

Master in Digital Journalism



“Immersion in the world of digital, innovative and entrepreneurial journalism with hands-on experience in reporting and editing; focusing on the new relationships between journalism, business and new media...”



IE

Master in

Digital

Journalism

QUICK FACTS

Format: Full-Time

Language: English

Intake: October

Duration: 10 months

Location: Madrid

A word from our Dean and our Director





Thank you for your interest in the Master in Digital Journalism.

At IE School of Communication we have created a vibrant and critical environment in which to develop our best skills to think and act in an increasingly communication-based world. Communication is at the center of our personal, social, academic and professional lives; even more, understanding communication requires a deep study of its interactions with other fields. These borders are our space: interdisciplinary thresholds where innovation and new ways of approaching reality can emerge.

We train communicators with practical, intellectual, creative and managerial skills, with strong foundations in ethics and critical thinking, able to deal with complexity and with a deep knowledge of the contemporary world. Our students will build up their international profile in an environment that encourages diversity, citizenship, team work and entrepreneurial spirit.

We want to provide you with an education that can be applied to current professions, together with the opportunity to reflect on the cultural, social, and political implications of communication. We believe in the university as a space for the creation and the communication of knowledge, in close proximity to professional life, influencing society, and in dialogue with contemporary culture on all levels.

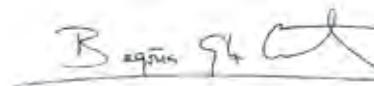
This master program is designed to address journalism's crucial role in our contemporary societies, while needing the critical and ethically committed approach of professional journalists; its purpose and daring perspective is a bridge between what occurs in the world and its citizens. This profession is more and more necessary, even though it is adopting new ways and formats. We need journalists with abilities to think creatively and to work within today's changing and challenging world, allowing the profession to evolve.

We will focus on the new relationships between journalism, business and digital media, based on the renowned experience of IE Business School. Our students will become innovative journalists, contemplating new communication fields, with profound knowledge about digital media, being entrepreneurial professionals.


You will have many advantages as a student at IE. These include high quality and innovative programs, a diverse international faculty with a solid theoretical and professional profile, personalized academic advising, and a staff and administration that will enhance your learning experience. Our campuses enjoy great community support; this is an excellent environment in which to live an academic, professional and life-enriching experience.

On behalf of IE School of Communication, we look forward to welcoming you to the IE community!

Warmest regards,



Begoña González-Cuesta, Ph.D.
Dean, IE School of Communication



Pedro Cifuentes
Academic Director, Master in Digital Journalism

The Program





The Master in Digital Journalism's groundbreaking profile is based on a unique combination of factors:

- Journalism applied to new media
- IE School of Communication Faculty's uncompromising commitment to academic excellence
- IE Business School's entrepreneurial spirit and global vision

