ΔΙΠΑΕ CYQAA
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CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

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Doc. 300.1.2

Date: Date.

Higher Education Institution's Response

- **Higher Education Institution:
  University of Cyprus**

- **Town: Nicosia**

- **Programme of study
  Name (Duration, ECTS, Cycle)**

  In Greek:

  Μεταπτυχιακό στη Δημοσιογραφία και Δημιουργικές Βιομηχανίες

  In English:

  MA in Journalism and Creative Industries

- **Language(s) of instruction: Greek**

- **Programme's status:** Choose Status

- **Concentrations (if any):**

  In Greek: Concentrations
  In English: Concentrations

ΔΙΠΑΕ
CYQAA

ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

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A. Guidelines on content and structure of the report

- *The Higher Education Institution (HEI) based on the External Evaluation Committee's (EEC's) evaluation report (Doc.300.1.1 or 300.1.1/1 or 300.1.1/2 or 300.1.1/3 or 300.1.1/4) must justify whether actions have been taken in improving the quality of the programme of study in each assessment area. The answers' documentation should be brief and accurate and supported by the relevant documentation. Referral to annexes should be made only when necessary.*

- *In particular, under each assessment area and by using the 2ⁿᵈ column of each table, the HEI must respond on the following:*

    - *the areas of improvement and recommendations of the EEC*
    - *the conclusions and final remarks noted by the EEC*

- *The institution should respond to the EEC comments, in the designated area next each comment. The comments of the EEC should be copied from the EEC report **without any interference** in the content.*

- *In case of annexes, those should be attached and sent on separate document(s). Each document should be in *.pdf format and named as annex1, annex2, etc.*

1. Study programme and study programme's design and development
(ESG 1.1, 1.2, 1.7, 1.8, 1.9)

Areas of improvement and recommendations **by EEC**	Actions Taken by the Institution	For Official Use ONLY
The EEC notes: "In the report, therefore, we have deemed these areas to be "Compliant" based upon two factors: (1) existing national or university praxis, and (2) existing praxis (when relevant) within the undergraduate program in Journalism. There are, of course, examples where praxis at the BA level do not apply to the MA level and, in these cases, are not used."	The EEC recognises that the Department is compliant in terms of its academic profile, orientation, mission, strategic planning and its overall connection to society. The MA emerges from the development of the BA Program in Journalism which has been operating since 2012.	Choose level of compliance:
The EEC notes: "This is a new programme and as such some of the areas referred to in this section cannot be assessed (such as students' progression information, drop-outs, students' satisfaction etc). Similarly, there is no information related to this program of study to be publicly available as yet. Nonetheless, based on what we observed at the UG programme in Journalism and the university's overall approach and philosophy, we strongly believe that the robust processes to ensure quality assurance will be applied here as well. Such processes and policies underpin the on-going review and development of the programme."	The program follows an established system of quality assurance as it has been implemented by the University of Cyprus and its office of Quality Assurance.	Choose level of compliance:
The EEC notes: "Teaching and administrative staff are aware of these policies and procedures.	The teaching staff of this Program have designed and implemented a successful undergraduate Program in Journalism which enjoys a high level of reputation in the Cypriot	Choose level of compliance:

Admissions criteria are clear and appropriate for this level of study."	society and its graduates have been employed in virtually all media organizations across the country and abroad. Thereby similar administration procedures will be implemented in the proposed M.A. Program in «Journalism and Creative Industries».	
The EEC offered several suggestions for the improvement of the new MA in Journalism and Creative Industries. Many thanks for the efforts undertaken by the External Evaluation Committee in evaluating our proposal. We appreciate your constructive feedback of our proposal for the MA Program in "Journalism and Creative Industries." Below you will find our changes to the program to address the EEC's concerns: EEC Suggestions Comment 1 *Areas of improvement and recommendations* "In order to achieve coherence in the structure of the programme, the EEC suggests that the programme team should reconsider aspects of the design of the programme. Great attention should be paid upon how electives' choices will be made. Possibly more modules on both strands (journalism and creative industries) should be firmly anchored in each or change current ones from electives to compulsory. A restructure seems necessary so as to be impossible to isolate	We believe our proposed changes have streamlined our offerings while enhancing our research-oriented courses. Here are the proposed changes in a nutshell: (1) Maintain our core courses as necessary for introducing the basic concepts for our proposed MA, while reflecting the EEC's suggestions for enhancing our provisions for skills to our graduates. Therefore, our introductory core course "Journalism in the Digital Age" retains its original position under the title: "Journalism and Emerging Technologies." This course is expected to introduce recent changes and industrial transformations in journalism that promotes an understanding of journalism as a part of the creative industries. Furthermore, our second core course "Culture and Creative Industries" retains its initial position but it is offered under a new title: "Journalism and Creative Industries". We accepted the EEC's recommendation for an	Choose level of compliance:

modules in this way. The program will benefit massively if it becomes more condensed but more focused as well. In Sequence B, from which students can take two options, with the exception of Culture and Algorithms, the available list is consisted primarily from Journalism focused modules and one on social movements (the latter not looking so relevant to this course). In sequence C, significant modules such as Cultural Management, Cultural Policies and Research Design are put together in a pool from which students can only choose one. This is unusual. Moreover, Research Design seems like a module necessary for the completion of the MA thesis and as such deems appropriate to become compulsory."

introductory course that connects the two fields. This course is expected to provide a survey of how the field of creative industries has emerged, why journalism is considered a creative industry, major scholarly contributions and thinkers in this area.

(2) We eliminated three elective courses altogether to avoid redundancies. Thereby, "Image and Society", "Art and Technology" and "Social Movements" were eliminated altogether to offer a more condensed version of electives.

(3) We increased the number of core courses to four by adding "Research Design" as a mandatory, core course. We strengthened the research orientation of our MA by following the suggestion of the EEC.

(4) We eliminated Sequence C altogether and now we retain only two Sequences of electives (A and B). We believe this is a more streamlined approach while following the EEC's suggestions. Therefore, the revised Sequences of electives A and B contain 7 and 5 courses respectively. Sequence A was renamed: "Creative Industries and Media", while Sequence B was renamed "Research in Cultural Settings".

	Students are expected to take 2 courses from Sequence A and 2 courses from Sequence B. (5) We moved two courses: "Cultural Reporting" and "Digital Society" to sequence B. Both are identified as research-oriented courses. **Please see Tables 1 and 2 (Appendix)**	
Comments 2 and 3 "In its current form (through the electives from sequences A, B, and C), with the exception of the two initial compulsory modules (Journalism in the Digital Age, and Culture and Creative Industries), one can go through the entire programme without taking a single class on creative industries focused modules, or similarly on journalism focused modules. This creates a great imbalance that cannot support the title of MA Journalism and Creative Industries." "As an example of the issue raised in Point #1 above, the MA program begins with two courses ("Journalism in the Digital Era" and "Culture and Creative Industries"). This begs the question: why is there not an introductory course where the two areas addressed in the title of the MA are more clearly and comprehensively merged (intellectually and theoretically)? The link to journalism is mentioned in "JO502: Culture and Creative Industries", but the readings for the course and the description provided do not address journalism to any	We believe our proposed changes presented in **Tables 1 and 2** have addressed all of the aforementioned concerns of the EEC. Therefore, our modifications of our introductory, core courses address the suggestions offered by the committee. On the other hand, those survey courses have been proposed with the expectation that they will introduce relevant literature both in terms of journalistic transformations as well as an introduction to Creative Industries. And though different instructors might choose diverging perspectives in approaching the literature, they would serve our proposal well in identifying the key concepts we wish to introduce.	Choose level of compliance:

significant degree. And, in the first course in the class "JO501: Journalism in the Digital Era" the link does not appear to be there at all. So, the students take two MA-level classes (which make up two of their four required classes) at the start of a graduate program on "Journalism and Creative Industries" where the link between the two areas is not directly addressed. Having two separate courses does not address this issue, and the two need to address the central theme of the MA in a concrete manner."		
Comment 4 «The issue in Point #2 above is compounded by the fact that, based on the MA structure provided to the EEC, it appears students can go through their entire MA in "Journalism and Creative Industries" taking just one class in each core area (and even both). For example, a student can take the following courses and qualify: ☐ Journalism in the Digital Era (Required) ☐ Culture and Creative Industries (Required) ☐ Research Methods (Required) ☐ Thesis (Required) ☐ Image and Society (A) ☐ Art & Technology (A) ☐ Informatics/Computer Science (B) ☐ Design of Multimedia Applications (B) ☐ Research Design (C) This hypothetical student will have gone through the entire program having essentially taken one course in Journalism, and	Our changes in the program eliminate those possibilities. Through our revised program of studies, all students have to register for four core- mandatory courses. For the remaining four courses, the students must select two courses from sequences A and B. This streamlined version of offerings precludes significant variations in courses of study, while allowing students to pursue individual interests from the general domain of Creative Industries but with a primary orientation toward research. Thereby, we believe that our adjustments in electives have eliminated those concerns.	Choose level of compliance:

only one or two more courses that are only tangentially connected to Creative Industries (Image and Society and Art & Tech…but even these two are not core Creative Industries classes), but will get an MA. Similarly, a student could do the following: ☐ Journalism in the Digital Era (Required) ☐ Culture and Creative Industries (Required) ☐ Research Methods (Required) ☐ Thesis (Required) ☐ Creative Writing in Audiovisual Productions (A) ☐ Documentary Production (A) ☐ Journalism and AI (B) ☐ Digital Society (B) ☐ Research Design (C) This hypothetical student has gone through the MA with only one course in Creative Industries (the required course), but will get an MA, thus preparing them for doctoral work. If this is possible, then what does the title "Journalism and Creative Industries" actually mean? This is an important issue that we feel must be addressed.»		
Comment 5 It is unclear to the EEC how the MA program can have "Research Design" as an elective course in Sequence C. No matter what form the students decide to present their thesis work, an MA degree is meant to qualify the student for future doctoral work. And, it seems odd that a group of students can go through to thesis work where some have taken	We have incorporated "Research Design" in our revised program by adding a mandatory course. Now the total mandatory (core) courses are four.	Choose level of compliance:

research design, and others have not. Our suggestion is to make Research Design a mandatory course and eliminate one of the elective courses from Sequence A or B.		
Comment 6

It was unclear to whom the new MA is targeted. In interviews, staff claimed that they were advising new graduates to go to other universities (suggesting a need), yet students at the BA level said that they wanted more practical courses, and none said that they would consider for applying to the proposed MA program. | The proposed MA was designed to serve primarily our Journalism graduates. This is our very first postgraduate program since our Journalism BA was established 12 years ago. The fact that students seek practical courses with an industry orientation converges with our overall strategy, without neglecting however our theory/research dimension. | Choose level of compliance: |
| Comment 7

The EEC are also a little unclear about the rationale for having the proposed MA program in Greek. We would assume a larger possible market if the program were in English, and the staff are clearly qualified to teach in English given their international educational and publishing backgrounds. | As a public, Greek speaking, University we feel the need to serve our graduates and the Cypriot society at large, before we consider other segments outside Cyprus. We prioritized our Greek speaking graduates in a Greek speaking context. Having said that, we do not preclude the possibility of offering another version of the program in English at a later stage of development. | Choose level of compliance: |
| Comment 8

Given the stated direction of the MA, the EEC would argue that courses such Cultural Policy, Cultural Management and Cultural Reporting should be considered as a required cluster. Or, at the least, that two of these courses be required. | The way we revised Sequence B, we believe those courses have been prioritized as students must take two out of four courses. | Choose level of compliance: |

