



# unine

UNIVERSITÉ DE  
NEUCHÂTEL

FACULTY OF ECONOMICS  
AND BUSINESS

## Master in Journalism and Communication (MAJ)

### Objectives

Future journalists, regardless of their future responsibilities, need to understand, master and anticipate the extremely swift changes in the area of journalism and communication. The Academy of Journalism and Media (AJM) combines in its Master a high level of theoretical and practical studies of journalism with studies of the economic, technological and media context.

### A innovative partnership with the media

These academic studies are a unique opportunity in Switzerland featuring the inclusion of professionalising aspects in an ambitious academic context. They have been devised in partnership with the University of Geneva (8 common courses in journalism and media studies) and with the Journalism and Media Study Centre (CFJM - Centre de formation au journalisme et aux médias) which represents the media companies in the French-speaking part of Switzerland. Thanks to periods of internship in such media companies (they are compulsory with a minimum remuneration of CHF 250 a week), editorial workshops and courses taught by recognised professionals (female and male) ([www.unine.ch/ajm/intervenants\\_1](http://www.unine.ch/ajm/intervenants_1)), the students are in regular contact with the information media universe.

### Professional outlook

The positions, which are available to students after they have obtained their Master, are in the area of journalism as well as of media management at most of the media companies in the French-speaking part of Switzerland, which are partners of the Academy of Journalism and the Media) (written press, Swiss Radio & Television, private radio and television stations, press agencies, digital media, etc.). These studies also open the doors to international and foreign media companies since the degree enjoys international recognition as a university-level Master.

### Supervisory and teaching staff

[www2.unine.ch/ajm/professeurs-collaborateurs](http://www2.unine.ch/ajm/professeurs-collaborateurs)

### Degree awarded

Master of Arts in Journalism and Communication

### Credits

120 ECTS, 4 semesters

### Teaching languages

French and English

### Conditions of admission

Admission is based on academic record. Any person holding a Bachelor awarded by a Swiss university or any other equivalent university degree is eligible to apply. The detailed procedure and admission conditions can be obtained from [www.unine.ch/ajm/ajm/inscription](http://www.unine.ch/ajm/ajm/inscription).

### Application deadline

30<sup>th</sup> April for the start of the following Autumn term (mid-September).

### Registration

Bureau des immatriculations  
Av. du 1<sup>er</sup>-Mars 26  
CH-2000 Neuchâtel  
[www.unine.ch/immatriculation](http://www.unine.ch/immatriculation)

### Contact and information

Académie du journalisme et des médias  
[messagerie.ajm@unine.ch](mailto:messagerie.ajm@unine.ch)  
[www.unine.ch/ajm](http://www.unine.ch/ajm)





### Programme structure

The programme lasts 2 years with 120 ECTS credits. This specialised, practice-oriented master is made up of editorial workshops and periods of company internships which are systematically put into perspective by theoretical courses so as to establish a constant dialogue between theory and practice. The programme concludes with a dissertation. The curriculum offers a certain number of options allowing the students to widen and deepen their knowledge in areas of special interest.

### Acquired skills

The AJM seeks to satisfy the media companies' demand for specialised staff through innovative studies. Two major developments are changing the requirements of training journalists and media executive staff:

- the extremely swift advances in technology;
- quality requirements, ever more pressing due to increasing competition, thus requiring concomitant advances in professional and managerial skills and abilities.

### Original and innovative studies

The academic programme systematically furthers constructive dialogue between professional practice and academic debate. Knowledge and skills acquired are tested against concrete issues in journalism and media management just as the debated theories are against the day-to-day realities in the life of media professionals. The AJM thus trains multi-skilled professionals, able to adjust, to be autonomous and creative in the landscape of ever-changing journalistic and editorial realities.



### Study Programme

#### 1<sup>st</sup> Semester

- Ecritures informationnelles
- Droit des médias
- Mutations et enjeux contemporains du journalisme
- Compétences numériques pour le journalisme I
- Connaissance de l'actualité (S1 et S2)
- Sociologie des médias numériques
- Sémiologie des médias d'actualité
- Principes du journalisme
- Atelier presse (CFJM)

#### 2<sup>nd</sup> Semester

- Compétences numériques pour le journalisme II
- Stratégies de l'information
- Connaissance de l'actualité (S1 et S2)
- Information et médias numériques
- Déontologie et éthique de l'information
- Innovation, médias et société numérique
- Strategic Media Management
- Culture visuelle et numérique
- Journalisme suisse
- Journalisme international
- Atelier audio (CFJM/RTS)
- Atelier vidéo (CFJM/RTS)
- Atelier numérique (CFJM)

#### 3<sup>rd</sup> Semester

- Méthodes d'enquête pour le journalisme
- Séminaire mémoires (S3 et S4)
- Atelier radio (CFJM/RTS)
- Atelier TV (CFJM/RTS)

#### **Specialisation Modules (free choice):**

- I Journalisme d'investigation
- I Narrations interactives
- II Journalisme de données
- II Infography

#### 4<sup>th</sup> Semester

- Entrepreneurial journalism
  - La part du son dans le journalisme
- #### **Specialisation Modules (free choice):**
- I Journalisme d'investigation
  - III Journalisme de reportage
  - III Journalisme narratif
  - IV Journalisme culturel
  - IV Journalismes populaires
  - V Gestion de projet en journalisme
  - V Technologies innovantes

#### Internships and dissertation

- Stage I
- Stage II
- Mémoire

**66 Compulsory ECTS**  
**18 Optional ECTS**  
**24 Internship ECTS**  
**12 Dissertation ECTS**