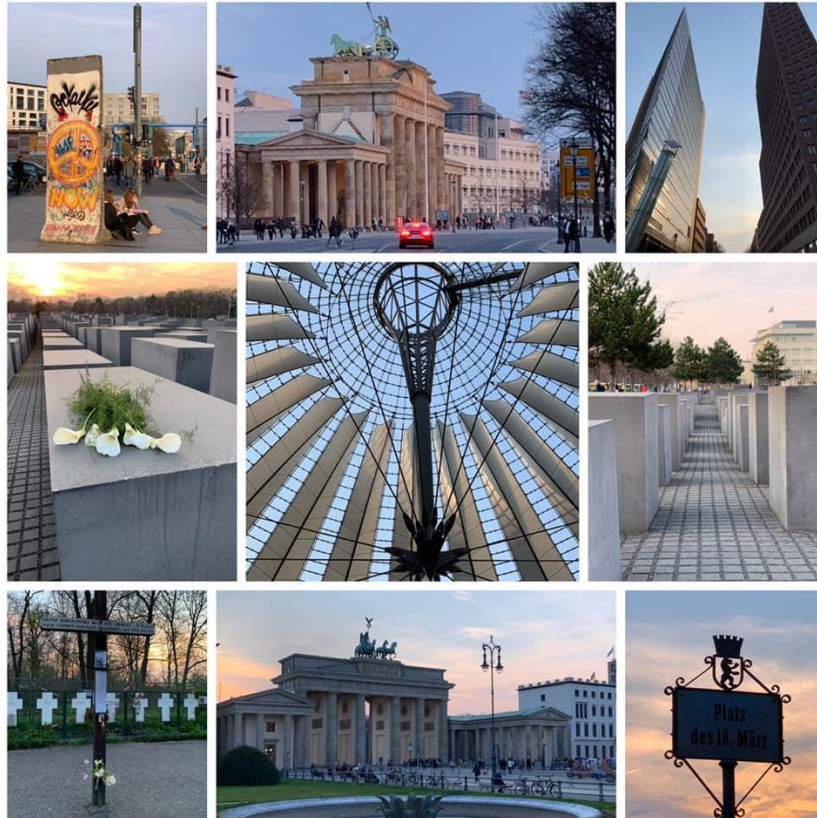


Cultural Journalism



Study Guide 2024-2025

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Introduction

Welcome to Cultural Journalism, a specialized course in international arts and culture reporting offered to you by the Utrecht School of Journalism, the Netherlands. This programme is part of our international offer in journalism and is open to students from our own university and 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 international stories and acquire knowledge on arts, culture, lifestyle (popular culture), identity and cultural journalism. Training in reporting skills 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.

Honours level is offered in electives to all students, at the start of the programme you can decide if you want to participate and register for the International Journalism honours track (Osiris code: JHON-INTJOURN-20).

The Cultural Journalism programme is based on interactive learning, and requires a high degree of commitment and work, both individually and in team settings. Presence and participation in class meetings and excursions/study trips is required and takes up to 4 days per week in the first block and 2-3 days in the second block. Learning takes place in a multicultural and multidisciplinary framework; based on journalism competencies (Dutch framework and international Tartu Declaration) and the intercultural competency framework of Nuffic.

You will start with acquiring a body of knowledge on popular culture and cultural theory, international reporting and cultural journalism, creative storytelling, and design thinking and media innovation. 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 online platform. In a small team you will explore creative storytelling techniques and develop a media innovation for a real client, using design thinking methodology and practice based and design-oriented research.

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

Utrecht, December 2024

The programme in brief

Cultural Journalism overview

The programme is structured in two main tracks: Newsroom and Media Lab. Both tracks start in the first week and will become more complex as you proceed. The first 10-week block has a stronger focus on the body of knowledge, the skills, the theory and methodologies you need. The second block is about putting all that into practice in productions and concepts.

The body of knowledge includes international and cultural topics and theory and methodologies in cultural journalism, practice based and design oriented research.

In the **Newsroom** we will offer training in journalism genres and production skills for multi-media stories. A field trip to Berlin concludes the first part of the programme. In the second block you will take part in a reporting trip to a middle-size city in Europe, to produce cross-media productions, in a team and as an independent reporter. You will do research, before and onsite, and collect journalistic material for cross-media production(s).

