

SCHEDULE

February 19

16.00-17.00 Overview of Switzerland culture taking into account youth and journalism. Youth and West European values.

Portrait of one of the economically most successful countries in the world.
What is Switzerland's secret?

17.00 - 17.30 Coffee break

18.00-19.00 How do media companies survive? What are the challenges of such companies, and how does that influence the role of journalists?

22.00 Bassarabian Party, Kharma Club.

February 20

14.00-15.00 Rules, standards, trends in writing. What are the parameters that a serious publication have to respect. What makes a good article? What makes a good magazine or newspaper? What is good content?

15.00-15.30 Coffee break

16.00-17.00 Editing processes. What is a well-working editorial organization? Online Press.

February 21

14.00-15.00 Creativity in journalism – why it matters, what it means and how to be creative?

15.00-15.30 Coffee break

16.00-17.00 Different journalistic forms of writing. Features, reports and interviews – short interview-input session.