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MINISTER OF EDUCATION, SCIENCE AND SPORTS OF THE REPUBLIC OF LITHUANIA

ORDER
ON THE APPROVAL OF THE DESCRIPTOR OF THE JOURNALISM STUDY FIELD

May 13, 2024 No. V-550
Vilnius

Pursuant to Article 53, Part 11 of the Law on Science and Studies of the Republic of Lithuania:

1. To establish the description of the Journalism Study Field (attached).

2. It is determined that higher education institutions must align their study programs with the Journalism Study Field Description approved in point 1 of this order by September 1, 2025.

Minister of Social Security and Labour,
temporarily conducting education, science, and
Minister of Sports Monika Navickienė

CONFIRMED
Education, Science and Science of the
Republic of Lithuania
Minister of Sports
May 13, 2024 by order No. V-550

DESCRIPTION OF THE JOURNALISM STUDY FIELD

CHAPTER I
GENERAL PROVISIONS

1. The Description of the Journalism Study Field (hereinafter – the Description) regulates the special requirements for the study programs of the journalism study field (J12), which belongs to the social sciences study field group (J). The Description regulates the journalism study field (hereinafter – journalism field) only to the extent that it is not regulated by the General Requirements for the Execution of Studies, approved by the Order No. V-1168 of the Minister of Education, Science and Sports of the Republic of Lithuania dated December 30, 2016, "On the Approval of the General Requirements for the Implementation of Studies."

2. The description was prepared in accordance with the Professional Standard for the Printing, Media, and Advertising Sector, approved by the Director of the Qualifications and Vocational Training Development Center on June 26, 2019, order No. V1-124 "On the Approval of the Professional Standard for the Printing, Media, and Advertising Sector," taking into account the journalism study programs developed by UNESCO and recommendations for training journalists (*Criteria and Indicators for Quality Journalism Training Institutions & Identifying Potential Centres of Excellence in Journalism Training in Africa / by Prof. Guy Berger & Corinne Matras, In association with: School of Journalism & Media Studies, Rhodes University, South Africa & École supérieure de journalisme de Lille (ESJ), France. UNESCO's Series on Journalism Education (2007): https://unesdoc.unesco.org/ark:/48223/pf0000380303; Model Curricula for Journalism Education. A Compendium of New Syllabi. UNESCO Series on Journalism Education. Compendium of New Curricula. UNESCO Series on Journalist Education] (2013): https://unesdoc.unesco.org/ark:/48223/pf0000221199; Journalism, 'Fake News & Disinformation. Handbook for Journalism Education and Training / by Cherilyn Ireton, Julie Posetti. UNESCO Series on Journalism Education and Training (2018): https://unesdoc.unesco.org/ark:/48223/pf0000265552*) and foreign countries' experiences.

3. The requirements of the description apply to first- and second-cycle university study programs in the journalism field, which may be conducted in full-time or part-time study forms.

4. Journalism studies may be conducted under two study programs when journalism studies are organized together with studies in computer science, technology, social sciences (economics, political science, social geography), or humanities.

5. When studying first-cycle studies in other fields of study, journalism courses may be taught as elective courses.

6. The Description does not set special requirements for applicants to first-cycle studies.

7. It is recommended to admit individuals to second-cycle studies:

7.1. those who have completed first-cycle university studies in journalism, information services, publishing, or communication fields;

7.2. those who have completed university or college studies in other fields and additional university studies, the content and scope of which are determined by the higher education institution, and who meet the requirements set out in the university's admission procedure for applicants.

8. The goal of journalism studies is to train specialists with knowledge of journalism theory and media research methodology, who have a detailed and profound understanding of media system typology and the peculiarities of the national media system; also possessing practical skills and

interdisciplinary knowledge necessary to independently collect and identify and evaluate information of public significance in information flows of varying value, and to professionally, critically, and creatively, using the possibilities of all media expressions, publicly announce it through mass media, as well as organize discussions reflecting issues of public interest.

