

Information, innovation, revolution? Media worlds and the changing media in the German-African context

This evening event hosted by the Partnership with Africa Foundation e.V. focuses on today's rapidly changing media worlds and related opportunities for new media avenues for German-African relations. The background to this is the fundamental change in the way media are used by recipients and producers alike, both on the African continent and in Germany. Does the increase in information simultaneously offer some innovative channels for more participation and engagement? How can new media lead to positive changes in government and society? What can be learnt from the form and content of such media reporting to improve our perceptions of one another and break down prejudices?

Experts and media representatives from Germany and the African continent will discuss these changes and the opportunities for a more realistic and comprehensive portrayal of African and German realities. At the same time, an interactive support programme will give participants the opportunity to put forward their own interesting ideas and be inspired by some innovative media formats.

The event is being held under the auspices of the COMENGA three-year education and civic engagement programme run by the Partnership with Africa Foundation e.V. and forms part of the Africa Initiative of the Ministry for Economic Cooperation and Development (BMZ).

Programme (as at 16 August 2013)

Tuesday, 10 September 2013

Venue: Curio-Haus, Rothenbaumchaussee 11, 20148 Hamburg

Moderator: **Yared Dibaba**

From 5:00 p.m. Registration and meet & greet over coffee

6:00 p.m. **COMENGA focus area: Media – New media, new images? A conversation.**

Richard Nawezi, Deputy Chairperson of the Partnership with Africa Foundation e.V., Potsdam

Holger Ehmke, Head of the Development Policy Public Relations, Information and Education Division within the Ministry for Economic Cooperation and Development (BMZ)

6:30 p.m. **Creating a new image of Africa by communicating, collaborating, and creating**

Input and discussion

Mac-Jordan Degadjor, blogger and social media entrepreneur, Ghana

7:00 p.m.

We media – democratising or de-professionalising the provision of information?

Panel discussion

Debate about the rapidly changing relationship between digital and classic media and between professional and grassroots journalism is in full swing. The “Arab Spring” and the prominent role played in it by online media in Tunisia and Egypt, along with internet-based election and government monitoring in Kenya, Ghana and other sub-Saharan countries, show that deep-seated change in the media environment has to be seen in an international context. Not only the locals but also the general public worldwide and even “classic” media now source a great deal of their information from digital sources and information provided free of charge by civil society. The discussion will focus on the significance and potential of these changes to shape new forms of German-African media collaboration.

Mac-Jordan Degadjor, blogger and social media entrepreneur, Ghana

Holger Hank, Deutsche Welle Akademie, Bonn

Rosebell Kagumire, journalist and blogger, Uganda

8.00 p.m.

Get-together and dinner

Open space and parallel interactive formats

including:

“Whose story is it, anyway?” – a presentation by German and African bloggers

African and German bloggers from different areas present group articles they have compiled in preparation for the event. These articles address the questions of what drives bloggers in different contexts to engage with their communities via the media, what quality standards they set themselves as part of their work and what topics are of particular interest to their readers.

Music: TEN CITIES DJs

Daniel Muli (Just A Band, Nairobi) and **Andi Teichmann** (Gebroeder Teichmann, Berlin) form part of the TEN CITIES club project by the Goethe-Institute. That night, they will get together in Hamburg for a joint DJ set.