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## Centre for Journalism

The Centre for Journalism was established at SDU in 1998 in order to strengthen the practice of journalism. We are committed to continue this work, and we do so by way of our research projects, educational programmes and societal relevance work. In terms of research, we study the ways in which journalism is produced, published, distributed, consumed and how it affects other societal actors and democracy at large. In terms of education, we develop educational programmes and formats for both coming and contemporary journalists and editors. In terms of our societal relevance work, we help journalists, editors and the media industry develop through a number of outreach initiatives in our recently established Media Research and Innovation Centre. Our goals can only be achieved if the staff at the Centre for Journalism continually experience a supportive, positive work environment as, in order to develop others, we need to develop and thrive ourselves.

The Centre for Journalism produces high-quality research and follows the standards recognized in the international journalism studies research community, including originality, clear, logical research design, and well-suited and transparent methods and analyses. We measure our high-quality research by the number of articles published in top international journals or publishing houses, number of citations, and rewards as well as funding from competitive research funding agencies. Our overall ambition in 2022-2026 is to be one of the strongest international research milieus in journalism studies and political communication. To reach this goal, we must continue to publish our work in top journals within journalism, media, communication and with the best national and international publishers in the form of monographs and anthologies.

Our section is responsible for three educational programmes, including a bachelor programme in journalism and two master's programmes (cand.mag. in journalism and cand.public.). We focus on delivering high-quality teaching that provides our students with strong academic and journalistic competencies demanded in the labour market. An overall goal is to be the journalism programme in Denmark that best combines the practical with the theoretical subjects in the courses. Our overall aim for 2022-2026 is, therefore, to continue to provide first-class education for coming and trained journalists and editors. To support this ambition, we will develop our existing programmes and formats for educating journalists by reorganizing our cand.mag. programme and introducing new courses as a part of the cand.public. programme. In addition to this, we also want to further integrate the skills and knowledge from our journalistic lecturers and researchers in classes and expand our cooperation with the media industry about internship programmes.

We actively work to strengthen our societal relevance as we believe our research is relevant for several stakeholders in society, including the media industry and the general public. Our ambition for 2022-2026 is to become the preferred Danish supplier of scientifically based knowledge that can help the media industry and news media develop and inform and inspire public decision-makers and the public at large. To reach this goal, we want to consolidate and further develop our Media Research and Innovation Centre, which collects, processes, and disseminates new knowledge and experiences in the media field to relevant stakeholders in society.

Finally, our ambition for 2022-2026 is to sustain a supportive and positive work environment that enables all of our staff to develop and thrive. To do this, we will facilitate socialization and collaboration between members of the section and ensure that all members of staff are given the opportunity to develop their skills and knowledge.

## Research

Goal	Actions
Be one of the strongest international research milieus in journalism studies and political communication	<ul style="list-style-type: none"> <li>• Publish our work in top journals within journalism, media, communication and other adjacent fields and with the best national and international publishers in the form of monographs and anthologies (BFI level 2).</li> <li>• Collaborative research projects with a mixture of senior and junior staff.</li> <li>• Collaboration with international colleagues on larger and smaller research projects.</li> </ul>
Strengthen cross-disciplinary research both with adjacent fields and other academic disciplines	<ul style="list-style-type: none"> <li>• Initiate research projects across disciplines within the Centre for Journalism.</li> <li>• Continue to join faculty initiatives to encourage research cooperation between disciplines within the social sciences as well as outside.</li> </ul>
Strengthen cooperation with relevant research institutions and involvement in research organizations, nationally, and internationally (ECREA, ICA etc.)	<ul style="list-style-type: none"> <li>• Encourage staff to visit sister institutions abroad for longer or shorter periods and engage in formal cooperation whenever possible.</li> <li>• Serve as reviewers for academic journals, publishing houses and research councils abroad and as book and special journal issue editors.</li> <li>• Participate in relevant international conferences and serve as organizers, session chairs and discussants, thereby augmenting academic visibility.</li> </ul>
Strengthen external research funding (from public and private foundations, nationally as well as internationally)	<ul style="list-style-type: none"> <li>• Continuously strive to generate ideas for larger collective research projects and apply for funding.</li> <li>• Research director will continuously discuss research funding with staff and so will the head of Centre for Journalism in EDD.</li> <li>• Make long-term plans for staff to apply for EU funding and to qualify for faculty support.</li> </ul>

## Education

Goal	Actions
Develop our existing programmes and formats for educating journalists	<ul style="list-style-type: none"> <li>• The cand.mag. programme will be reorganized to fit the plans for a more digital focus.</li> <li>• The cand.public. programme will introduce new courses.</li> </ul>
Further integrate skills and knowledge from our journalistic lecturers and researchers, respectively	<ul style="list-style-type: none"> <li>• More interaction between journalistic lecturers and researcher in classes through sharing cases and coordinating content - and outside classes by developing courses or various projects together.</li> </ul>
Strengthen cooperation with the news industry and other stakeholders	<ul style="list-style-type: none"> <li>• Continue to strengthen internship programmes, various entrepreneurial projects and other bridge-building activities.</li> </ul>
Develop formats for teaching	<ul style="list-style-type: none"> <li>• Experiment with new platforms and formats when it comes to lectures, teaching, exams etc. as part of “The Future of Education” project (cand.public.) and later implement the most promising tools and techniques in other programmes.</li> </ul>
Develop students’ agility on ever-changing platforms and media types	<ul style="list-style-type: none"> <li>• Further integrate different media platforms and digital technologies used in the news media industry.</li> </ul>

## Societal Relevance

Goal	Actions
Be the preferred Danish supplier of scientifically grounded knowledge and insights of high quality for the media industry	<ul style="list-style-type: none"> <li>• Disseminate research to external stakeholders, including media industry and more general public.</li> <li>• Provide studies containing practical and application-oriented research, preferably based on current topics.</li> </ul>
Help media to provide more research-based understanding of current problems by creating a qualified competence boost	<ul style="list-style-type: none"> <li>• Expand the supply of on- and offline courses including further education programmes.</li> <li>• Focus on leadership programmes, conferences, consultancy work, mentorship programmes etc.</li> </ul>
Consolidate and further develop the Media Research and Innovation Centre and its business model.	<ul style="list-style-type: none"> <li>• Hiring qualified employees with the right mix of high professional knowledge, deep understanding and experience from the media industry.</li> <li>• Focus the centre's tasks on providing strong societal relevance, economic earnings and a satisfactory turnover.</li> <li>• Engage in partnerships with Media City Odense on development projects – preferably in cooperation with other SDU actors.</li> </ul>

## Work Environment

Goal	Actions
Ensure a supportive, positive work environment that enables staff to develop and thrive	<ul style="list-style-type: none"> <li>• Arrange regular meetings where staff can meet in order to socialize and address issues of common interest. These include monthly meetings for all at the centre, bi-monthly meetings in the research group and journalistic lecturers.</li> <li>• Continue integrative cooperation between journalism researchers – and develop closer cooperation with journalistic lecturers (research meetings, evidence-based journalism, collaborative research projects etc.).</li> <li>• Ensure that all members of staff – junior to senior, researchers and journalistic lecturers – are given the opportunity to develop their knowledge and skills.</li> <li>• Retain and support employees at both the junior and senior levels.</li> <li>• Ensure a good work-life balance for employees and discuss this regularly in the EDD.</li> </ul>