

Tartu Declaration 2027: Revision Steps 2024-2026

EJTA AGM, Cluj, 17.10.2024

Anne Leppäjärvi and Carien Touwen



Tartu Declaration 2027: Revision Steps 2024-2026

- **HISTORY:** TD ABC
- **PRESENT:** Reality bites - let's bite back!
- **FUTURE:** European Journalism School – that's we!
- **CALL** for the Revision Team

HISTORY: TD ABC

- The Bologna Process & European Higher Education Area (EHEA) 1999



HISTORY: TD ABC

- The Bologna Process & European Higher Education Area (EHEA) 1999
 - a common **structure** of higher education (**BaMa** structure = Bachelor/Master)
 - a common system of defining **workload** (**ECTS** = European Credit Transfer System)
 - a common description of **learning outcomes** on an abstract level (**Dublin descriptors**)
 - a common framework for **quality assurance** systems such as the **ESG** (European Standards and Guidelines for Quality Assurance in the EHEA).



HISTORY: TD ABC

- The Bologna Process & European Higher Education Area (EHEA) 1999
 - **a common** structure of higher education (**BaMa** structure = Bachelor/Master)
 - **a common** system of defining **workload** (**ECTS** = European Credit Transfer System)
 - **a common** description of **learning outcomes** on an abstract level (**Dublin descriptors**)
 - **a common** framework for **quality assurance** systems such as the **ESG** (European Standards and Guidelines for Quality Assurance in the EHEA).

HISTORY: TD ABC

- The Bologna Process & EHEA 1999
- First Tartu Declaration 2007, revisions 2013, and 2020

☐ TD is **our Common Base; Quality assurance; Framework**

→ During the process Journalistic cultures, compere, challenge, we need to have our arguments

HISTORY: TD ABC

- The Bologna Process & EHEA 1999
 - First Tartu Declaration 2007, revisions 2013, and 2020
- ☐ TD is **our Common Base; Quality assurance; Framework =**
10 competences x 5 qualifications = 50 qualifications

Tartu Declaration

Preamble

Members of the European Journalism Training Association educate or train their students/participants from the principle that journalists should serve the public by:

- providing an insight into political, economic, socio-cultural conditions,
- stimulating and strengthening democracy at all levels,
- stimulating and strengthening personal and institutional accountability,
- strengthening the possibilities for citizens to make choices in societal and personal contexts,

while:

- feeling responsible for the freedom of expression,
- respecting the integrity of individuals,
- being critical of sources and independent of vested interests,
- using customary ethical standards.

1. The competence to reflect on journalism's role in society

- 1.1 have a commitment to democratic society
- 1.2 know the legal and ethical framework of journalism
- 1.3 to be able to develop a grounded personal view of journalism
- 1.4 understand the values that underlie professional choices
- 1.5 to be able to link the local with the national and the global

2. The competence to find relevant issues and angles

- 2.1 know current events and their context
- 2.2 know the characteristics of different media
- 2.3 be able to determine the relevance of a subject for different audiences

- 2.4 be able to facilitate public participation in debate
- 2.5 be able to identify worthy issues on the basis of in-depth research

3. The competence to organise journalistic work

- 3.1 be able to develop a journalistic work plan
- 3.2 be able to work under time pressure
- 3.3 be able to adjust to unforeseen situations
- 3.4 be able to organise contributions from the public
- 3.5 be able to work within budget limits

4. The competence to gather information swiftly

- 4.1 have a wide general knowledge
- 4.2 have a more specialised knowledge in a field
- 4.3 be able to find multiple perspectives on an issue
- 4.4 be able to evaluate sources
- 4.5 be able to interact with the public

5. The competence to select the essential information

- 5.1 be able to distinguish between main and side issues
- 5.2 be able to select information on the basis of reliability
- 5.3 be able to select information on the basis of relevance
- 5.4 be able to select information in accordance with the media platform
- 5.5 be able to interpret the selected information

6. The competence to present information in an effective journalistic form

- 6.1 have an outstanding linguistic competence
- 6.2 have a good visual competence
- 6.3 be able to use different types of story-telling techniques
- 6.4 present content in effective combinations of words, sounds and visuals
- 6.5 be able to make journalistic use of technology