9. General goals of journalism study programs:

9.1. to develop communicative competencies – the ability to collect, systematize, analyze, evaluate, and disseminate information significant to society; to understand the structure, typology, and functional features of media systems;

9.2. to cultivate broad erudition, the need for interdisciplinary knowledge, critical thinking, and media literacy;

9.3. to develop the ability to critically and creatively evaluate the expressive possibilities of all media and to professionally express oneself in at least one of the media;

9.4. to develop teamwork and organizational skills, as well as the ability to work independently;

9.5. to develop the ability to maintain, improve, and expand professional competence throughout lifelong learning.

10. Graduates of journalism studies, guided by scientific principles, will be able to study media systems, identify their problems, and propose solutions, recognize processes that have a significant impact on societal development and its specific groups in a complex information environment and depending on their field of specialization.

11. Graduates are awarded a bachelor's/master's degree in social sciences, corresponding to the sixth/seventh levels of the Lithuanian Qualifications Framework and the European Qualifications Framework for lifelong learning, as well as the first/second cycles of the European Higher Education Area Qualifications Framework, confirmed by a bachelor's/master's diploma and diploma supplement issued by the higher education institution.

CHAPTER II
THE CONCEPT AND SCOPE OF THE FIELD OF STUDY

12. Journalism, as a subject of study, includes the theory and practice of constructing the report as the main tool for journalists' dissemination of information in a broad sense – its creation and dissemination based on the principles of journalistic theories and interaction with information sources, interest groups, and other social institutions; understanding, analyzing, interpreting, and evaluating their impact and audience behavior; applying legal and ethical norms; evaluating the impact of media and dissemination technologies and formats, as well as the need for change and its impact, taking into account audience behavior.

13. Journalism theories developed at the intersection of the humanities and social sciences. They include normative theories of journalism, media systems, and media influence; organizational, critical, and media political economy theories, as well as other interdisciplinary social theories focusing on media production, media organizations, various media systems and their components, the history of journalism, and applied aspects of journalistic activity.

14. Journalism, as a theoretical discipline, is connected with studies in communication, political science, sociology, economics, philosophy, law, history, culture, arts, and other social and humanities sciences and arts.

15. Journalism, focusing on high-quality public and interest-independent public information about facts and processes important to it, relies on the principles of applied and normative media theories. Journalism practice must be connected with theoretical knowledge.

16. Studies should awaken an analytical and critical perspective on the world, media systems and their development, journalistic activity, as well as political, economic, and social processes in society. The application of journalistic knowledge provides a foundation for higher-quality democratic functioning, ensures society's right to information, free public discussions, contributes to the culture of political and citizen discussions, and fosters the development of media and information literacy.

17. Graduates of journalism studies work as editors, producers (and their teams), program scriptwriters, journalists, reporters, correspondents abroad, fact-checkers, commentators, and commentators in the media – newspapers, magazines, news agencies, radio or television, public broadcasters, or privately owned institutions or organizations. In the media, they may work as specialists in teams or as freelance reporters, commentators, and commentators. Journalists must be trained to collaborate with editorial offices abroad in providing information about national events and other current affairs, pursue an international career in the media field, and may engage in professional activities requiring journalistic knowledge and understanding of the media system in other areas – various communication and public relations companies, state and municipal institutions, and non-governmental organizations. They can work as experts, advisors, consultants, hold positions at all levels in state governance institutions, public and private business enterprises, non-governmental organizations, and pursue professional careers in international organizations. Graduates of postgraduate studies can work in managerial positions, independently plan and implement the activities of media and communication organizations or individual departments, be data and activity analysts in media and other media-related fields, pursue careers at universities by becoming lecturers and researchers, or specialize in non-formal education—especially in media, critical thinking, media, and information literacy topics. Graduates of this cycle can continue their studies in the third cycle.

CHAPTER III
GENERAL AND SPECIALIZED STUDY RESULTS

18. Studies must provide conditions for integrating knowledge from journalism and journalist specialization, understanding of differences in their methods, and practical skills. While studying journalism, students must develop personal, social, investigative, and specialized skills necessary to understand processes significant to society and the factors determining them, as well as the need for and importance of reliable, timely information; to master critical handling of information sources and the analysis of the information they provide; to create and develop journalistic and media initiatives that contribute to the welfare of society.

