkowska-Kopczyk, Jolanta Kowalska, Angelika Matuszek, and Roberty Pysz), after which the suggestions of experts were discussed. During the visit, the Polish team was informed of how Norwegian universities organise their studies, specifically the structure of certain programs and classes (the structure, contents and means of weighing ECTS credits were discussed), as well as their applied teaching methods and practises, management activities, and other processes which support the didactic process and promote a variety of different sciences (including a visit to a television studio). The advice of experts, along with good practises related to the designing of study programmes, were kept in consideration during the correction of the program.

The corrected version of the program was presented by the Polish team during the study visit of the experts from The Arctic University of Norway in Poland which was held between the 13th to the 14th of December 2022. Specifically, it was presented to Andrei Rogatchevski and Svetlana

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<sup>1</sup> Kaczmarczyk M. (2011), Lokalne dziennikarstwo obywatelskie, Śląska Biblioteka Cyfrowa 2011. <http://www.sbc.org.pl/Content/24114/kaczmarczyk%20lokalne%20dziennikarswto.pdf> [Access: 12/02/2023]. Cf. also Łosiewicz, M. (2011), Dziennikarz obywatelski, czyli kto? In: A. Ogonowska (ed.), Oblicza nowych mediów (pp. 124–137). Kraków: Oficyna Wydawnicza Text.



Sokolova. Discussed were the substantive and didactic competencies of workers, especially those which were required to realise the program.

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## 2. General description

Citizen journalism studies promote the skills and knowledge required to become a journalist, by promoting the ethical standards related to journalism and encouraging social engagement and responsibility. Students of this speciality learn how to conduct interviews, write articles, investigate certain topics, and analyse sources in a professional and ethical manner. Students learn about freedom of speech, as well as of the rights and responsibilities of being a journalist. They learn how to use a variety of different technologies and tools, which will help them as journalists. They develop their knowledge on the topics of cultural differences and the rules of social communication, including the rules of multicultural communication. They learn about the sensitivities of ecological matters and the inclusion of excluded social groups. They learn about the functioning of non-governmental organisations and how to apply for projects, which will help further social development. They can identify the skills and knowledge they possess, allowing them to assess their chances on the job market. The goal of their studies is to reach a point where they can independently carry out journalist work in media, including citizen media, NGOs, public relations departments and so on.



### 3. Characteristics of graduates

#### **Characteristics of graduates of Polish philology, citizen journalism specialisation, bachelor's degree studies**

Graduates of three-year bachelor's degree studies will have a thorough humanist education. Due to this, they will be able to understand cultural and social processes, on the local, national, and global level. They will be Polish philologists, well-oriented in Polish and global spiritual heritage, conscious of the processes which determine the symbolic dimension and which determine language. They will possess the competencies required for interpersonal communication, as well as for the creating and writing of presentations and different kinds of texts.

The knowledge gained through specialist subjects will complement these aforementioned competencies with those related to the journalist profession. The theoretical pathway of the program assumes that graduates will gain crucial knowledge about audiovisual culture, the functioning of media, the history of journalism, the legal and economic conditions of the journalist profession, civil society, social inclusivity, democratic state institutions, the management of information and culture, interpersonal communication, ecology and the protection of the environment. This theoretical knowledge will be complemented by other competencies which will be earned through practical activity, including classes, projects and internships in editorial offices. Practical activity will not only allow graduates to verify the knowledge they gained during classes but will also allow them to gain experience and test themselves in their future profession. Graduates of the citizen journalism specialisation will possess competencies on topics related to: broadly understood culture, the processing of information, acting as a spokesperson, cultural

activation, creating a public image, presence in the digital space, writing and editing artistic and functional texts. Graduates are ready to continue their studies on the master's degree level.

### **Characteristics of graduates of Polish philology, citizen journalism specialisation, master's degree studies**

**Two-year master's degree studies**, as a continuation of bachelor's degree studies, allow graduates to deepen the knowledge and competencies which they have gained during bachelor's degree studies, perfecting their competencies as regards to the sphere of media, especially those related to the profession of being a journalist, news reporter, cultural activator, or leading a NGO. Graduates of Polish philology, citizen journalism specialisation are ready to perform the journalist profession in a variety of different media, as well as different kinds of professions related to the information sphere, media, social, cultural and political life. Graduates are conscious members of the information sphere, which can not only correctly analyse the world in which they find themselves, but also shape it, especially in the information sphere, thus making graduates competent creators of culture.

