

## PRESS RELEASE

### PRAGUE COLLEGE PREPARES A NEW GENERATION FOR THE WORLD OF CREATIVE MEDIA!

**[xx] January, 2018:** Prague College, one of the Czech Republic's leading private universities, introduced its new Bachelor's programme in Creative Media Production in February, 2016. Now, two years later, the college's first students are ready to begin the third and final year, graduating later in 2018 with a BA honours degree awarded by Prague College's academic partner in the United Kingdom, Teesside University.

This Creative Media Production programme is different from others of its kind in Prague and Central Europe, as it addresses the need for creative and highly skilled communicators to be able to work in the emerging media of the future. Students are prepared for careers in film, TV and radio journalism, as well as new and convergent media.

Talking about the programme, Dr Masa Hilcisin, the experienced documentary filmmaker who heads the programme, says that she is delighted with the hard work her pioneering students have put into their course:

*'It's been a very exciting two years of immersion in radio, television and journalism. The students have nearly completed their second year diploma, and now they are looking forward to completing the full degree with the approval of Teesside University. It's wonderful to see our first students becoming real professionals.'*

Jeffery Buehler, Deputy Director of Prague College, is certain of the programme's value:

*"Practical, forward-thinking programmes such as this one produce exactly the sort of graduates employers want - able to shape existing media, but also to play an active and creative role in defining the media of the next generation."*

The degree programme is one of a wide range of diploma and degree courses in Business, Computing, and Art and Design available at Prague College. For more information, please visit <https://www.praguecollege.cz/study-here>

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**Notes for Editors:**

Prague College is a private university based in Vinohrady, offering British degree programmes in three faculties: Business, Art & Design, and Media & IT. In 2017 it became the first independent university with foreign accreditation to have all its Bachelor's and Master's degree programmes officially registered by the Czech Ministry of Education, Youth and Sport. The college has 500 Czech and international students, Classes are taught in English, and degrees are accredited and awarded by Teesside University (UK). Alumni include Jan Rosicky, winner of the Royal Society of Arts student design award (2016); and Vit Horky, founder of IT company Brand Embassy..

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