

Cand.Mag. (journalistik)

Where are we now, and where are we heading

The study programme is for students who have a BA in a subject other than journalism. Therefore, it is important for them to obtain the necessary journalistic skills in order to convey the knowledge and insight they already have from their BA. We, therefore, strive to educate journalists with a combination of solid academic and practical skills. We have a steady and plentiful number of applicants. We will develop the programme to further emphasize the digital profile to be able to meet the needs that the media industry demands and at the same time ensure a high academic level among the students.

Aims

- We must develop the programme in order to enhance the emphasis on the digital profile.
- We must enhance focus on the academic level of the students as well as continue to give students solid practical skills, and pursue a coherence between the academic and practical courses in the programme.
- We must develop the internship as well as facilitate our students' transition to work life in the everchanging journalistic field.
- We must attract the right students.

Actions

- The teaching of journalism on the digital platforms and SoMe must be strengthened through high-level academic and practical content, exercises and feedback to ensure that students have strong digital competencies, both when they are in an internship and as graduates.
- We will enhance focus on methodology in the courses.
- We will pursue clear communication about the content and purpose of the internship.
- We will further integrate research in practice-oriented courses and likewise become better at integrating examples, cases etc. from journalism practice in the research-based courses.
- We will improve communication about the profile of the programme and career opportunities.