

MAZ – THE SWISS SCHOOL OF JOURNALISM



MAZ – the Swiss School of Journalism – is the leading Swiss educational institution for journalism. It has a clear mission: the education of young journalists and the further education of experienced journalists in all media in the German-speaking regions of Switzerland. MAZ is also gaining prominence in neighbouring countries – an active and continually growing network has evolved through students and instructors. Courses of study are continually being adjusted to meet the needs of international media professions.

Since it was established in 1984, MAZ has been supported by the publishers, the Swiss national television and radio association (SRG SSR idée suisse) and the journalist associations. The focus is clear: media and journalism are the priorities.

Part-time courses of study for those already working in journalism and courses of study for those preparing to enter the professional world – from the master's level to short introductory modules – impart the craft specific to print and electronic media.

The courses of study are practically oriented, compact, modular and can be compared internationally through the ECTS credit system. The further-education seminars are short, top quality and prestigious. They often host international students. The 300 instructors are professionals from the editorial staff at newspapers, magazines, radio stations, television stations, photo agencies and Web sites; from science; from publishing, politics, business and the arts. Seven directors of studies ensure that students receive intensive guidance.

MAZ is the ideal place to form the professional network that is essential in journalism. This is also true for executives and others from businesses, administrations and associations who want to expand and improve their media, language and communication skills.

MAZ, a member of the University Campus Federation of Lucerne and the European Journalism Training Association EJTA, is nationally and internationally networked. It cooperates with Swiss universities and universities of applied science and arts, with other institutions within the field and with foreign journalism schools. It is one of the initiators of the Swiss Association for Quality in Journalism and sets professional standards through membership in several journalism-prize juries.

MAZ in Short

MAZ hosts over 1,000 students each year.

MAZ offers over 950 course days per year.

MAZ employs more than 300 instructors.

MAZ has revenue of over 4 million Swiss francs per year.

MAZ covers nearly two-thirds of its costs through tuition.

Approximately half of MAZ students are between 20 and 30 years old, while a third are between 30 and 40.

MAZ graduates regularly win renown journalism awards. The large majority of MAZ graduates go directly into journalism jobs after graduation.

The quality of the institution is continually being improved. Fulfilling the standards for the European Foundation for Quality Management (EFQM) label "Committed to Excellence in Europe" was a first step. Another is the adherence to the quality standards of the Board of Experts of German Schools of Journalism.

Location

MAZ is located in the centre of Lucerne, at Murbacherstrasse 3, right next to the train station. 14 modern classrooms, a television studio, 2 radio studios, 3 cafeterias, a library and many computer workstations allow for a professional level of work.

AN OVERVIEW OF COURSES AND COURSES OF STUDY

MAZ – JOURNALISM

Contents, instructors, hours of instruction and educational credits (ECTS points) of the education department are continually updated – see www.maz.ch

Certificate Course: Journalism, DAJ

4 Semesters Part-Time

Small groups, individual assessment and collaboration with mentors ensure the high quality of this training. It conveys everything that good journalists need: all facets of the craft, constant reflection on journalistic responsibility and the skills that multimedia demands from contemporary journalists.

Master's Studies: Master's of Arts in Journalism, MAJ

4 Semesters Full-Time

A maximum of 14 students work with the basics of journalism and much more in this unique course of studies. It combines practical training with the latest results of scientific research in journalism. In workshops, guided projects and internships, the students build contacts with journalists and media in Switzerland and Germany. The courses are offered in cooperation with Hamburg Media School/University of Hamburg.

Executive Master of New Media Journalism, NMJ

4 Semesters Part-Time

This new Executive Master is a joint-venture of four renowned European academies in three countries: University of Leipzig, Akademie für Publizistik, Hamburg, Kuratorium für Journalistenausbildung, Salzburg, MAZ – Swiss School of Journalism, Lucerne. This cross-national approach offers international content, network and proficient speakers. Future leading journalists discuss in small groups on an academic level possibilities of cross-media, forms of leadership and new management concepts.

