

# Media and Journalism Education

A holistic approach

## WHERE WE WORK



- Latin America
- Africa
- Middle East and North Africa
- Europe
- Asia

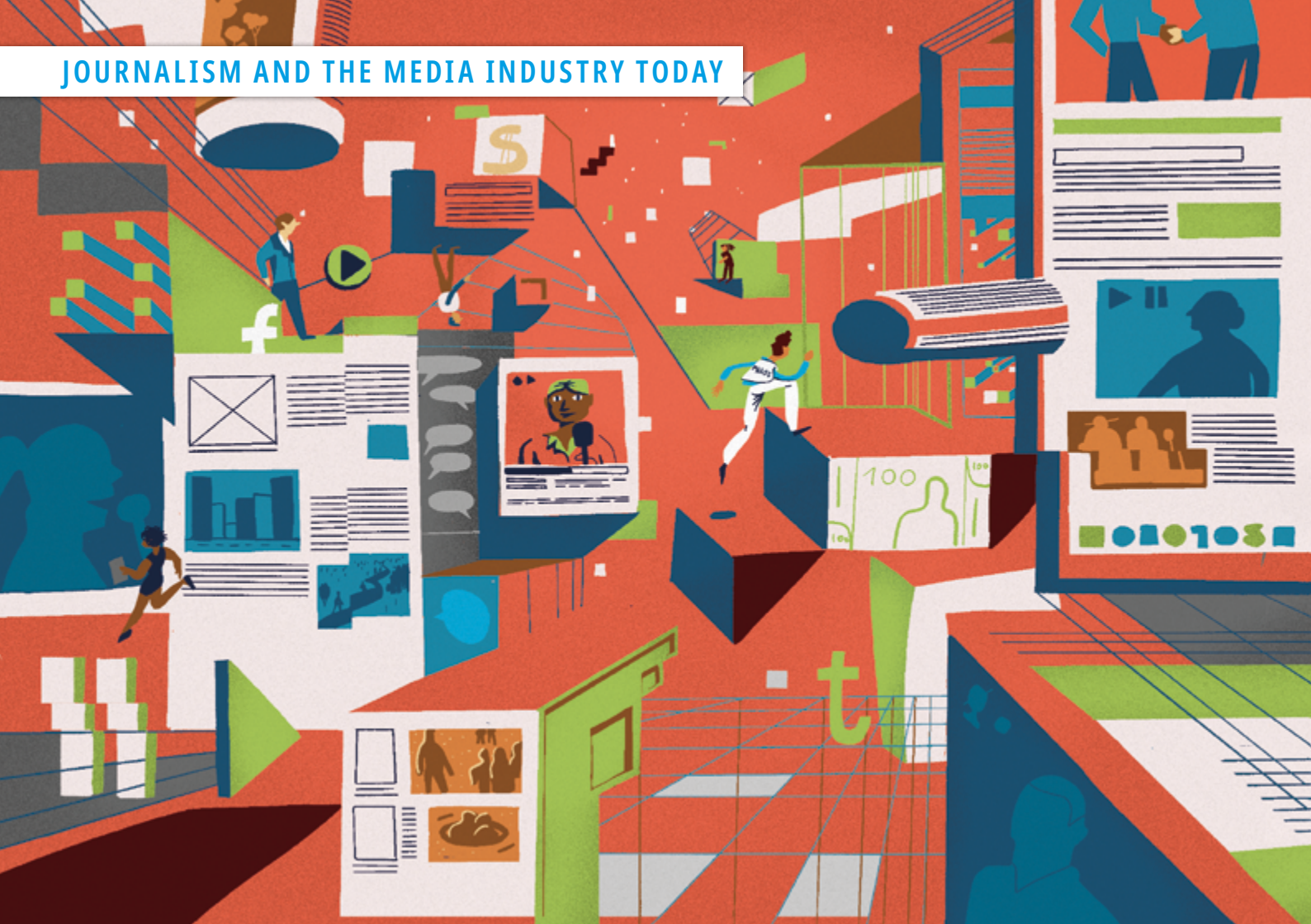
# JOURNALISM AND SOCIETY TODAY



Journalists have to navigate increasingly challenging media ecologies. Their role in society has changed: Today, journalists not only have to compete with politicians, activists, and social media users for attention, but also with disseminators of disinformation that undermine reliable reporting.

