



Multimedia and Online Journalism

International Institute for Journalism (IJ)

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for Journalism



On behalf of
**Federal Ministry
for Economic Cooperation
and Development**



Background

The transition to digital journalism is in full progress. Media houses are transforming their news operations and reviewing all aspects from business models to storytelling formats. The emerging multimedia newsrooms, the new possibilities of mobile reporting and reporting for mobile devices and tablets, as well as the review of what is news and who provides it in the digital world challenge journalists' professional skills, editorial standards and management.

Capacity building is essential for quality journalism in the digital age. It is even more important in societies in transition to democracy. Strengthening pluralism, civil society and freedom of expression depends largely on the journalists' capacity to provide reliable information through responsible and professional reporting.

Multimedia and online journalism has the potential to increase transparency and political participation of the civil society, and thus to foster social and economic development worldwide. However, with the expansion of the internet there has also been an increase in attempts to control, filter, monitor and censor online communication. In addition, the rapid pace of 24/7 online reporting raises the risk that research, accuracy and thoroughness may be neglected.

Programme Objectives

The media development programme of the IJ aims at enhancing the professional skills and knowledge as well as increasing the awareness of ethical standards of multimedia journalists. It seeks to assist media houses in partner countries of the German development cooperation, which have launched or are about to launch online editions. Thus, the programme also means to counteract the global digital gap.

The multimedia and online journalism curriculum consists of two major units: a two-month course and specialised follow-up courses. The two-month course is aimed at enhancing the professional skills in writing for the web, audio and video editing, web design, online research, and multimedia storytelling formats. It looks at the technological background of the internet, the potential benefit of social media for journalists and media houses, ethical issues and the political framework that rules the internet. In addition, the course familiarises with funding strategies and business models for news in the digital era.

The follow-up courses aim at specialising either in the management of online newsrooms and editions or in new methods of multimedia storytelling.

Besides, the IJ offers on demand training modules tailored to the media houses' needs and available as a modular system with a flexible schedule.

Course Contents

The syllabus of the two-month course includes the following topics:

- Analysing media websites: design, usability, interactivity
- Understanding basics of internet technology
- Writing for the web: teasers, articles, links and more
- Applying multimedia elements: video, audio, slide shows
- Photo editing
- Efficient strategies for online research
- Use of social media tools
- Discussing business models and funding strategies for news sites
- Analysing the politics of the internet and its potential for democratic and economic development
- Raising awareness of internet security issues and e-rights.



The syllabus of the specialised follow-up course on online reporting includes:

- New methods of multimedia storytelling
- Video and audio editing
- Reporting for mobile devices e.g. smartphones, tablets
- Technical background and organisation of multimedia newsrooms.

The syllabus of the specialised follow-up course on online media management includes:

- Management of multimedia newsrooms
- Revenue models for online publications
- Marketing for online editions
- Cross-media publishing.

Working Methods

All courses are conducted in English.

The two-month course is divided into three main sections:

- Participants are given profound introductions to different aspects of multimedia and online journalism.
- The knowledge is deepened during a one-week study tour including visits to online newsrooms of German media houses.

- The course concludes with a production phase to practice the newly gained skills: plan, design, programme and produce a website covering development issues.

The specialised follow-up courses focus on two main aspects:

- Participants deepen their skills in producing editorial multimedia content and applying the tools for online collaboration (training course on online reporting) or enhance their knowledge in the management of online editions and multimedia newsrooms (training course on online media management).
- Visits to online departments of leading German media houses provide an insight into the daily practice of multimedia newsrooms.

Lecturers

The lecturers are prominent senior journalists with experience in all aspects of newspaper and online work. Most of them work, or have worked, in leading newspapers, news agencies or online newsrooms in Germany and abroad. They are familiar with the media in developing and transitional countries.

Certificate

Upon completion of the full programme participants will be granted a Certificate of Attendance.

Admission Requirements

The programme is open to journalists who work for online editions or who are to take up such work in the near future.

They should

- have a minimum of five years of professional experience
- have a strong interest in multimedia journalism
- have good computer skills
- be proficient in English
- be in permanent employment with good chances of promotion.

Women journalists are particularly encouraged to apply.

Duration and Application Information

Standard courses last up to nine weeks and commence several times a year. Follow-up courses take about three weeks. Further information and application forms can be obtained from the IIJ.

Miscellaneous

The international travel costs to and from the training venue are expected to be borne by the employers of successful applicants. In well-founded individual cases and unless otherwise stipulated in the bilateral agreement between the Federal Republic of Germany and the applicant's home country, GIZ may provide round trip tickets to the training facility from the nearest international airport in the respective home countries. GIZ will not cover any other expenses incurred in the home countries related to travelling abroad. If GIZ provides international flight tickets, they will be economy class reservations.

It is expected that the participants are granted leave for the duration of their stay and that their salaries will be continued to be paid to ensure maintenance of their dependants. Accommodation costs as well as daily allowances to cover meals will be borne, within the limits of pertinent regulations, by the IIJ of GIZ.

International Institute for Journalism (IIJ)

The International Institute for Journalism (IIJ) 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 IIJ 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 IIJ 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 IIJ 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 IIJ programme is implemented both in Germany and in the partner countries where the IIJ cooperates with regional journalism training institutions. A high proportion of the IIJ alumni hold senior positions in the media industry throughout the world.

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