



**ENTRi**  
EUROPE'S NEW TRAINING INITIATIVE FOR CIVILIAN CRISIS MANAGEMENT

Course Programme\*  
for the  
SPECIALISATION COURSE ON:

# MEDIA DEVELOPMENT

\* This Course Programme, based on the proposal drafted by the Austrian Study Center for Peace and Conflict Resolution – ASPR, has been approved by the ENTRi partners in December 2011.

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SUBJECT	LECTURER	METHOD	MODULE	GENERAL LEARNING OBJECTIVES
<b>Day I</b>				
Opening: Welcome, Introduction to Programme, Venue & Participants			<b>Introduction</b>	<ul style="list-style-type: none"> <li>• Learn about the venue</li> <li>• Know about ENTRi and its approach</li> <li>• Understand the purpose, approach and the methodology of the Specialization Course</li> <li>• Get to know the group</li> <li>• Learn what to expect</li> </ul>
Development of International Crisis Management		Presentation	<b>Introduction to Crisis Management</b>	<ul style="list-style-type: none"> <li>• Participants are well prepared and informed about the developments and ongoing discussions of international crisis management</li> </ul>
The Impact of Media		Presentation & Case Study	<b>The Role of the Media with Regard to Crisis Management</b>	<ul style="list-style-type: none"> <li>• Be acquainted with the different theories of impact of mass media (such as Agenda setting theory including theory of cognitive dissonance, Knowledge gap hypothesis, theory of High / Low Involvement, Two-step-flow of communication) with regard to crisis coverage and/or how media can stimulate violence (catharsis theory, stimulation theory, social-cognitive learning theory, agitation theory, habituation theory) in order to:</li> <li>• Be able to analyse the relationship between media and politics in general and media and conflict specifically;</li> <li>• Have an overview in which ways mass media can influence the public opinion;</li> <li>• Elaborating on examples from the OSCE as case study</li> </ul>

**Day 2**

Media Analysis		Presentation & Group Work	<p style="text-align: center;"><b>The Role of the Media with Regard to Crisis Management</b></p>	<ul style="list-style-type: none"> <li>• Analyse the role of the media in reporting war and conflict;</li> <li>• Analyse the factors which explain the negative media coverage of conflicts;</li> <li>• Analyse news coverage of war and conflict including identifying stereotypes, linguistic violence;</li> <li>• Differ between the different problematic issues with regard to governmental and private media.</li> <li>• Design ways of dealing with / reacting to those media phenomena as a mission member.</li> <li>• Elaborating on examples from the OSCE as case study</li> </ul>
Rights of Journalists and Code of Conduct		Presentation & Workshop	<p style="text-align: center;"><b>The Contribution of Journalists to Conflict Transformation</b></p>	<ul style="list-style-type: none"> <li>• Be familiar with the rights of journalists;</li> <li>• Know whom to address when journalist's human rights are violated;</li> <li>• Know about the means, how to ensure the safety of journalists;</li> <li>• Be familiar with important "Codes of Conduct for Journalists".</li> </ul>