## 4. Assumed education outcomes

Citizen journalism is a relatively new specialisation, during which the education of students is focused on developing their journalistic competencies in the context of social participation and the utilisation of available communication channels, including digital tools, during the journalist process. The education outcomes outlined below relate only to the specialisation and are complementary to the overall education outcomes of Polish philology.

### **Students will attain the following knowledge:**

- An understanding of how civil society functions and the role of media in its development.
- An understanding of the rights of citizens and how freedom of speech works, as well as the rights and responsibilities of journalists working to benefit society.
- An understanding of how citizen journalism affects society, and the relationship between government authorities and citizens.
- An understanding of the attributes, place and meaning of journalism as regards to knowledge about media and its relation to humanistic science.
- An understanding of the theoretical aspects and general methodology of social communication in media, to the necessary extent needed to carry out the journalist profession.
- Possess fundamental knowledge pertaining to the economic, legal, environmental and ethical aspects of social communication and the functioning of media institutions.
- Familiarity with the basics of journalist work and the type of journalist work performed in independent media, as well as with copyright laws.

### **Students will attain the following skills and competencies:**

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- The ability to search for, choose, and assess existing theories and research methods regarding journalism genres.
- The ability to assess their own journalist competencies, especially those required to write articles, record and edit videos, perform interviews and other kinds of work typical for journalists.
- The ability to design, create and evaluate digital, radio or audiovisual text, which can be used by citizen journalists.
- The ability to evaluate the position of citizen journalists on the job market.
- The ability to independently carry out their work in citizen media, while upholding the highest professional and ethical standards.
- The ability to work both individually and cooperatively and the ability to estimate the time needed to complete a given task related to the studied degree, specifically to the chosen specialisation.

**Students have the following social skills:**

- An understanding of the need of constant learning throughout life, they can systematically complement and better their own knowledge, increase their personal, professional and social qualifications.
- Readiness to responsibly carry out professions related to citizen journalism, including the adherence to the laws and ethical standards of this profession, while expecting the same of others, and while respecting the tradition and achievements of the profession.
- Readiness to initiate activities which serve the public good, especially when it comes to internet communication, supported by their own knowledge and acquired abilities, their intrinsic motivation and ability to organise their work.

- Sensitivity to matters of social inclusion of excluded people and education regarding stereotypical thinking about representatives of various cultures.
- Consciousness as regards to the effect humans have on the condition of the natural environment and the responsibilities which result from this.

## 5. Job perspectives

Contemporary citizen media is becoming more and more important, which means that future job opportunities for graduates of citizen journalism are becoming more promising, especially if during their studies students earn practical experience while on internships in Poland and abroad. Graduates of Polish philology citizen journalism specialisation, will acquire not only the usual competencies of philology studies, but also competencies originating from the nature of the specialisation. As a result, they will have a variety of career opportunities, such as work in:

- **Citizen media:** Graduates of citizen journalism are well-prepared to perform work in a variety of different citizen media, such as on websites, internet blogs, radio, or television. They can work as reporters, editors, content creators, or be owners of their own citizen media.
- **Non-governmental organisations (NGOs):** Graduates can work in non-governmental organisations dealing with social issues, where they will be able to utilise their journalist competencies to promote activities and events and create informational and educational materials.
- **Public sector:** Graduates can work in the public sector, for example, in government or local government administration, where they can utilise their competencies to promote activities and public policies, as well as act as a spokesperson and communicate with the media.
- **Public relations:** Graduates can work in public relations departments, where they will be responsible for creating media content, as well as creating and reporting on communication strategies.

## 6. Methods and techniques of classes

The citizen journalism specialisation offers modern didactic methods, which utilise new technology to help students learn in a more interactive, involved and engaged manner. Some of these methods are:

- Online learning, which allows students to access lessons almost anywhere in the world and at any time, using educational platforms, virtual classrooms and internet courses. This allows students to utilise multimodal materials such as videos, animations, mental maps, graphics, educational games and presentations. We treat online learning as complementary, compared to traditional (in-person) learning methods.
- Interactive lectures, during which lecturers introduce new material only after affirming the knowledge and experience of students. Methods which can be utilised during lectures: discussions (debates) and case studies.
- Problem-based learning, which allows students to work on projects which are closely related to their personal interests and their educational needs. As a result of this, students have a higher motivation to learn, and also acquire practical competencies, such as the ability to solve problems, communicate and work with others.
- Personalised teaching, adjusting the teaching process to the individual needs and learning styles of students. Lecturers utilise a variety of different tools, such as tests and online quizzes, to evaluate the knowledge and competencies of their students and adjust the didactic material to their needs. This approach allows for the active participation of students which may otherwise face communication barriers.

