

Journalism Education for the 21st century

Roundtable Report

Prepared by the

Asian Media Information and Communication Centre, Inc.

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| Topic | The Future of Journalism Education in the World (with focus on Asia Pacific) |
| Host institution | Asian Media Information and Communication Centre, Inc. (AMIC) in cooperation with Academy of Journalism and Communication (Hanoi, Vietnam) |
| Date | 14 December 2021, 15.00-17.00 (Singapore Standard Time) |
| Speakers | <p>PROF. NICO DROK Vice Chairman, World Journalism Education Council Project leader, WJEC Research</p> <p>PROF. B.P. SANJAY Manipal Institute of Communication (MAHE), Manipal, India</p> <p>PROF. YING CHAN Professor and founding director, Journalism and Media Studies Centre, The University of Hong Kong</p> <p>PROF. DANILO A. ARAO Editor, Media Asia Associate Professor, Department of Journalism, UP College of Mass Communication</p> |
| Summary of discussion | <p>The forum, <i>The Future of Journalism Education in the World (with focus on Asia Pacific)</i> was the post-conference event of the 28th AMIC Annual Conference which was earlier held on 20 and 27 November and 04 December 2021.</p> <p>At the forum, WJEC vice chairman Prof. Nico Drok presented the highlights of the recently completed survey, <i>Journalistic Roles, Values and Qualifications in the 21st century; How Journalism Educators Across the Globe View the Future of a Profession in Transition</i>. His presentation focused on the Asian setting. Professor Drok's presentation was followed by reactions from three distinguished Asian journalism educators: Professor B.P. Sanjay, Dr. Ying Chan, and Prof. Danilo A. Arao.</p> <p>The study compared how journalism educators across the globe, including in Asia, view the future of a profession in transition. Prof. Drok's presentation focused on the four major roles/values and how they are regarded globally.</p> |

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| | <p>These roles are that of the (1) disseminator- provides entertainment, getting news that sell quickly where public is treated as consumers rather than citizens; (2) investigator- provides in-depth background; information that enables people to make decisions and monitor and scrutinize government; (3) mobilizer; and (4) observer role. The global trends clearly indicate a preference for and recognition of the importance of the investigator role and the diminishing importance of the disseminator role. There was preference for verification, analytical, social, and language skills.</p> <p>AMIC chairperson Crispin C. Maslog and WJEC chairman Verica Rupar delivered welcome remarks. Philippines Commission on Higher Education (CHED) Technical Committee for Journalism Prof. Ben Domingo synthesized the discussion and gave the closing remarks. UNESCO Director Guy Berger was among the guests.</p> |
| <p>Discussion outcomes/recommendations</p> | <p><u>Highlights of the Research Study</u></p> <p>The research study recognizes the diversity of the context of the study in terms of culture and languages, historical and political background, socioeconomic conditions, media systems, view of journalism, educational goals and traditions, and types and sizes of institutions.</p> <p>The 2021 global survey covered 1,696 teachers from 49 countries. There were 239 respondents from 13 Asia-Pacific countries.</p> <p>The study identified four major trends: (1) technological, e.g., ending of monopoly on news; (2) economical, e.g., ending of scarcity of news; (3) social, e.g., ending of mass audiences; and (4) relational, e.g., ending of one-way sending.</p> <p>The research presented four major roles of journalism (1) disseminator- provides entertainment, getting news that sell quickly where public is treated as consumers rather than citizens; (2) investigator- provides in-depth background; information that enables people to make decisions and monitor and scrutinize government; (3) mobilizer; and (4) observer role. Prof. Nico Drok summarizes the main findings of the Asian component of the survey as follows:</p> <ul style="list-style-type: none"> • With regard to trends in journalism and required qualifications, teachers from Asia Pacific in general do not differ much from their peers elsewhere in the world. |

- Teachers from Asia Pacific in general see a growing importance of the investigator role of journalism and a diminishing importance of the disseminator role.
- Teachers from Asia Pacific in general are less convinced about the diminishing importance of the disseminator role compared to teachers elsewhere.
- Teachers from Asia Pacific in general are less convinced about the growing importance of the investigator role compared to teachers elsewhere.

On the global level, teachers clearly prefer more attention for 'Investigator' skills, e.g., verification, research, analytical, social, and language skills. These are considered as the 5 top priorities for the years ahead.

Please refer to Appendix for Prof. Drok's PowerPoint Presentation.

Highlights of Panel Reactions and Discussions

The study presented an "ecosystem" of journalism educators globally and in Asia Pacific. The ecosystem consists of educators with and without journalism practice.

