

## BACKGROUND

**What?** Research project aiming at creating a model for dual journalism education at Afghan universities

**When?** Core activities from 2015 to 2018

**Who?** University Leipzig, Germany, in co-operation with University of Nangarhar and 11 other universities in Afghanistan, along with experts out of media industry and journalism organizations

**How?** Expert interviews, based on theoretical research

**Why?** Improving Afghan university journalism education to sustain positive development in media

### CURRENT CHALLENGES IN AFGHAN JOURNALISM EDUCATION

- Lack of concept as to content and didactics
- Lack of reflection on journalism in society, culture, politics and economics
- Heavy emphasis on theory in university education, focus on practice at other institutions
- Lack of communication scientific research

## RESULTS

Mass media fulfills social, political and integrative functions

→ Particularly in transforming countries, journalism might support society by advocating social change, contributing to national development and social harmony (“development journalism”)

Model should follow a combination of theory and practice

## INTERVIEW ANALYSIS

### Strengths

- positive attitude towards change

### Weaknesses

- scientific communication field to be strengthened,
- academic, didactic and foreign language competence of teaching

### Opportunities

- flexible legal structures
- readiness for change on administrative level

### Risks

- Political uncertainty in the country and a lack of financial means
- complexity in administration

## PROCESS STEPS

### Status quo of research

- research into media and journalism in society, and history and goals of academic education for journalism

### Visit

- Informative tour of Afghan representatives from university, media economy and journalism associations to Germany

### Study

- Needs & Feasibility Assessment → Interviews of 45 Afghan experts of media studies, media policy, higher education policy and media practice

### Visit

- Offering easy access to results and recommendations of project

## CORE ORIENTATION

Constructing reform model while taking into account social and cultural value orientations, structural conditions and interests, of involved actors

## REFORM MODELS

### Bachelor program

- *Aim:* theoretical and practical education
- three education areas of theoretical journalism, practical journalism and communication science, complemented by specialist along with basic social skills
- focus on mediation competence, for fostering social change

### Master program

- *Aim:* theoretical and methodological education of new scientific generation at home universities
- high qualification for further career in science and for teaching

### Further education of professional journalists

- *Aim:* science-oriented further qualification
- actualizing technical knowledge around media and journalism, and specialized knowledge from respective sciences

### Development communication

- *Aim:* educating people to support and progress developmental processes in their country
- Knowledge in communication science and research methods as well as practical training

### Public Relations

- *Aim:* educating students according to their social responsibility when shaping communication of enterprises, organizations or public authorities
- Theory and practice, communication, PR and marketing, media use

## TRANSFORMATION PLAN

- Institutional initiatives and decisions
- Organizational and technical requirements
- Personnel requirements
- Structural, legal initiatives

## TIMELINE

LONG-TERM PLANNING:  
8 – 10 Years

**Years 1–2:** e.g. Landmark decisions for introduction of dual journalism education and cooperations in and outside of university

**Years 3–4:** e.g. Foundation of re-research center for “communication science”

**Years 4–8:** e.g. integration of practice elements via the cooperation with media corporations