In the **Media Lab** you will work in a project team. You will design and develop a solution to a problem or question, using practice based and design oriented research. You will work for a work field client and you will research and analyse storytelling-ideas in the context of 'creative cities'. In your team you will design new concepts to reach an audience and bring untold stories. At the end of the semester each team will pitch their innovative solutions, concepts or prototypes, supported by a research and advisory report.

| Semester 2 | Block C | Block D |
|--------------------|---|--|
| Newsroom 1 | Skills training: text, audio, video, newsroom productions | |
| Newsroom 2 | Body of Knowledge: Contemporary Arts and Culture | |
| Newsroom 3 | | Research, Reporting trip Cross-media Production |
| | Berlin Fieldtrip (6-11 April 2025) | Reporting Trip (19-30 May '25) |
| Media Lab 1 | Body of Knowledge: Cultural Journalism, Practice based research | |
| Media Lab 2 | Creative Cities and Storytelling | Creative Cities project |
| Media Lab 3 | Design Thinking and Design oriented research | |
| | Project design and statement | Innovation project |
| 22 Jan 2025 | | Cultural Journalism Festival |

Cultural Journalism is an integrated programme, this means that all courses are feeding into each other. In practice all exams and assignments in block C are 'feedback assessments' that enable you to check your progress, improve your work and collect items for your final portfolio at the end. But most of all they provide the necessary knowledge, skills, experience and insights to perform well in the productions, team work and innovations in block D.

| Exam code (Osiris) | Cross-border Journalism | Block C | Block D |
|--------------------|-------------------------|-----------------------|---------|
| JJO-CJNEWS-24 | Newsroom | Portfolio assignments | 15 EC |
| JJO-CJ-LAB-24 | Media Lab | | 15 EC |

Cultural Journalism schedule (overview)

| Cultural Journalism 2024-2025 | | Jan | Feb | | | | March | | | | april | | | | May | | | | June | | | | | | |
|-------------------------------|--|-----|----------|------|------|------|-------|------|------|------|-------|-----|------|------|------|-----|------|------|------|-----|-----|------|------|---------|----|
| | Week | 35 | 6 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 1 | 2 | 3 | 4 | 5 | |
| Formative Assessment | | | 3-2 | 10-2 | 17-2 | 24-2 | 3-3 | 10-3 | 17-3 | 24-3 | 31-3 | 7-4 | 14-4 | 21-4 | 28-4 | 5-5 | 12-5 | 19-5 | 26-5 | 2-6 | 9-6 | 16-6 | 23-6 | 30-6 | |
| Summative Assessment | | | B12 | C1 | C2 | C3 | C4 | C5 | C6 | C7 | C8 | C9 | C10 | D1 | D2 | D3 | D4 | D5 | D6 | D7 | D8 | D9 | D10 | D11 | E1 |
| | HU schedule | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| | CBI schedule | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| | | | Intro IO | | | | | | | | | | | | | | | | | | | | | RESULTS | |
| Newsroom (15 EC) | Newsroom 1: Skills & genres (training and workshops) | | | | | | | | | | | | | | | | | | | | | | | | |
| | Newsroom 2: Contemporary Art & Culture (Body of Knowledge) | | | | | | | | | | | | | | | | | | | | | | | | |
| | Newsroom 3: Cross-media production (incl Research) | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| Media Lab (15 EC) | Media Lab 1: Cultural Journalism (Body of Knowledge) | | | | | | | | | | | | | | | | | | | | | | | | |
| | Media Lab2: Creative Cities & Storytelling | | | | | | | | | | | | | | | | | | | | | | | | |
| | Media Lab 3: Design thinking & innovation project | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |

Above is the general schedule, formative assessment moments might differ in practice. Please find a more detailed schedule, with classes and activities per week, on Canvas prior to the start of the programme. You will get a notification as soon as your HU-account is connected to the Cultural Journalism page in Canvas. As this page is under construction most information will only be available by the end of January 2024.