There is a need to reflect on the diversity as this has impact on policies related to hiring, training, promotion, etc.

A huge challenge is to have journalists and journalism educators who have broader and deeper understanding of issues

The preference for disseminator role is an area of concern because anyone can produce information fast but accuracy is not always guaranteed.

The public needs fact-based, evidence-based information.

The investigator role need not be always adversarial.

The core roles of journalists examined in the study need not be "exclusive" as they can overlap as in the case of infotainment.

The dissemination role should also be examined in terms of information disorder.

A UNESCO publication will be issued in 2022 providing suggestions on journalism education during COVID-19 pandemic.

Journalism educators need teaching skills and knowledge of new technologies as many are not updated.

WJEC Paris Declaration expresses journalism education's commitment to press freedom.

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| | <p><u>Recommendations</u></p> <p>In-depth journalism should be a distinct role, i.e., give fuller picture, background information, explain relationships (interrelationships), etc.</p> <p>Journalism education should also highlight multimedia skills enabling journalists to produce digital content.</p> <p>Journalists need knowledge of different subject matters, e.g., law, public health, computer science, and supply chain.</p> <p>Collaboration is needed to “break the silos.” This requires a multidisciplinary approach.</p> <p>There may be a need to conduct similar survey every three years to discover patterns and trends. Also, more respondents to get a better (more accurate) picture.</p> <p>The results of the study should be examined in terms of economic and political contexts. Political context includes state of press freedom and cases of media repression.</p> <p>Science communication is an important skill. Journalists should have the skill in reading (understanding) scientific journals.</p> <p>Journalism education should promote press freedom, other freedoms, and human rights.</p> |
| <p>Promotion and visibility of the event</p> | <p>Announcement of the post-conference event was included in the AMIC program distributed to over 5,000 plus invited participants, speakers, and guests. The conference program was also posted in the AMIC website (https://amic.asia/) and conference site (https://2021conference.amic.asia/)</p> <p>After the conference, invitations and reminders were sent to over 5,000 plus email addresses in AMIC database. The effectiveness of this strategy is evidenced in the results of the online feedback survey which indicated that majority of our respondents (46%) learned about the event from email blast.</p> <p>During the start, breacktime and end of the 28th annual conference, the scheduled post-conference event was repeatedly mentioned. Acknowledgment of UNESCO and WJEC as sponsors were announced several times.</p> <p>Social media cards were developed and posted in Twitter and Facebook on several occasions with @WJEC and @UNESCO.</p> |

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| | <p>Posting in Facebook accounts include, but not limited to, AMIC Inc. International Communication Association, Journalism Education for All, Journal of Media Watch, All India Communication and Media Association, Ph.D in Mass Communication and Journalism, India Today, Development Communication Connections, Department of Mass Communication, Assam University, Malaysian Association of Communication Educators, UNESCO MIL Alliance, Mass Communication & Journalism, Data Journalism Research, Bhutan Media & Communications Institute, Communication for Sustainable Social Change, Communication Scholars for Transformation, AEJMC Mass Communication & Society Division, Global Communication, The Worlds of Journalism Study, Institute of Journalist Malaysia, Burma Associated Press, Bangladesh Women Journalist Forum, Bangladesh Journalists, Myanmar Media In Transition 2021, among others.</p> |
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| Participants | <p>Over 1000 have registered for the event. They come from 42 countries including countries outside Asia Pacific. However, about 400 participants attended the event which is still a good number for an online webinar. Peak concurrent was recorded at 255 participants. The event duration was 2 hours, 19 minutes and 32 seconds. 383 participants responded to the online feedback survey conducted from 14 December to 21 December 2021. In terms of overall experience, 52 percent of 382 respondents answered completely satisfied while 44 percent said they were very satisfied (or 96% satisfaction rating). Please refer to Appendix A for survey results.</p> |
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| <p>Important Links Shared with Participants</p> | <p>View the post-conference forum recording on AMIC YouTube Channel at https://youtube.com/watch?v=E42vw8hWSTY&feature=share</p> <p>Please note that the recording is still to be published.</p> <p>Participants to the 28th Annual AMIC Conference were referred to the official conference website at https://2021conference.amic.asia/</p> |
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| Other Relevant Documents | Appendix A1 – Block Survey Results as of 21 December 2021 Appendix A2 – Write-up on Block Survey Results (AMIC Post-Conference Forum on The Future of Journalism Education in the World (with focus on Asia Pacific) Appendix B – What Are Your Key Take-aways Appendix C – What Other Topics Would You Like to Be Discussed |
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