

# Cross-border Journalism



## Study Guide 2023-2024

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# Introduction

Welcome to Cross-border Journalism, a specialised course in global reporting offered to you by the Utrecht School of Journalism, the Netherlands. This programme is part of our specialisation phase in the bachelor of journalism and is open to our own students and students from other media related and international studies in the Netherlands and abroad. You will be part of an intercultural classroom and work together with other students, from all over the world. You will produce cross-border stories and acquire knowledge on European and international topics as well as the work field of global journalism. Training in English reporting and design thinking are part of the programme.

The classroom is also interdisciplinary, you can share your own skills and knowledge and learn from others. This programme will challenge you in critical and creative thinking, it will give you options to work together in an intercultural team and pursue your own ambitions in international reporting.

For School of Journalism students Cross-border Journalism is part of our International Programmes, which offers you the opportunity to graduate bachelor-with-honours.

Honours level is offered in electives to all students and is required for students in the bachelor-with-honours in International Journalism (Osiris code: JHON-INTJOURN-20).

The CBJ-programme is based on interactive learning, and requires a high degree of commitment and work, both individually and in team settings. Learning takes place in a multicultural and multidisciplinary framework; based on journalism competencies (Dutch framework and European qualification profile: the EJTA Tartu Declaration) and the intercultural competency framework of Nuffic.

You will start with acquiring a body of knowledge on European and international topics, global journalism and design thinking. Journalism skills and tools will be taught progressively during the programme, depending on your own level. In your cross-media stories you will combine text, audio, video and visuals and publish on our own SvJ Media platform.

In a team you contribute to the design of an innovative solution for a stakeholder from the work field and pitch your result to a team of experts.

The teaching staff is part of the Utrecht School of Journalism, supplemented by instructors from our Media Desk at the Institute for Media.

## Competencies and learning outcomes

### Journalism Competencies (BA Journalism, NL, 2015)

#### 1. News gathering and research

Selecting topics and contextualising journalistic topics on global, international and/or national level, based on your own journalism research, including the use and analyses of data (qualitative and quantitative).

#### 2. Journalism Production

Producing a complex, cross media production.

#### 3. Accountability and the public

Building relationships with the public and diverse target groups. Accounting for journalistic practice in the public and professional sphere.

#### 4. Entrepreneurship and Innovation

Developing a journalism concept on the basis of practice based and design-oriented research. Devising a business plan for the production and sale of a journalism production/story.

#### 5. Practice based research and Reflection

Conducting a research into a media/journalism related issue or trend by means of practice-based research.

### **International Journalism Competencies (BA Journalism, Tartu Declaration, 2020)**

*The Dutch competences required for bachelor level follow the Tartu Qualification Profile 2020 published by the European Journalism Training Association.*

*(see <https://www.ejta.eu/tartu-declaration-2020>).*

#### 1. The competence to reflect on journalism's role in society

Reflect on the societal role of and developments within journalism, the role of journalism in democratic societies and the legal and ethical issues related to the profession;

#### 2. The competence to find relevant issues and angles

Find relevant issues and angles, given the public and production aims of a certain medium or different media, conduct in-depth research and understand the needs of audiences;

#### 3. The competence to organise journalistic work

Produce a quality work plan based on (international) topics, relevant content, medium, target group, length and deadline, ability, to work under deadline, deal with challenges;

#### 4. The competence to gather information swiftly

Work in an international context of news gathering and use sources from various cultures in an efficient way through relevant research methods and by contacting oral sources and including the audience, showing knowledge on general and specialized topics;

#### 5. The competence to select the essential information

Select the essential information from your research and literature, applying research methods and tools. Basic understanding of various relevant subject areas. Ability to reflect on the information and perspectives, analyse and explain issues in a journalistic manner, assessing relevance and reliability;

#### 6. The competence to present information in an effective journalistic form

Organize journalistic work in a professional way, while planning accurately and communicating effectively with other participants and the audience, applying linguistic skills. Structure information in a journalistic manner. Present information based on research in a journalistic product, in several genres, and on different platforms;

#### 7. The competence to account for journalistic work

Reflect on the quality of your work by evaluating own work and the work of fellow students. Reflect on ethical aspects of the work and of the role of journalism in society, and understand the rights and responsibilities of the journalist;

#### 8. The competence to cooperate in a team

Understand the basic requirements needed to cooperate in a team, understand roles and experience specific editorial settings, applying skills for pitching ideas, research and co-creating content;

#### 9. The competence to act as an entrepreneurial journalist

Work as a freelance reporter, showing ability to produce and publish items in a professional context, understanding the challenges and requirements of working as a reporter, for local and international platforms, understanding business models and economic challenges. Ability to develop new ideas and contribute to innovation;

## 10. The competence to contribute to the renewal of the profession

Define a complex practical/professional situation in the context of the international work field, and provide workable solutions in the scope of the future of journalism and media. Ability to use research methods and tools to analyse and explain complex professional problems, evidence based, using reliable information and data.

### Intercultural Competencies (Nuffic, 2019)

Learning and working in an intercultural and interdisciplinary classrooms offers opportunities to develop and strengthen personal and professional qualities in an international context. The [Nuffic model for intercultural competence](#) has been the basis for a teaching and learning environment which support this. Elements of this model are integrated in courses and are part of our regular competencies and assessment.





## Honours competencies (HU, 2015)

Competences for the honours level follow the profile characteristics of the Excellent Professional as defined by the HU University of Applied Sciences, applied for Journalism and Media Studies. In general, honours level is defined by a higher level of complexity, a broader scope (interdisciplinary) and autonomous professional conduct, in line with the [Dublin Descriptors](#), level 6+ (bachelor with honours).



