



Sámi journalism studies a Bachelor Program

And Master of Sámi Journalism from an
Indigenous Perspective

What did you say? Journalism Studies for Sámis?

- Who are the Sámis?
 - Indigenous peoples in four countries
- How many are we?
 - About 100 000 may be more
- How many Sámi groups?
 - Ten language groups. + inland, sea, forest, river, city
- How many speakers?
 - 30–35 000. 90 % North–Sámi
- Are there Sámi media?
 - Radio, TV, newspapers, magazines, internet

Focuses

- ▶ My article focus on the establishment and content of the programs
- ▶ Today I will not focus on THE STRUGGLE even if everything took a looong time
- ▶ but how was these innovations possible
 - “Bachelor of Sámi Journalism”
 - “Master of Sámi Journalism from an Indigenous Perspective”

How do establish programs for Sámi and Indigenous people?

- ▶ Have to have possibilities for such innovation
- 1. Need in the society for the education must be recognized
- 2. Inside: Idealism
- 3. Outside: Support from the academic community
- 4. Self-determination in the indigenous society or supportive policy on macro level
- 5. Institutions where the innovation might take place

Sámi media – expansive branch

- ▶ Paradigm change in Sámi policy
 - “from assimilatory to supportive of Sámi people and their languages. These changes are also visible in the media sector as both subsidies for printed media has increased, time on ear has increased both for radio and TV, and the number of employees in Sámi media houses has expanded.”
- ▶ 1970 – 10
- ▶ 1990 – 60
- ▶ 2015 – 200

It looks like journalism.

It is about Journalism

- ▶ Aim of Bachelor Program is to educate professional Journalists
- ▶ Journalism is Global:
 - Journalism theory, journalist role, methods, ethics, editorial work experience etc.
- ▶ Sámi/indigenous:
 - Language and Content of many subjects.
 - Sámi and Indigenous Society Studies (10 ECTS), Indigenous People in National Media (5 ECTS), Storytelling – Indigenous Peoples Oral Tradition (10 ECTS), Basic Principles for Indigenous Journalism and Minority Media (10 ECTS), Indigenous and Sámi public sphere (5 ECTS).

Idealism

- ▶ Student of journalism, Magne Ove Varsi, first mentioned establishing of Sámi Journalism Studies in 1983.
- ▶ Magne Ove Varsi was charged with overseeing the plan
- ▶ The Sámi journalism studies was established as a 3 year pilot project – Mr. Varsi ran the project

An institution where innovations could happen

- ▶ Sámi University College
 - Mainly a teacher training college with special responsibility for Sámi Language Studies in the beginning
- ▶ A Norwegian college according to laws, regulations and fundings.
 - But Sámi language in all activities included administration and teaching
 - Develop Programs
 - Lobbying for new studies to start

The good helpers

- ▶ Sámi academics were not and are not available for all positions and teaching
 - Needed help from other academics and other Journalism Studies
 - Adjunct Professors, guest lectures, network of Scandinavian Journalism Studies
- ▶ Now we do mostly manage on our own for the Bachelor Studies
 - Help from the Sámi Society. Experts in different fields
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Adjunct professors

- ▶ Rune Ottosen: Professor of journalism at Oslo and Akershus University College of Applied Sciences
- ▶ Professor Tom Moring and Associated Professor Lia Markelin from Swedish School of Social Science at the University of Helsinki
- ▶ Professor Charles Husband, Markelins former supervisor from the University of Bradford

Diehtosiida since 2009



Why an International Master of Indigenous Journalism?

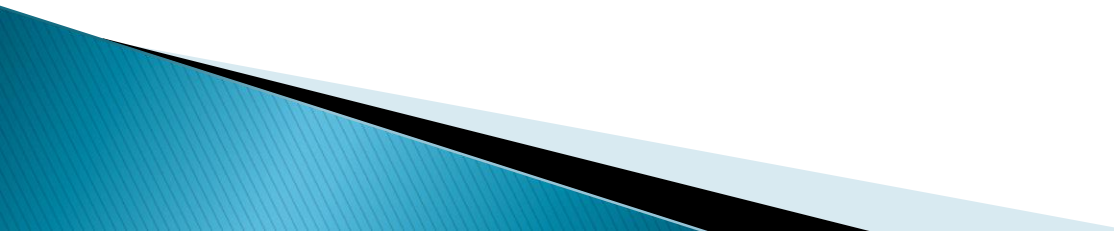
- ▶ On the global level: Increasing demand for research and statistics for indigenous media & journalism.
 - ▶ International co-operation creating more indigenous media options; requiring knowledge and networks.
 - ▶ Indigenous journalism lacks centre for education and research.
 - Lia Markelin Adjunct Associated Professor Sámi University College
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Indigenous media are already cooperating!

