



Freedom and Responsibility in the Media

in Accra / Ghana, August 22 to September 2, 2011

Course Announcement PN 7612902300



The International Institute for Journalism (IJ) of GIZ announces a two-week training course on “Freedom and Responsibility in the Media” to be held in Accra, Ghana, for journalists from media in member countries of the Economic Community of West African States (ECOWAS). The IJ course will be conducted in cooperation with the Ghana International Press Centre in Accra and will take place from August 22 to September 2, 2011. The following information is to provide details on the programme, admission requirements, and organisational issues.

Course objectives

Media rely on their credibility and trust – and they have to gain it constantly from their public. On the one hand, policy, legal and regulatory frameworks are essential for media in order to play an effective role in ensuring transparent and accountable governance. On the other hand, individual practices of journalists, editors and media managers have an impact on the grade of credibility media outlets enjoy.

The course aims to examine the interdependence between quality and ethics in journalism. In the first place, it seeks to empower journalists to make ethical decisions even under difficult circumstances. Secondly, it aims at directing the attention to one of the key ethical challenges: the past as a major factor influencing the political climate and agenda of the present.

During the first week, the training will impart a knowledge base of fundamental journalistic standards, their reasons of being, ways to implement them in journalistic practice, and practical tips for the everyday work in the newsroom.

During the second week, the course will look at the issue “dealing with the past” in both conflict and post-conflict societies. This includes a multitude of ethical dilemmas the media face when attempting to report conflicts in a way that exposes the roots, presents alternatives and induces change.

Course contents

The syllabus will include the following topics:

- Media and responsibility: Why do ethics matter?
- Codes, norms and standards: What is their value?
- Journalists’ working conditions and journalists’ duties
- Relevant norms and their pitfalls: Accuracy and fairness, privacy, protection of sources, conflict of interest
- Fields of journalism where ethics apply: Conflict reporting, covering elections, interviews, covering accidents, calamities and catastrophes, among others
- Dealing with the past: How to incorporate historical experience into reporting on current affairs
- Reporting truth and reconciliation in West Africa
- Interviewing and writing

Working methods

The course will combine lectures on main issues, discussions, group work on special questions, and exercises on case studies which derive from the participants own work experiences.

Therefore, the participants are requested to provide material for the workshop concerning cases in which journalistic standards had been violated in their opinion. They should bring this material along to the workshop. In addition, the participants will research, write and discuss their stories which “deal with the past”.

Lecturers

The course will be conducted by Professor Dr. Barbara Thomass, a renowned media researcher and lecturer from Bochum University in Germany, and Sigrid Thomsen, a well-experienced journalist and trainer who lived and worked in South Africa for many years.



Certificates

Upon completion of the full course participants will be granted a certificate of attendance.

Admission requirements

The course is open to journalists from media of the ECOWAS countries.

Applicants should

- be not older than 35 years;
- have a minimum of two years of professional experience;
- have a strong interest in media ethics;
- be proficient in English;
- obtain, before travelling to Ghana, visas and other documents which may be required.

Women journalists are particularly encouraged to apply.

Applications should be submitted through the German Embassy/ GIZ office in the resident country of the applicant. Respective forms and advice on further procedures can be obtained directly from the IIJ.

Closing date for applications is July 1, 2011.

The decision about admission to the course will be taken by the International Institute for Journalism of GIZ in Berlin.

Travel and accommodation

The international travel costs to and from Accra are expected to be borne by the employers of successful applicants. Participants will be expected to arrive in Accra / Ghana on August 21 and to leave on September 3, 2011.

In well founded individual cases and unless otherwise stipulated in the bilateral agreement between the Federal Republic of Germany and the home country of the proposed participant, GIZ may provide return trip tickets to Accra from the nearest international airport in the respective home country. Flight tickets will be economy class reservations. A change of such reservations may imply extra costs, which will not be covered by GIZ. GIZ will not cover any other expenses incurred in the home countries related to travelling abroad.

Accommodation costs as well as daily allowances to cover meals will be borne, within the limits of pertinent regulations, by the IIJ of GIZ.

Kindly address any inquiries to:

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International Institute for Journalism (IJJ)

The International Institute for Journalism (IJJ) of GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit was founded in 1962. It seeks to enhance the professional performance of print and online media as well as journalism training centres in developing countries and countries in transition.

The IJJ capacity building programme utilises various instruments for organisational and human resource development, including advanced training, dialogue, networking activities as well as advisory services for media houses and media schools. The programme focuses on political and conflict sensitive reporting, economics and business journalism, environmental reporting as well as on multimedia journalism and media management.

The aim of the IJJ programme is to strengthen the freedom of expression in partner countries of German development cooperation and to thus improve the conditions for democratisation and economic and social development. In this capacity, the IJJ represents a key pillar in the media development work of the Federal Government of Germany and in particular of the Federal Ministry for Economic Cooperation and Development (BMZ).

The IJJ programme is implemented both in Germany and in the partner countries where the IJJ cooperates with regional journalism training institutions. A high proportion of the IJJ alumni hold senior positions in the media industry throughout the world.

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Deutsche Gesellschaft für Internationale Zusammenarbeit

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH was formed on 1 January 2011. It brings together the long-standing expertise of DED, GTZ and InWEnt.

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