As various segments of society have become more vocal in demanding equal representation in the media, journalists need to gain new competencies to build closer relationships with their audiences. Community reporters play a crucial role in making public dialog more inclusive.

# JOURNALISM AND THE MEDIA INDUSTRY TODAY



Shrinking budgets and faster production cycles, however, have made it harder to produce high-quality journalism that earns the public's trust.

The internet has altered revenue streams, threatening the viability of media outlets. Journalists cannot leave the monetization of their reporting entirely in the hands of media managers.

As digitalization transforms the media landscape, journalists require new skill sets to develop innovative journalistic formats and create novel distribution channels.

# WHY MEDIA AND JOURNALISM EDUCATION?



## WHY MEDIA AND JOURNALISM EDUCATION?

DW Akademie firmly believes in the importance of high-quality journalism and has defined Media and Journalism Education (MJE) as one of its main fields of action.

MJE must support practitioners in actively shaping the future of journalism. Free of the political and economic constraints faced by media outlets, journalism schools can be leaders in moving the sector forward.

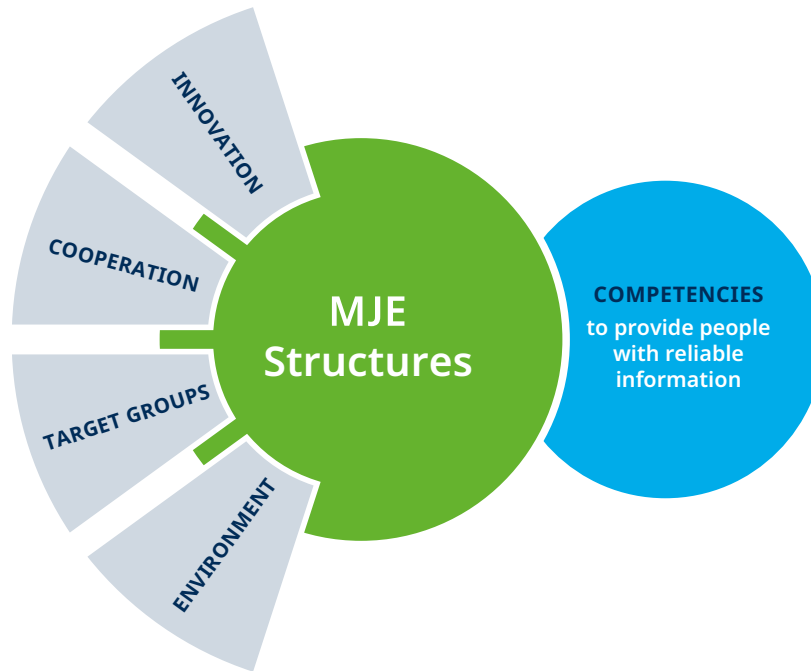
They train media practitioners able to thrive in the digital age and are at the forefront of innovations that benefit both the public and the media outlets that journalists work for.



MJE OUR VISION



DW Akademie's goal is to strengthen MJE structurally. Five dimensions are key to supporting media practitioners in shaping their media ecologies and strengthening freedom of expression and access to information in their communities.



- Journalistic **competencies** to shape the media practices of the future
- Viable **structures** to train innovative competencies
- MJE providers as incubators for **innovative** media practices
- Broad **cooperation** to develop a vision of journalism for the benefit of all
- Diverse **target groups** for a more inclusive public dialog
- An enabling **environment** that supports MJE

## COMPETENCIES



As media ecologies evolve, MJE must train the journalists of the future, today. Even if the specific skills are continually evolving, five competency clusters are crucial:

- Journalistic basics
- An understanding of the media's role in society
- Technology and innovation
- Entrepreneurial journalism
- A thematic specialization

Together, they make it possible for journalists to provide their audiences with reliable information and to shape the media landscape in which they work.

## MJE STRUCTURES



MJE needs spaces in which media practitioners can rethink the future of journalism outside the purview of commercial or political interests. Viable MJE structures can take on different forms: from universities and journalism schools to training programs within community media networks.

In these spaces, educators can develop curricula for the digital age that put the informational needs of the public at its center. Innovative content and interactive training approaches enable media practitioners to experiment with new forms of journalism beyond the pressures of daily production cycles.