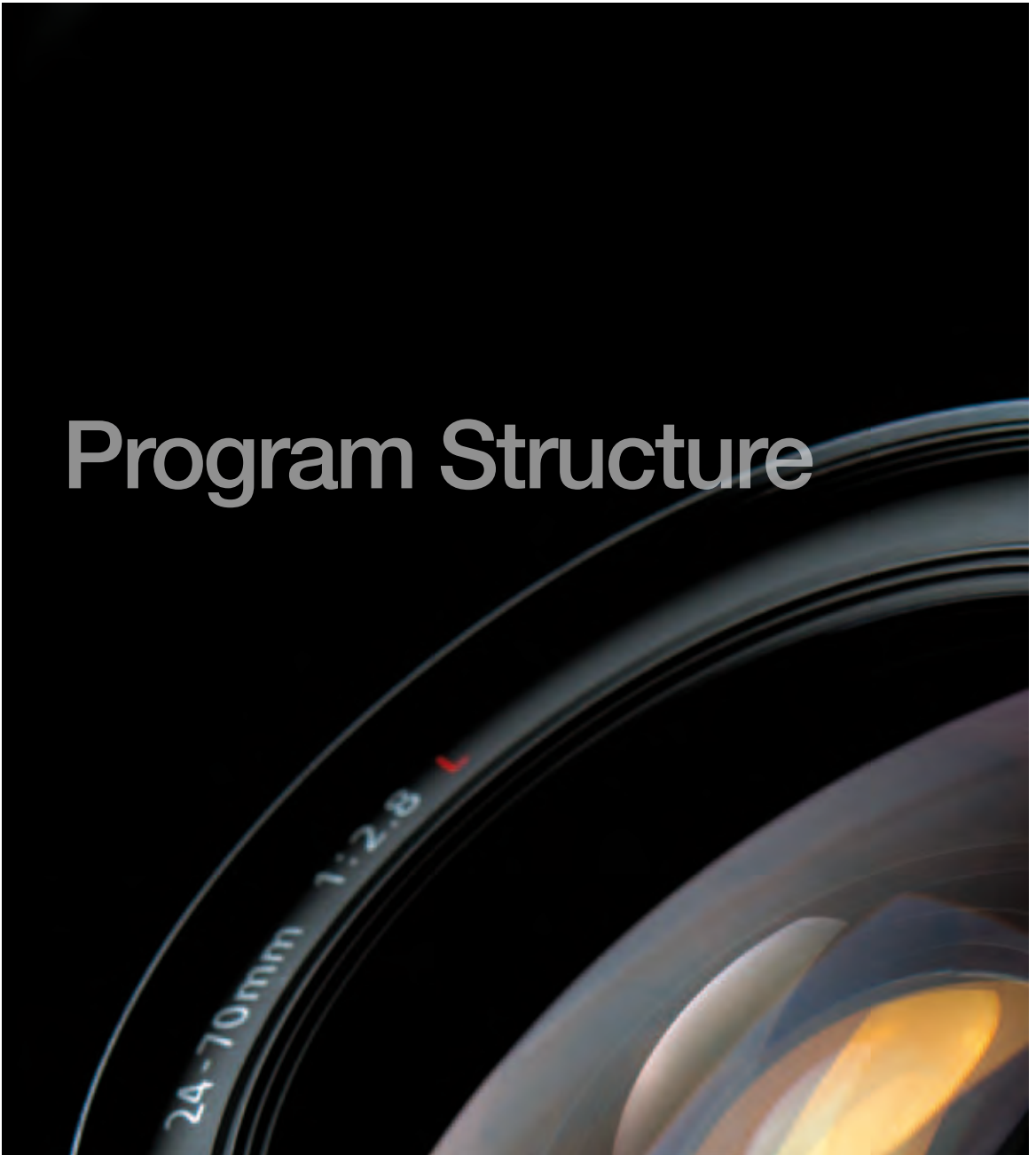
The digital revolution has changed journalism and the journalistic profession irrevocably: the processes of gathering and reporting information, dealing with sources, producing content and distributing information have been deeply modified by Internet and the new world of media convergence. To succeed in a radically transformed environment, journalists must develop innovative skills along with the necessity to adapt to new business models in a fast-evolving industry. Students will address these professional challenges from an applied perspective. This master program will focus on the new relationships between journalism, business and the digital media.

IE School of Communication's Master in Digital Journalism is designed to equip students with the know-how of starting prosperous careers as innovative journalists and entrepreneurial professionals with deep knowledge about the new communication environment and digital media. The Web creates as many jobs as it outdates, and our aim is to provide students with the necessary tools to begin an international career as entrepreneurial digital journalists, with a special focus on applied practice in areas of their choice.

By the end of the program, students will be knowledgeable about current approaches to digital journalism and new and traditional media; they will have learned how to work on writing and reporting with excellence, developing multimedia journalistic projects and creating innovative approaches to strategy and production processes. The business and entrepreneurial ingredient will enable them to create their own business or to bring innovation into media companies.

Moreover, this program places a strong emphasis on the development and acquisition of a specific skill-set that plays a pivotal role in any journalism career. Throughout the program, students will participate in workshops which are run in our Segovia-based MediaLab (radio, television, editing and digital newsrooms). These workshops are designed to encourage students to learn how to manage digital media and further develop these skills. Furthermore, thanks to the knowledge acquired during the program, students will gain a critical perspective that will enable them to anticipate the future developments of a profession in constant change.

Program Structure



We offer a specialized training in journalistic activity through a practical and applied perspective:

- Focus on learning how to think and work in a flexible and innovative way within the new media environment: a digital, globalized and changing journalism.
- Specific training in entrepreneurial skills applied to journalism: development of new business models, organizational and managerial abilities.
- Final applied project: Students will have six specialized areas to develop applied and practical skills in journalism. The format will be highly practical: experienced professional journalists will coach students' work in the areas of their choice during the preparation of the final field project.

