

8 questions
for the
journalism-training
of the and
with a future

Q1

For now or for later?

Should we prepare our students for current practice or for an (expected) future practice?

Q2

Gatekeeper or Sensemaker?

Or in other words (to quote [Jeff Jarvis](#)):
Should journalism be a *product* journalists determine and deliver in a ready-to-use form? Or is journalism a *service* that gets developed in a process where the public takes part?

Q3

Content or reach?

What should journalists have in mind, when they are doing a story? The best content according to journalistic rules? Or maximum impact?

Q4

Journalistic core values or employability?

Should journalists be trained as PR-consultants? Or as «pure» journalists?

Q5

Acting or reacting?

Should our students be active in developing journalism further should they just be able to do a good job publishing content?

Q6

Practitioners or academy?

Should journalists know (more) about the scientific background of their profession?

Q7

Old dogs or new tricks?

Or ist it ok that young journalists are trained by teachers that don't have experience working under today's conditions?

Q8

Institution or network?

Is a journalism-school a house with walls and rooms or is a journalism-school a place where you learn that can be anywhere?