



Babeş-Bolyai University
College of Political, Administrative and Communication Sciences
Journalism Department & BBU Media Centre

Innovation in Journalism Education and Media Practice

International Conference

May 18 -19, 2018

Cluj-Napoca, Romania

This year marks the 25th anniversary of the Journalism program at Babeş-Bolyai University in Cluj-Napoca. On this festive occasion, the conference aims at providing opportunities for conference delegates to exchange new ideas and experiences and to find partners for future collaboration.

The conference will be organized around themed tracks and plenary keynote speeches, combining academic research on innovation in journalism education with discussions on direct experiences and challenges that professionals in print and online journalism, in television or radio need to stand up to in the rapid pace of technological change.

Call for papers

The contemporary media landscape is constantly changing and evolving as new technologies, new platforms give birth to new genres, new formats, and new forms of participation. Content that was available only on radio, on TV, in cinema theatres, or at newsstands is readily available at our fingertips, only one click-away, in the context of media convergence and the emergence of new forms of engagement between both professional and amateur media content producers and the people formerly known as the public. Different networked content delivery systems and various platforms all compete online for the users' attention and personal data. These have become the currency of online media markets in the age of the attention economy. As the business models of media companies need to adapt to a shifting market, increasingly influenced by new media giants who leverage algorithms and automation, media professionals experiment with new formats, new forms of engaging the audience's interest on multiple media channels. As job market opportunities and students' expectations increasingly turn towards digital media, journalism educators must innovate in their teaching and journalism schools must reconsider curriculum design.

The Journalism Department invites academics and media professionals to submit abstracts for presentations on the topic of **Innovation in Journalism Education and Media Practice**.

Proposals should be submitted for one of the two tracks within the scope of, but not limited to, the following topics:

Track 1. Innovation in Journalism Education

- Course design in the digital media age
- Values and qualifications in the digital age
- Teaching new media formats

- Teaching critical thinking and digital media literacy
- Non-formal education methods for Journalism
- Innovation in practicum – internships, partnerships and practical projects
- Teaching multi-screen content strategies
- Innovation in teaching traditional media
- Teaching entrepreneurship in digital media and journalism
- Teaching research in new media culture
- Blended learning and student engagement

Track 2. Best practices in professional media

- Production of new formats
- Use of innovative technologies in media production
- New collaboration models in the digital media
- Innovation in media content distribution strategies
- New media business models
- Process journalism and audience engagement
- Constructive journalism and emerging professional ideologies
- Data Journalism – telling stories with data
- Automation in media production and distribution

Submissions

Abstracts between 200 and 500 words should be submitted to ormenisan@fspac.ro by May 1st 2018.

The file should be submitted in Word / Text format and should include: title, author(s), institutional affiliation, e-mail address(es), conference track and 4-8 keywords. Please use plain text (Times New Roman, 12 pt.) and abstain from using footnotes and any special formatting, characters or emphasis (such as bold, italics or underline).

Who can apply?

Proposals can be submitted by researchers, students, faculty members and journalism professionals interested in the proposed topics.

Working language

The main working language of the conference is English.

Proposals for Track 2 may also be submitted in Romanian and based on the volume and quality of submissions the conference organizers may decide to organize a Track 2 panel for presentations in Romanian.