MODULE I	MODULE II	MODULE III	MODULE IV
Communication Universe	Journalism Skills	New Media	Digital World
Globalization The Future of Journalism Technology Immersion (I) Technology Immersion (II) Informative Documentation on the Internet Social Media & Democracy Press Offices & Public Relations	Reporting & Writing Journalistic Genres Multimedia Storytelling Investigative Journalism Radio Production Techniques Photography for Digital Journalism Video Production Techniques	New Media Business Models Applied Entrepreneurship Brand & Reputation Management Community Management Computer Assisted Reporting Mapping, Visualization & Interactivity Fundamentals of Business	Online Journalism & Law Web Design & Ergonomics Search Engine Marketing & Optimization Internet Metrics & E-audience Measurement Online Advertising

Final Project

Individual and team applied project in one of six optional areas, which will encompass all key learnings taught out throughout the course under the coaching of a professional journalist.

The six available areas include:

- Business & Economic Journalism**
- Sports Journalism**
- Political Journalism**
- Scientific Journalism**
- Cultural Journalism**
- Technology & Trends Journalism**





Student Profile



The Master in Digital Journalism welcomes graduates with backgrounds from different disciplines such as:

- Economics
- Business
- Journalism
- Media
- Communication
- International Relations
- Political Science
- Sociology
- Psychology
- Marketing
- History

Our aim is that the student intake for IE School of Communication's Master in Digital Journalism comprises a multi-cultural, diverse and talented group of students; capable of bringing strong momentum to the learning process.



Career Opportunities





Graduates will be fully prepared to pursue careers in the broad area of gathering and disseminating information through different channels and media. They will work as innovative journalists, up to date with the new communication environment, with deep knowledge about digital media, and as entrepreneurial professionals.

The Master in Digital Journalism will prepare graduates to pursue careers as:

- Professionals in **online or printed media**
- **Freelance** multimedia journalists
- Entrepreneurial digital journalists creating **their own businesses/companies**
- Professionals in **communication agencies**
- **Consultants and analysts** for digital communication projects
- **Community managers**
- **Professional blogger**



Why the Master in Digital Journalism?





The Master in Digital Journalism offers a series of differentiating features that will make your time at IE truly unique:

- **MediaLab sessions:** With its own digital writing, editing and control rooms, the MediaLab will be the real space where students will work on gathering information, reading, writing, and broadcasting news.
- **Speaker Series:** Throughout the year, students will attend a series of conferences by renowned professionals within the field of communication.
- **IE faculty's** academic excellence coupled with a hands-on approach to teaching.
- **International & multicultural intake:** Students at IE enjoy a truly international atmosphere, with more than 80 nationalities on campus and a faculty with almost 50% international professors.
- **IE's international recognition** as one of the top 10 Business Schools in the world, according to international journals such as Financial Times, Businessweek, The Economist or Wall Street Journal.

- **IE School of Communication** is a member of Eupretra and Global Alliance, two global leaders in promoting the exchange of innovative communication practices.



- **The Alumni Association** promotes relationships between IE graduates and acts as a networking platform for its 40,000 alumni members in over 100 different countries around the world. Through the Association, IE promotes the continuous training of our graduates and provides assistance in their lifelong professional development. For more information, please visit www.alumni.ie.edu
- The mission of the **Careers Management Center (CMC)** is to equip IE graduates with the skills and tools to successfully manage their careers in a globalizing and increasingly competitive economy. The CMC also offers each student individual career planning and coaching sessions. The key event in the CMC calendar is the Annual Careers Fair, which serves as an interface for students and recruiters to get to know one another. For more information, please visit www.careers.ie.edu

Admission Process



The main objective of the admissions process is to select students with the greatest potential. We seek candidates who are dynamic, motivated, creative, and who not only present an excellent academic and professional background, but also offer the kind of interpersonal skills that will permit them to obtain maximum benefit from the program.

The admissions process starts on our website, where candidates can complete the online application. After receiving the application form and additional documentation, the Admissions Committee evaluates aforementioned documentation and determines whether or not the candidate will be invited to attend an interview.

Admission is granted on a rolling basis and although there is no deadline for applications for a particular intake, early application is recommended given the limited number of places on the program. Admission is valid for two years.