### Reflective Practice/ learning practitioner

- ✓ Shows to systematically understand the discipline and master skills and methodologies
- ✓ Assesses his own professional conduct critically and systematically adjusts his actions accordingly
- ✓ Acts in a realistic professional context

### International Perspective/ global professional

- ✓ Is able to position his professional practice in an international context
- ✓ Considers cultural diversity
- ✓ Can make an internationally oriented contribution to the professional development

### Leadership Qualities / inspiring leader

- ✓ Can analyse problem situations, generate possible solutions and make decisions.
- ✓ Acts proactively and inspires and stimulates others
- ✓ Reflects on his actions and adjusts his practice accordingly (learning ability). Is aware of his own personal abilities and perceptions.
- ✓ Acts from vision
- ✓ Can work within a team, is able to plan, execute, and delegate.
- ✓ Can communicate effectively within a team and individually, focusing on the successful completion of a task and /or process of cooperation.

### Professional Drive / entrepreneur

- ✓ Has a clear vision on the profession and his own professional development.
- ✓ Dares to set challenging goals and takes initiative to achieve them.
- ✓ Learns from setbacks, continues to achieve goals and shows creativity in problem solution.
- ✓ Can work purposefully and self-directed. Masters skills such as goal setting, monitoring and process evaluation. Can thus successfully complete tasks within the stipulated time.

### Innovation and dissemination/ digital creative

- ✓ Is able to think divergently by developing innovations and convert them into a useful product or service.
- ✓ Recognizes opportunities to implement new innovations.
- ✓ Is able to develop and share products and services for the needs and benefits of society.

Note that bachelor level is the basic level of the programme and should be achieved to successfully complete the programme and acquire 30 ECTS.

At HU University of Applied Sciences, honours is offered as an elective in several courses and projects throughout the bachelor programme. Honours is rewarded with 'honours stars' instead of regular credits. One star is comparable to 5EC study load. In CBJ a student can acquire 1-2 honours stars, in addition to the 30EC credits for the programme. At the start of the programme you can make your own personal development plan with the honours coaches.

# The programme in brief

## Cross-border Journalism overview

The programme is structured in three main tracks: knowledge, skills & production, and media innovation. All tracks start in the first week and will become more complex as you proceed. The first term has a stronger focus on the body of knowledge, the skills, the theory and methodologies you need. The second term is about putting all that into practice in production and innovation.

The body of knowledge includes European and international topics in the Content courses and media landscape, theory and methodologies in the course Media and Design Thinking.

Skills & Workshops will offer training in journalism genres and production skills for cross-media stories. A reporting trip to Brussels concludes this part of the programme: you will integrate your body of knowledge and acquired journalism skills into a small multi-media production.

Cross-media production in the second term is supported by a Research course to acquire in-depth knowledge on your own topic. It includes a reporting trip to a European country of your choice to do onsite research and collect journalistic material for your production. The Innovation project will continue on the basis that you and your team developed in the first term. At the end of the semester each team will pitch their innovative solution or prototype to their client and submit the research and innovation report.

Semester 1	Block A	Block B
<b>Body of Knowledge</b>	Europe in Transition (CBJCONENG)	
	Europe in the World (CBJCONENG)	
	Sustainable Cities (CBJCONENG)	Research (CBJRESENG)
	Global Journalism (CBJMDTENG)	
<b>Production</b>	Skills training: text, audio, video Newsroom productions (CBJSWENG)	Reporting trip (CBJCOMPENG) Cross-media Production
	<b>Media Innovation</b>	Innovation Project (CBJIPENG)
	Design Thinking (CBJMDTENG) Project design (CBJMDTENG)	

Cross-border Journalism is an integrated programme, this means that all the courses are feeding into each other. For reasons of administration and possibilities to easily resit parts of the programme we have created 6 exam codes in Osiris. In practice all exams in block A are formative assessments that provide the necessary knowledge, skills and insights to perform well in the productions, team work and innovation in block B.

	Cross-border Journalism	JM-CBJ-20	30
Block A	Content courses	JJO-CBJCONENG-20	5
	Skills & Workshops	JJO-CBJSWENG-20	5
	Media and Design Thinking	JJO-CBJMDTENG-20	5
Block B	Research	JJO-CBJRESENG-20	5
	Cross media production	JJO-CBJCOMPENG-20	5
	Innovation project	JJO-CBJIPENG-20	5

## Cross-border Journalism schedule (preliminary)

Cross-border Journalism		Aug	Sept							Oct							Nov							Dec							Jan				
Week		35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1	2	3	4	5											
Week		35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1	2	3	4	5											
HU schedule	E10	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	B1	B2	B3	B4	B5	B7	Christmas	B9	B10	B11	B12													
CBJ schedule	0	1	2	3	4	5	6	break	7	exams	10	1	2	3	4	5	6	Christmas	7	8	exams	10													
Content (SEC)	Europe in Transition																																		
	Europe in the World																																		
	Sustainable Cities																																		
Research (SEC)																																			
Skills & Workshops (5 EC)																																			
Cross-media production (SEC)																																			
Media (global journalism and practice based research)																																			
& Innovation (design thinking & design research) (SEC)																																			
Innovation Project (SEC)																																			
Honours International Journalism (2 stars)																																			

Please find a more detailed schedule on Canvas prior to the start of the programme.

### NOTE

- For international students the International Office (IO) will organise a general introduction on Friday before the start of semester (1 Sept), in the afternoon you will be introduced to the campus and the School of Journalism (info from IO in your mail).
- There will be an introduction programme for all students in Utrecht in the first week.
- In week 3 we have an excursion to Rotterdam on Friday and in week 6 or 7 we have an excursion to the International Criminal Court in The Hague.
- In week 10 we will visit Brussels for a fieldtrip to the European institutions and for you to finalize your production for the Skills course.
- Please read about the costs for these excursions in this study guide.



# Course descriptions - Part I

## Content course

The Content course consists of 3 major themes to help you understand Europe and the EU:

- Europe in Transition
- Europe in the World
- Sustainable Cities (and Regions)

This course is the body of knowledge you will need as a journalist. This knowledge is not only important for a firm theoretical basis but also to know where to find sources, to see how 'Brussels' is organized and functions and to understand the way Europe operates in the world. The modules in this course are assessed with a written exam and supported by class work, presentations and case reports.