- Teaching with the utilisation of artificial intelligence, utilising artificial intelligence to identify the strengths and weaknesses of students, as well as to adjust the didactic material to their needs. Artificial intelligence can also serve as a means of automatic grading, responding automatically to student's questions and proposing additional didactic material.
- Gamification of the teaching process, by utilising elements from games and simulations, such as rewards, challenges, competitiveness and rankings, teachers can further motivate their students and help them acquire new competencies, such as creative and critical thinking.

Additionally, we suggest the utilising of:

- **For online learning:** E-learning platforms such as Moodle or MS Teams, which help with solving tasks, tests and quizzes.
- **Differing teaching methods:** For example, the utilisation of video materials, such as TEDx lectures, the content of which can be reflected upon by students, or more interactive tools, such as <https://www.slido.com/>.



## 7. International mobility opportunities

We encourage students to participate in international mobility programs, such as Erasmus+, Ceepus, or other programs organised by NAWA, during which students can study abroad for just a part of their studies, or for the entirety of their studies. Student's international mobility can focus more on Polish philology, or more on the citizen journalism specialisation.

We encourage students to participate in international internship and work experience opportunities which are available under the Erasmus+ program. Examples of places where internships could take place:

- Citizen media (websites, blogs, radio or television)
- Non-governmental organisations (NGOs)
- Public sector, including European Union institutions.
- Public relations departments

Internship and work experience programs allow students to acquire practical knowledge associated with specific workplaces, as well as experience which can help them with developing competencies, required to write and create multimodal content in foreign languages, especially in English. Work in foreign countries can help students discover new fields to study and explore, especially within the context of civic society. This can also allow students to acquire international experience, which can help develop intercultural competencies, as well as help understand different perspectives and gain new contacts. International internships require from students a degree of adaptation to different environments and cultures, which can help develop competencies needed to deal with difficult situations, as well as increase individual self-consciousness.



#### Useful links:

- [Erasmus Plus Europa](#) (for [Polish students](#))
- [Trainees](#)
- [Traineeships abroad for students](#)
- [NAWA students](#)

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## 8. Program structure

The program structure is depicted in table graph no. 1, which shows the amount of hours and ECTS credits bachelor's and master's degree studies contain. It has been presumed that for both degrees students must perform 120 hours of mandatory work experience (for example, in media or non-governmental organisations), along with 60 hours dedicated to realising a social project. The goal of work experience is to introduce students into the realities of working as a journalist at a given workplace and familiarise them with the functioning of the employer's institution. During their work experience, students will develop their writing skills, carry out interviews, create media content, create and edit radio and television materials, publish content on social media and so on. On the other hand, the goal of the social project is to make students feel that their problem-solving actions can contribute to the betterment of the quality of life in society, and therefore, increase their future social participation and engagement. Work experience and the social project will help students develop their skills and competencies, as regards to communication, leadership, project management, creativity and problem-solving, as well as forming positive relations between them and specific organisations and institutions.

The program structure abides by the rules and regulations regarding the creation of study programs, especially the method by which ECTS credits are calculated, assuming that 1 ECTS points requires around 25 to 30 hours of student effort, either during lectures or during their own work and self-education. It must be noted that the program presented here, which encompasses 21 different subjects during bachelor's degree studies, and 16 different subjects during master's degree studies, is positioned in the context of higher education in the Polish education system, referring to the education outcomes of Polish philology.

Polish philology (citizen journalism specialisation)	
Bachelor's degree studies	Master's degree studies
• 21 subjects	• 16 subjects
• 390 contact hours	• 375 contact hours
• 120 hours of work experience/internship	• 120 hours of work experience/internship
• 60 hours dedicated to a social project	• 60 hours dedicated to a social project
• 42 ECTS credits	• 41 ECTS credits

Table graph no. 1: Number of hours and ECTS credits for bachelor's and master's degree studies for Polish philology (citizen journalism specialisation).