**Day 3**

Ethical Reporting on Conflicts		Presentation & Case Study	<p style="text-align: center;"><b>The Contribution of Journalists to Conflict Transformation</b></p>	<ul style="list-style-type: none"> <li>• Know about the different self images of journalists and the different approaches in covering conflicts (war journalism versus ethical reporting of conflicts);</li> <li>• Be aware of the importance of building an alternative framework for the process of social change;</li> <li>• Be aware of what journalists and mediators can have in common;</li> <li>• Know what a journalist would try to do in order to prevent violent conflicts and to promote peaceful settlements;</li> <li>• Understand the importance of media for cultural exchange;</li> <li>• Be familiar with guidelines and means for inter-ethnic reporting in conflict situations</li> </ul>
<b>Day 4</b>				
Media Monitoring		Presentation & Workshop	<p style="text-align: center;"><b>Media Monitoring</b></p>	<ul style="list-style-type: none"> <li>• Know the international standards on “freedom of expression”;</li> <li>• Be acquainted with the basics of media law (telecommunications and print media);</li> <li>• Be familiar with relevant laws for media regulation, e.g. copyright, laws on concentration of media ownership, censorship, laws for complaints procedures, public information law, laws for frequency allocation and granting of licenses, laws, which guarantee the establishment of independent regulatory agencies etc;</li> <li>• Be familiar with the specific tasks of media monitoring, which means:</li> <li>• Know how to acquire knowledge of the situation of media and media representatives in a country;</li> <li>• Know how to acquire knowledge of media laws and regulations of a country;</li> <li>• Be aware of how the situation and the laws and regulations can restrict the rights to free opinion, free expression and information;</li> <li>• Know how to co-operate with relevant authorities, media representatives and all parties concerned;</li> <li>• Become acquainted with monitoring methodologies;</li> <li>• Be able to investigate infringements of freedom of media including inquiring, collecting evidence and report writing.</li> </ul>

Day 5				
Assisting Media Regulation		Presentation Workshop Exercises	<b>Assistance for Media Development</b>	<ul style="list-style-type: none"> <li>• Be able to support the draft of new legal frameworks in the field of telecommunications law and print media law;</li> <li>• Be able to support the draft of new legal frameworks for media regulation;</li> <li>• Know about self-regulatory means;</li> <li>• Be able to monitor the establishment of independent Regulatory Agencies and their work;</li> <li>• Be able to support the establishment of a Media Ombudsman;</li> <li>• Be familiar with complaint procedures.</li> </ul>
Raising Awareness on Freedom of Speech and Freedom of the Media		Presentation Workshop Exercises	<b>Assistance for Media Development</b>	<ul style="list-style-type: none"> <li>• Get familiar with the legal background of the freedom of speech and the freedom of media;</li> <li>• Identify how they are oppressed or endangered;</li> <li>• Explore how to put the legal theory into practice, and</li> <li>• Identify ways of implementing these rights.</li> </ul>
Day 6				
Strengthening Independent Media		Exercises & Feedback	<b>Assistance for Media Development</b>	<ul style="list-style-type: none"> <li>• Be acquainted with the possibilities of assisting independent and professional media;</li> <li>• Know how to support the production of interesting and technically professional media programmes;</li> <li>• Know how to support the running of press and broadcasting stations as financially viable businesses;</li> <li>• Know how to support news and information programming, which contributes to the development of civil society;</li> <li>• Know how to empower the dissemination of grass-root news;</li> <li>• Be able to raise donor's awareness and support for the assistance of independent and professional media.</li> </ul>

Supporting Participatory Media Including the Use of Internet			<b>Assistance for Media Development</b>	<ul style="list-style-type: none"> <li>• Be aware of the advantages of participatory media;</li> <li>• Know how the internet can be used for the organisation's self-portray and how internet homepages of national and international institutions and organisations engaged in democratisation and reconciliation efforts should be built up.</li> </ul>
<b>Day 7</b>				
Strengthening Domestic and International Networks for Journalists			<b>Assistance for Media Development</b>	<ul style="list-style-type: none"> <li>• Explore the idea of networking;</li> <li>• Know how to set up regional networks;</li> <li>• Learn how to use regional networking as a tool for journalism and media development (exchange of materials and experiences, trainings etc.);</li> <li>• Introduce international media-networks (e.g. Reporters without Borders) and how to make use of them;</li> <li>• Learn how to use international media-networks to provide support for threatened journalists</li> </ul>
Supporting Media Training			<b>Assistance for Media Development</b>	<ul style="list-style-type: none"> <li>• Identify the basic needs of media and media personnel in a post-conflict region, and how to fulfil them;</li> <li>• Identify the basic requirements, knowledge and skills of professional media experts;</li> <li>• Get to know international training initiatives for media people; and</li> <li>• Identify content, methodology and means of media training</li> </ul>
Evaluation				