Attending the lectures and participating in class work is mandatory. Be sure to spend time studying the literature during the course, not just because that is a smart way to study, but also because you need the content in the other modules.

The programme starts with the more basic knowledge about Europe and moves into practical reality in week 3, to help you see and understand how Europe works in cities and regions. The Brussels-fieldtrip (part of your Skills & Workshops course) is based on your knowledge of European institutions, policies, legislation and actions. As well as your insight in how Brussels works and what the position of Europe is 'in the world'.

This Content course gives you the basis that every foreign correspondent and international reporter needs, when producing items on Europe and European topics. In the theory part of the Innovation course we will show you what this international work field looks like and what is required in global journalism. In the Skills & Workshop course you will work in a newsroom setting that will give you the experience of a starting international reporter.

Competence	Learning outcome
News gathering and Research	Master content in an international context

<i>International competence</i>	<i>Knowledge of foreign languages General and Specific knowledge of cultures</i>
<i>International orientation</i>	<i>Orientation towards society and world</i>
<i>Personal qualities</i>	<i>Critical attitude Curiosity</i>

## Teaching and Learning environment

The tutorials in the Content modules on Europe are offered online in 3-hour time slots for each theme. Each time slot has a lecture or instruction and some practical work in smaller groups. The tutorials for Sustainable Cities will start in week 2. This part of the programme is case-based. In week 3 we will have a couple of lectures on specific themes, the weeks after you will work in sub teams on a project-assignment. A detailed schedule of the Content modules will be ready on Canvas before the start of the programme.

## Overview of themes and topics

### Europe in Transition

The introduction to the political and economic aspects of European post-war integration will demonstrate the vast impact of determined cooperation between a multitude of independent states, in spite of the many ups and downs during this process of integration. It will also show that the EU started as a mainly economic initiative (the common market), but in due course of time incorporated many more aspects, including human rights, foreign policy, welfare and a European green deal. Main topics:

1. Features and evolution of the EU (chapter 1 and 3)
2. Institutions and Treaties (chapter 4)
3. The EU and its citizens (chapter 5)
4. Economic policy and Eurozone in danger (chapter 7)
5. Internal policy in transition: new priorities (chapter 8)

### Europe in the World

What is the state of the world today? This course introduces students to the world of international relations and offers analysis and debate on how Europe can pursue its interests in today's volatile geopolitical landscape.

1. Causes of and perspectives on the Ukraine crisis
2. The European response to the Ukraine crisis
3. The US & Chinese response to the Ukraine crisis
4. Guest lecture/Visit to the International Criminal Court

### Sustainable Cities

The module on Sustainable Cities has a geographical approach and works around different themes and case studies. It gives context to and practical insight into important topics in the European Union, as tutored in the other two modules: Europe in Transition and Europe in the World. This part of the programme also prepares you for more in-depth journalism research in the next block (Research course).

The module starts in week 2 with an introductory lecture on regional economy and development in Europe as part of your Europe in Transition module. You will see what is at play in regions and cities in Europe, how they work, what challenges they face, which policies and actions they take to create a sustainable living environment, in cities and their supporting rural surroundings. In week 2 we also visit Rotterdam, where the lecturer team will show you different aspects of a sustainable and creative harbour city.

In week 3 we will present the main perspectives (ecological, economic and social) of sustainable cities and regions in Europe:

- Creative and Inclusive Cities
- Smart and Resilient Cities

In week 4, 5 and 6 you will work in teams on a case study. The team writes a theme-report in which it answers a couple of relevant questions and gives a final presentation at the end of week 7. The full report is to be handed in at the end of exam week (week 9).

*Working together on a case in an intercultural group will give you the opportunity to learn about each other's language and culture. Discussing the outcomes of your joined research will challenge you to be both critical and understanding of different viewpoints, experience and expertise.*

### **Assessment**

Written assignment/exam on Europe in Transition and Europe in the World (individual exam) and Sustainable Cities (group report and presentation).

Part 1: Written exam on the basis of 10 questions on Europe in Transition (part 1) and Europe in the World (part 2) within a given time slot: 2 hours, entry on Canvas via fraud-protection link.

Part 2: A group report on developments, trends and challenges in a European city. A presentation and group reflection report are part of the assignment. The final grade is an average of both (60-40). See detailed assignment and assessment rubric on Canvas.

Resit: A pass on one of the parts will remain a pass, only the part that is insufficient needs to be rewritten. Students can sign up for resit in the next block via Osiris. Resits in the next academic year will involve a new individual assignment for part 2. This also applies in case of a NA-grade due to insufficient participation in the group work.

## Literature

### Europe in Transition and Europe in the World

Understanding the EU, McCormick, 7<sup>th</sup> edition

Supportive articles (via Canvas)

### Sustainable Cities

Articles on 3 topics (via Canvas)

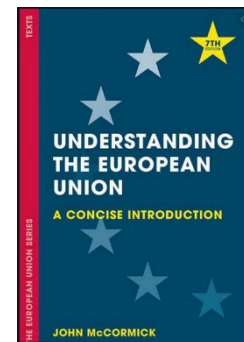
supportive literature: chapter 8 Internal Policies (part of Europe in Transition)

## Lecturers

Europe in Transition: [imke.vanhoorn@hu.nl](mailto:imke.vanhoorn@hu.nl)

Europe in the World: [bram.peeters@hu.nl](mailto:bram.peeters@hu.nl)

Sustainable Cities and Regions: [jaco.boer@hu.nl](mailto:jaco.boer@hu.nl), [carien.touwen@hu.nl](mailto:carien.touwen@hu.nl)



## Skills & Workshops

The course Skills & Workshops offers you training in several journalism genres and skills (audio, video, text, photography). You will make a portfolio consisting of multimedia productions for an online publication platform with stories related to the themes in the other courses and aimed at an international audience. Participation in workshops and newsroom meetings is mandatory, just like journalistic deadlines, and giving feedback is assessed as professional conduct and teamwork.