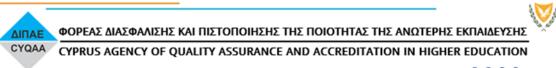| Comments 9 and 10	We left comments 8 and 9 at the end as they address similar issues, but they display theoretical/ontological concerns. We have argued that our title reflects recent developments in the fields of journalism and cultural studies, recognizing a transformation of journalism toward the creative dimension, integrating skills, practices, processes and values from the broader field of creative industries.	Choose level of compliance:
"The EEC feels that there is need for a stronger explanation on how the two fields are coming together (Journalism and Creative Industries). This should be better reflected in the programme's purpose and objectives (p. 7 as per the MA application) and ILOs (p.7). As they currently stand, they are heavily focusing on journalism."		
"The title of the program ("MA in Journalism and Creative Industries") is problematic, in that the program offering does not adequately reflect or address (see comments below) if and how these two (usually) distinct areas of cultural and communication research intersect."	We understand that the EEC assesses Journalism and Creative Industries as two distinct fields of inquiry. Hence, the question: "how the two fields are coming together?" Perhaps, we need to render clear in our proposal the fact that we treat Journalism as a creative industry itself. Therefore, we do investigate how a certain creative industry (Journalism in our case) interacts with other types of creative industries. Our aim is to examine interactions between similar fields of inquiry that share common creative industry traits. Journalism as a creative industry has a central role in this endeavor, but at the core of what we are trying to achieve is how different creative industries interact with one another.	
	Examining journalism as a creative industry constitutes a common thread of ideas, identified in recent literature both from Journalism as well as cultural scholars. And we do argue that incorporating the latest literature in our proposal sets the ambitious objective of creating an	

	MA that is both innovative and forward bound because of this interaction between different creative industries. See appendix for literature review	
Comment 11 The EEC notes: "Under the preconditions that the staff involved in this proposed master program in journalism and creative industries applies the same quality criteria and intense course preparation and assessment approach as they have been doing throughout their bachelor in journalism program (same staff), the EEC believes the student-centered learning, teaching and assessment will comply with the standards." The EEC adds: "The University of Cyprus has in place a clear and comprehensive policy/practice for the hiring of academic staff. Teaching levels for university staff are mandated by a clear policy, and staff promotion (to assistant, associate and full professorship) is also done according to transparent and achievable practices. The staff for the proposed MA in Journalism and Creative Industries are qualified with Ph.D. degrees from excellent universities."	The staff is determined to apply rigorous processes of development for the proposed MA in Journalism and Creative Industries, as it has been observed for the existing BA in Journalism.	Choose level of compliance:
Comment 12 "The teaching staff for the proposed MA in Journalism and	The teaching staff has demonstrated its willingness to pursue a research agenda that follows recent developments	Choose level of compliance:

Creative Industries is made up of individuals with an excellent track record in teaching and a good track record in research. All core staff have Ph.D.s and have been engaged in teaching for many years. Staff have published in high-level international journals and international books, and have clearly integrated their research into their teaching in the work they have done outside of the proposed MA."	while maintaining an international scope and collaborations.	
Comment 13 "In order for the proposed MA program to reach its maximum potential, the EEC feels that the following areas are in need of attention. (1) to hire 1-2 more full-time faculty member (at the assistant, associate or full professor level) to ease the burden on existing staff. While this is an evaluation is of the proposed MA program, and not the existing BA program in Journalism, this evaluation cannot overlook the fact that the current 5 teaching staff responsible for the BA program will also take responsibility for the MA program."	We acknowledge the need for additional resources as this Program is one of the smallest in the University and has been historically understaffed.	Choose level of compliance:
Click or tap here to enter text.	We thank the EEC for its useful and constructive feedback. We hope that the changes we are implementing are satisfying all concerns for the benefit of our future students.	Choose level of compliance:

APPENDIX

The following tables present our revised Program in a condensed manner.