NOTE

- For international students the International Office (IO) will organise a general introduction on Friday (31 Jan 25) before the start of semester, in the afternoon you will be introduced to the campus and the School of Journalism (info mail IO).
- There will be a Cultural Journalism-introduction programme for all students in the first week of semester, parallel to the first class meetings (3-7 Feb).
- We also have several other excursions in the first block, such as a daytrips to Amsterdam and visits to museums and exhibitions.
- In week 10 we will visit Berlin for a fieldtrip. Here you will see and experience how theory works in practice. We will also visit cultural sites and museums. Meanwhile you will work on a production for the Newsroom and add to the desk research for your Creative City project in block D.
- Please read about the costs for these excursions and fieldtrips on page 14!

Course description: Newsroom (JJO-CJNEWS-24)

The Newsroom is a major exercise in practical skills for reporting and working abroad. Just like reporters in the field, you will identify relevant developments for a specific audience, select news issues and produce news and feature stories on a website. As research progresses, you will be organising your collected 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.

The Newsroom consists of three integrated parts: **journalism skills** (Newsroom 1), a **body of knowledge** (Newsroom 2), and **training in and cross-media reporting** (Newsroom 3). Together they are the building blocks of your own cross-media productions. At the end of the semester you deliver a newsroom portfolio with productions and underlying materials (building blocks) such as research dossiers, pitches, production plans and story boards.

Newsroom courses

Contemporary Art and Culture (Newsroom 2)

The **body of knowledge** on is based on several chapters of the book 'Cultural Theory and Popular Culture' and offers basic knowledge on arts and culture which will help you, as a young professional, to understand the world of modern art and the concepts of modernity, autonomy and engagement. You will analyse culture and identity through expression and representation in multiple art forms and cultural spaces. This knowledge and understanding will also give insight in how arts and culture define and develop cities and citizens. This is related to the Creative Cities project in the Media Lab. So this knowledge is not only important for your newsroom productions, it also forms the basis of your creative work in the Media Lab. The 'body of knowledge', visualized during the Berlin fieldtrip, is a bridge between the first (theory & training part) and the second part in which you will produce a cross-media story and transform your creative ideas into media innovations. More over the body of knowledge' gives you the basis that every international cultural journalist needs when producing items on arts and cultural an contribute to innovation in the work field.

Journalism Skills and Genres (Newsroom 1)

In the first block the Newsroom also offers you **training in several journalism genres and skills** (audio, video, text, photography). 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) cultural journalist using a toolkit of skills for cross-media storytelling. You will meet as a newsroom team to pitch and discuss production ideas but also work on stories in smaller groups.

Cross-media reporting and Research (Newsroom 3)

In the second block the Newsroom continues with training in more **in-depth research skills** and larger productions such as features and mini-documentaries (both AV and podcast). On request there will be special workshops to support specific, more specialised skills needed for your productions. Using the methodology of Story Based Inquiry (developed by investigative journalists) will help you to make a research dossier that will be the basis for your **story and your reporting trip** to a middle-size European city.

Please consider the costs for the fieldtrip to Berlin and the reporting trip. You can discuss solutions with the coordinator and teachers when you experience (financial) difficulties, an alternative destination is possible for the reporting trip. The Berlin fieldtrip is a mandatory part of the programme for all students.

Learning Environment

The Newsroom is organized in several 3-hour time slots per week. The tutorials on Contemporary Art and Culture (body of knowledge) consist of a lecture or instruction, film viewings and some practical work, individual or in smaller groups.

The training in journalism skills and production consists of a plenary editorial meeting, instructions and workshops and, coaching sessions (often in smaller teams). In the coaching sessions you will get individual and peer feedback on your research, your reporting plans and -upon return from your reporting trip- feedback on your productions.

Attending the lectures and participating in class work is a mandatory and part of your 'professional conduct' which will be part of the assessment for the Newsroom. Be sure to keep up with studying the literature, and making assignments on time, not just because that is a smart way to study, but also because you need the content, skills and experience to develop and grow as an international journalist.

A detailed schedule of all classes, meetings and activities, as well as detailed assignments and weekly homework, will be ready on Canvas before the start of the programme.

Literature

Storey, John (2021), *Cultural Theory and Popular Culture An Introduction (10th Edition)*, Routledge ISBN 9781032484082

Supportive articles (via Canvas)

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

Licensed under Creative Commons,

[Distributed by EJTA](#) (free download) and available via Canvas (pdf).

Hunter, M.L. (2011). [Story Based Inquiry](#). Unesco Licensed under Creative Commons.