Admission Requirements

The application form provides the Admissions Committee with important information when it comes to evaluating candidatures for master's degree programs. In addition to the completed form, please enclose the following documentation in your application package:

- Bachelor degree (or equivalent) from an accredited university
- Photocopies of complete university transcripts (complete with original or copy bearing official stamp)
- Photocopy of passport or ID card
- One passport-size photo
- Curriculum Vitae (one page)
- Three essays (please refer to the application form for topics)



- Two letters of recommendation
- English language certificate (Cambridge Certificate, TOEFL, IELTS, Pearson) for non-native speakers. Not required for candidates who have completed an undergraduate degree in English.
- Photocopies of diplomas or certificates accrediting courses, seminars or programs undertaken by the candidate
- Application fee €120 (non-refundable and payable by credit card or cash)

Financial Aid & Scholarships

Participants are eligible to apply for a number of financing alternatives to fund their participation in the program. Among these alternatives, particular mention may be made of the Scholarships for Promising Journalists that cover up to 50% of tuition fees. Further information is available from:

www.ie.edu/financialaid

Virtual Insight Sessions

Join a Virtual Insight Session to find out more about the Master in Digital Journalism. These sessions are scheduled on a regular basis and provide you with the opportunity to participate in an interactive presentation about the program. For details on the next session, please e-mail: admissions.communication@ie.edu or visit www.ie.edu/mdj



Faculty



Adams, Richard

Richard is a freelance audio-visual content producer with twelve years experience working in the U.K. and Spain.

He began his media career working for three years as a technical assistant for the Oscar winning special-effects company The Mill, in London's West End. After a four year sabbatical, in which he gained a BSc in Physics from the University of Southampton, in southern England, Richard moved into documentary editing. First as an assistant and later as an online-editor and colorist Richard worked for Pink House Post Production and Films@59, in Bristol, England. During this five year period he worked on a range of factual and natural-history projects for clients such as the BBC, Discovery Channel and National Geographic.

In 2007 Richard relocated to Madrid, where he worked for four years as IE's in-house audio-visual content producer. In this position he produced marketing, communication and pedagogical content, as well as developing the in-house team's capabilities and workflows.

Richard has shot, directed and edited several short films, and continues to develop his own documentary projects.

Altman, Daniel

PhD in Economics, Harvard University (US).

Besides from being receiving a number of teaching awards at Harvard, Daniel has been an economics columnist for The Economist, The New York Times and the International Herald Tribune and is the author of three books: Power in Numbers: UNITAIID, Innovative Financing, and the Quest for Massive Good (with Philippe Douste-Blazy), the award-winning Neoconomy: George W. Bush's Revolutionary Gamble With America's Future, and Connected: 24 Hours in the Global Economy, which has been translated into seven languages. He recently completed a book on the future of the global economy that will be published in January 2011. Altman has also published articles in academic journals including the American Economic Review. Between stints as a columnist, he served as an economic advisor in the British government. He is also president of North Yard Economics, a not-for-profit consulting firm offering high-quality, cost-effective analysis to developing countries.

Bermejo, Fernando

PhD in Communication (2003), Universidad Autónoma de Barcelona (ES); MA in Communication (1997), Annenberg School for Communication, University of Pennsylvania (US); Licenciatura in Communication-Journalism (1993), Universidad Pontificia de Salamanca (ES).

Professor in Communication.

Fernando Bermejo is a member of the Department of Communication Sciences at Universidad Rey Juan Carlos and a Faculty Associate at the Berkman Center for Internet & Society, Harvard University, where he was a Faculty Fellow in residence during the academic year 2009-10. His areas of interest are audience research and measurement, communication theory, the political economy of new media, and the different forms of online advertising. He is the author of "The Internet Audience: Constitution and Measurement" (Peter Lang, 2007) and editor of "On Communicating: Otherness, Meaning, and Information" (Routledge, 2010). He is a member of the editorial board of the journal Communication Theory (Wiley-Blackwell). He brings to his academic work experience in applied research for media and technology companies as research analyst at CDNOW Inc and as senior analyst at the Internet Research Group.

