



**SVEUČILIŠTE
U ZADRU
UNIVERSITY
OF ZADAR**

**ODJEL ZA TURIZAM I
KOMUNIKACIJSKE ZNANOSTI
DEPARTMENT OF TOURISM AND
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Scientific Conference

COMMUNICATION SCIENCES: WHAT KIND OF HIGHER EDUCATION DO WE NEED?

Zadar, 26 November 2010

FIRST CALL FOR PAPERS

The scientific conference “Communication Sciences: What Kind of Higher Education Do We Need?” is organized within the framework of the 15th anniversary of the Department of Tourism and Communication Studies, which is to be held on 26 November.

The objective of the conference is to discuss the higher education status of the scientific branches in communication sciences (communicology, journalism, mass media, and public relations). At the moment, there is a number of similar and identical study programmes in Croatia aimed at educating future journalists and public relation officers, but there are also more widely oriented studies that include branches like tourism, culture, communicology and alike. Similar study programmes are held and being implemented in almost every Croatian university and there is an increasing number of private higher education institutions established with the idea of educating students for various specific purposes. By initiating a joint doctoral study, the education cycle based on the principles of the Bologna Declaration has been completed and, consequently, there are programmes from undergraduate, graduate to postgraduate levels.

Particularly appreciated will be the contribution of the colleagues from EU countries and their experiences in the implementation of the Bologna Declaration.

The aim of the scientific conference is to identify the trends in higher education from the field of communication sciences and to discuss possible directions of development.

The conference is held in Croatian and English.

If interested, you are kindly asked to contact Prof. dr. Stjepan Malović (stjepan.malovic@unizd.hr) or the Department of Tourism and Communication Studies Office (tel: 385 23 345010, fax: 385 23 311 450).

We are looking forward to your arrival.

Prof. dr. Josip Vidaković

Head of Department

Zadar, 19 July 2010