19. Upon completion of first-cycle university studies, the following learning outcomes must be achieved:

19.1. knowledge and its application. Person:

19.1.1. understands and is able to explain, recognize, and discuss the specifics of interdisciplinary journalism studies in the context of social and humanities sciences, and has foundations in related social and humanities disciplines;

19.1.2. is able to define the main concepts of journalistic theories, present their contradictions and application issues;

19.1.3. is able to explain, compare, and generalize theories of journalism and journalism criticism, media system typology, and the role of journalism in different media systems, applying acquired knowledge in practice;

19.1.4. applies public information principles, legal and ethical provisions, and is familiar with and able to use various strategies and techniques for identifying, collecting, and disseminating information of public interest;

19.1.5. expresses thoughts fluently in writing and speech, in correct language and appropriate style, understands different journalistic genres, and applies them across various media platforms;

19.2. the ability to conduct research. Person:

19.2.1. identifies and examines media system problems based on journalism and other social theories and methodologies, analyzes their causes and consequences, and applies knowledge from other sciences (for example, communication, philosophy, political science, economics, law, etc.);

19.2.2. independently plans and implements media system research based on scientific principles, applies social research methods based on journalism and other social theories, interprets results, and provides conclusions and recommendations;

19.2.3. is able to apply investigative skills in practical activities when assessing the nature and impact of public information dissemination;

19.2.4. understands the ethical principles of media system research, is able to apply and critically evaluate them;

19.3. special abilities. Person:

19.3.1. is able to find and evaluate socially significant information, including its reliability at local, national, European, and global levels, and communicate it to the public;

19.3.2. is able to quickly understand and evaluate the significance of new data using information technologies, process and analyze large amounts of it, and perform critical information selection;

19.3.3. is able to exercise the right to access information and search for necessary materials in national, international, and other countries' national databases;

19.3.4. is able to identify and is resistant to external influence factors that hinder professional and ethical journalistic work in media organizations;

19.4. social skills. Person:

19.4.1. is able to differentiate information sources according to the value, reliability, and competence of the information provided, and to have access to them without becoming dependent on them, in order to collect comprehensive and socially significant information;

19.4.2. is able to tactfully criticize colleagues and consider criticism from colleagues or the public, positively analyze it, and apply it in professional activities;

19.4.3. understands and assumes moral responsibility for the impact of their activities and their results on society, economic and cultural development, human well-being, and the environment;

19.5. personal abilities. Person:

19.5.1. is able to think creatively and critically, trusts themselves even in crisis situations, can communicate in public spaces, and act honestly and ethically, assessing the impact on the reputation of the media and journalists and on public trust;

19.5.2. understands the importance of lifelong independent learning and responsibly plans personal professional development;

19.5.3. is interested in and uses the latest information technologies, and is interested in their impact on society and the media.

20. Upon completion of second-cycle university studies, the following learning outcomes must be achieved:

20.1. knowledge and its application. Person:

20.1.1. understands and analyzes the impact of other social and humanities sciences on the interdisciplinarity of journalism studies;

20.1.2. understands, analyzes, and critically evaluates journalism theories, provides well-argued typologies of media systems, evaluates their particularities, and critically reflects on the relationships between the expression of journalism in different media systems and dominant journalism theories;

20.1.3. is able to select and apply journalistic and other social theories and methodologies with reasoned arguments to address formulated research goals, tasks, and problems;

20.1.4. is capable of competently addressing public information issues arising from the intersections of law and ethics, and can organize complex processes related to strategies and techniques for identifying, collecting, and disseminating information of public interest;

20.1.5. can conduct comprehensive quality control (in terms of genre, expression, media platform, and information reliability) of journalistic content and lead teamwork;

20.2. the ability to conduct research. Person:

20.2.1. is able to independently organize and conduct scientific and applied media system research, formulate problems, hypotheses, and research questions, methodically collect data, perform data analysis by applying appropriate software and selecting appropriate methods and theoretical approaches;

20.2.2. is able to participate in scientific discussions, present, and critically evaluate research methodology and results;

20.2.3. is able to formulate practical and theoretical problem solutions, detailed conclusions, and well-reasoned recommendations;

20.2.4. understands the limitations of empirical research, follows the principles of researcher ethics and social responsibility, and is able to recognize and address ethical issues of research;

20.3. special abilities. Person:

20.3.1. is able to conduct journalistic investigations and make analytical insights within the field of journalistic specialization;

20.3.2. is able to create original media and journalistic innovation ideas, plan them, and lead their high-quality implementation;

20.3.3. is able to initiate, prepare, and manage large-scale and socially impactful public communication projects;

20.4. social skills. Person:

20.4.1. competently disposes of information sources without becoming dependent on them;

20.4.2. is willing to participate and cooperate in the activities of international and national organizations concerned with journalists' interests and professional development, to collaborate and/or organize and lead international and national journalistic projects;

20.4.3. is ready to maintain professional relationships with competing colleagues, show solidarity in cases of freedom of speech violations, comply with copyright regulations, and be tolerant of plagiarism cases;

20.4.4. understands and assumes moral responsibility for the impact of their activities and their results on society, economic and cultural development, well-being, and the environment;

20.5. personal skills. Person:

20.5.1. applies critical thinking, information literacy, and analytical skills in professional activities, uses the latest information technologies, and critically assesses their impact on society;

20.5.2. is able to analyze and critically evaluate their profession, striving to improve professionally.

CHAPTER IV
TEACHING, STUDYING, AND ASSESSMENT

21. Teaching, studying, and evaluation must be based on the concept of journalism study fields and learning outcomes, and must also align with the changing international and national context of communication and information research. The study process must integrate research results, take into account connections with other related study and research fields, and exploit opportunities for interdisciplinarity (both in science and studies).

22. Academic and administrative staff must know and understand the didactic concept of the study program.

23. The same study methods may be applied in studies at different study levels, but the content, complexity, or expression of the student's autonomy of the tasks presented must differ. Taking these characteristics into account, the scope of in-person work assigned to study in the necessary study environment and situations requiring direct (not virtual) interaction with other participants in the study process must be planned in study programs.

24. In the study process, to implement the concept of lifelong learning, students need to be prepared and encouraged to be responsible for their own learning, provided with the missing information about career planning and implementation. The program, its content, and didactic system must motivate students to use other possible resources and resources for their studies.

25. The choice of study (teaching and studying) methods must ensure the achievement of learning outcomes, which is based on sets of skills and abilities and their assessments. A wide range of active study methods must be applied flexibly in the study process, enabling the acquisition of a broad spectrum of cognitive, interpersonal, and practical skills. Teaching and study methods must be clearly defined, regularly reviewed and improved in light of changes, effective, and diverse. Independent work assignments must correspond to the study program's learning outcomes, motivate

students to use students' and lecturers' time and material resources (libraries, laboratories, equipment, etc.) rationally.

26. The specifics of journalism study programs require appropriate methods and their flexible application, combining traditional (lecture, seminar, written assignments, presentation) and others ("guest lecture", teamwork, case study, problem-based learning, role-playing and simulations, outreach visits) study methods. Studies must also include long-term or short-term international incoming and/or outgoing mobility of academic staff and students.

27. Teaching and studying must be supplemented with research work, practical application, and the development of transferable payments. The structure of the study program and selected methods must purposefully guide from general concepts and concepts to their application, the ability to investigate and draw conclusions and apply them in practice, and prepare students for work in relevant study subjects by completing specific course tasks and applying acquired knowledge during professional practice.