The experience of the project team, gained from cooperation with experts from the Norwegian partner university UiT The Arctic University of Norway, displays an alternative model of teaching. In this alternative model, during each semester, students have 3 subjects, which include 30 contact hours, totalling 10 ECTS credits (the master's thesis may be worth up to 30 ECTS credits), which results from the fact that in this alternate model, there is a higher emphasis on student's own work and self-education. This model has not been directly implemented in the program structure, however many of the didactic solutions have been implemented during the realisation of certain subjects, which will be further expanded upon in Research Project 3.

## 8.1. Bachelor's degree studies

### Polish philology (Citizen journalism specialisation)

3rd semester / 2nd year	Form of teaching				
COURSE TITLE	CONTACT HOURS	LECTURES	SEMINARS	EXERCISES/ WORK-SHOPS	ECTS
Journalism Genres	15	15			1
Citizen Journalism Workshop I	30			30	3
Civil Society	15	15			1
Voice Emission	15			15	1
Introduction to the Theory of Communication	15	15			1
The History and Theories of Media Technology	15	15			1
<b>TOTAL</b>	<b>105</b>	<b>60</b>		<b>45</b>	<b>8</b>

4th semester / 2nd year	Form of teaching				
COURSE TITLE	CONTACT HOURS	LECTURES	SEMINARS	EXERCISES/ WORK-SHOPS	ECTS
Rhetoric and Public Speaking	15			15	1
Creative Writing	30			30	3

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<b>Citizen Journalism Workshop II</b>	30			30	3
<b>Interpersonal Communication</b>	15		15		1
<b>Mediation and Negotiation Workshop</b>	15			15	1
<b>TOTAL</b>	<b>105</b>		<b>15</b>	<b>90</b>	<b>9</b>

<b>5th semester / 3rd year</b>	<b>Form of teaching</b>				
<b>COURSE TITLE</b>	<b>CONTACT HOURS</b>	<b>LECTURES</b>	<b>SEMINARS</b>	<b>EXERCISES /WORK-SHOPS</b>	<b>ECTS</b>
<b>Citizen Journalism Workshop III</b>	45			45	4
<b>Analysis of Media Discourse</b>	15		15		1
<b>Domestic and International Non-commercial Media</b>	15	15			1
<b>Social Inclusion</b>	15		15		1
<b>Civic Sector (NGO)</b>	15			15	1
<b>Law of Media and Ethics of Journalism</b>	15	15			1
<b>TOTAL</b>	<b>120</b>	<b>30</b>	<b>30</b>	<b>60</b>	<b>9</b>

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6th semester / 3rd year	Form of teaching				
COURSE TITLE	CONTACT HOURS	LECTURES	SEMINARS	EXERCISES/ WORK-SHOPS	ECTS
Psychology of Media	15		15		1
Sociology of Media	15			15	1
Contemporary Ecological Crisis	15	15			1
Socio-cultural Realities	15		15		1
<b>TOTAL</b>	<b>60</b>	<b>15</b>	<b>30</b>	<b>15</b>	<b>4</b>

4th and 5th semester / 2nd and 3rd year	Form of teaching			
ADDITIONAL FORMS	CONTACT HOURS	PROJECT	INTERNSHIP	ECTS
Social Project	60	60		4
Internship	40+80		120	8
<b>TOTAL</b>	<b>180</b>	<b>60</b>	<b>120</b>	<b>12</b>

## 8.2. Master's degree studies

### Polish philology (Citizen journalism specialisation)

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1st semester / 1st year	Form of teaching				
COURSE TITLE	CONTACT HOURS	LECTURES	SEMINARS	EXERCISES /WORK-SHOPS	ECTS
<b>Intercultural Communication</b>	30	15		15	2
<b>Multiculturalism and Citizenship</b>	15		15		1
<b>Photography and Film Workshop</b>	45			45	4
<b>Image Creation and Communication</b>	30			15	2
<b>Mastery of Debating</b>	15			15	1
<b>Nonverbal Communication</b>	15			15	1
<b>TOTAL</b>	<b>135</b>	<b>15</b>	<b>15</b>	<b>105</b>	<b>11</b>

2nd semester / 1st year	Form of teaching				
COURSE TITLE	CONTACT HOURS	LECTURES	SEMINARS	EXERCISES /WORK-SHOPS	ECTS
<b>Social Ecology</b>	15		15		1
<b>Spokespersonship</b>	15			15	1
<b>Communication Strategies in Public Life</b>	30			30	2

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<b>Journalism Workshop</b>	30			30	2
<b>TOTAL</b>	<b>90</b>		<b>15</b>	<b>75</b>	<b>6</b>