Table 1 – Description of the Revised Program of Study

A/A	Course Type	Course Name	Course Code
Semester A			
1.	Compulsory	Journalism and Emerging Technologies	JOU 501
2.	Compulsory	Journalism and Creative Industries	JOU 502
3.	Elective	**Elective from sequence A**	JOU XXX
4.	Compulsory	**Research Methods**	JOU 503
Semester B			
1.	Compulsory	Research Design	JOU 517
2.	Elective	**Elective from sequence A**	JOU XXX
3.	Elective	**Elective from sequence B**	JOU XXX
4.	Elective	**Elective from sequence B**	JOU XXX
Semester C			
1.	Compulsory	Thesis	JOU 600

Table 2 – Elective Courses

(SEQUENCE A - 2 Courses) CREATIVE INDUSTRIES AND MEDIA	ECTS
JOU 504 – Creative Content Production (E)	7,5
JOU 505 - Creative Writing in Audiovisual Productions (E)	7,5
JOU 507 – Documentary Production (E)	7,5
JOU 510 – Culture and Algorithms (E)	7,5
JOU 511 – Design of multimedia applications(E)	7,5
JOU 512 – Journalism and Artificial Intelligence (E)	7,5
Postgraduate course in Informatics/Computer Science	7,5
(Sequence B – 2 Courses) RESEARCH IN CULTURAL SETTINGS	
JOU 515 – Cultural Management (E)	7,5
JOU 516 – Cultural Policies (E)	7,5
JOU 506 – Cultural Reporting (E)	7,5
JOU 518 – Discourse Analysis (E)	7,5
JOU 547 – Digital Society (E)	7,5

RESPONSE TO COMMENTS 9 and 10 – BRIEF LITERATURE REVIEW

Comments 9 and 10

"The EEC feels that there is need for a stronger explanation on how the two fields are coming together (Journalism and Creative Industries). This should be better reflected in the programme's purpose and objectives (p. 7 as per the MA application) and ILOs (p.7). As they currently stand, they are heavily focusing on journalism."

"The title of the program ("MA in Journalism and Creative Industries") is problematic, in that the program offering does not adequately reflect or address (see comments below) if and how these two (usually) distinct areas of cultural and communication research intersect."

REPLY

We left comments 8 and 9 at the end as they address similar issues, but they display theoretical/ontological concerns. Our title reflects recent developments in the fields of journalism and cultural studies, recognizing a transformation of journalism toward the creative dimension, integrating skills, practices, processes and values from the broader field of creative industries.

We understand that the EEC assesses Journalism and Creative Industries as two distinct fields of inquiry. Hence, the question: "how the two fields are coming together?" Perhaps, we need to render clear in our

proposal the fact that we treat Journalism as a creative industry itself. Therefore, we do investigate how a certain creative industry (Journalism in our case) interacts with other types of creative industries. Our aim is to examine interactions between similar fields of inquiry that share common creative industry traits. Journalism as a creative industry has a central role in this endeavor, but at the core of what we are trying to achieve is how different creative industries interact with one another.

Examining journalism as a creative industry constitutes a common thread of ideas, identified in recent literature both from Journalism as well as cultural scholars. And we do argue that incorporating the latest literature in our proposal sets the ambitious objective of creating an MA that is both innovative and forward bound because of this interaction between different creative industries.

Taking a brief look in the literature, for example, Burns and Matthews (2017) in their article titled: "Post-Industrial" Journalism as a Creative Industry" outline the primary reasons that journalism should be treated as a creative industry. They point out that:

> "the context of post-industrial journalism is one in which the material circumstances of mechanical publication have been displaced by digital technologies, increasing the distance between the orthodoxy of the newsroom and the culture of journalistic writing. Content is, with growing frequency, created for delivery via the internet, publication on web-based 'platforms' and consumption on screen media. In this environment, the question is not 'who is a journalist?' but 'what is journalism?' today."[1]

