

World Journalism Education Congress  
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## Syndicate 14 Optimizing Cooperation in University-based vs. Industry-based Journalism Education

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Recommendations

### **1) Expand the topic to include the range of journalism training programs and how they affect each other and the industry**

Professional development programs in journalism include:

- (a) university programs;
- (b) vocational/technical training focused on skills instead of liberal education;
- (c) formal, on-the-job programs offered by journalism companies;
- (d) informal training programs including internships;
- (e) joint efforts by universities and media companies;
- (f) mid-career fellowship programs; and
- (g) media institutes.

This array can provide rich training opportunities, but also raise concerns. What are the standards set by various educational offerings? Are they addressing the needs of industry? Do they prepare students?

### **2) The Industry and research institutions could partner to translate academic research for the industry.**

A long-standing gap remains between academic research and use of the findings in journalism practices. Conversely some of the most pressing questions of the industry are not addressed by academic researchers.

Clearly the research agendas of each group are not always in sync, nor should they be since the academy is not the research arm of the industry. Valuable academic findings could serve the industry, however, and too often the findings never reach those in the industry who could benefit.

Those who have undertaken efforts to provide this connecting service should be commended and greater efforts are needed. Maybe news associations could take on the tasks of providing web sites to provide regular reports on the practical findings of academic research.

**3) Universities and the Industry can work together on action research, a form of research that develops theory from the workplace and tests it in the workplace.**

The most common example of this form of research is observation. Skilled observers document behavior in the workplace and draw hypotheses, which are then tested. An example of a research question is: How can newspapers maintain quality with reduced staffs?

This form of action research is used in business schools and other disciplines. The purpose is to reveal new and useful information, but this form can also help breakdown walls between academics and industry. Additionally, it has a certain democratizing force in that it finds the knowledge in people's experiences. New theories evolve and provide information for teaching.

**4) Academics can take the approach of appreciative inquiry, that is a positive approach that shows what is working in addition to studies that show what needs work.**

Some bodies of research can produce the overall effect of nitpicking, providing a barrage of critical reviews of news industry practices and outcomes. Areas that fall short, that provide a disservice should certainly be noted, but there is also much to discover and learn from what is working. Academics can find valuable research in that area and build the confidence of the industry.

**5) Members of the academy and the industry must tend to relationships between them locally.**

Leadership at all levels should encourage contacts including guest lecturers; external examiners for program feedback; involvement in recruitment, opportunities for faculty to work in the industry, fellowships for journalists in the university and memberships in organizations that bring the groups together. Encourage a wide range of exchanges while recognizing the related, but different missions of the newsroom and classroom

**6) Stay alert to industry changes and training needs.**

Prepare students for various forms of journalism including in tabloids, community journalism and ever-evolving new media. Prepare them for business aspects of journalism. Promote an entrepreneurial spirit that will help them work as freelancers and start new ventures. Continue to teach the values of journalism. Help students understand how to make wise, ethical decisions in the midst of journalistic transformation. Engage with industry professionals and help them do the same.