Additional literature (advised)

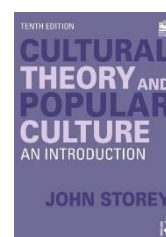
Carroll, B. [Writing and editing for digital media](#), Routledge-Taylor&Francis

Gandon, M. and Purdey, H. (ed.) (2013) [English for International](#)

[Journalists](#), Routledge-Taylor&Francis

[Reuters Handbook of Journalism](#)

Additional software will be required for editing (Adobe).



Lecturers

Contemporary Art and Culture: linda.huijsmans@hu.nl and Timna.rauch@hu.nl

Newsroom: elvira.vannoort@hu.nl, toon.brouwers@hu.nl and linda.huijsmans@hu.nl

Assessment

You will make a portfolio consisting of multimedia productions for an online publication platform with stories related to a proven body of knowledge and aimed at an international audience. Criteria are linked to requirements for knowledge, 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.

Participation in workshops and newsroom meetings is mandatory, likewise journalistic deadlines, professional communication, and giving feedback is assessed as professional conduct and teamwork.

At the end of the semester you hand in the newsroom portfolio consisting of:

- The results of a written assignment/exam on Contemporary Art and Culture to show you master the required body of knowledge.
- Productions and underlying materials (building blocks) such as research dossiers, pitches, production plans and story boards.

During the semester you will get feedback (formative assessment) on first versions and parts of the productions and materials to help you improve your work.

The test/assignment on Contemporary Art and Culture is scheduled at the end of block C, if your test shows that your body of knowledge is not 'up to level' you can resit it before the start of your reporting trip.

Detailed assignment and an assessment rubric will be published on Canvas.

Resit: If you fail the portfolio assessment you can sign up for a resit in the next block, via Osiris. You can improve parts of the portfolio that are not up to (end)level.

You have signed up for a resit the next block via Osiris. A second resit is only possible in the next academic year.

Competencies and Learning outcomes

Your final portfolio will be assessed on the learning outcomes below. Intercultural competencies are part of your newsroom participation / professional conduct.

| Competence | Learning outcomes |
|-----------------------------|--|
| News gathering and Research | Master content in an international context |
| | Select and describe complex topics |
| | Assess relevant and reliable information from diverse sources and your own observation |
| | Choose focus for an audience and medium |
| | Use complex research methods and datasets |
| | Account for your choices and conduct in research |
| 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>Intercultural Competence</i> | <i>Knowledge of foreign languages</i> <i>Knowledge of communication styles</i> <i>General and Specific knowledge of cultures</i> <i>Interest in different perspectives</i> <i>Engagement with other people and topics</i> |
| <i>International orientation</i> | <i>Orientation towards society and world</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> <i>Problem solving skills</i> |

Course description: MEDIA LAB (JJO-CJLAB-24)

In a rapidly changing world and media landscape outlets are searching for new possibilities to tell stories and connect to their audience. Ways in which we consume news shift rapidly, and so do the needs of our audiences. Issues of underrepresentation, untold stories and news avoidance are undermining the trust in journalism. Stakeholders are searching for ways to collaborate with journalists to create meaningful stories to reach an audience that is increasingly struggling with digesting information, concentration, ever growing competition, developments such as 'fake-news' and trust issues, and taking their role as informed citizens in open democracies.

In this Media Lab you will learn how to analyse questions, problems and opportunities in a global media landscape; to define solutions and create new concepts for media stakeholders in the field of cultural journalism. You will learn to use the method of Design Thinking and apply theory and methodologies from practice based and design oriented research. In the Media Lab you will work together in teams on projects from media clients and experiment with new storytelling concepts and cross-discipline cooperation in the context of 'creative cities'.

The '**body of knowledge**' in the Media Lab consists of theory and methodologies from cultural journalism and media studies (Media Lab 1), and design thinking (Media Lab 3). We will also present different topics that are related to creative European cities and offer a methodology for effective team work and reflection skills (Media Lab 2).

In the first weeks you will get to know the work field of Cultural Journalism and journalism theory underlying international and intercultural reporting. You will use practice based research to gather information on the media landscape. At the same time you will get acquainted with design thinking theory and methodology and work towards a design statement to pitch to your client. In the second part of the semester you will develop this pitch into a prototype or concept.

