

BMZ



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Zusammenarbeit (GIZ) GmbH

International Institute for Journalism (IIJ)

Multimedia and Online Journalism

in Berlin | Germany | February 13 to April 13, 2012



Programme Announcement 7612904100



Course announcement

The International Institute for Journalism (IJ) of GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH announces a training course on “Multimedia and Online Journalism” to be held in Berlin, Germany, from February 13 to April 13, 2012. The following information is to provide details on the programme, admission requirements and organisational issues.

Course objectives and outline

The transition from print to online journalism is in full progress: Media houses are transforming their news operations and reviewing all aspects from business models to storytelling formats. The merging of online-print newsrooms, the new methods of multimedia reporting as well as the new possibilities of mobile reporting challenge journalists’ professional skills and editorial management. The Internet and online journalism have more and more the potential to increase transparency and political participation of the civil society, and thus to foster economic and social development worldwide.

The training programme of the IJ aims at strengthening the professional skills and ethical

standards of multimedia journalists. It seeks to assist publishing and media houses in the partner countries of the German development cooperation, which have started or are about to start online editions of their newspapers. Thus, the course also means to counteract the global digital divide. It is an answer to the increasing demand for well-trained online journalists who understand the technical features and the journalistic opportunities of this digital medium.

After completion of the course participants:

- will understand the technological background of the Internet and multimedia news reporting and editing;
- will have enhanced their skills in online research, online design, writing for the web and in multimedia storytelling;
- will have discussed business models and funding strategies for news sites
- will have studied the political framework governing the Internet.

Course contents

- Analysing media websites: design, usability, interactivity
- Basics of Internet technology
- Writing for the web
- Photo editing with Photoshop
- Producing audio files
- Video shooting and editing
- Multimedia storytelling
- Strategies for efficient online research
- Economics for news sites
- Discussing the politics of the Internet and its potential for social and economic development
- Raising awareness of Internet security, e-rights and media ethics.

Working methods

The course will be conducted in English and divided into three main sections:

- Participants are given profound introductions to different aspects of online journalism.
- The knowledge is deepened during a one-week study tour through various online newsrooms of German media houses.
- The participants will practice and apply the new skills during a production phase: they will plan, design, programme and produce a website covering development issues.



Admission requirements

The programme is open to journalists from newspapers, magazines, news agencies and online publications from the following countries:

Afghanistan, Bangladesh, Egypt, Indonesia, Jordan, Malawi, Nigeria, Pakistan, Rwanda, Senegal, Uzbekistan, Vietnam, Zambia, and Zimbabwe.

Preference is given to applicants 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 new media in general and online journalism in particular;
- have good computer skills;
- be proficient in English.

Women journalists are particularly encouraged to apply.

Respective forms and advice on further procedures can be obtained directly from the IJ (see e-mail addresses below). Usually, all application documents will have to be submitted to the IJ via the respective German Embassy or the GIZ Regional Office in the home country of the applicant. Please note that the embassies might set an earlier application deadline.



Closing date for applications is November 30, 2011.

Certificate

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

Venue

The course will be held in the IJ-premises in Berlin, Germany.

Accommodation

Participants will be accommodated in a guesthouse. GIZ will provide accommodation, a daily allowance to cover meals, and a season ticket for public transport during the period of the course. All other expenses will have to be borne by the participants themselves.

International flight arrangements

The international travel costs to and from Berlin are expected to be borne by the employers of successful applicants. Participants will be expected to **arrive in Berlin on February 12, 2012**. They are kindly requested to confirm their arrival time so that they can be met at the respective Berlin airport by an IJ staff member.

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 Berlin from the nearest international airport in the respective home country. 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. Other expenses in the respective home country for travelling abroad will not be covered by GIZ.

Miscellaneous

It is expected that the participants are granted leave for the duration of their stay and that their salaries will continue to be paid to ensure maintenance of their dependants. GIZ points out that participants are expected to be in good health to attend the course. A health insurance will be provided which will, however, only cover acute illnesses during the course. For technical and organisational reasons it is not possible for participants to be accompanied by family members.

Kindly address any inquiries to the German Embassy / GIZ-Regional Office in your home country, or 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.

On behalf of

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