7. The competence to account for journalistic work

- 7.1 have a clear idea of the required quality of journalistic products
- 7.2 be able to evaluate own work
- 7.3 be willing to take criticism constructively
- 7.4 be able to take responsibility for the choices made during the process
- 7.5 be able to take responsibility for the impact of the product

8. The competence to cooperate in a team

- 8.1 have good social skills
- 8.2 be reliable
- 8.3 be able to present ideas convincingly
- 8.4 be able to find solutions
- 8.5 show insight into roles and relations within a team

9. The competence to act as an entrepreneurial journalist

- 9.1 show initiative
- 9.2 understand the economic conditions underlying the profession
- 9.3 be able to recognize market opportunities
- 9.4 be able to develop new products/formats
- 9.5 know the practical aspects of being a freelancer

10. The competence to contribute to the renewal of the profession

- 10.1 be able to reflect on the future of journalism
- 10.2 be able to define a complex practical/professional problem
- 10.3 be able to adopt scholarly methods of data collection
- 10.4 be able to adopt trustworthy methods of analysing and processing data
- 10.5 be able to provide workable solutions for complex practical issues

Tartu Declaration 2020

Preamble

Members of the European Journalism Training Association educate or train their students/participants from the principle that journalists should **serve the public** by:

- Providing **an insight into** political, economic, socio-cultural conditions,
- Stimulating and strengthening **democracy** at all levels,
- Stimulating and strengthening personal and institutional accountability,
- Stimulating and strengthening **an open and respectful public conversation,**
- Strengthening the possibilities **for citizens to make choices** in societal and personal contexts,

While:

- Feeling responsible for **the freedom of expression,**
- Respecting **the integrity of individuals,**
- Being critical of sources and **independent** of vested interests,
- Using customary **ethical standards.**



Tartu Declaration 2020

Preamble

Members of the European Journalism Training Association educate or train their students/participants from the principle that journalists should **serve the public** by:

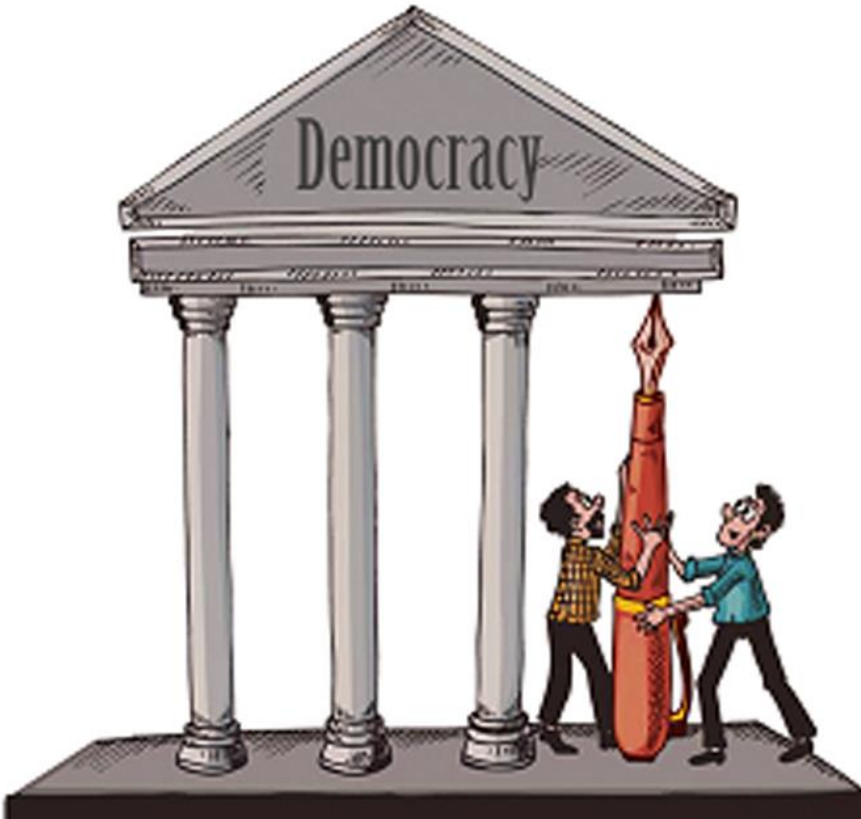
- Providing **an insight into** political, economic, socio-cultural conditions,
- Stimulating and strengthening **democracy** at all levels,
- Stimulating and strengthening personal and institutional accountability,
- Stimulating and strengthening **an open and respectful public conversation,**
- Strengthening the possibilities **for citizens to make choices** in societal and personal contexts,