Media Lab courses

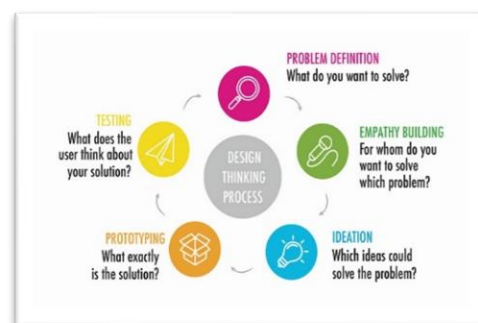
Cultural Journalism (Media Lab 1)

The **body of knowledge** of the course focusses on cultural journalism, in an international media landscape, the role of journalists in society, and diversity and inclusivity in reporting. You will study several chapters from relevant literature. 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. Knowledge of an insight in cultural journalism will help you to look deeper into the context of the international media landscape, and define possibilities for innovation, using **practice based research** as a methodology for evidence based information to understand challenges and support solutions.

Design Thinking and Media Innovation (Media Lab 3)

In the 'media innovation'-part of this course 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 client (=stakeholder/media party in the work field). Design Thinking is a methodology, borrowed from marketing, but used in all sorts of areas of society nowadays to investigate and tackle complex problems. This includes the area of journalism, where professionals use design thinking to come up with innovations, but also to improve existing media. Journalists face a lot of challenges: it is harder to reach an audience than ever, due to ever growing competition, multi-platform use, social media, fake-news, concentration and trust-issues and of course funding.

You will start with the first two steps of the Design Thinking cycle: *empathise* and *define*, and use these steps to extensively research and map out the needs of your target audience. In this way, you will create an innovation for your client that actually has substantiated relevance for your audience. Weekly lectures will be supported with online coaching. In smaller teams you will **analyse the needs of your audience** by conducting both literature and field research and conducting interviews with members of your target audience. You will develop personas and design statements that will help you to formulate an innovative solution based on your findings. After eight weeks you will pitch your design statement to your client and continue to develop your plans, using the next steps in the Design Thinking cycle: *ideate*, *prototype* and *test*. In the *ideate* phase you will sharpen both your personas and design statement created in the first part. Based on this design statement you will conduct some brainstorms to develop your **innovative idea** into a *prototype/concept* or a development and implementation plan. You will *test* your prototype with the target audience.



The Innovation part 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. You will **work in a team** and receive feedback and coaching by the lecturer.

Your **final portfolio** includes a prototype of your product/concept and your product/concept will contain (at least) 3 journalistic productions made during the semester, that give your prototype substance and relevance. These 3 productions can vary since assignments and clients are very different. Each assignment has its own specifications. As a team you will pitch your final product to the team of lecturers and the client.

Creative Cities (Media Lab 2)

After a couple of weeks you and your team will also start to prepare yourself for a **project** about **creative storytelling** in Creative Cities. First you will have a couple of preliminary lectures about the relation between cities and arts/culture, different cultural perspectives on cities and creative storytelling concepts. Part of this is also an excursion in Amsterdam North to learn more about different stakeholders and impact of cultural projects. After this part, you will start with your research about a specific cultural initiative in Berlin that you will also visit during the field trip. Your research will be the starting point for an innovative and creative storytelling idea that you will elaborate in the second half of the course and present during the Cultural Journalism Festival at the end of the course.

In this project you will work in a **multi-disciplinary** and **intercultural team of journalists**. The 'body of knowledge' from your Newsroom about different aspects of culture also feeds into this project. It will show you a different way to work with this knowledge, to produce unexpected and untold stories.

Learning Environment

The Media Lab is organized in several 3-hour time slots per week. The tutorials on Cultural Journalism and Design Thinking (body of knowledge) consist of a lecture or instruction and some practical work to support practice based and design oriented research.

The projects in the Media Lab are organized in plenary instruction, work, and feedback sessions, both on location and online. Coaching is aimed at the project teams and their specific projects and topics but also on working effectively as a group (team work). Work field experts will be clients and give guest lectures.

Attending the lectures and participating in class and group work is mandatory and part of your 'professional conduct' which will be part of the assessment for the Media Lab. Be sure to keep up with studying the literature, and making assignments on time, also as part of your self-directed group work and project objectives. It will make you grow as an inter-disciplinary team player and collaborative journalist.

