

eMEDia Training of Trainers  
University of Tampere (UTA) Session

## Mapping our professional identities as cross-media teachers in the age of active audiences

Tampere, Finland, March 14<sup>th</sup>–18<sup>th</sup>, 2016  
School of Communication, Media and Theatre (CMT)  
University main campus, main building, Kalevantie 4  
UTA Newsroom (Monday–Tuesday) and lecture room C9 (Wednesday–Friday)

### March 14<sup>th</sup>, Monday

#### Learning by doing and reflecting in the UTA newsroom

**Suggested preliminary reading:** Please download and read all Monday's handouts shared on the eMEDia web site, ToT UTA Session: [www.emediaproject.eu/tot-uta/](http://www.emediaproject.eu/tot-uta/). Based on what you have read, then prepare one or two questions to ask the presenters on Monday.

#### 9.00–10.30 **Opening the UTA ToT week**

Liisa Laakso, rector of UTA and Heikki Hellman, dean of CMT  
Professor Ari Heinonen, CMT, professor emeritus Tuomo Melasuo, Tampere Peace Research Institute and professor Jukka Havu, UTA School of Language, Translation and Literary Studies  
Professors Moncef Ben Abdeljelil from University of Sousse, Abdelwahed Mokni from University of Sfax and Moez Ben Messaoud from University of La Manouba  
eMEDia project coordinator, researcher Auli Harju from CMT

#### 10.30–12.00 **How to educate critical and reflective journalism professionals?**

Introduction to journalism education at UTA. Lecture and discussion with Ari Heinonen, professor of journalism, CMT.  
Includes a guided tour in the CMT cross-media learning environment.

12.00 Lunch

#### 13.00–17.00 **Our best practices in teaching cross-media journalism**

Brief lectures, peer discussion and sharing best practices with the UTA newsroom teachers Kari Koljonen (news journalism), Anu Kuusisto (print and online journalism), Anssi Männistö and Reetta Tervakangas (visual journalism), Gilbert Granholm (radio) and Seppo Kangaspunta (television).  
Discussion chaired by professor Ari Heinonen.

20.00 Welcome Dinner at Restaurant Dabbal, Lapland Hotel

## March 15<sup>th</sup>, Tuesday

### Learning by doing and reflecting in and outside the classroom

**Suggested preliminary reading from the Online Repository:** From Convergence to Connectivism: Teaching Journalism 2.0. The Online Journal of Communication and Media Technologies, October 2012. Boers, R., Ercan, E., Rinsdorf, L. & Vaagan. R.W.

9.00–12.00 **Making the curriculum meet the demands of the profession**  
Professor Ari Heinonen with current visiting professor, journalist Rauli Virtanen and journalism lecturer, journalistic internship system coordinator Maarit Jaakkola, CMT

12.00 Lunch

13.00–14.15 **Discussion with former and current CMT journalism students**  
Photographer and former photo journalism student Jonne Renvall with current journalism students Essi Lehto and Sanna Pekkonen

14.15–14.45 Coffee/tea and transportation to Aamulehti

15.00–17.00 **Field trip: Making cross-media journalism in a daily newspaper**  
Visit to one of the internship newsrooms, newspaper Aamulehti. Hosted by desk chief Kimmo Koski.

\* Aamulehti is situated in the very center of Tampere city. After the visit you can easily stay and enjoy exploring the city, or join Auli Harju for a guided walking tour back to the hotel.

## March 16<sup>th</sup>, Wednesday

### Profiling the profession of journalism under the light of recent research

Cooperative learning workshop with some journalism researchers and experts from CMT

**Suggested preliminary reading:** Journalists' Perceptions of the Future of Journalistic Work. Reuters Institute for the study of Journalism, May 2015. Robert G. Picard.

9.00–10.15 **Giving the task and getting ready for the learning expedition**  
with senior researcher Heikki Heikkilä and researcher Auli Harju

10.15–10.30 Break. Groups heading to meet the researchers.

10.30–12.00 **Ask an expert about journalism and journalists**  
French language student volunteers are available to assist each group with translating the discussion if needed.

Group 1: **Is there still a career out there for journalists?**  
Project (2015): How journalism students see their future  
Researcher Jenni Mäenpää, CMT

**Group 2: How do journalists behave in social media?**

Project (2012): Online presence and credibility of journalists in social media  
Researcher Eliisa Vainikka, CMT

**Group 3: Can journalists influence their media's political content?**

Project (2015): Journalist's freedom (and obligation) of speech  
Researcher Esa Reunanen, CMT

**Group 4: What happens to journalists' values in a time of flux?**

Project (2015): Worlds of journalism – a study on the state of journalism  
Researcher Jari Väliverronen, CMT

**Group 5: How is ethics understood in journalism?**

Professor emeritus Kaarle Nordenstreng, CMT

12.00–13.00 Lunch

13.00–14.00 Groups preparing to share their findings

14.00–17.00 **Sharing what we have found out today**  
Groups giving their presentation. Researchers participating the discussion.

## March 17<sup>th</sup>, Thursday

### Journalists working for and with active audiences

**Suggested preliminary reading from the Online Repository:** Actors, Actants, Audiences, and Activities in Cross-Media News Work. Digital Journalism, Volume 3, Issue 1, 2015. Seth C. Lewis & Oscar Westlund.

9.00–9.15 **Brief introduction** to the day's topic by Auli Harju

9.15–10.15 **Active audiences and the mainstream media organizations**  
Heikki Heikkilä, senior researcher, CMT

10.15–11.15 **Active audiences in participatory news organizations**  
Laura Ahva, postdoctoral researcher, CMT

11.15–12.00 **Discussion** with Heikki Heikkilä and Laura Ahva

12.00 – 13.00 Lunch

13.00–14.15 **Blogs, social media pages and media collectives – Proactive audiences or non-industrial journalism?**  
Leonardo Custódio, researcher, CMT

14.15–14.45 Coffee/tea and transportation to YLE

- 15.00–17.00 **Field trip: Making cross-media journalism in public service television**  
Visit to another internship newsroom, Finnish Broadcasting Company's (YLE) TV2 in Mediapolis. Hosted by producer Pasi Toivonen.
- 17.30 Dinner at Restaurant Finlayson Palace

## March 18<sup>th</sup>, Friday

### Cross-media teachers' Nordic–Mediterranean round table

**Suggested preliminary reading:** Model curricula for journalism education: a compendium of new syllabi. UNESCO series on journalism education, 2013. Banda & Fackson.

- 9.00–12.00 **Discussing journalism trends in North Africa**  
Round table discussion chaired by professor emeritus Tuomo Melasuo from Tampere Peace Research Institute (TAPRI) and visiting professor, journalist Rauli Virtanen from CMT
- 12.00 Lunch
- 13.00–15.00 **Final workshop: Mapping our professional identities as cross-media teachers**  
Summing up what we have learned and what kind of questions remain.  
Professor Ari Heinonen and researcher, eMEDia project manager Auli Harju
- 15.00–16.30 **Feedback and evaluation discussion. Ending the Tampere ToT session.**  
eMEDia project coordinator Auli Harju