Cifuentes, Pedro

Academic Director, Master in Digital Journalism

M.A. in Journalism, Universidad Autónoma (ES), LL.B., Universidad Nacional de Educación a Distancia (ES), B.Sc. in Political Sciences, Universidad Complutense (ES). Pedro Cifuentes (Madrid, 1973) is graduate in Political Science (Complutense University, Madrid, 1996) and Law (UNED, 1998), and Master in Journalism (El País / UAM (1999). After joining the political section in the newspaper El País, he worked five years as editor of Encarta Online, together with acting as editorial

deputy manager of the digital encyclopedia in its Spanish and Latin American version (Microsoft). Regular contributor for several Spanish and Latin American media, he has also translated into Spanish various books by Malcolm Gladwell, Anthony Giddens or Isaiah Berlin. He manages content projects in Internet for both sides of the Atlantic and is Communication Manager in AEMS-Ríos con Vida (AEMS-Save the Rivers), awarded with the National Environmental Prize in Spain. Cifuentes teaches Digital Literacy and Multimedia Journalism in IE School of Communication, both in Spanish and English, and has participated as lecturer in masters and in company seminars inside the Instituto de Empresa. He delivers courses in San Andrés University's School of Communication (Buenos Aires).

Crespo, Oscar

Bachelor's Degree (Universidad Complutense de Madrid, ES.). M.A. in Newspaper Design & Infographics at Newcastle College School of Arts (GB). Since his graduation developing a career which is also combining design and journalism and led him to collaborate with companies such as Fnac, Foxfilms or PSA Peugeot-Citroen and media as 20 Minutes, TVE or Gyl España Ediciones. Professional practice has not prevented simultaneous studies in Philosophy and Anthropology and he is currently investigating the impact of information and communication technologies in the construction and reception of messages as part of his Ph.D. in Information Structures and Technologies. He teaches digital journalism at the Master of Journalism and Fashion (Universidad Nacional de Educación a Distancia) and is Professor in Design and Information Technology at IE School of Communication since 2006.

Dans, Enrique

PhD in Management, specializing in Information Systems, Anderson School, UCLA, USA

MBA, Instituto de Empresa

BSc, Universidad de Santiago de Compostela

Post-doctoral studies, Harvard Business School, USA

Professor of Information Technologies and Systems, Instituto de Empresa, 1990 to present

International Management Fellowship Program Instructor at the John E. Anderson Graduate School of Management, UCLA, USA, 1997 to 2000

Enrique Dans is not afraid to admit he likes to try out every new technological gizmo that comes on to the market. But while this is partly driven by his appetite for gadgets, it also relates of Prof Dans' approach to the study of technology and business, in which it is what exists around him that sparks ideas and theories. "My environment sparks my research, so I want to feel the way the new technology impacts me first," he says. "And I try to keep my research in close contact with reality. I hate ivory towers."

Prof Dans is also among those who see blogging as a new and important forum through which to air and exchange academic ideas. He is also an avid consumer of information and keeps up with the latest developments in information systems via dozens of online newspapers and journals.

However, this approach comes as no surprise, since the interests pursued by Prof Dans include the new economy, the effects of technology on consumer behavior and the consequences of new technological developments for business in general. His ideas and research on these areas have been published in international magazines and Prof Dans' articles about new technologies and their application to the business world appear regularly in the general and financial press - and, of course, on his website. "There's a lot to talk about these days," he says.

Dirks, Jeff

Jeff Dirks does business development for the technology and publishing industries, combining an understanding of content gained as a newspaper editor and reference publisher with the technology learned through 16 years at Microsoft.

His time as reporter, editor, and general manager of three newspapers in the northwestern United States taught him the full spectrum of news gathering and

dissemination in the pre-Internet era. He joined the Microsoft Encarta editorial team in 1994, where he forged relationships with information providers ranging from the BBC to the World Bank and learned first-hand how the information commonly available on the Internet is developed. Dirks became the manager for all content and localization of Encarta in 2004, directing editorial teams in eight countries and overseeing a content development budget of US\$15 million. In 2007 Dirks moved to the Education team in Microsoft where he was director of business development working with the education publishing industry. He left Microsoft in 2010 to work as a freelance consultant pairing content providers and technology companies.

Doyle, Vincent

Academic Director, Master in Visual Media Communication.

Ph.D. in Communication, University of Massachusetts-Amherst (US), M.A. in Communication, McGill University (CA).

Vincent Doyle is a Fellow of the Sexuality Research Fellowship Program of the US Social Science Research Council and has received two top paper awards from the International Communication Association. A book based on his dissertation—about the media activism of the U.S.-based Gay and Lesbian Alliance Against Defamation—is under contract with New York University Press (expected 2011). His research and teaching interests include Critical Communication and Cultural Studies, Social Movements and Media, LGBT Media Studies, the Ethnography of Cultural Production and Globalization and Culture.