- ▶ Not only Sámi also other Indigenous media an expansive sector
- ▶ WITBN/WITBEC.
- ▶ 16 Indigenous Television Broadcasters' cooperation. Maori. Sámi, Canada, Taiwan, Hawaii.
- ▶ «We will develop into the Indigenous People's CNN»



Need of a Master in Ind. Journalism

- ▶ An expanding indigenous media environment requires experts and policy makers with indigenous media expertise
 - ▶ International co-operation creating more indigenous media options; requiring knowledge and networks.
 - ▶ Indigenous journalism lacks centre for education and research.
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Highlevel discussions

- ▶ Need for more education in the field of journalism discussed for a long time, e.g. in relation to UN conferences on Indigenous media (1998 in Madrid and 2000 in New York).
- ▶ Preparation process started at Sámi allaskuvla. Approved by NOKUT in 2012.
 - *Norwegian Agency for Quality Assurance in Education*, an independent expert body under the Ministry of Education and Research
- ▶ Discussions, hearings and presentations with and for Sámi and other indigenous media 2008–2013 (including WITBN and WINHEC).

Aim of the Programme

**To provide
indigenous
(and other)
communities with
media professionals,
academics and policy
makers
in the field of media
in an Indigenous and
multicultural setting**



Basic info



- ▶ 120/90 ECTS, 2 years (3–4 semesters)
- ▶ 15 students every three years, of which about 5 international
- ▶ Thesis can be either 30 study points or 60 study points

Programme Language

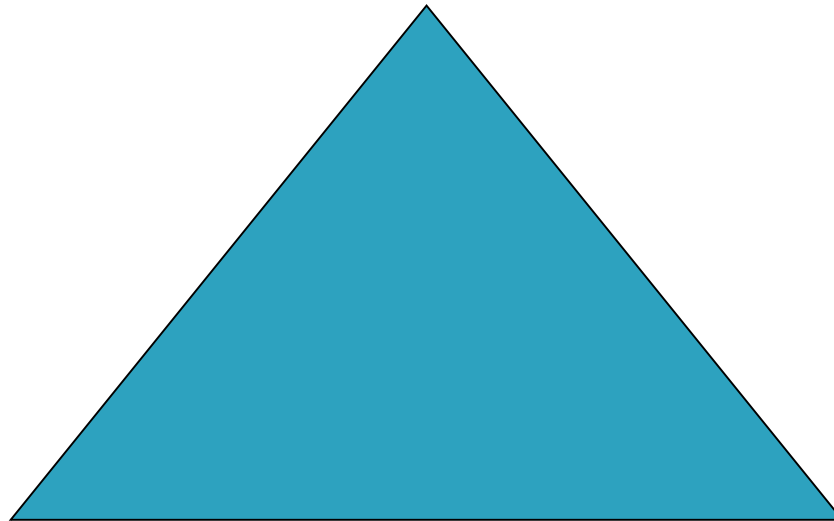
- ▶ Possible to meet the course requirements in English
- ▶ Students can complete all their written work in either Sámi or English



Term 1	1. What is Indigenous journalism? 2. Ethics, law and professional identity 3. Optional course (e.g. Indigenous Societies and Structures)	(10 ECTS) (10 ECTS) (10 ECTS)
Term 2	4. Advance journalism course for indigenous journalism / Optional course 5. Theory and methodology	(10 ECTS) (20 ECTS)
Term 3	6a. Masters thesis writing	(30 ECTS)
Term 4	6b. Masters thesis writing (optional)	(30 ECTS)

Building a Network of Competence:

**Sámi University College and
other education institutions
(WINHEC)**



**Media networks, e.g. WITBN
(NRK Sámi Radio)**

**Centres of knowledge
(e.g. Gáldu)**

Summery

- ▶ 2000 Journalism Study in Guovdageaidnu
 - ▶ From 2008 (2012) Bachelor Program
 - ▶ 2015 January Master of indigenous journalism. 14 students.
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- Since 2000: 38 candidates of Sámi journalism
 - 12 bachelors of Sámi journalism
 - 2013–16: Five students in Bachelor Program

Why did it take so long?

- ▶ Why couldn't Sámis establish Journalism Studies as soon as the need was identified within the Society?
- ▶ Lack of self-determination in Sámi Society.
- ▶ Lack of institutions
- ▶ Lack of resources

Who might establish a Master?

- ▶ Same problem as for our Bachelor
- ▶ Lack of Institutions
- ▶ Lack of Resources
- ▶ Lack of educated indigenous people?
 - May be not if we work together
- ▶ Again media is to step a head of academia