



Federation for **E**Ducation in **E**urope  
Fédération Européenne Des Ecoles



# EUROPEAN BACHELOR'S JOURNALISM

In a highly connected environment in which everyone plays a role in spreading information, contemporary media outlets need professionals capable of identifying correct information and communicating in line with ethical codes and regulations.

A large amount of information posted on the Internet, particularly on social media, cannot be checked. As a result, media outlets and other organisations must rely on expert journalists who can effectively advance objective and honest points of view. Media actors need a vast general knowledge and the ability to communicate trustworthy information reliably. Excellent writing skills and critical thinking are also essential if journalists are to provide credible information and safeguard the legitimacy of the publications they represent.

## ✓ CAREER DESTINATIONS

- Journalist
- Freelance Journalist
- Editorial Secretary
- Assistant Editor
- Online Content Writer
- Reporter
- Media Manager
- Writer



## KEY SKILLS

- Gather, check and process information on a given subject so as to communicate with due respect for professional ethics, media regulations and the goals of a given outlet
- Search for, collect, process and verify information
- Present information using text or images appropriate to the subject, context and audience
- Adjust output to a given medium (press, internet, TV, radio etc.)
- Be familiar with the regulations and ethical codes governing the profession
- Reflect on the nature and responsibilities attached to the role of journalists

Designed by experts and professionals in the field, the European Bachelor's in Journalism is a thorough, hands-on programme that is fully adapted to the needs of the contemporary media.

The course prepares students for employment in a sector offering a diversity of career paths, all requiring agility, rapidity of response and authenticity.

# EUROPEAN BACHELOR'S

## Journalism

60 ECTS credits



### Admission requirements

The European Bachelor's in Journalism requires:

- either prior completion of a European Qualifications Framework (EQF) level-5 degree (120 ECTS credits);
- or official validation of equivalent experience (at least one year's recognised sector-relevant experience).

PROGRAMME CONTENTS

### 1 - Basic Writing Techniques and Information Culture

Based on two modules, this unit ensures students:

- can produce effective texts;
- know about and can experiment with the various components of newspaper articles;
- can write articles with great fluency;
- can actively search for information using an appropriate method and are aware of potential challenges and pitfalls;
- are familiar with different ways of presenting information;
- can finalise an article by choosing appropriate titles and headlines;
- are familiar with the language and impact of photographs;
- are familiar with various journalistic genres.

### 2 - Journalism as a Profession and How the Media Function

Based on two modules, this unit ensures students:

- are familiar with French press laws and can compare them with those of other countries;
- have a reflective stance towards journalism and understand the responsibilities it entails;
- are familiar with the different stages of producing an article, from initial drafting to publication;
- are aware of economic, HR, marketing, commercial, industrial and strategic issues faced by media outlets;
- are aware of developments and changes taking place in the media world;
- are familiar with different forms of journalism.

### 3 - Discourse and Image Analysis and Introduction to the Digital Press

Based on two modules, this unit ensures students:

- can reflect on meaning and word choice, types of argument and the world views they vehicle;
- are aware of the impact of words and their manipulative potential;
- understand the impact of still and moving images;
- are aware of new editorial methods and new media;
- are aware of changes in how information is produced and circulated;
- can adopt a forward-looking approach and adapt to today's constantly changing culture;
- have a basic understanding of radio and television media;
- are familiar with information processing in a medium other than the written press;
- are familiar with other (non-press) forms of journalism.

### 4 - Professional Experience

A strong point of FEDE European bachelor's degrees is the requirement for students to consolidate their learning and gain a careers head start through hands-on work experience. The aim is to apply the knowledge and skills acquired during the programme and gain professional confidence.

By completing a work placement in communications, students acquire direct knowledge of the sector and invaluable experience in their future role. Students also carry out a supervised project. The project requires them to devise and implement a strategy for completing a professional communications assignment.

Students produce a dissertation or activity report and present their findings orally.

### 5 - European Culture and Citizenship

This unit ensures students:

- have a solid knowledge of the workings, institutions, geography, geopolitics and economics of Europe;
- understand the European model and how it differs from other models in terms of history, regulations, law and culture;
- understand Europe in a broader sense (intercultural aspects, human resources, policies, religions, international trade, taxation etc.);
- have the tools necessary to do business in an EU country;
- understand relevant cultural codes and their impact on interpersonal relations;
- can supervise employees and encourage staff mobility in order to raise their international career prospects.

### 6 - Modern European Language

This module ensures students:

- have CEFR level B1 (writing and speaking) in a modern European language;

It results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:  
<https://www.fede.education/fr/nos-diplomes/>

