

# Freedom and Responsibility in the Media

Accra, Ghana – Sept. 27 to Oct. 8, 2010

Course Announcement PN 7612509000

International Institute for Journalism (IJJ)



On behalf of



Federal Ministry  
for Economic Cooperation  
and Development

inVent

Capacity Building International  
Germany



The International Institute for Journalism (IJ) of InWent – Capacity Building International, Germany, announces a two-week training course on “Freedom and Responsibility in the Media” to be held in Accra, Ghana, for journalists from print media, news agencies and online editions 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 September 27 to October 8, 2010. 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. It seeks to empower journalists to make ethical decisions even under difficult circumstances. Background knowledge of fundamental journalistic standards, their reasons of being, and ways to implement them in journalistic practice will be imparted as well as practical hints for the everyday work in the newsroom.

### 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; fair methods of reporting; privacy; protection of sources; conflict of interest
- Special fields of journalism where ethics apply: conflict reporting; covering elections; interviews; covering accidents, calamities and catastrophes
- Dealing with the past: how to incorporate historical experience into reporting on current affairs

### 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.

### Lecturer

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 newspapers, magazines, news agencies and online publications

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.

### Closing date for application is August 4, 2010.

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

### International flight arrangements

The international travel costs to and from Accra 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 home country of the proposed participant, InWEnt 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 InWEnt. If international flight tickets are provided, InWEnt 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 InWEnt.

Participants will be expected to arrive in Accra, Ghana, on September 26, and to leave Accra on October 9, 2010. Accommodation costs and daily allowances to cover meals will be borne, within the limits of pertinent regulations, by the IIJ of InWEnt.

Application forms can be obtained at the German Embassy or directly at:

International Institute for Journalism (IIJ) of InWEnt

Christiane Käsgen / Annette Ehrminger

Stresemannstr. 92

10963 Berlin

Germany

Phone: +49 30 43996-312

Fax: +49 30 43996-260

christiane.kaesgen@inwent.org

annette.ehrminger@inwent.org

## International Institute for Journalism

The International Institute for Journalism (IJ) of InWEnt – Capacity Building International, Germany, was founded in 1962. It gives up-and-coming-journalists from developing and transitional countries the opportunity to enhance their knowledge in the media business. The IJ offers advanced training and dialogue for print and news agency journalists as well as for multimedia and online journalists. The aim of the IJ programme is to strengthen the freedom of expression and the freedom of the press in partner countries of German development cooperation and to thus improve the conditions for democratisation and economic and social development. In this capacity, the IJ 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 IJ currently offers up to 40 training courses and dialogue programmes per year which take place both in Germany and in the partner countries where the IJ cooperates with regional journalistic training institutions. A high proportion of the IJ alumni hold senior positions in the media industry throughout the world.

International Institute for Journalism (IJ) of InWEnt  
Stresemannstraße 92  
10963 Berlin  
Phone +49-30-43 996-297  
Fax +49-30-43 996-260  
[www.inwent.org/ij](http://www.inwent.org/ij)  
[www.ij-blog.org](http://www.ij-blog.org)  
[www.twitter.com/ij](http://www.twitter.com/ij)

## InWEnt – Kompetent für die Zukunft

InWEnt – Capacity Building International, Germany, is a non-profit organisation with worldwide operations dedicated to human resource development, advanced training, and dialogue. Our capacity building programmes are directed at experts and executives from politics, administration, the business community, and civil society. We are commissioned by the German federal government to assist with the implementation of the Millennium Development Goals of the United Nations. In addition, we provide the German business sector with support for public private partnership projects. Through exchange programmes, InWEnt also offers young people from Germany the opportunity to gain professional experience abroad.

InWEnt  
Internationale Weiterbildung und Entwicklung gGmbH  
Capacity Building International, Germany  
Friedrich-Ebert-Allee 40  
53113 Bonn  
Phone +49 228 4460-0  
Fax +49 228 4460-1766  
[www.inwent.org](http://www.inwent.org)