

BMZ



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Organised by:

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

International Institute for Journalism (IIJ)

The Media's Role in Conflict Transformation and Peace Building West Africa

in Accra | Ghana | March 19 to 30, 2012



Programme Announcement

The International Institute for Journalism (IJ) of GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH announces a two-week training course on "The media's role in conflict transformation and peace building" to be held in Accra, Ghana, from March 19 to 30, 2012. The training will be organised in cooperation with the Ghana International Press Centre.

The following information is to provide details on the programme, admission requirements and organisational issues.

Conflict Transformation and Media

Conflict itself is natural in any society. Disagreement and resolution is the essence of constructive change. However, a clash of interests, values, actions or directions often sparks a conflict which becomes violent, at terrible cost and losses for the society. The media, especially the news media, is now well-recognized as a critical influence in whether societies resort to violent conflict or not. Many of the conflicts and media influence appear directly related to journalistic quality of the news media in those countries and regions where conflict brews or boils over. Given their influence, socially responsible journalists are obliged to constantly consider and appraise their own and competing media's coverage of conflict within and between their communities and borders.

Programme Objective

The IJ seeks to strengthen accurate and responsible journalism and to increase the awareness for the media's contribution to the escalation of violence as much as to reconciliation



and understanding among journalists in West Africa. While not always loudest, newspapers remain the leading influence on many societies' opinions and actions. The IJ proposes to convene an opportunity to assess the current state of conflict coverage, and to explore techniques of conflict sensitive reporting.

Programme Outline

The workshop is open to journalists especially from print and online media as well as from news agencies. Together we will examine current conflict reporting and explore more conflict sensitive reporting as an opportunity for future journalism development in the region. We will discuss the needs and the challenges to covering conflicts in the news media. The teaching methods used will be mainly lectures, group work and practical exercises.

Course content

- Concepts and notions of conflict and conflict transformation
- Social, economic, political and security factors of a peace building process
- Integrated perspective to crisis prevention and conflict management
- Role of media in conflict and post-conflict situations
- Gender sensitivity in conflict sensitive reporting
- Techniques of conflict sensitive reporting
- Medialising conflicts: consequences for reporting
- Conflict reporting in a globalised world

Certificate

Participants will be awarded a Certificate of Attendance at the end of the workshop.



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 March 18 and to leave on March 31, 2012. 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 is in a position to provide return tickets to Accra from the nearest international airport in the respective home country. Other expenses in the respective home country for travelling abroad will not be covered by GIZ. If international flight tickets are provided, GIZ will make excursion fare reservations according to the regulations of IATA-airlines. A change of such reservations may imply extra costs, which will not be covered by GIZ.

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

Admission requirements

The workshop is open to journalists who work with print and online media as well as news agencies. Applicants are expected to:

- have a minimum of four years of professional experience and a strong interest in political and conflict sensitive reporting
- be proficient in English (the course and all exercises will be conducted in English)
- obtain visas and other relevant documents which may be required before travelling to Ghana

Women journalists are particularly encouraged to apply.

**The application deadline is Friday,
February 3, 2012.**

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 the 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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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. For further information, go to www.giz.de.

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