



RHODES UNIVERSITY
Where leaders learn



School of Journalism & Media Studies
Rhodes University, South Africa

PROGRAMME

World Journalism Education Congress
Grahamstown, Eastern Cape, South Africa. 5-7 July 2010

CONTACT NUMBERS	WJEC General Office: +2746 603 7186	Travel Office: +2746 603 7108	Rhodes Journalism and Media Studies: +2746 603 7100	Rhodes University: +2746 603 8100	South African Police: 10111
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TIPS	
Highway Africa:	You are welcome to attend sessions of Highway Africa and Digital Citizens Indaba conferences if you wish, although be advised that these will usually be in different venues to WJEC events.
Email:	You can get access in the computer lab downstairs in the Eden Grove building before conference and during tea and lunch breaks. But keep mail to a minimum so you can maximise your time networking in person and taking part in the proceedings.
Blog and Tweet:	Even if you've never done it before, now is the time. Let's get vibrant "citizen j-ed" coverage of the conference. Use the tag #wjec2 when you tweet, so that we can aggregate all the different voices. There'll be a Tweet-up on Monday at 6pm at the Rat and Parrot pub, New Street.
Safeguard your valuables:	Don't leave bags, phones, wallets or laptops in conference venues. Rhodes University cannot accept responsibility for any lost or stolen items.
Personal security:	Rhodes Campus is a safe space and it is well worth strolling around. Town is also safe, but don't flash valuables, and don't walk around late at night by yourself or in small groups.
Take a tour:	Get to know the Africa Media Matrix: detailed tours of our j-school start in the foyer of the building on Tuesday and Wednesday, between 8am and 8.30am

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Guy Berger

Welcome! A crazy notion possessed us at Rhodes to host the 2nd World Journalism Education Congress. To do so, we've worked like demons, and successfully garnered support from 30 valued sponsors.

Why? Because we wanted to meet and exchange with all of you. Moreover, we wanted you all to be networking with each other.

Like everywhere, in South Africa we're trying to improve the quality and quantity of journalism. We can all do this better by swapping experiences, and by brainstorming novel responses to this age of radical change.

So, there's one proviso to us delivering this Congress to you: please do not hang out only with the folks you already know. Instead, make a point of linking up with colleagues you don't know.

New contacts and networks are the outcomes that will ensure this second WJEC becomes a building block towards WJEC-3 ... and beyond. Please, don't be shy!

Guy Berger
Head of School of Journalism and Media Studies
Rhodes University, South Africa

Bienvenue! A Rhodes, nous avons eu l'idée folle d'accueillir le 2e congrès mondial de la formation au journalisme. Pour ce faire, nous avons travaillé comme des démons, et avec succès obtenu l'appui de 30 précieux sponsors.

Pourquoi? Parce que nous voulions vous rencontrer et échanger avec vous tous. En outre, nous voulions que vous soyez tous en réseau les uns avec les autres.

Comme partout, en Afrique du Sud, nous essayons d'améliorer la qualité et le développement du journalisme. Nous pouvons tous faire mieux en échangeant des expériences et, par notre réflexion commune, trouver des réponses nouvelles à cette époque de changement radical.

Nous avons toutefois une condition avant de vous livrer ce congrès. S'il vous plaît ne vous retrouvez pas seulement avec les gens que vous connaissez déjà. Au lieu de cela, faites l'effort de rencontrer des collègues que vous ne connaissez pas.

Ce sont les nouveaux contacts et les nouveaux réseaux qui assureront que ce deuxième WJEC soit une étape vers le WJEC-3 ... et au-delà. S'il vous plaît, ne soyez pas timide!

Guy Berger, directeur de l'école de journalisme et études des médias, Université de Rhodes

欢迎大家。在罗德大学举办第二届世界新闻教育大会是一件令人兴奋的事情。为了举办这次会议，我们努力并成功争取到了30个赞助商的支持。

为什么要举办这次大会？因为我们希望与在座的诸位会面并开展交流。此外，我们希望大家彼此间能够藉此建立联系。

与其他地方一样，在南非我们一直在努力提高新闻专业的数量与质量。通过在此交流经验，集思广益，相信我们可以做得更好。

所以，通过本次大会，我们有一点希望：希望大家不要仅和自己所熟悉的人在一起交流，而应该更多的与自己不认识的伙伴进行沟通。新的联系和人际关系的建立将会形成本次会议的成果，也是未来我们举办第三、四次等后继世界新闻教育大会的起点。请不要害羞！

罗德大学 新闻与传媒学院院长 **Guy Berger**



Joe Foote

On behalf of the 29 member organizations of the World Journalism Education Council, we welcome you to the 2nd World Journalism Education Congress. Planning for the first WJEC culminated in our first meeting in Singapore in 2007, hosted by the Asian Media Information Centre (AMIC). While Singapore was planned as a one-time event, our success caused our member organizations to think seriously about holding these congresses on a regular basis. We depend on organizations coming forward with a realistic plan to host an academic meeting on a global scale, preferably in conjunction with an existing conference.

In Grahamstown, the World Journalism Education Council will meet as a council of organizations. What unites us is our joint interest in advancing journalism education in our own countries and around the world. In addition to the Congresses, the Council has undertaken a global census of journalism education, which will be on display in Grahamstown. The Council has also issued a Statement of Principles for journalism education to explain our field to the rest of the world (see page 28).

The stimulating programme in Grahamstown, its window on journalism education in Africa and the many diverse voices represented will show vividly why journalism education matters and why it is so important for colleagues from around the world to come together. Congratulations for being a part of this historic effort.

