



IIJ Summer Academy

Freedom and Responsibility in the Media

giz | International Institute
for Journalism



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



Background

Media freedom is a key pillar in promoting democratic development of societies, making the economy transparent and attractive for investments as well as in enhancing education and reducing poverty worldwide. Well-trained journalists play a crucial role in the process of building and maintaining a free media landscape. Professional media enhance the participation of citizens and push decision-makers in the public sphere for being accountable.

However, in many countries all over the world press freedom and freedom of expression is restricted and journalists work in conditions where political pressure along with its economic and social implications governs the decisions. In such a context it is a challenge to uphold and defend ethical principles and standards as it is in war and conflict situations. Nevertheless, without ethical standards there is no quality journalism.

In addition, with the increasing importance of social media the concept of ethics receives an additional dimension. Social media and citizen journalism have the potential to circumvent restriction of free expression and defend the human right of free expression. But social media can also be used as a channel to publish biased, distorted or false information disregarding fundamental ethical principles. Taking this into account the challenge for professional media is to seek the truth, to protect the human dignity, and to respect the general pillars of good journalism: thoroughness, accuracy, fairness and transparency.

Programme Objectives

The Summer Academy seeks to examine the interdependence between quality and ethics in journalism. This means also considering the emerging social media and their significance for providing and disseminating information as well as for professional journalism. The aim is to empower journalists to make ethical decisions even under difficult circumstances. A knowledge base of fundamental journalistic standards, their reasons of being, and ways to implement them in journalistic practice will be imparted as well as practical tips for everyday work in the newsroom.

The programme offers young journalists a unique forum for analysis, reflection and debate on media freedom and professional ethical standards. It encourages journalists from the partner countries of the German development cooperation to get engaged in dialogue and to exchange – via the moderation of media experts, senior journalists and university lecturers – their experiences and ideas around freedom and responsibility in the media. This will help them take up well-defined positions for a sustainable self-conception and a successful career in the media.

Coming from different political, economic and social backgrounds, the journalists compare and discuss their professional experience in their respective countries and regions. They will have ample opportunity to gain both practical experience and profound insights into the political and ethical framework that guides the practical journalistic work.



Programme Outline

The curriculum of the Summer Academy varies depending on the needs of the IJJ partners in the different regions that range from West Africa to Southern Africa and South Asia. The courses that are offered in these parts of the world last usually two weeks. They are based on the main IJJ Summer Academy in Germany, which lasts four weeks.

The basic syllabus of all courses includes the following topics:

- Media and responsibility: Why do ethics matter?
- Concepts of media systems and media freedom in different cultures
- Journalism between freedom and accountability
- Social media and their role in conflict situations
- Code of journalism ethics
- Norms and their pitfalls: accuracy and fairness, protection of sources, conflict of interest
- Role of a free press in the development process
- Investigative journalism and ethical constraints
- Writing Workshops on different topics: Dealing with the past; reporting gender; reporting migration; reporting corruption etc.
- Visits to media houses, think tanks, NGOs.

Target Group

The Summer Academy is open to young and upcoming journalists.

Applicants are expected to:

- have a minimum of two years of professional experience
- be in permanent employment with good chances of promotion
- be proficient in English.

Women journalists are particularly encouraged to apply.

Working methods

The IJJ Summer Academy combines lectures, discussions, group work and exercises which derive from the participants' own work experiences. Participants are requested to provide material concerning cases that describe the violation of journalistic standards in their opinion. All courses include field trips to various newsrooms. The programme is conducted in English.

Lecturers

The lecturers are university lecturers or prominent senior journalists. 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 and have a good understanding of participants' work situations.

Certificate

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

Further Information and Applications

The annual course programme (including a list of the countries for which the programme is open) is published on the IIJ website. About four months prior to the beginning of the training course a course flyer is available for downloading which indicates course contents, admission requirements and the application procedure.

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 (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 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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