Along the same lines Bulatovic et al (2011) describe "investigative journalism as a creative industry" while outlining the roles of creative individuals, creative processes, creative situations and creative products. They argue that investigative journalism entails all creative attributes and therefore it shares traits that cultural scholars identify in other creative terrains.[2] A similar approach has been taken by Malmelin et al (2017) in their article titled: "Rethinking creativity in journalism" while the authors examine "how creative work is understood and conceptualized in the media industry, especially by journalists working in the magazine industry."[3] A recent doctoral dissertation by Fulton (2011), titled: "Making the news: Print journalism and the creative process" argues that:

> "creativity is generated through the interaction of a system of three elements at work: a domain of knowledge (the cultural structure), a field (the social structure) who understands the rules and traditions of the domain, and an individual."[4]

While contemplating recent transformations in the field of journalism, Deuze and Witschge (2018), also point out that:

> "only in recent years has labor enjoyed a surge in scholarly attention across media, cultural, and creative industries (Banks et al., 2013; Deuze, 2007b; Hesmondhalgh and Baker, 2011). Incorporating work into media studies allows us to address the diversity in roles, functions, and

[1] Burns, L. S. & Matthews, B. J. (2017). "Post-industrial" journalism as a creative industry. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 11 (6), 1533-1541.

[2] Bulatovic, G., L. Bulatovic, L., & Arsenijevic. O. (2011). Investigative journalism as a creative industry. INTED Proceedings 5th International Technology, Education and Development Conference. Valencia, Spain 7-9 March.

[3] Malmelin, N., & Nivari-Lindström, L. (2017). Rethinking creativity in journalism: Implicit theories of creativity in the Finnish magazine industry. Journalism, 18(3), 334–349.

[4] Fulton, J.M. (2011). Making the news: Print journalism and the creative process. Doctoral Dissertation, School of Design, Communication and Information Technology. University of Newcastle, Australia.

people's backgrounds that exists in media work generally and newswork in particular (Siegelbaum and Thomas, 2016), providing insight into how professional journalism has diversified into many different forms of reporting and newsgathering, production, and distribution."[5]

While being critical of recent transformations in the field of journalism in Canada, Hermida and Young (2021) recognize the increasing convergence between journalism and other creative industries "with governments treating journalism organizations similar to creative industries" (p. 41).[6] The authors lament the fact that the entire field of journalism undergoes a world-wide transformation converging with other creative industries at large. In their article titled: "Artistic Journalism: Confluence in Forms, Values and Practices" Postema and Deuze (2020) argue that "journalism as a field of practice is similar to other creative industries" while focusing on the artistic dimension of journalism. The author focus on various artistic genres such as "poetry, literature, theatre, film, videogames, comics, photography, painting, sculpture, design, architecture, music, and dance" that in essence comprise what the authors describe as "artistic journalism." They insist that those creative dimensions of journalism motivate modern professionals to study journalism.[7]

In the course of the past 10 years, many journalism and cultural scholars have explored not only an interconnection between journalism and creative industries, but they have specifically scrutinized journalism as a creative industry itself. And the body of this work is growing internationally on both sides of the Atlantic as scholars accept recent trends that identify a creative industrial convergence or criticize those developments. But there is hardly a dispute in recognizing the development itself. In the report, "The EEC feels that there is need for a stronger explanation on how the two fields are coming together (Journalism and Creative Industries)" (p. 8). From our perspective, the obvious answer to that is the relevant literature and recent worldwide developments that demonstrate a transformation of the entire field toward the creative sphere of media industries.

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[5] Deuze, M., & Witschge, T. (2018). Beyond journalism: Theorizing the transformation of journalism. Journalism, 19(2), 165–181.

[6] Hermida, A., and Young, M.L. (2021). Journalism innovation in a time of survival. In María Luengo & Susana Herrera-Damas Eds. News Media Innovation Reconsidered: Ethics and Values in a Creative Reconstruction of Journalism. John Wiley & Sons. H

7 Postema, S., & Deuze, M. (2020). Artistic Journalism: Confluence in Forms, Values and Practices. Journalism Studies, 21(10), 1305–1322.

B. Higher Education Institution academic representatives

Name	Position	Signature
Click to enter Name	Click to enter Position	
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