



Jumping the gap: **The power of media to extend classrooms**

About the media's role in education
beyond school books

International Institute for Journalism of GIZ –
Deutsche Gesellschaft für Internationale Zusammenarbeit

in cooperation with

Frankfurter Allgemeine Zeitung

Thursday, March 17, 2011

Atrium of Frankfurter Allgemeine Zeitung
Mittelstraße 2-4, 10117 Berlin (Mitte), Germany



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Programme

Media are a powerful force in shaping what we know and how we form our opinion. They are a means to empower citizens to play an active role in society. In fact, media have become an essential part of most people's life and learning both in the developed and developing world.

It is especially today's convergence of traditional and new media that offers promising opportunities for inclusion in education. It ensures the widest possible coverage and is able to bring information and knowledge to every corner in the world. These opportunities are, however, paralleled by a range of challenges such as uneven access, misinformation, and exposure to harmful content. We face the question how to navigate this increasingly complex media landscape. But above all we have to find ways how to best prepare today's young generation to be successful citizens in a global society?

Now, more than ever, media are able to play a key role in providing and promoting education. The innovative use of media in learning is of fundamental importance especially for children and those who do not have access to formal education. About 72 million boys and girls do not go to school; more than half of them live in Africa. Besides, many schools and universities lack the capacities to meet the challenges of our new world. This gap can be partly closed by media. As globalisation bridges distances between nations, media can contribute to breaking down also educational barriers.

The aim of the conference is to discuss the media's role in education, in formal, non-formal and informal learning. We will study examples from around the world which demonstrate how education, awareness and capacity building can be enhanced by combining innovative digital tools and traditional media, such as radio and newspapers, as well as using multi-media edutainment.

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09:30 a.m. Registration and Coffee

10:00 a.m. **Welcome**

Dr. Roland Gerschermann

Managing Director
Frankfurter Allgemeine Zeitung
Germany

Dr. Sebastian Paust

Member of the Managing Board of
GIZ – Deutsche Gesellschaft für
Internationale Zusammenarbeit
Germany

10:30 a.m. **Keynotes**

Rosa-María Torres del Castillo

Educationist and linguist
Director of Instituto Fronesis, Quito
Coordinator of the Latin American Statement
on Education for All
Minister of Education (ret.)
Ecuador

Gerrit Beger

Chief of Youth Section, UNICEF Innovations
USA

11:30 a.m. Coffee Break

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12:00 p.m.

Panel

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Discussion with

Werner D'Inka

Member of the Board of Editors-in-Chief of
Frankfurter Allgemeine Zeitung
Germany

Ajoa Yeboah-Afari

Chairperson of the Editors Forum Ghana and coordinator
of the Ghana Media Standards Improvement Project
Ghana

Dr. Ramamurthy Sreedher,

Director of the Commonwealth Educational
Media Centre for Asia (CEMCA)
India

Dr. Aralynn Abare McMane

Executive Director, Young Readership Development
World Association of Newspapers and News Publishers
(WAN-IFRA)
France

Rayhana Rassool

Regional Programmes
Soul City Institute for Health
and Development Communication
South Africa

Rosa-María Torres del Castillo

Director of Instituto Fronesis
Ecuador

02:00 p.m.

Reception

Conference languages: German and English

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Registration Form International Media Conference

Registration closes on Tuesday, March 8, 2011.

by fax +49 30 43 996-260

email: astrid.kohl@giz.de

Thursday, March 17, 2011

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Mittelstraße 2-4, 10117 Berlin (Mitte), Germany

- I hereby register to participate in the conference on March 17, 2011.
- I will not participate in the conference.

Surname:

First name:

Organisation:

Address:

Phone:

Fax:

Email:

Date/signature:

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Internationales Institut for Journalismus (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 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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Frankfurter Allgemeine Zeitung

The Frankfurter Allgemeine Zeitung is one of the most important national newspapers in Germany and the world. It is published six times per week with average sales of more than 360,000 copies and is sold in almost 140 countries every day. More than 300 editors and one of the world's largest correspondent networks provide exclusive information for every issue. The F.A.Z. is divided into sections devoted to politics, business, financial markets and reviews. This structure helps readers locate information quickly and easily. Special pages and supplements that change every day complement the newspaper's wide content offer. The most important topics of every past and forthcoming week are also presented in Frankfurter Allgemeine Sonntagszeitung, the F.A.Z. Sunday paper which has been on sale across Germany since September 2001. In ten full-colour fascicles with many photographs, this Sunday edition provides entertainment of the highest quality for our readers. In January 2001, the Frankfurter Allgemeine Zeitung started publication of a daily online edition (www.faz.net).

GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH was formed on January 1, 2011. It brings together the long-standing expertise of DED, GTZ and InWEnt.

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