

## PROGRAM

### DAY ONE - Thursday 18 May: 'Technology, innovation and industry'

- 9:30 – 10:00 **Welcome and coffee**
- 10:00 – 11:00 **Key-note Max Louwerse:** "From research to education, from cognitive science to media."
- 11:00 – 12:30 **High density 'pitch & poster' session: examples of media courses**
- Alexander Godulla & Cornelia Wolf – *Applying game design to nonlinear storytelling in digital long forms.*
- Sandra Marinho – *Teaching multiplatform journalism: strategies and difficulties of being student and teacher at once.*
- Pilar Sánchez-García – *What do we teach in cyberjournalism? Analysis of eclectic courses in Spain.*
- Yael de Haan, Judith Popken & Piet Bakker – *Journalism training upside down – the hybrid learning approach.*
- Gonnie Eggink – *The next generation: students research on accuracy and fairness in Dutch regional newspapers.*
- 12:30 – 13:30 **LUNCH**
- 13:30 – 15:00 **Workshop (parallel): hands-on training using tools for storytelling**
- 1: Simple infographics: *What tools can you use to easily visualise data and make infographics?*
- 2: Longreads and scrollytelling. *Ever wondered how the New York Times creates this beautiful interactive longreads? What online tools can you use to tell a (longer) story with text, video, photo and audio?*
- 3: Timelines. *Bullets points to show development in time are old fashioned! What tools can you use to tell the history of something?*
- 15:00 – 16:00 **Panel session: academic learning outcomes versus real world qualifications**
- Harry Browne – *What's wrong with this picture? Teaching about change in democracy, media and the public sphere.*
- Anne-Christin Hoffmann & Michael Johann – *Present education of future practitioners? A survey among young PR professionals.*
- Mirjam Prenger & Mark Deuze – *Modelling scenarios for journalism and media education.*
- 16:00 – 16:30 **Coffee break**
- 16:30 – 17:30 **Forum discussion: Mediaclusters as inspiring learning environment**
- Ole Mjos & Leif Ole Larsen – *Rethinking media education in Media City Bergen: Integrating profession oriented education in a media cluster environment* in discussion with Max Louwerse (coordinator Technology Laboratory), Gabriel Bergmans (project manager Media Cluster Tilburg) and Bart van Teeffelen (coordinator Broeïnest Brabant).
- 17:30 **Reception and buffet at RAW**
- 20:00 **Social event in the city of Tilburg**

# PROGRAM

## DAY TWO - Friday 19 May: 'Multidisciplinarity, pedagogy and role perceptions

- 10:00 – 11:00 **Key-note: Mark Deuze:** “Media Life and Work as a Challenge to Media Education.”
- 11:00 – 12:30 **High density ‘pitch & poster’ session: media pedagogical approaches**
- Yael de Haan – *Blended learning in the media classroom: search for the ultimate blend.*
- Leena Ripatti-Torniainen – *Bildung: Integrating theoretical and working life studies in a societally progressive way.*
- Txema Egaña et al – *Media pedagogical education at university: interdisciplinary challenge based learning.*
- Monique Hamers – *Nimbin. Classroom without walls.*
- Patric Reamy – *Professional adaptation: ‘Please, prepare yourselves for turbulence’.*
- 12:30 – 14:00 **LUNCH** including demonstration **Dream Ex. An Oculus Rift dream experience.** (result of the multidisciplinary minor ‘Future Media Lab’. Collaboration of Applied Psychology, ICT Media Design and Communication).
- 14:00 – 15:00 **Workshop: How to get student learning, sharing and creating?**
- Lucienne Kleisen, Majel Ruyters & Marieke Wenneker – *If it doesn’t spread, it’s dead.*
- (optional: repeating one of the tool-workshops of day 1)
- 15:00 – 16:30 **Panel session: Students’ role perceptions**
- Susanne Kirchhoff - *Who are our students? Insights from a Communication Studies program.*
- Bernadette Kester & Isabelle Awad – *Dutch Journalism Students: shifting motivation, role perceptions and preferences.*
- Michael Harnischmacher – *Believe in me, I’m your teacher. The influence of journalism and communication students’ subjective beliefs on learning their profession.*
- 16:30 **Closing ceremony**
- 17:00 **(optional) Reception at RAW**