

A collaboration between the educators of social workers and journalists: seeking inspiration in the literature of inter-professional education

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Abstract

- *The profession of social work and the media has a well established tension with far reaching implications for social workers, the people they serve and the public perception of issues affecting vulnerable people. Resolving this conflict is challenging; social workers and journalists each have motivations, accountabilities and structural issues that lead to the inaccurate media portrayal of social work related stories. This research focuses on using interprofessional education to better manage these barriers, producing socially responsive journalists, media savvy social workers and a collaborative approach towards social justice and human rights.*

Professional principles

Social Work

Social justice
Human rights
Social change
Empowerment
Democracy
Freedom

Journalism

Democracy
Justice
Public enlightenment
Truth
Liberty

Collaborative Potential

Interprofessional education provides a framework to:

Identify and clarify professional values and roles

Determine common goals

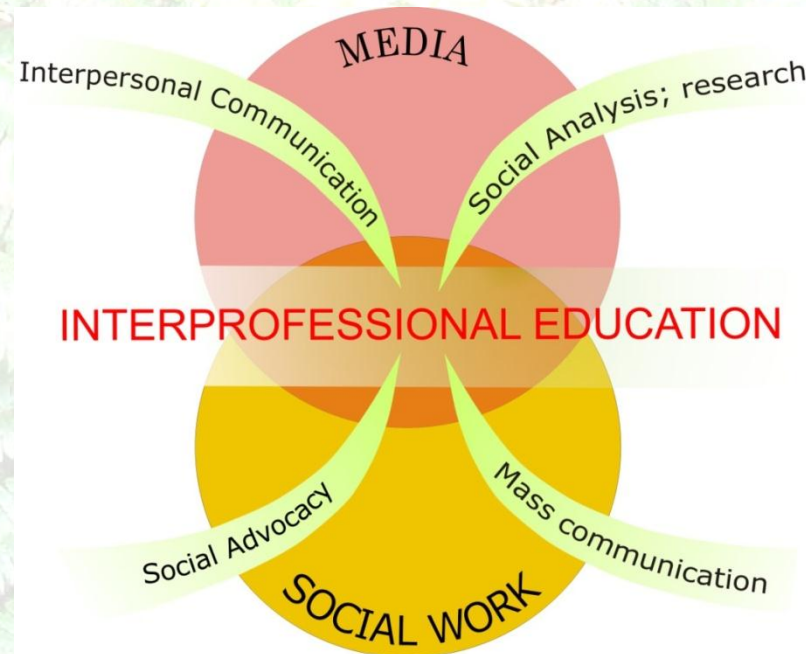
Manage professional misconceptions, stereotypes, jealousies

Acknowledge and manage power dynamics

Share knowledge, theories, perspectives

A model for inter-professional education

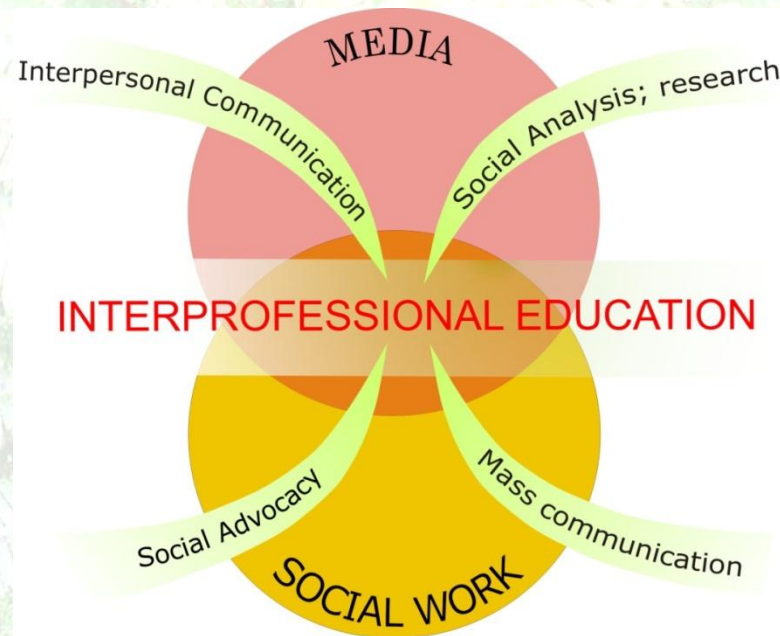
Micro communication skills: interviewing, crisis and grief work, problem solving, community group engagement, working with vulnerable people including minorities and victims.



