



SEPTEMBER 19, 2019 | EDINBURGH | AJE

CHALLENGES OF TEACHING MAGAZINE JOURNALISM

**IS THE ACADEMY PREPARING STUDENTS
FOR A SUSTAINABLE FUTURE?**

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Our research purpose

EXPLORE THE INNOVATION CHALLENGES THAT MAGAZINE JOURNALISM IS FACING TODAY AND CHECK IF THEY ARE PROPERLY ADDRESSED BY THE ACADEMY

RQ #1


What are the main challenges of magazine media, according to academic and professional literature?

RQ #2

What is the importance of magazine media as an academic subject in undergraduate and postgraduate studies?

RQ#3

What are the main topics of the curricular units / courses applied to magazine media?





THEORETICAL APPROACH

The evolution of magazines



Early 2000s

Print magazines and
their websites

Challenges regarding:

- magazine identity;
- business model;
- editorial model.

2020s

Print magazines +
digital presence in all
platforms + native
digital magazines

Challenges regarding:

different content,
different platforms;
magazine identities;
magazines digital
culture.


2010s

Print magazines + their
websites + their digital
versions (iPad) + native
digital magazines

Challenges regarding:

- magazine identity and
its editorial extensions;
- editorial model;
- business model.





**(...) THE FACT THAT A PRINT MAGAZINE
HAS AN ONLINE PRESENCE DOES NOT
MEAN THAT ITS “ONLINE VERSION” IS A
DIGITAL “MAGAZINE”.**



SANTOS-SILVA (2011)





PRINT OR DIGITAL CORE MAGAZINE



- _ CLEAR IDENTITY FORMULA
- _ SPECIALITY OR DISTINGUISHABLE
CHARACTERISTIC
- _ CONVERGENCE (PRINT AND
DIGITAL NEWSROOMS)
- _ DIFFERENT CONTENT, DIFFERENT
PLATFORM

(OTHER) DIGITAL CHALLENGES



- _ DIGITAL
- _ MOBILE
- _ DISTRIBUTION
- _ SOCIAL MEDIA
- _ PARTICIPATION
- _ GENERATION CHANGE
- _ ADVERTISING





CHALLENGES GROUPED AS:



- _ BRAND
- _ AUDIENCE
- _ PRODUCTION
- _ DISTRIBUTION
- _ BUSINESS





METHODOLOGY



DATA COLLECTION - CORPUS

CURRICULAR UNITS OR COURSES ADDRESSING THE MAGAZINE MEDIA IN UNITED KINGDOM ,IRELAND, PORTUGAL AND SPAIN,

SAMPLE: UNIVERSITIES IN THE TIMES HIGHER EDUCATION WORLD RANKING 2020 (COMMUNICATION AND MEDIA STUDIES SUBJECT)




UK 81
IRELAND 6
SPAIN 32
PORTUGAL 12
Total 131



CONTENT ANALYSIS

Country » University
Degree
Curricular unit/course
Core/Optional
Focus 1
Focus 2





FINDINGS

131

UNIVERSITIES SURVEYED





FINDINGS

27

UNIVERSITIES WITH CURRICULAR
UNITS ABOUT MAGAZINE MEDIA

25 IN THE UK
2 IN SPAIN

5

UNIVERSITIES OFFERING BAs AND
MAs

ALL IN THE UK





FINDINGS

27

UNIVERSITIES WITH CURRICULAR
UNITS ABOUT MAGAZINE MEDIA

25 IN THE UK
2 IN SPAIN

17

OPTIONAL CURRICULAR UNITS

10

CORE CURRICULAR UNITS

19

WITH AVAILABLE SYLLABUS

8

WITHOUT AVAILABLE SYLLABUS





FINDINGS

27

UNIVERSITIES WITH CURRICULAR
UNITS ABOUT MAGAZINE MEDIA

19

WITH AVAILABLE SYLLABUS

7

DEALING WITH WRITING SKILLS
(MAINLY FOR PRINT)

6

DEALING WITH PRODUCTION
SKILLS

4

DEALING WITH DISTRIBUTION
TOPICS

1

DEALING WITH THE HISTORY
OF MAGAZINES





FINDINGS

5

UNIVERSITIES WITH BAs e MAs ABOUT MAGAZINE MEDIA

3

MAs

THEY ONLY ADDRESS BUSINESS AND
PRODUCTION CHALLENGES, NOT DEALING
WITH THE OTHERS (AUDIENCE, BRAND,
DISTRIBUTION)

2

BAs

BOTH ADDRESS ALL THE CHALLENGES
IDENTIFIED (AUDIENCE, BUSINESS,
PRODUCTION, DISTRIBUTION, BRAND)





The findings show clearly that magazine journalism is not a major concern for universities.

A comprehensive approach is only supplied on the BAs (2).





**THANK
YOU!**

VISIT US SOON IN PORTUGAL
FOR MAPPING THE MAGAZINE 6

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