

## FHWien der WKW Launches Courses in Cross-Media and Data Journalism

**The continuing education programs will teach journalists the latest technologies and storytelling methods – for the first time in Austria with a focus on data journalism. The courses start in February 2024.**

*Vienna, August 30, 2023* – The Vienna Management Academy by FHWien der WKW is expanding its range of offerings with two continuing education programs for journalists and editors. They learn about the latest digital technologies and innovative storytelling methods. The courses in cross-media journalism and data journalism each last one year. Both lead to the title of “Academic Expert”. It is possible to add an extra semester to each course to obtain the title of “Master of Continuing Education”.

### **Digitalization requires new skills**

FHWien der WKW has been successfully training journalists for quality media for 20 years. However, the digitalization of the media industry brings with it challenges that require new skills from media professionals. These include the use of digital tools for research, automated data analysis, the development of new digital formats and cross-media storytelling.

This is where the Vienna Management Academy’s courses in cross-media and data journalism come in. Their aim is to prepare experienced media professionals for the demands of digital journalism. In addition to journalistic know-how, the courses provide in-depth knowledge of communication and media management, law and ethics, as well as fact-checking and data analysis.

### **Training for experienced media professionals**

The new courses are aimed at experienced journalists who want to specialize in cross-media storytelling, digital technologies and data journalism. The courses provide skills that are currently in high demand in the media industry. Graduates will be able to find jobs as data journalists, fact checkers or video and podcast editors.

“With the new courses in cross-media and data journalism, we are offering a tailor-made qualification for experienced media professionals,” explains Head of Program Regula Blocher. “Graduates will be able to turn data-based research into audiovisual stories and publish them on digital channels in a way that is appropriate for their target audience.” Michael Heritsch, CEO of FHWien der WKW, adds: “Our practical courses open up a wide range of career opportunities for journalists in a rapidly changing media landscape.”

### **Requirements and application**

The two postgraduate programs are open to applicants with at least two years of professional experience in an editorial environment and a general university entrance qualification or an apprenticeship diploma. For the Master’s program, a completed first degree with at least 180 ECTS credits is required.

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## Good work-life balance

The continuing education programs are organized on a part-time basis: Attendance is in blocks of days, and about a quarter of the courses are conducted as distance learning. This makes it easy to combine the courses with work and private life.

Details on the new continuing programs can be found on FHWien of WKW's website:

[Academic Expert for Cross-Media Journalism](#)

[Academic Expert for Data Journalism](#)

[MA \(CE\) Cross-Media and Data Journalism](#)

## Photos:

Continuing education for media professionals: new courses for cross-media and data journalism at FHWien der WKW provide know-how in digital technology and data analysis as well as storytelling methods.

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“With the new courses in cross-media and data journalism, we are offering a tailor-made qualification for experienced media professionals,” explains Head of Program Regula Blocher from FHWien der WKW.

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“Our practical courses open up a wide range of career opportunities for journalists in a rapidly changing media landscape,” says Michael Heritsch, CEO of FHWien der WKW.

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## FHWien der WKW – University of Applied Sciences for Management & Communication

FHWien der WKW is Austria’s leading university of applied sciences for management & communication. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor’s and Master’s students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our students for their future careers. Since its foundation in 1994, FHWien der WKW has already produced around 14,400 graduates.

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