28. Internship is a part of the study program that is mandatory in bachelor's studies and recommended during master's studies. The purpose of internships (introductory, professional, educational, scientific research) is to ensure the alignment of knowledge and skills acquired during theoretical studies with practical activities, where the competencies acquired during studies are consolidated, applied, and improved on-site. It is essential to ensure proper organization of internships, which includes student preparation and training, task preparation, organizing supervision or continuous feedback, maintaining close contact with the internship site supervisor, listening to reports, and evaluating them.

29. Based on the Study Achievement Assessment Procedure and Strategy approved by the higher education institution, individual procedures for evaluating study subjects or modules in specific programs must be developed, specifying how and by what means and methods the achievement of the study program (subject) objectives (study results) will be evaluated compared to the defined objectives, as well as specifying the assessment methods. Assessment must be based on the following principles: justification (evaluation should measure a defined level of achievement of learning outcomes), reliability, clarity (the assessment system must be informative and understandable to both evaluators and those being assessed), usefulness (assessment must be positively evaluated by the evaluated parties themselves and contribute to achieving the study program goals and learning outcomes), and impartiality (evaluation must be objective and independent of changes in the assessor; assessment methods must be equally suitable for all persons being assessed).

30. The applied assessment system must allow monitoring the dynamics of monitoring study outcomes, help monitor progress and self-assess the level at which study results have been achieved, maintain feedback, and create conditions for measures to improve the achievement of results. The assessment system and assessment strategy must ensure students' orientation toward the necessary balance of knowledge, understanding, and skills. It must include various assessment methods (formal and non-formal), types (diagnostic, formative, individual progress, summarizing, etc.) and methods (verbal, visual, practical), based on performance evaluation and clear and objective criteria.

31. The publicly defended final thesis of journalism study programs should be regarded as proof of achievement of study results, when the focus is on solving a chosen theoretical or practical problem using quantitative and qualitative research, interpreting its results, and reflecting on the process.

CHAPTER V
REQUIREMENTS FOR THE IMPLEMENTATION OF STUDY PROGRAMS

32. A higher education institution organizing journalism study programs must have sufficient academic, administrative, and study support staff, as well as material, methodological, and informational resources to implement them.

33. Academic staff are evaluated based on scientific, pedagogical, and practical experience: participation in scientific research, application of advanced teaching methods, experience in the

international scientific and pedagogical arena, ability to communicate in foreign languages, participation in conferences, professional development programs and internships, and recognition in professional and scientific communities. Academic staff are expected to have professional insight, personal interest in students' study progress, the ability to advise students on study plans, professional careers, and other actions used to evaluate study program outcomes.

34. The following qualification requirements are set for lecturers in journalism study programs:

34.1. In first-cycle study programs, at least 50 percent of the volume of journalism courses must be taught by researchers holding a doctoral degree, conducting research in communication, information, social, or humanities sciences and publishing their results;

34.2. In second-cycle study programs, at least 80 percent of all subject lecturers must hold a doctoral degree and conduct research related to scientific fields related to the subject (module) being taught, publishing their results in scientific publications. Other lecturers may be practitioners who have acquired at least 3 years of professional experience in journalism within the past 7 years. At least 20 percent of the volume of journalism courses in second-cycle studies must be taught by lecturers holding professor positions who conduct scientific research in communication, information, other social sciences, as well as humanities.

35. A cooperation-based partnership with internal and external social stakeholders – students, pupils, graduates, employers, other social partners, and the wider public – is important for the implementation of the program. Social partners must be involved in the study quality monitoring process, assessing the relevance of programs in terms of economic, social, and cultural development needs and future development prospects. Where possible, social partners should also be involved in the study process ("guest lectures," case studies prepared based on social partners' activities). Due to the specifics of the journalism study field, it is recommended to more actively involve practitioners with exceptional experience in journalism in the study process by using partnership associate professor or partnership professor positions. Students and graduates must also be involved in the quality monitoring and improvement activities of the study program.

36. The premises where studies are conducted must meet hygiene and occupational safety requirements and be sufficient. Classrooms must be properly equipped, equipped with visualization equipment, and sound devices must be installed in large auditoriums. Rooms adapted for group work must be provided to develop students' communication skills and teamwork abilities.