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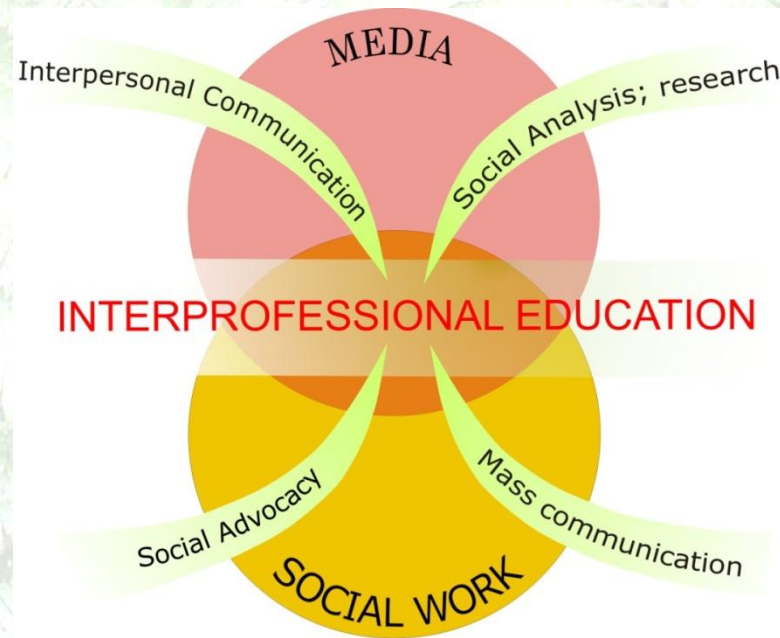
Social analysis and research: knowledge base of social welfare and policy, generation and reporting of current research, critical analysis of statistics and other forms of social data, ethical and professional integrity.



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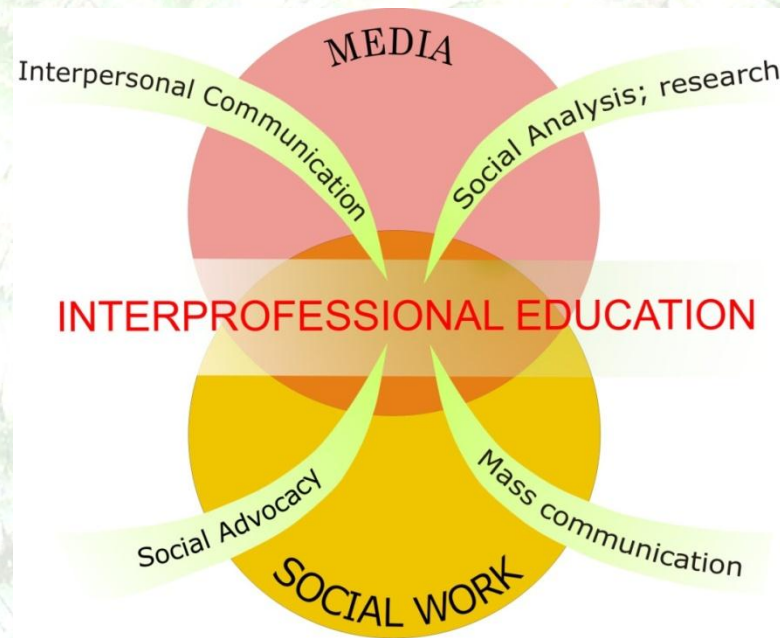


Social advocacy: networking and empowerment, community and social development, citizenship journalism, media advocacy, public relations

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Mass communication skills: blogs, newsletters, social media campaigns, print and video stories, media interviews and infrastructure, advertising for community service.

Joint curriculum productions

Magazine

Social work and journalism students co-create publications that have as their goal either public education or social advocacy

www.ethsix.com



Radio

Social work students actively work alongside journalism students on a radio show that promotes social work as a profession and hosts issues of social concern

<http://www.kathrynox.com/index.asp>

Film & news stories

Social work and media arts students co-create films that highlight social issues and feature lives of vulnerable people

<http://www.nyu.edu/socialwork/tiffany/>

Websites & blogs

Educational and promotional material delivered via the internet

<http://fosteringmediaconnections.org/>

Research in progress

Collaboration between the Educators of Social Workers and Journalists: Evaluating the experience of journalism students learning interviewing skills from a cross-disciplinary (social work) perspective.

Deb Stanfield (2013). Research currently being conducted on the Wintec inner city campus, Hamilton, New Zealand.

Key References

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