You will learn how to pitch and produce English language news items as part of a team and publish on a public online platform. The newsroom is therefore a simulation of working as an actual (freelance) journalist using a toolkit of skills for cross media storytelling.

Competence	Learning outcomes
Newsgathering and Research	Select and describe complex topics Assess relevant and reliable information from diverse sources and your own observation Choose focus for an audience and medium
Production	Use storytelling techniques for a cross media production

<i>Intercultural Competence</i>	<i>Knowledge of foreign languages Knowledge of communication styles Interest in different perspectives</i>
<i>International orientation</i>	<i>Orientation towards the profession – making use of international information sources and resources from different countries.</i>
<i>Personal qualities</i>	<i>Critical attitude – Responsibility – Independence – Drive – Perseverance – Adaptability – Flexibility – Creativity – Curiosity - Tolerance to stress</i>

### Teaching and Learning

You will meet as an editorial team to pitch and discuss production ideas but also work on stories in smaller teams both offline and online. Workshops in several journalism skills (writing, radio, audio, visuals) will be offered both online and on campus. We will offer different levels, based on your experience (a level assignment is part of your pre-programme preparation). A more detailed schedule with meetings and masterclasses will be published on Canvas prior to the start of the programme.

### Assessment

A portfolio with productions, produced in a newsroom setting.

Criteria are linked to requirements of journalism genres and cross-media elements (use of different journalism skills in your productions) and based on your entry level.

See detailed assignment and assessment rubric on Canvas.

Resit: You can repair productions in the portfolio based on the feedback and hand in the new portfolio when you have signed up for a resit the next block via Osiris. A second resit is only possible in the next academic year.

## Literature

Perfect Digital Storytelling in just nine steps, Alexandra Start and Martin Oswald, 2021

Licensed under Creative Commons, [distributed by EJTA](#) and available via Canvas (pdf).

*Recommended* (additional) reading:

[Writing and editing for digital media](#), Brian Carroll, Routledge-Taylor&Francis

[Reuters Handbook of Journalism](#)

[English for International Journalists](#), Mike Gandon, Heather Purdey (ed.), Routledge-Taylor&Francis, 2013

Additional software will be required for editing (Adobe).



## Lecturers

Newsroom (skills training & productions): [toon.brouwers@hu.nl](mailto:toon.brouwers@hu.nl) & [bram.peeters@hu.nl](mailto:bram.peeters@hu.nl)

Masterclasses in Photo and Video: [Felix Kalkman](#) & [Tal Sarid](#)

## Additional Information

The final production is based on a study trip to Brussels. Visits to the European Parliament and the European Commission aims to illustrate how Economics, Politics and Law work in every day practice. In three days, you will meet a number of speakers who will tell you about Europe from different points of view, covering different topics. The second part of the week you will work on your own stories and do research, speak to sources and collect material.

The 'school' arranges accommodation for four nights and will inform you in time about costs and deposits. You have to arrange your own transport.

The exact programme will be available mid-October.

Approximate costs for the field trip:

- Hostel: 125 euro for 4 nights, not including breakfast (available at the hostel for 12.50 per day at own cost)
- Meals: own choice
- Trip: +/-60 euro return train ticket or +/- 30 Euro return bus ticket with Flixbus.
- Local travel: 10-20 euro within Brussels. You will not need a visa for Belgium, as Belgium is a Schengen-country, but you have to bring your passport or ID-card.

*Note: The hostel is pre-booked by the School of Journalism for the full week (Mon-Fri).*

*You will receive a link to pay via the HU web shop at the start of the programme.*



## Media & Design Thinking

In the always changing media world news outlets are searching for new possibilities to connect to their audience. Ways in which we consume news shift rapidly, and so does the needs of our audience.

In this course you will learn how to use the method of Design Thinking to define and analyse a problem or opportunity in global journalism.

In the first three weeks you will get to know the work field of Global Journalism and the journalism theory underlying international and intercultural reporting. In the second week you will start with Design Thinking and you will be working in teams on an assignment offered by a stakeholder from the work field. This assignment will challenge you to find new and innovative methods in journalism for reaching an audience that this external stakeholder is aiming at.

Competency	Learning outcomes
Production	Professional communication and teamwork
Accountability & the Public	Analyse the audience/target group using relevant methods. Reach the audience/target group and interact actively
Entrepreneurship & Innovation	Know the medial landscape and take a professional stance Recognize developments in the media landscape and make relevant choices Pitch a journalism story/concept to colleagues and experts.
Research & Reflection	Research and analyse the societal role of journalism Explain developments and issues in the professional field of journalism.

<i>International competence</i>	<i>Interest in different perspectives Knowledge of identities, stereotypes Intercultural relations-building and networking skills</i>
<i>International orientation</i>	<i>Orientation towards society and the world Orientation towards the profession</i>
<i>Personal qualities</i>	<i>Problem solving skills and Creativity Entrepreneurial skills</i>