# INNOVATION



MJE providers can evolve into innovation hubs for the media ecosystems they serve and thereby compensate for a lack of resources within existing media outlets to experiment with new media practices and products.

At its best, MJE provides a space in which media practitioners can rethink the future of journalism outside the purview of commercial or political interests. Innovative content and interactive training approaches allow journalists to experiment with new formats beyond the pressure of daily production cycles. Working at the forefront of innovation, MJE can provide vital momentum to the ecosystem as a whole.



COOPERATION



High-quality MJE must build coalitions with other sectors of society to develop a vision of journalism for the benefit of all.

- Strong networks within the **media community** allow it to respond to the challenges of the digital age through joint effort and exchange.
- Joining forces with **civil society**, educators are able to make the public's informational needs the focus of their programs.
- A close cooperation with **other sectors** (such as the tech sector) ensures that MJE stands at the forefront of media innovation.
- Collaboration with **the educational system** fosters access to high-quality journalistic training for all segments of society and ensures program certification.

## MJE TARGET GROUPS

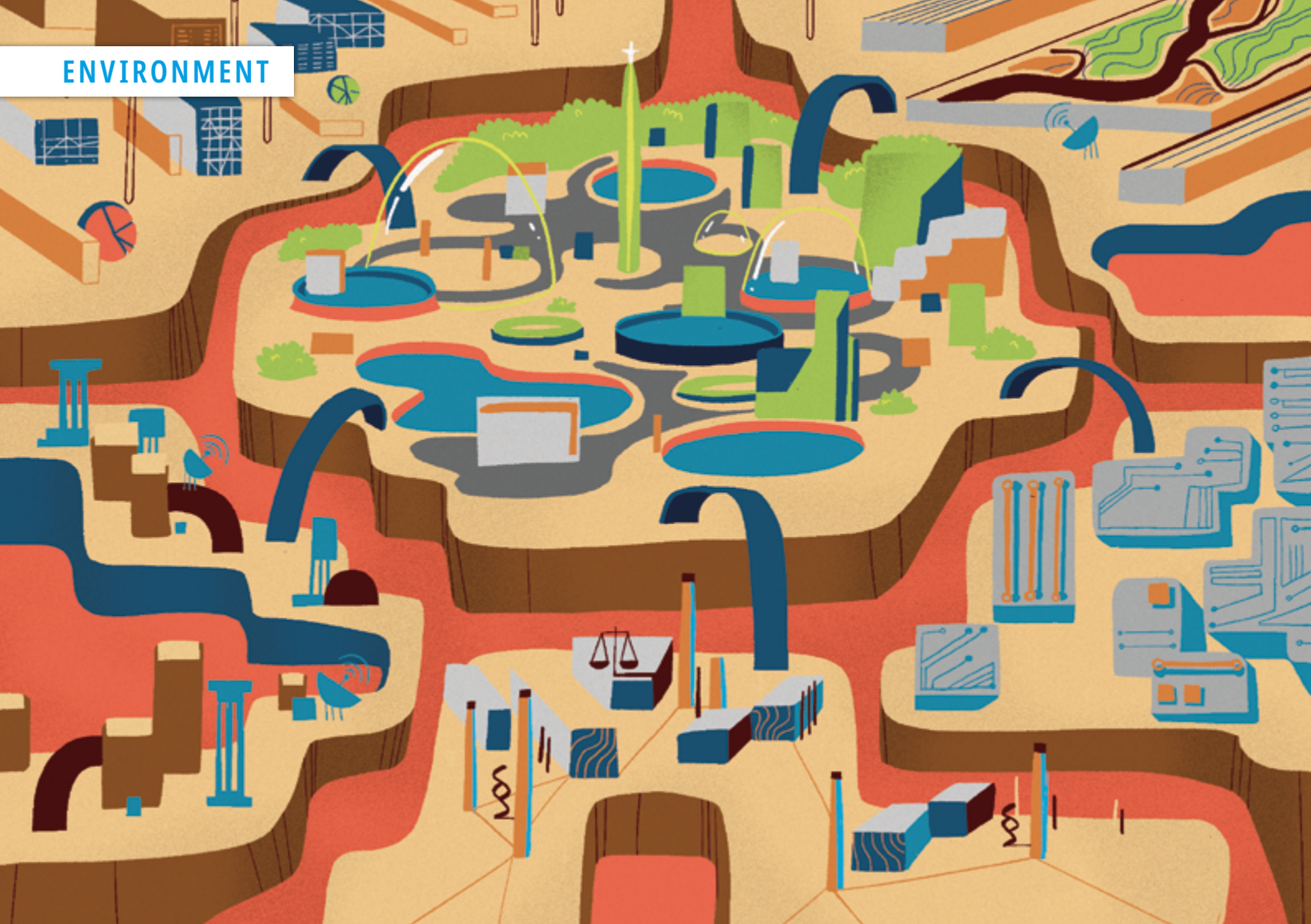


MJE can help build a journalism community that is as diverse as the society it serves. It supports media practitioners at all stages of their careers:

- Journalism students
- Mid-career media professionals
- Editors-in-chief and media managers
- Community reporters

Training programs that are accessible to all segments of society are vital to bringing more voices into the public sphere. With a special focus on disadvantaged groups, MJE contributes to building a more inclusive society and strengthening basic human rights.

# ENVIRONMENT



MJE needs a supportive enabling environment in order to thrive:

- A **legal framework** that grants universities and journalism schools the freedom to develop their own curricula and certifies high-quality programs.
- A **media industry** that takes ownership of its MJE and supports young journalists in finding their way in the profession.
- **Sufficient resources** to develop innovative MJE programs.
- **Open access** to education for all segments of society.