Esteban, Chiqui

Bachelor's Degree in Audiovisual Communication by the University of Navarra. Chiqui Esteban is News Narratives Director at lainformacion.com as well as editor of the blog Infographics News (<http://infographicsnews.blogspot.com>). He is also infographics consultant at Innovation Media Consulting, where he has worked training teams, developing print and iPad concepts for clients such as Eleftheros Typos (SND World Best Designed 2008), i (SND Best Designed 2011), Paris Match or International Herald Tribune.

Mr. Esteban has received more than 30 international infographics awards and has been speaker in different summits in Paris (WAN-IFRA sports journalism summit), Oxford (Tablets Innovation conferences), Stockholm (CAP&Design), Pamplona (Malofej International Infographics Summit) or Caracas (Information Design Summit), among others.

Previous work experience includes La Voz de Galicia, Diario de Cádiz and Público.

García Aller, Marta

M.A. in Contemporary European Studies: Politics, Policy and Society, University of Bath (GB), B.A. in Social Sciences and Journalism, Universidad Carlos III de Madrid (ES).

Marta García Aller is a journalist currently working at Actualidad Económica, the economic magazine of Unidad Editorial. She has also worked at the European Commission in the Information Society and Media DG in Brussels and the Agencia EFE in Madrid and Prague. She has a Master of Arts in Contemporary European Studies: Politics, Policy and Society from the University of Bath (GB) with a thesis in Pan-European media and two Bachelor of Arts (in Social Sciences and in Journalism) from the University Carlos III de Madrid. She has carried out research on mass society processes and published articles on mass media issues. She received the International Journalism Award Jóvenes Talentos in 2003 from the Spanish newspaper ABC and was awarded second place in the Premio Joven y Brillante 2010 of Economic Journalism. She has also published two books: La Generación Precaria (Espejo de tinta, 2006) and Siga a ese taxi (Plataforma, 2010).

Gil de Zúñiga, Homero

Homero Gil de Zúñiga is assistant professor at University of Texas - Austin, where he heads the CJCR: Community, Journalism and Communication Research, within the School of Journalism. He's been participant of the National Communication Association's Doctoral Honors Seminar (2005) and the Summer Doctoral Program

in the Oxford Internet Institute at the University of Oxford (2006). In 2010 he was appointed Nieman Journalism Lab Research Fellow at Harvard University. His research focuses on all forms of new technologies and digital media and their effects on society. In particular, he investigates the influence of Internet use in people's daily lives as well as the effect of such use on the overall democratic process.

He has published over 20 articles in a diverse number of peer-reviewed journals illustrating his research framework including Journal of Information Technology & Politics, Communication Research, International Journal of Public Opinion Research, New Media & Society, Journal of Computer Mediated Communication, Mass Communication & Society, Computers in Human Behavior, Human Communication Research or Journalism & Mass Communication Quarterly among others.

Prof. Gil de Zúñiga has received a number of grants and awards totaling over US\$70,000 and has presented his work at professional associations and Universities around the globe (i.e., USA, Spain, Canada, Mexico, Malaysia, Cuba, United Kingdom, Germany or Colombia).

González-Cuesta, Begoña

Ph.D. in Literature, Universidad de Navarra (ES), B.A. in Literature, Universidad de Navarra (ES).

Since 2000 she has been working at IE University where she is currently Dean of IE School of Communication. Her research and teaching interests are centered on communication studies, especially on film and audiovisual language and narrative, focusing on the aesthetic, cultural, anthropological and ethical dimensions of contemporary screen works.

Her current research focuses on images as ways to construct thought in non fiction films, art films and new audiovisual proposals. She believes in the need of studying the new ways of audiovisual language that generate thoughts about the complexity of reality, about margins, analyzing its conflicts through images and sounds. She has published several books and articles and has directed some interdisciplinary research projects and some dissertations researches of Ph.D. students. She has received some fellowships for her doctoral studies and to study abroad: Columbia University (US), Fordham University (US).

Illia, Laura

Academic Director, Master in Corporate Communication.