## Teaching and Learning

### Global Journalism

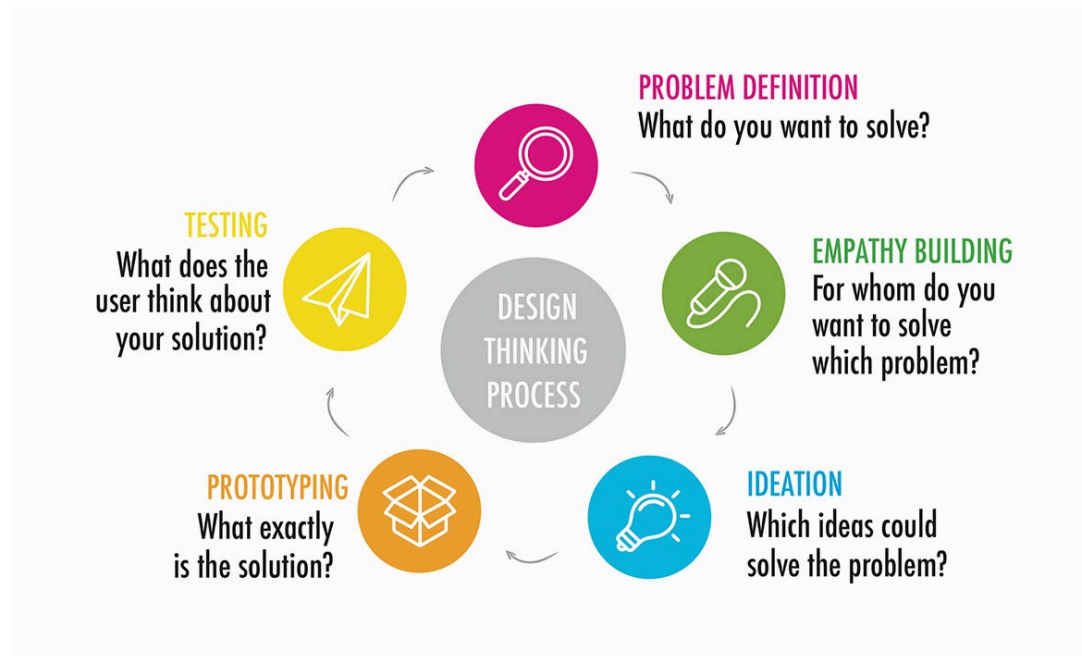
The 'media'-part of the course focusses on research and analysis of the international media landscape, the role of journalists in society and diversity and inclusivity in reporting. You will study several chapters from relevant literature on global journalism. In teams you will research a current topic to gain insight in the international media landscape. Especially with regard to the role of a journalist working in a globalised world and the professional task to include people and voices from diverse backgrounds in your stories. Insight in the international media landscape will give context for the next part of this course, focused on media innovations.

### Design Thinking

During the 'Design Thinking'-part of this course, starting in week 2, you will learn how to use the method of Design Thinking to define and analyse a 'problem or opportunity' in global journalism, offered to you by a stakeholder/media party in the work field. You will go



through the first two steps of the Design Thinking method: **emphatize** and **define**, and use these steps to extensively research and map out the needs of your target audience. Weekly lectures will be alternated with guided seminars. In smaller teams you will analyse the needs of your audience by conducting both literature and field research and conducting interviews. You will develop personas and design statements that will help you to formulate an innovative solution based on your findings.



### Assessment and resits

Your final assignment is a project report, including your media analysis, theory and background of your design statement and a pitch in which you present and argue your design statement and personas to the 'stakeholder/client' and lecturer. The project report will form the basis for your Innovation project course in the second term.

See detailed assignment and assessment rubric on Canvas.

The first resit allows you to rewrite your report, the next resits will require participation in a new group project.

### Literature

Recommended literature: Verhoeven, N. (2019). *Doing Research*. Boom

Media Theory:

Several articles/chapters available on Canvas such as:

Bromley, M. and Slavtcheva-Petkova, V. (2019). *Global Journalism*.

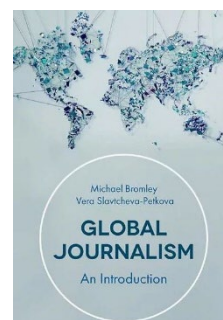
Palgrave MacMillan International Kim Bui, P. (April 26, 2018).

Design Thinking: Articles will be available on Canvas.

### Lecturers

Global Journalism: [carien.touwen@hu.nl](mailto:carien.touwen@hu.nl), Design Thinking:

[felix.kalkman@hu.nl](mailto:felix.kalkman@hu.nl)



## Fieldtrips & Excursions

### Excursions to Utrecht, Rotterdam & The Hague

In the first part of the programme we offer three excursions. In the first week an excursion as part of our Introduction programme will show you an interesting part of our city, **Utrecht**. The second week we will visit **Rotterdam** as part of the Sustainable Cities theme. Rotterdam is best reached by train from Utrecht central station. Make sure you have an OV-chip card to pay for your travel by public transport. In the seventh week you will visit the International Criminal Court in **The Hague**.



### Fieldtrip to Brussels

The first part of the programme is finalized with a fieldtrip to Brussels. An assignment is part of your portfolio for Skills & Workshops. The first two days will be **excursions to European Union institutions and related organisations**. The other days are open to do interviews and research, acquire information and make footage and visual material for your **Brussels base final production**.



The costs for the fieldtrips are mentioned on page 13. The School of Journalism makes reservations for accommodation. You have to organize your own transport. Any entrance fees are covered by the School of Journalism. All other costs are your own.

**NOTE:** If you cannot join the fieldtrip an individual programme in the Netherlands will replace this. Please contact the programme coordinator in time.

## Course descriptions - Part II

### Research

You will use research skills in most courses, and most of you already have acquired necessary research skills in your prior studies. But there is a difference journalism and academic research, which we will explain in an introductory tutorial in the first week. In the course Global Journalism we will further explore academic research as a means to acquire insight in the media landscape as part of your Media Innovation track.

Structural training in journalism research skills needed for larger and more in-depth productions starts in block 2 and is closely linked to the Cross-media production course. Your research portfolio will be the basis for your production and reporting trip to a European country. There will be some class meetings, but most of the time there will be coaching and feedback, individually or in smaller groups, based on your choice of medium, topic or country.

An important question for any reporter is where you can find the right information in order to write stories that will actually be read because they are interesting. Another one is how to organize your research in a structured manner. In this course we begin by formulating the story we hope to write as a hypothesis that will be verified or disproved. By analysing a hypothetical story, a reporter can more easily see which information he or she needs to seek. This approach is called Story Based Inquiry and is developed by experienced investigative journalists.