# DW AKADEMIE'S APPROACH

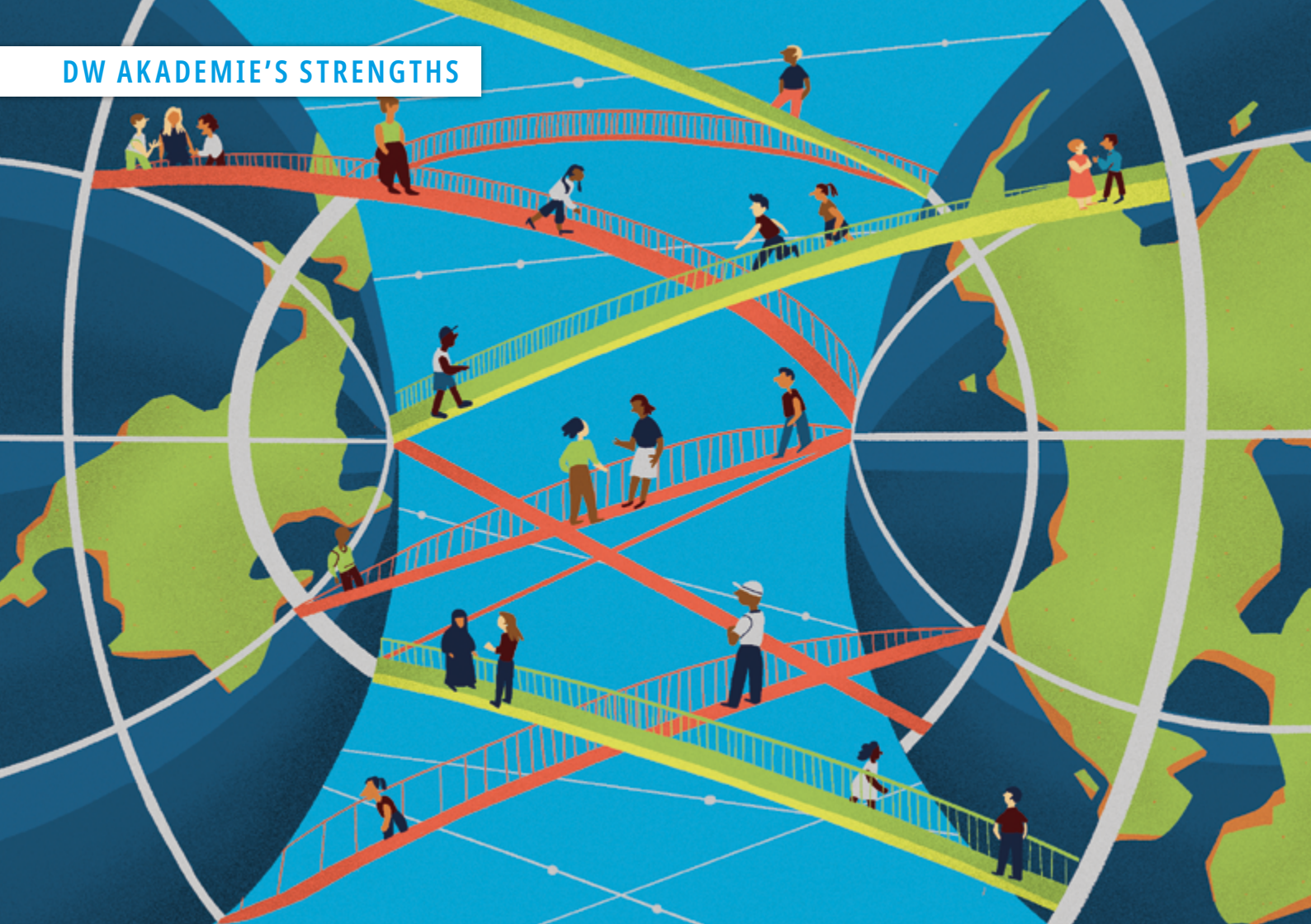


In close dialog with our partners, DW Akademie strengthens existing MJE structures where possible and helps build new ones where necessary.

- We work together towards **integrating the challenges of the digital age** into the curricula.
- We help **develop curricula** that combine theory and practice. We support instructors in keeping up with **trends in journalism** and **in educational methods**.
- We work with community media to offer innovative training to **disadvantaged groups**.
- We **build networks** between educators, media organizations and civil society.
- We use **human-centered design** to tailor programs to the needs of their target group.



# DW AKADEMIE'S STRENGTHS



MJE is part of our DNA. As part of Germany's international broadcaster DW, we have trained journalists for over 50 years and are constantly innovating the way we do journalism.

Our expertise includes:

- Strong local partners and long-term project strategies.
- Highly qualified local and international trainers and consultants.
- A systematic approach and ability to connect.
- Consulting and organizational development.
- Our own journalistic apprenticeship.
- Our own MA program for young media professionals that aims to systematically strengthen MJE in partner countries.

## PROJECTS WITH PARTNERS



DW Akademie works with partners worldwide on MJE.

- In **Southern Africa**, DW Akademie supports a regional network of media professionals and learning institutions. Together, we are driving digital innovation in journalism training forward. We develop hands-on curricula that enable journalists to adapt to the digital age and to provide reliable and balanced information.
- Universities in **Lebanon** use human-centered design to develop innovative journalism education. Some modules use gamification to teach complex issues such as digital security to journalism students in a playful way.