Press Photography

3 Semesters Full-Time

Experienced photographers from Switzerland and abroad teach a group of up to 14 participants history, trends, tools and techniques of photography. The conclusion is a three-month internship in an editorial department.

Photo Editing Department

3 Semesters Part-Time

A maximum of 14 participants learn and profit from well-known Swiss and foreign professionals. They receive instruction in journalism and photography as well as the delicate mediation role in editorial departments, and develop contacts among photographers, archives and agencies.

Online-Journalism: Basic Training and Further Education

In the e-compact-course, those who work in the media and communications acquire practical web know-how – three quarters of it through self-study.

An intensive course, a postgraduate course Online-Journalism as well as several one- or two-day courses are also available.

Specialized Course: Information Graphic

Part-time, 6 two-day modules

Participants learn the basics of information graphics for print and online media - three quarters of it through self-study.

The course provides 6 ECTS

Postgraduate Studies: Trade Press

Part-time, 13 one- to two-day modules

In workshops and small groups, participants learn more about media language and journalistic formats, media law, managing for editors, media strategy, public relations and marketing, as well as the professional self-image of journalists working for trade presses. The course provides 10 ECTS, it is in cooperation with the Lucerne Business School.

Postgraduate Course: Science Journalism

You are well informed about your field and have exciting and interesting material to report. Now you want to learn how to communicate this knowledge to the public in an attractive and understandable way. The Science Journalism Postgraduate Course guides you on this path in a practical and efficient manner. The course provides 10 ECTS-Points.

Specialized Course: Local Press

Part-time, 6 two- to three-day modules

Those working for small presses improve their journalistic techniques, learn the basics of layout, production and time management, and reflect on their duties and rolls as local journalists.

Specialized Course: Radio Journalism

Part-time, 4 one- to two-day modules

This course combines experience and theory for young professionals. Participants learn about the difference between written and spoken language and get an insight provided into the media law.

MAZ – MEDIA FORUM

In the midcareer department at MAZ, experienced professionals reflect on new trends and enhance their journalistic know-how.

In management seminars and postgraduate courses, managing editors develop their leadership profile and explore issues of communication, team development, time management and conflict management.

Leadership-Management Course for Senior Editors

Senior editors face varied and difficult demands. Presentation skills as well as competence in leadership, marketing and finance are becoming increasingly important. Good employee-development skills and knowledge of human resources and media law are indispensable. These and other areas of expertise are taught in the leadership course, which is made up of five two-day sessions over a period of about ten months. The course is exclusively aimed at senior editors in print, radio or television.

Professional Development Courses: Editorial Management I and II

These courses are carried out in conjunction with the Austrian Academy for the Training of Journalists.

MAZ on Site

The Media Forum develops custom courses and coaching for all editorial departments – in-house or at MAZ.

MAZ – COMMUNICATION

The department for professional media relations includes rhetoric, writing and media training for those responsible for communications and public relations, as well as leaders in business, politics, administration and the non-profit sector. Along with theory and reflection, the emphasis is on applying principles through practice. Small groups allow individual feedback and most effective methods of instruction.

Certificate of Advanced Studies (CAS): Professional Media Relations

8 two- to three-day modules

A postgraduate course for those with communications and public relations responsibilities. The course is a collaboration among MAZ, The Swiss PR Institute, SPRI, and the University of Applied Science in Business Administration Zurich.

Certificate of Advanced Studies (CAS): Speech Communication

11 two-day modules

A postgraduate course for communications professionals, politicians and executives, who wish to acquire further expertise in presenting and interacting with the audience. The course is a collaboration among MAZ and the University of Applied Science in Business Administration Zurich.

Seminars and Media Courses

Over the years, MAZ has developed an attractive postgraduate program in the areas of text composition, rhetoric and presentation skills for communications professionals and executives.