Competence	Learning outcomes
Newsgathering and Research	Select and describe complex topics Assess relevant and reliable information from diverse sources and your own observation Use complex research methods and datasets Choose focus for an audience and medium Account for your choices and conduct in research
<i>International competence</i>	<i>Knowledge of foreign language Interest in different perspectives</i>
<i>International orientation</i>	<i>Orientation towards society and the world Orientation towards the profession</i>
<i>Personal qualities</i>	<i>Problem solving skills</i>

### Teaching and Learning

This module consists of tutorials with instruction and methodology for doing journalism research and individual feedback sessions to support you during research and the production of your research portfolio.

Tutorials are scheduled once a week, feedback is planned with your coach.

### Assessment

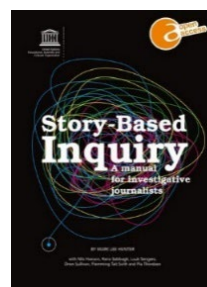
A research portfolio that will form the basis for your reporting trip in December and your cross-media production. Formative assessment is prior to your reporting trip, allowing you to improve it before the end of the semester. The first resit allows you to rewrite your portfolio. For resits thereafter you have to choose a new topic. See details on Canvas.

## Literature

Hunter, M.L. (2011). [\*Story Based Inquiry\*](#). Unesco

## Lecturers/coaches

[toon.brouwers@hu.nl](mailto:toon.brouwers@hu.nl), [bram.peeters@hu.nl](mailto:bram.peeters@hu.nl),  
[gert.vanwijland@hu.nl](mailto:gert.vanwijland@hu.nl)



## Additional Information

Country and topic for the cross-media production is a free choice. The costs involved in your reporting trip are your own responsibility, the School does not supply an allowance. Please consider these costs, as well as other difficulties such as language barriers and corona-regulations, when planning your reporting trip. You can discuss options with your coach.

In case of restrictions due to Covid-19 the study programme will offer an alternative for your reporting trip with an assignment in the Netherlands.

## Cross-media production

In the second term the newsroom continues with more in-depth productions such as features and mini-documentaries (both AV and podcast). On request there will be special workshops to support specific, more specialized skills needed for your productions. Based on the research portfolio of the course Research, you will produce two cross-media productions, to be published on the HU publication platform. The cross-media productions are presented to the work field in a final presentation, including also the innovation projects.

This course is a major exercise to teach young journalists practical skills for reporting and working abroad. Just like reporters in the fields, the students identify relevant developments for a specific audience. select news issues and produce news stories on a website. As research progresses, the reporters will be organising their material for composition, and composing specific parts of the final story. A story that can be summed up in a few hard-hitting sentences – a story that can be promoted, and published by a professional media outlet.

Competency	Learning outcome
Newsgathering and Research	Master content in a national and international context Assess relevant and reliable information from diverse sources and your own observation Choose focus for an audience and medium
Production	Produce cross media productions for an audience Use storytelling techniques for a cross media production Account for cross media conduct and choices Professional conduct and team work Reflect on professional role and conduct and implement improvements
<i>International competence</i>	<i>Knowledge of foreign language Knowledge of communication styles Interest in different perspectives Engagement with other people and topics</i>
<i>International orientation</i>	<i>Orientation towards society and the world Orientation towards the profession</i>

<i>Personal qualities</i>	<i>Critical attitude</i> <i>Problem solving skills</i> <i>Perseverance</i>
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## Teaching and Learning

Every week the newsroom will meet on campus for a plenary editorial meeting and tutorials but there will also be time to work in smaller teams on campus, with personal feedback when preparing for the reporting trip and making your productions.

Workshops in specific journalism skills and tools will be offered both online and on campus, on a need to use basis (depending on the individual productions).

A more detailed schedule will be published on Canvas prior to the start of the programme.

## Assessment

A cross-media production on the basis of a 2-week reporting trip in Europe and the research portfolio (Research course).

Criteria are linked to requirements of journalism genres and cross-media elements (use of different journalism skills in your productions). Implementation of the proofreading feedback is also assessed.

See detailed assignment and assessment rubric on Canvas.

Resit: rewrite the cross-media productions, students have to sign up for a resit the next block via Osiris. A second resit (next academic year) will require a new production/topic.

## Literature

Perfect Digital Storytelling in just nine steps, Alexandra Start and Martin Oswald, 2021

Licensed under Creative Commons, [distributed by EJTA](#) and available via Canvas (pdf).

*Recommended literature:*

Hunter, M.L. (2011). [Story Based Inquiry](#). Unesco

Carroll, B. [Writing and editing for digital media](#), Routledge-Taylor&Francis

Gandon, M. and Purdey, H. (ed.) (2013) [English for International Journalists](#), Routledge-Taylor&Francis



## Lecturers/coaches

[toon.brouwers@hu.nl](mailto:toon.brouwers@hu.nl), [bram.peeters@hu.nl](mailto:bram.peeters@hu.nl), [gert.vanwijland@hu.nl](mailto:gert.vanwijland@hu.nl)

## Additional Information

Country and topic for the cross-media production is a free choice. The costs involved in your reporting trip are on your own account, the School does not supply an allowance. Please consider these costs, as well as other difficulties such as language barriers and corona-regulations, when planning your reporting trip. You can discuss options with your coach.





## Innovation project

In the second term you and your team will continue with your innovation project, using the Design Thinking method: **ideate, prototype** and **test**. In the *ideate* phase you will sharpen both your personas and design statement created in the first term. Based on this design statement you will develop your innovative idea into a *prototype* or implementation plan. You will *test* your prototype with the target audience. As a team you will present your final product to the team of lecturers and the client.

Your final portfolio includes a prototype of your product/concept and your product/concept will contain (at least) 3 journalistic productions made during the CBJ course.