While:

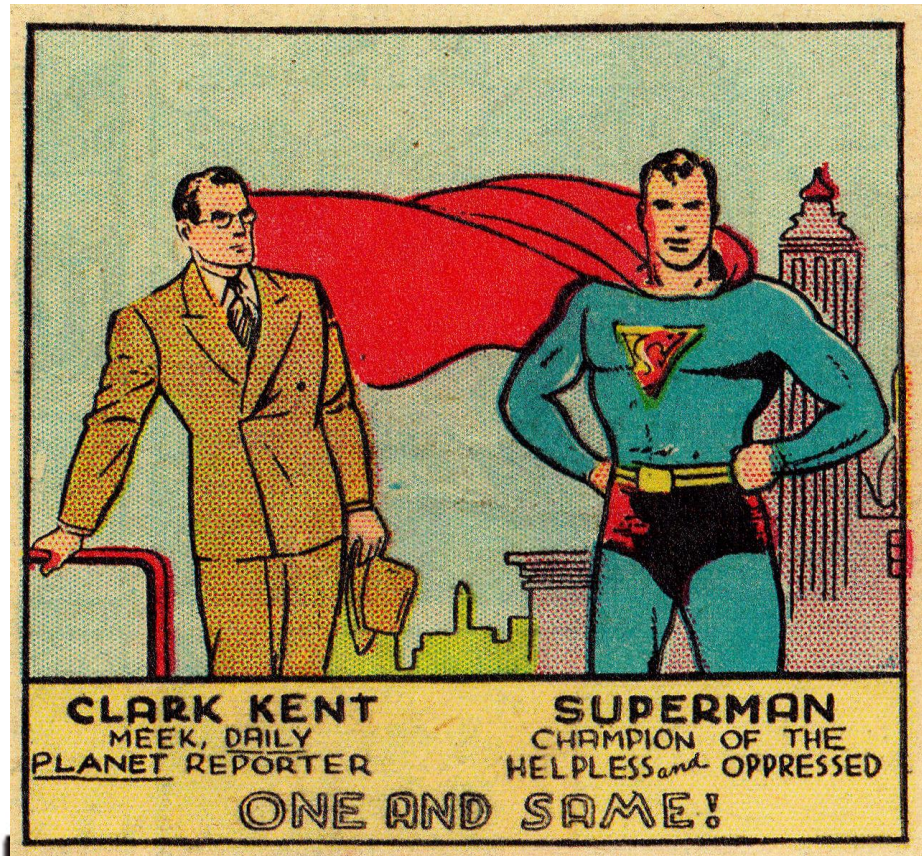
- Feeling responsible for **the freedom of expression,**
- Respecting **the integrity of individuals,**
- Being critical of sources and **independent** of vested interests,
- Using customary **ethical standards.**

Therefore, these are the competencies that we should teach Journalism students

PRESENT: Reality bites



PRESENT: Reality bites - LET'S BITE BACK!



THE FUTURE: EJTA EUROPEAN SCHOOL OF JOURNALISM



Basis: Tartu4tomorrow
Pillars: Values
Roof: Ambitions

There is room for
everyone #unity-in-
diversity

Call for the Tartu Revision Team 2025-26

1. The team will be assembled to ensure **versatility** in terms of regional representation, experience, and expertise.
2. If you'd like to join, **please send an email to Anne and Carien by November 22, 2024**, and share what specific contributions you would like to bring to the discussion.
3. The team will be complete by December, 2024; **Kick-off** on Teams in **February, 2025**.
4. **Three in-person meetings** in Rome (May 2025), in Utrecht (December 2025), and in X (May 2026); Between these, **online meetings**.
5. **Ready in Tartu AGM October 2026:**
introduction, voting and **workshops**.