A detailed schedule of all classes, meetings and activities, as well as detailed assignments and weekly homework, will be ready on Canvas before the start of the programme.

Competencies and Learning outcomes

Your final portfolio will be assessed on the learning outcomes below. Intercultural competencies are part of your team work assessment.

| Competency | Learning outcomes |
|--------------------------|--|
| Newsgathering & Research | Select and describe complex topics Assess relevant and reliable information from diverse sources Choose focus for an audience and medium |
| Production | Use storytelling techniques for a production Professional communication and teamwork Reflect on professional role and conduct and implement improvements |

| | |
|-------------------------------|--|
| Accountability & the Public | Analyse the audience/target group using relevant methods. Reach the audience/target group and interact actively |
| | Reach the audience/target group and interact actively Be accountable for ethical dilemmas in your professional conduct |
| 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. |
| | Design and create an innovative concept, product or service |
| Research & Reflection | Set up practice based research 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</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> |

Feedback and assessment

Your final assessment in the Media Lab is based on a portfolio consisting of:

- a project report for the media innovation part with supportive materials and productions, such as your media analysis, theory and background of your design statement and the pitch to the 'stakeholder/client', a prototype of your product/concept and (at least) 3 journalistic productions and a reflection report (group and individual).

- a project report and presentation on a creative storytelling concept for the Creative Cities project with supportive materials and concepts, such as a research report, reflection and creative storytelling concepts.

More detailed criteria will be on Canvas when the programme starts.

Resit/Improve:

In the course of the semester you will have several opportunities to improve materials after feedback from the lecturers. The first resit of the final portfolio consists of improving materials and rewriting the report and/or reflection. When improvement is not possible due to lack of participation or a second fail, you are required to participate in a new group project, next semester of academic year.

Literature

Storey, John (2021), *Cultural Theory and Popular Culture An Introduction (10th Edition)*, Routledge ISBN 9781032484082

Several article available on Canvas such as:

- Selected chapters from literature on (inter)cultural journalism available on Canvas.

- Kim Bui, P. (April 26, 2018). The empathetic newsroom: How journalists can better cover neglected communities. Free download from the [American press institute](#)
- Weaver, D. H. & Willnat, L. (2012). Worlds of journalism: journalism cultures, professional Autonomy and Perceived Influences across 18 nations. From: D. H. Weaver & L. Willnat (Eds.), *The global journalist in the 21st century*. Routledge.

Articles will be available on Canvas.

Recommended literature:

Verhoeven, N. (2019). *Doing Research*. Boom

Lecturers

Cultural Journalism: timna.rauch@hu.nl

Design Thinking and Innovation: cyril.snijders@hu.nl; ben.krewinkel@hu.nl

Creative Cities: jaco.boer@hu.nl; ben.krewinkel@hu.nl, carien.touwen@hu.nl

Fieldtrips, Excursions & extra-curricular activities

We will offer a couple of excursions and fieldtrips. They are part of the study programme and mandatory for all students. We will start with an Introduction programme in **Utrecht** in the first week. Visits to musea and other cultural hot spots will be announced on Canvas (part of Contemporary Arts and Culture). We will also visit **Amsterdam**, at the start of the Creative Cities part of the Media Lab. The first block of the Cultural Journalism-programme ends with a field trip to **Berlin**. The second part works towards a reporting trip, upon return students will finalise their cross-media productions to be included in their final portfolio for Newsroom.

Public transport: In the Netherlands you can use an OV-chip card to pay for your travel, the deposit for the card is refundable at the end of your study period. But you can also use your debit card at most train stations and in most busses, or you can buy a single ticket. Note that cash is not widely accepted anymore in the Netherlands.

Additional Information Berlin Fieldtrip

The Contemporary Art and Culture course offers the body of knowledge for the field trip to Berlin. Als information from the Creative Cities part of the Media Lab is highlighted on location in Berlin. This trip will take place in week C10, at the end of the first block. It consists of a 2-day excursion and a 3-day reporting/field research trip to complete your newsroom assignment and prepare yourself for your Creative City project in block D. The 'School of Journalism' arranges and pre-pays accommodation for five nights in a hostel and will inform you at the start of semester how to pay via the HU Webshop. In case of cancellation, normal refund policy of the hostel applies.