Ph.D. in Communication, University of Lugano (CH), Executive M.A. in Communication Management, University of Lugano (CH), M.A. in Corporate Communication, University of Lugano (CH)

Professor Laura Illia's current research focuses on how issues of organizational identity, social responsibility, and branding are involved in organizational management and change. Prior to joining IE, she conducted research at the Judge Business School (University of Cambridge) and London School of Economics, where she guest lecturers since 2006. She holds a Ph.D. in Communication from the University of Lugano (CH) and is a member of the editorial board of Corporate Reputation Review (Palgrave) and Corporate Communication: an international journal (Emerald).

Her works are published in several journals like Journal of Business Research, Journal of Applied Behavioral Science, Corporate Reputation Review, Corporate Communication: an international journal and others. She recently published the book "Changing organizational identity: Understanding difficulty to change and member's concerns" edited by VDM Verlag Dr. Müller, Saarbrücken. Her research work on Cyberactivism won the 2002 European Public Relations Education and Research Association (EUPRERA) "Jos Willems Award", for the best European research work in public relations. She also won the Best Reviewer Award in the MOC Division of the Academy of Management Conference from 2006 to 2010, and best reviewer award 2010 from Corporate Communication: an international journal.

de Isasa, José

M.A. in Marketing, IE Business School (ES), BBA, Universidad Carlos III de Madrid (ES). Professor José de Isasa has been responsible for leading brands such as Cacharel

and Biotherm (Luxury products), and Fortuna (FMCG), although it's with Media companies where he has developed most of his professional career. He started in 1998 in Walt Disney Television, where he was part of the team that launched Disney Channel, Toon Disney and Playhouse Disney in Spain and Portugal. Between 2005 and 2007 he worked as Brand Manager at Sony Pictures Television International, focusing on AXN Spain and Portugal, participating in the DTT launch of the first worldwide Sony free TV Channel: Sony Entertainment Television. Since 2007, he has worked as Editorial Marketing Manager for EL PAÍS, leading general information newspaper in Spain. Being passionate about new technologies, he centered his job in building and reinforcing EL PAÍS brand in all its channels, during a significant period for the newspaper and the whole media sector. Currently he works at the Communication Department of PRISA.

Larsen, Mikkel

B.A. in Journalism from Roskilde University in Denmark. M.A. in Contemporary History and International Relations from the Complutense University in Madrid. Mikkel Larsen currently works as Communications Officer in the Danish Embassy in Madrid, where he is in charge of coordinating the embassy's public diplomacy effort. Before that he worked for more than six years as a correspondent in Spain for the Danish daily newspaper Kristeligt Dagblad, covering also Portugal and Morocco. At the same time, he worked as a stringer for the Danish public radio and TV-station DR and as a freelancer for a wide range of other European media. He has formed part of the academic staff of the IE School of Communication-IE University as associate professor in Freedom of Speech and Newsgathering since 2008 and he is professor in Media Relations and Media Training and Press Offices and Public Relations.

Martínez-Bavière, Javier

Javier Martínez Bavière is a partner at Pedro Alemán Abogados, a firm specializing in copyright and entertainment law. Javier Martínez regularly advises prestigious museums, leading Internet companies, TV and cinema producers, music companies, fashion designers, artists and authors, in all kinds of contractual and litigation matters. He has wide experience in defamation and libel litigation, and is involved in significant cases concerning privacy in the Internet.

Javier Martínez holds an LLM from Northwestern University and IE, and a Certificate in Business Administration from IE. He obtained his Law degree (LL.B) at the Universidad Autónoma de Madrid and also studied at the Université de Paris I-Panthéon-Sorbonne.

Javier Martínez teaches copyright and IP law at IE, and cooperates with the LLM in Copyright Law from the Universidad Autónoma de Madrid since 2008.

Minder, Raphael

Since April 2010, Raphael Minder has been based in Madrid as the Spain and Portugal correspondent for the International Herald Tribune, the global edition of the New York Times. Over the past year, he has written extensively for the IHT and its parent company, the NYT, on the impact on Spain and Portugal of the worldwide financial crisis, as well as resulting political changes. He has also covered social issues, like domestic violence in Spain, as well as writing about sports and culture, including the rivalry between Real Madrid and FC Barcelona and efforts to complete Gaudí's Sagrada Família. Born in 1971 in Geneva, Raphael has been a full-time journalist since 1993, when he started working in his native Switzerland for Bloomberg News. He has also spent 10 years as a staff correspondent for the Financial Times, working in Paris, Brussels, Sydney and finally Hong Kong as the FT's Asia regional correspondent. Among major international developments, Raphael reported on the trade negotiations that led to the creation of the World Trade Organization, the launch of the euro and the European Union's enlargement to include East European countries. Raphael holds a Bachelor's degree from Oxford University, where he studied politics, philosophy and economics. He also has a Master's degree from the journalism school of Columbia University in New York. Raphael has always worked in English, but also speaks French, German and Spanish.