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3rd semester / 2nd year	Form of teaching				
COURSE TITLE	CONTACT HOURS	LECTURES	SEMINARS	EXERCISES /WORK-SHOPS	ECTS
Journalism in Social Media	30			30	2
Fundraising and Project Management	15			15	1
Contemporary Culture	30	30			2
Engaged Journalism	15			15	1
Public Relations	15			15	1
<b>TOTAL</b>	<b>105</b>	<b>30</b>	<b>-</b>	<b>75</b>	<b>7</b>

4th semester / 2nd year	Form of teaching				
COURSE TITLE	CONTACT HOURS	LECTURES	SEMINARS	EXERCISES /WORK-SHOPS	ECTS
Culture of Speaking in Media	30		30		2
Language of Media and Politics	30		30		2
<b>TOTAL</b>	<b>60</b>	<b>-</b>	<b>60</b>	<b>-</b>	<b>4</b>

“Citizen journalism for enhancement of regional development. Development of the interdisciplinary curricula and implementation of teaching innovations” (Project no. EOG/21/K4/W/0089, Component IV – Institutional cooperation for enhancement of quality and relevance of education at all levels and forms [excluding VET and vocational continuing education]) benefits from the funding of EUR 109,800.45 received from Iceland, Liechtenstein and Norway under the EEA Funds. The aim of the project is to design and implement the "Citizen Journalism" module in undergraduate and graduate studies in Polish philology.

3rd and 4th semester / 1st and 2nd year	Form of teaching			
	CONTACT HOURS	PROJECT	INTERNSHIP	ECTS
<b>ADDITIONAL FORMS</b>				
<b>Social Project</b>	60	60		4
<b>Internship</b>	40+80		120	8
<b>TOTAL</b>	<b>180</b>	<b>60</b>	<b>120</b>	<b>12</b>

## 9. Program structure according to the modules

### 9.1. Bachelor's degree studies

#### Module: Communication and the theory of communication

- ▶ Introduction to the theory of communication
- ▶ Analysis of media discourse
- ▶ The history and theories of media technology
- ▶ Rhetoric and public speaking
- ▶ Interpersonal communication

#### Module: Society and culture

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- ▶ Civil society
- ▶ Social inclusion
- ▶ Civil sector NGO
- ▶ Domestic and international non-commercial media
- ▶ Contemporary ecological crisis
- ▶ Psychology of media
- ▶ Sociology of media
- ▶ Socio-cultural realities

### **Module: Journalism workshops**

- ▶ Voice emission
- ▶ Creative writing
- ▶ Journalism genres
- ▶ Citizen journalism workshops
- ▶ Mediation and negotiation workshops (I – III)
- ▶ Online journalism workshops
- ▶ Law of media and ethics of journalism

## **9.2. Master's degree studies**

### **Module: Communication**

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- ▶ Image communication and image creation
- ▶ Intercultural communication
- ▶ Journalism in social media
- ▶ Media and political language
- ▶ Communication strategies in public life
- ▶ Mastery of debating

### **Module: Society and culture**

- ▶ Public relations
- ▶ Engaged journalism
- ▶ Knowledge of contemporary culture
- ▶ Fundraising and project management
- ▶ Spokespersonship
- ▶ Social ecology
- ▶ Socio-cultural activation

### **Module: Journalism workshops**

- ▶ Journalism workshop
- ▶ Photography and film workshops
- ▶ Culture of speaking in media

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## 10. Mandatory work experience and social project

As a part of the program, students must complete 120 hours of work experience/internships, both on the bachelor's degree and master's degree level (total 240 hours), with the aim of developing their professional competencies. Work experience/internships can be realised in the following workplaces:

- Citizen media (websites, blogs, radio and television)
- Non-governmental organisations (NGOs)
- Public sector, including European Union institutions
- Public relations departments

During their work experience/internships, students will deepen the theoretical knowledge they have gained during classes. This allows them to verify their competences compared to the needs of the local job market. The realisation of work experience/internships gives students the ability to gain general and specific knowledge about the course they have chosen. During work experience/internships, students consolidate and verify their competencies, which in the future will help them find a satisfactory job.

Aside from this, the program also includes the completion of a 60-hour social project, both on the bachelor's degree and master's degree level (120 hours in total). The social project is worth 4 ECTS credits on the bachelor's degree level, and 6 ECTS credits on the master's degree level. The social project allows students to develop their social competencies and improve their citizen journalism skills.