- In **Ukraine**, DW Akademie helped establish the country's first traineeship program for editors that combines management skills with journalistic innovation.

## PROJECTS WITH PARTNERS



A special focus in our work is making advanced MJE accessible to disadvantaged groups.

- In **Burkina Faso**, we work together with community radio stations to train local correspondents. Reporting on issues important to rural areas and internally displaced people, they give these communities a voice in the public sphere.
- In **Bolivia**, digital learning platforms offer state-of-the-art journalism training to rural community reporters and journalists, using blended learning concepts and fully virtual classes. Collaborative innovation labs work together with media professionals and civil society to support participative journalism.

## MJE'S IMPACT



A viable MJE tailors its programs to the media ecology it operates in and enables media practitioners to shape it for the future. By experimenting with new forms of journalism, MJE pushes for change and shows media practitioners how quality journalism for the benefit of the public also strengthens the viability of their media outlets.

High-quality MJE contributes to a constructive dialog and a more inclusive society. In concert with our other fields of action, it enhances:

- The **quality and reliability of information** available to citizens.
- The **viability** of media outlets.
- **Innovation** within the media sector.
- **Resilience** in the face of (self-)censorship and violations of digital rights.



GET IN TOUCH

## New Message

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Supported by the



DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue.

DW Akademie is a strategic partner of the German Federal Ministry for Economic Cooperation and Development. We also receive funding from the Federal Foreign Office and the European Union and are active in approximately 70 developing countries and emerging economies.

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