Shymko, Yuliya

PhD candidate in Strategy, IE Business School, Spain, 2011. MBA, Cyprus International Institute of Management, Nicosia, Cyprus. 2005. BA and MA of Economics, Faculty of International Economic Relations, Belarusian State Economic University, 2000

Yuliya Shymko holds a helpful mix of academic and professional backgrounds. Trained as an economist with the specialization in international trade, she dedicated the considerable part of her consulting career to the research of consumer behaviour, branding and market trends. Her ample experience as a marketing strategy consultant included extensive work on brand equity, consumerism and customer segmentation for several multinational companies. One of her current research topics focuses on the phenomenon of "green washing" and the mechanisms by which companies seek to derive strategic benefits from commercial manipulation of social concerns and anxieties. Her areas of research are business ethics, democracy in organizations, cultural industries and globalization and corporate governance.

Thurman, Neil

Neil has worked professionally with interactive media since the early 1990's. His experience ranges across technologies—from interactive video discs, through CD-Roms and the Web, to mobile 'apps'—and clients, from The British Library to Getty Images.

His professional career began at a pioneering independent publisher of educational multimedia software and included spells at one of the world's largest information companies, the Thomson Corporation, and one of the UK's main commercial broadcasters, Granada Plc.

Neil was appointed as City University London's first lecturer in Electronic Publishing in 1997 and directed their successful Master's in Electronic Publishing until 2004. He continues to teach on that program as well as leading a new Erasmus Mundus Master's in Journalism and Media within Globalization.

His research focuses on the changes taking place in news production and consumption as a result of the internet. It has been covered by media outlets including The Wall Street Journal, The Guardian, and Le Figaro; and been honored four times by the International Symposium on Online Journalism in Austin, Texas, where he won 'best paper' in 2006, 2007, 2008 and 2009.

Neil is a referee for a range of international academic journals, publishers, and research boards; is an external examiner for bachelor and post-graduate degree programs in journalism; and has lectured students and journalists in China, Ukraine, Germany, and the US.

Wojcieszak, Magdalena

Academic Director, Master in Political Communication

Ph.D. in Communication, Annenberg School for Communication/University of Pennsylvania (US), MA Summa Cum Laude in Sociology, Uniwersytet Warszawski (PL), European Union fellowship in Urbino (IT).

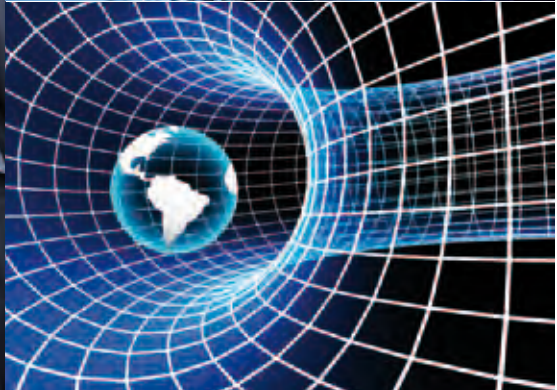
Her research focuses on political communication, and – in particular – on deliberation, disagreement, attitude polarization, political participation, public opinion perception, and computer-mediated communication. Her work has been supported by grants from the Spanish Ministry of Science and Innovation and from Junta de Castilla y León and published in a number of peer-reviewed journals, including Communication Research, Journal of Communication, Public Opinion Quarterly, New Media & Society, among others. Dr. Wojcieszak has also received several awards for research and teaching and has been included in the 2010 special edition of Who is Who in America. She has also served on the Editorial Board of Journal of Communication, International Journal of Public Opinion, and "EastBound" as well as a reviewer for various journals.

To step beyond the academic ivory tower, Dr. Wojcieszak has worked in the media and as a media planner/buyer. Now she applies her knowledge to attenuating sociopolitical conflicts and is part of international projects assessing media and public opinion in conflict zones.



Master in Digital Journalism





International Representatives

www.ie.edu/offices

ARGENTINA - Buenos Aires
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EGYPT - Cairo
egypt@ie.edu

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