

CHALLENGES OF TEACHING MAGAZINE JOURNALISM

ABSTRACT

In the last years, the digital ecosystem increased the rhythm of change and forced the blurring of boundaries. Parallel to this, there was a need for innovation, seeking “new combinations”, using Schumpeter’s words (1934, p. 78). This innovation, often focused in the product or in the way the news are distributed, meant assuring a presence in the digital environment. However, this wasn’t so clear to magazines, especially considering that this medium has distinguished features, and its online presence is not necessarily a “digital magazine” (Santos-Silva, 2011). Challenges are different from the other media and the academy must follow through.

This paper explores the innovation challenges that magazine journalism is facing today and if they are being addressed by the academy. We applied a content analyses to the syllabus of European university courses that include the subject of magazine journalism in 2018 and compare it to key-challenges identified by major professional and academic reports. Preliminary results conclude that the positioning of magazine journalism in academy is still very traditional, privileging editorial passion over entrepreneurial skills.

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