Competency	Learning outcomes
Accountability & the Public	Reach the audience/target group and interact actively Be accountable for ethical dilemmas in your professional conduct
Entrepreneurship & Innovation	Recognize developments in the media landscape and make relevant choices Pitch a journalism story/concept to colleagues and experts Design and create an innovative concept, product or service
Research & Reflection	Explain developments and issues in the professional field of journalism
<i>International competence</i>	<i>Interest in different perspectives</i> <i>Knowledge of identities, stereotypes</i> <i>Interest in different perspectives</i> <i>Intercultural relations-building and networking skills</i>
<i>International orientation</i>	<i>Orientation towards society and the world</i> <i>Orientation towards the profession</i>
<i>Personal qualities</i>	<i>Problem solving skills</i> <i>Creativity</i> <i>Entrepreneurial skills</i>

### Teaching and Learning

The Innovation track continues with weekly tutorials and guided seminars. You will learn how to implement various techniques for visualising innovative ideas. Prototyping tools and techniques will be discussed. Considerable time will be spent on testing (with the target audience) and improving your prototype. Students will work in teams and receive feedback and coaching by the lecturer.

### Assessment

Innovation project report and pitch to stakeholder (groups)

Reflection report (individual)

The first resit allows you to rewrite your report, the next resits will require participation in a new group project. See detailed assignment and assessment rubric on Canvas.

### Literature

Literature, examples and technical references will be shared on Canvas.

### Lecturer

[felix.kalkman@hu.nl](mailto:felix.kalkman@hu.nl)



## Style guide

The School of Journalism follows APA for source notation and in text referencing in non-journalistic productions.

In Journalism productions genre specific requirements apply.

A more detailed style guide will be published on Canvas prior to the start of the programme.

## Rules and Regulations

The European Culture and European Journalism Programme is part of the curriculum of the Institute for Media – School of Journalism, so all courses, assignments and exams are covered under the [Education and Examination Regulation \(EER\)](#), in Dutch called *OER HU*.

General rules and more specific regulations for the CBJ-programme are:

### General:

1. Student's final grades are not merely based on the results of their assignments and exams. Also considered are their attendance at lectures and field trips, preparation of the lectures, class participation and respect for deadlines. Students are expected to attend all classes. If you are unable to attend, you should notify the lecturer by email.
2. Lecturers use the national grading scale according to the comparative table of grading systems.
3. The International Office translates national grades to ECTS grades.
4. All written assignments have to be submitted both digitally via email and on paper in the lecturer's post box or pigeonhole. The exact procedure will be explained during the introduction.
5. Each student has two chances to obtain a passing mark. If a student fails an assignment they may be offered one (1) re-sit on that assignment.
6. No student who has received a passing mark for an assignment will be permitted to resubmit in order to gain a better result. The first result stands.
7. All courses have to be graded at least with a 'pass' to graduate.
8. Results will be available within three weeks after the deadline or exam.
9. Students may request a consultation with the lecturer within ten working days after results are available.

### Deadlines:

10. Deadlines for the submission of set work are important and must be met.
11. If students fail to submit work before deadline the work will not be accepted and the result will be a fail.
12. If students don't turn up at exams, the result will be a fail and re-sit is required.
13. All students are automatically registered for the first exam. For re-sits students have to register in Osiris. If not registered, the grade cannot be entered into the system and a new re-sit at the earliest possibility is required (often next academic year).
14. If a student has requested and has been granted permission for an extension on a deadline, the assignment counts as the first chance and will be graded normally.

15. Permission for an extension on a deadline can only be given by the lecturer of a specific course and the course coordinator.
16. A written request for permission of an extension should be submitted prior to the set deadline or exam, together with documents to support your request. In certain circumstances you can only submit afterwards. In this case, requests have to be submitted within ten days after the deadline or exam.
17. It is only possible to request for an extension or an extra re-sit for a written exam with the examination board.

### **Plagiarism**

18. Plagiarism is defined as passing off the ideas or words of someone else as though they were your own. It applies equally to the work of other students and to published sources and the use of artificial intelligence. All work is assessed on the assumption that it is the work of the student: the words, ideas and arguments should be their own. However, much coursework will be based on what students have read and heard. It is therefore important that students show where, and how, their work is indebted to their sources. Students should list the sources used in a bibliography or reference section at the end of each piece of work or in text when relevant.
19. Plagiarism is a very serious offence. In each case of plagiarism, the Exam Committee will decide upon penalty.

## Additional Information for incoming students

### Work load and Credits

For each passed course, students receive 5 EC credits. EC(TS) stands for European Credit (Transfer System). One (1) ECTS credit point equalizes 28 hours of work. These 28 hours (or their multiples) constitute the total hours of time spent on each course. This includes scheduled course hours as well as hours of self-study, team work and production.

In the tutorials, attendance is by nature mandatory. Each student is obligated not merely to attend, but also to participate in each class session. To participate, each student must have prepared by completing all of the assigned readings and assignments and by thinking critically about each of those readings and assignments. The general class format will include class discussion.

Student's final grades are based on the results of their assignments and exams and in some courses also on their participation and presentations in class. Also considered are their attendance at lectures and field trips, preparation of the lectures, class participation and meeting of deadlines.

Lectures use the national Dutch grading scale. Results are graded on a scale from 0 to 100. A score of 55 or better is a pass. The HU International Office translates national grades into international grades and sends transcripts to home universities of incoming students. Accurate use of English is important. But perfect English is not a major criterion of assessment, lecturers focus on content and journalistic standards. Proof reading is mandatory as part of the English language course.

### Comparative Table of Grading Systems

HU	ECTS		%**	USA
9.0-10	A	Excellent: outstanding performance with only minor errors	10	A+
8.0-8.9	B	Very good: above the average standard but with some errors	25	A
7.0-7.9	C	Good: generally sound work with a number of notable errors	30	B
6.0-6.9	D	Satisfactory: fair but with significant shortcomings	25	C
5.5-5.9	E	Pass, sufficient: performance meets the minimum criteria	10	D
5.0-5.4	FX	Fail: some more work required before the credit can be awarded	-	E
<5.0	F	Fail: considerable further work is required	-	F

\*ECTS: European Credit Transfer System\*\* % of successful students normally achieving the grade.

