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## 5th Anif Journalism Days 2018: Application Phase Started – Focus on Campaign Journalism

The study program Journalism & Media Management at FHWien der WKW, in cooperation with JTI Austria once again invites interested parties to the Anif Journalism Days: Already for the 5th time, journalism students and young journalists from Austria and Germany will discuss with top-class lecturers in a small circle on current challenges in journalism. This year's motto is "Campaign Journalism - When Journalists Turn into Political Actors". The Anif Journalism Days will take place from July 20-22, 2018 in Anif / Salzburg; applications are possible until May 22, 2018.

*Vienna, April 16, 2018* – The role of the media is discussed passionately again and again. It is clear that media shapes our image of the world – because people are talking about what the media produces. But also, media acts according to self-interest and editorial sensitivities. The boulevard in particular was often accused of campaigning, but accusations of political manipulation and of disseminating alleged “fake news” are repeatedly brought up against public broadcasting services and quality media as well.

For the past five years, the Anif Journalism Days have been dealing with different approaches to journalism. For the fifth anniversary, the focus is on the media itself.

The study program Journalism & Media Management at FHWien der WKW therefore announces the workshop "Campaign Journalism - When journalists become political actors" under the direction of Helge Fahrnberger and Yilmaz Gülüm from July 20-22, 2018 in Anif / Salzburg.

The workshop will shed light on questions regarding the classification of campaign journalism and the role of journalists as political actors. The participants' own role as journalists should always be in focus as well.

In addition to subject-specific input and discussions, the participants will research topics they have chosen in advance and work on their own contributions – a publication is also possible.

The Anif Journalism Days are a cooperation between FHWien der WKW, JTI Austria and Austrian media such as "Der Österreichische Journalist" and "Die Presse".

Details on the application and further information on the Anif Journalism Days can be found [here](#).

### **FHWien der WKW**

#### **University of Applied Sciences for Management and Communication**

*FHWien der WKW is Austria's leading university of applied sciences for management and communication. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,700 students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – around 9,200 to date – for their future careers.*



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