Take note: it is not possible to make your own accommodation plans, this is a group activity. You have to arrange your own transport: inward travel no later than on Sunday, we start Monday morning; outward travel from Friday onwards. All excursion related costs, such as museums and exhibitions will be covered by the study programme. All personal costs (accommodation, meals, local transport a.s.o.) are not covered by the study programme.

Approximate costs for the field trip

- Hostel: 200 euros (40 euro per night, excl. breakfast and city tax)
- Trip: 50-80 euro return ticket train or bus
120-200 euro for a plane ticket
- Local travel: 40 euro week card Berlin.
- Meals: own choice

Additional Information Reporting Trip

In the second block you will learn how to make a cross-media production, research a complex topic and find a good angle and audience for your story. In two groups you will travel to a middle-size European city to produce your stories. The teachers will accompany the groups to give on-site support. One group, consisting of the Dutch School of Journalism students (for whom this programme is their specialisation) will travel to Romania to participate in a short intensive week “Cultural Chronicles: Cultural Journalism in Urban Landscapes” with students from other European universities. The other students will travel to another European country and middle-size city to work on comparable stories. This is a new part of the programme and therefore under construction, costs are not yet defined but the teacher team is looking into sustainable and affordable options, for travel and accommodation, comparable to the Berlin fieldtrip. For the trip to Romania Erasmus funding for short mobility is available. More will be clear by the start of the Cultural Journalism programme in February.



Honours international journalism offers options to earn stars connected to the Cultural Journalism programme. School of Journalism students can discuss their ideas and ambitions with the honours coaches (Carien Touwen and Elvira van Noort) at the start of the semester.

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 CuJo-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 be informed and decide on repercussions.

AI Rules and Regulations

20. The use of AI is allowed for research and testing purposes but not for the creation of journalism produce or concepts that you present as your own. This includes plagiarism (18) and the use of AI. As a journalist you will always follow the IFJ Global Charter of Ethics for Journalists.
21. When you use AI you have to indicate how and where, using reference and screenshots. In the above mentioned charter it is also clearly described that your information should be fact-based and verified/traceable, you have to be transparent and work in an open manner, unless 'under cover journalism' is necessary and unavoidable to serve the public interest.
22. The mis-use of AI and violation of journalism ethics is a serious offence. In each case the Exam Committee will be informed and decide on repercussions.

Additional Information for incoming students

Work load and credits

For each passed course, you receive 15 EC credits. EC(TS) stands for European Credit (Transfer System). One (1) ECTS credit point equalises 28 hours. These 28 hours (or their multiples) constitute the total hours of time spent on each course. This includes scheduled course hours and excursions, as well as hours of self-study, teamwork and production.

In the scheduled tutorials (including excursions and fieldtrips), attendance is by nature mandatory. You are obligated not merely to attend, but also to participate in each class session. You must have prepared or completing all of the assigned readings and assignments and think critically about each of those readings and assignments in order to contribute to class discussions.

Accurate use of English is important. But perfect English is not a major criterion of assessment, lecturers focus on the learning outcomes, consisting of criteria related to content and journalistic standards. Proof reading is mandatory as part of the newsroom.

Your final grades are based on the results of the assignments and exams and also on participation and presentation in class: after all a newsroom is a professional working environment and so is a project team in a media lab.

Lectures use the national Dutch grading scale. Results are graded on a scale from 0 to 10. A score of 5.5 or higher is a pass. The HU International Office translates national grades into international grades and sends transcripts to home universities of incoming students.

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 370,000 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 centre 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 angle, 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

Dutch courses and cultural activities at HU

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.

Hogeschool Utrecht has an active student community called Podium. They also have an international programme offer: [Podium | Cultural Student Platform \(hu.nl\)](#)

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.

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 Wi-Fi of the Faculty. If you do not have such an account, we get you one. We also provide you with an login 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 | : | Carlen Touwen |
| E-mail | : | carlen.touwen@hu.nl |
| Ass. Coordinator(back office) | : | Hanneke Leenders |
| E-mail | : | hanneke.leenders@hu.nl |
| 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 | : | exchange@hu.nl |
| web | : | www.hu.nl |
| Correspondence address | : | Hogeschool Utrecht International Office, Incoming Students P.O. Box 13102 3507 LC Utrecht The Netherlands |
| Visiting address | : | Padualaan 101 3484 CH Utrecht |

APPENDIX: 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.