## Practical Information - Utrecht

Utrecht has a mix of a rich past and a dynamic present. The city, with its central location in the heart of the Netherlands, is known for its Dom church and Tower, museums and especially for its romantic canals. Thanks to its central position, Utrecht is one of the most important cities in the Netherlands. Here all rail, road and water transport systems come together. Utrecht houses 350,000 inhabitants and is the 4th largest city in the Netherlands. Since Utrecht has a population of approximately 70,000 students, there are many cafés, restaurants, shops and sports facilities at low budget prices.

### Sports facilities

Sports facilities are open to all students at the Sport Centre Olympus, situated near the School of Journalism. The center has tennis courts, playing fields, squash courts, a fitness room and three sport halls where you can follow a course from fencing and tai-ki-ken-po to salsa and street dance. Of course, Utrecht has many more sports facilities for soccer, swimming, ice-skating, bowling, sailing etc. There is plenty of water to be found around Utrecht. There are two lakes close to Utrecht, the Haarrijnse Plas and Maarsseveense Plassen where you can swim and get a tan in summer. At the Maarsseveens Plassen is also a huge wellness complex/sauna. To explore Utrecht from a different view, rent a canoe or water bike.

### Cultural activities

[Parnassos Cultuurcentrum](#) is the International and Cultural Centre. They offer a number of music, theatre and dance courses for students at very reasonable prices. There are many cinemas in Utrecht showing movies in the original language with Dutch subtitles.

### Erasmus Student Network

The School is a member of the Erasmus Student Network (ESN). Its bi-monthly magazine will be distributed in your mail folder. ESN organizes a range of activities, parties and sight-seeing trips for international students. They have a weekly gathering on Tuesday night at Maria where you can meet other students. You can find more about their activities at their website. [www.esn-utrecht.nl](http://www.esn-utrecht.nl)

### Dutch courses

Hogeschool Utrecht offers different courses to learn Dutch, for example “Dutch for foreigners” (NT2). You will receive more information from the International Office after your arrival in the Netherlands.

### **The Utrecht School of Journalism**

The Utrecht School of Journalism (SvJ) is the oldest school for higher education in journalism in the Netherlands. Having been around for over fifty years, we have educated a large number of journalists.

Since 1966 the study programme of the School has combined a sound understanding of society with intense practical training and internships in journalism. International education has always been at the heart of our school.

### **Hogeschool Utrecht Printing**

With the printer payment system it is possible for every HU student with a HU Account to use every Xerox printer in every building of the Hogeschool Utrecht to copy, scan and print. It is possible to access a Xerox printer in two ways

- By registering your account name / password
- By coupling your OV- or other card to your HU account

To be able to use the print facilities you need to credit your print balance via iDeal or credit card via [www.printtegoed.hu.nl](http://www.printtegoed.hu.nl).

### **Classrooms**

Most courses are scheduled at the Heidelberglaan 15 (online via Teams if not scheduled on campus). The building is co-inhabited by the Institutes for Media, Communications, ICT, Business and a number of university services and research departments.

### **Opening hours (preliminary due to corona)**

Monday-Thursday: 07:30-22:00

Friday: 07:30-18:00

Saturday: some HU buildings are open from 08.:30-17:00

During school holidays: 08:30-17:00

National holidays: closed

For internet facilities and study rooms during the weekend and after school hours we advise you to go to the University library at the Uithof, Heidelberglaan 3.

### **Computers, camera's, recorders, phones**

We strongly suggest you bring your own laptop, cell phone, camera and recorder.

With an eduroam account you can easily get access the Wifi of the Faculty. If you do not have such an account, we get you one. We also provide you with an inlog account for the Faculty's intranet and online library facilities.

Bring your own cell phone and buy a Dutch SIM-card and a prepaid card upon arrival. The SIM-card costs about 15 Euro but you will receive the same amount back on the prepaid card.

### **Library**

The library (or *mediatheek*) is located at Padualaan 99. You will be issued a library card the first time you wish to take out books. Often 'study spots' need to be booked in advance.

The complete catalogue can be found online <https://www.catalogus.hogeschoolutrecht.nl>.

Website of the University library: <http://www.uu.nl/EN/library>

## Contact and information

The Cross-border Journalism programme has its own page in our study portal Canvas. Official information, latest news and changes in schedule will be posted on this page. Due to corona your study schedule will also be available via the Calendar on the Canvas page. Online classes will have a link to the meeting in Teams. If you don't have Teams on your computer please install it via: <https://sway.office.com/jAFa2Atz8bFLC3F7?ref=Link>

In addition students often set up their own Facebook page for informal communication, which serves as an alumni-group afterwards. The group can ask lecturers to join and share informal information, such as interesting articles or events.

Students can contact lecturers via their email addresses or school mobile phones.

## Contact details

### *School of Journalism*

Programme coordinator	:	Carien Touwen
E-mail	:	<a href="mailto:carien.touwen@hu.nl">carien.touwen@hu.nl</a>
Ass. Coordinator(back office)	:	Hanneke Leenders
E-mail	:	<a href="mailto:hanneke.leenders@hu.nl">hanneke.leenders@hu.nl</a>
Correspondence address	:	Hogeschool Utrecht School of Journalism, P.O. Box 8611 3503 RP CJ Utrecht The Netherlands
Visiting address	:	Heidelberglaan 15 3584 CS Utrecht (De Uithof) <i>second floor</i>

### *HU International Office*

Assistance	:	Team student exchange
Phone	:	+31 (0)88 481 8181
E-mail	:	<a href="mailto:exchange@hu.nl">exchange@hu.nl</a>
web	:	<a href="http://www.hu.nl">www.hu.nl</a>
Correspondence address	:	Hogeschool Utrecht International Office, Incoming Students P.O. Box 13102 3507 LC Utrecht The Netherlands
Visiting address	:	Padualaan 101 3484 CH Utrecht