Joe Foote, World Journalism Education Council

Cher délégué du WJEC,

Au nom des 29 organisations membres du Conseil mondial de la formation au journalisme, nous vous accueillons pour ce 2e Congrès mondial de la formation au journalisme (WJEC). La préparation du premier WJEC avait abouti à notre rencontre de Singapour en 2007, organisée par l'AMIC (Asian Media Information Centre).

Bien que Singapour ait été conçu comme un événement unique, le succès a amené nos organisations membres à réfléchir à organiser ces congrès régulièrement. Nous comptons sur les autres organisations pour proposer un plan réaliste afin d'accueillir cette réunion académique à l'échelle mondiale, de préférence en lien avec une conférence existante.

À Grahamstown, le Conseil mondial des formations au journalisme (World Journalism Education Council) se réunira comme un conseil composé d'associations et d'organisations. Ce qui nous unit, c'est notre intérêt commun dans la promotion de l'enseignement du journalisme dans notre propre pays et dans le monde. En plus des Congrès, le Conseil a entrepris un recensement mondial de l'enseignement du journalisme, qui sera présenté à Grahamstown. Le Conseil a également publié une déclaration de principes pour l'enseignement du journalisme afin d'expliquer les spécificités de notre discipline au reste du monde (livre 28).

Que le Conseil se soit étendu à 29 organisations à ce jour montre la nouvelle force de notre discipline. Le programme stimulant de Grahamstown, son ouverture sur l'enseignement du journalisme en Afrique, et les diverses voix représentées, montreront avec force pourquoi l'enseignement du journalisme est important, et pourquoi il est si important pour les collègues du monde entier de se réunir. Félicitations pour votre participation à cet effort historique.

Joe Foote, World Journalism Education Council



Joe Foote

世界新闻教育大会的代表们：

我代表世界新闻教育委员会的29个成员欢迎大家参加第二届世界新闻教育大会。本次大会早在2007年由亚洲媒体信息中心在新加坡主办的第一届世界新闻教育大会上就开始策划了。

2007年在新加坡举办的大会最初只计划开一次，但大会的成功使得与会成员考虑要定期举办这样的大会。根据成员的建议，我们提出可行的方案：将现有的世界新闻教育大会开成一个全球性的学术会议，且最好与其他会议一起开。

在格雷厄姆相聚的是世界新闻教育大会委员会的机构成员，我们所以能相聚是因为我们对各个国家和全球新闻教育事业有着共同的兴趣。除大会外，世界新闻教育委员会还承担了对全球新闻教育的普查工作，相关研究成果将在格雷厄姆展示。大会还将发表一份声明，向世界说明新闻学教育这一领域 (page 28)。

目前，委员会已有29个成员，彰显了我们这个学科的实力。格雷厄姆大会令人兴奋的议程既是非洲新闻教育事业的窗口，也是集聚全球多元观点的平台。大会展示了新闻教育事业的重要性以及我们欢聚此地的重要性。祝贺大家能够参与这一历史性的努力。

世界新闻教育委员会 **Joe Foote**



Adv Pansy Tlakula
OPENING KEYNOTE SPEAKER

Adv Pansy Tlakula is Special Rapporteur on Freedom of Expression and Access to Information in Africa. She holds this portfolio as part of the African Union's Commission on Human and Peoples' Rights, to which she was appointed in July 2005. As a member of the Commission, she is also responsible for monitoring human rights in the Gambia, Namibia, Mauritius, Swaziland and Zambia.

As if this was not enough, she has also been the highly respected Chief Electoral Officer of the Electoral Commission of South Africa since February 2002.

She has served as a member of South African Human Rights Commission, where she co-convened South Africa's first National Conference on Racism.

Adv Tlakula holds law degrees from the University of the North, the University of the Witwatersrand and Harvard University. She is an admitted advocate of the High Court of South Africa.



Archbishop Emeritus Desmond Tutu
CLOSING KEYNOTE SPEAKER

Born in 1931, Desmond Mpilo Tutu has spent his life working for human rights through non-violent resistance. He was recognised for his work in South Africa especially by being awarded a Nobel Prize in 1984. In 1986 he was elected Archbishop of Cape Town, the highest position in the Anglican Church in South Africa.

Amongst his many courageous actions is that of leading a march to a whites-only beach in 1989, where he and supporters were chased off with whips. In 1995, he was appointed as chair of South Africa's Truth and Reconciliation Commission to investigate apartheid-era crimes. Today Archbishop Tutu chairs The Elders, an independent group of eminent global leaders brought together by Nelson Mandela in 2007, to promote peace.

He is well known for his strong support of press freedom, and in recent years has also encouraged African countries to respect gay rights. Last year, he received the 2009 Presidential Medal of Freedom, the USA's highest civilian honour, awarded to individuals chosen for their work as agents of change in various spheres of life. In June 2010, he received the Fords Theatre Lincoln Medal, which is given to people who exemplify the legacy of Abraham Lincoln.

NOTE	
AMM	Africa Media Matrix, which is what we call our journalism building (Ground floor: 000...; Middle floor: 100...; Top floor: 200...)
Eden Grove Red/Blue	These are lecture theatres situated in Eden Grove, which is on lower campus. Refer to the map on page 32
Drostdy Dining Hall	Situated in Prince Alfred Street, about 150 metres from the AMM
Nelson Mandela Dining Hall	Situated across the road from the AMM

4 JULY SUNDAY: for all delegates	
12.30-14.00	Lunch for all WJEC and Highway Africa (HA) delegates Venue: Drostdy Dining Hall
18.00-20.30	Telkom opening and awards for WJEC and Highway Africa Venue: Nelson Mandela Dining Hall

PRE-EVENTS – SATURDAY 3 JULY (By invitation only)	
19.00	The African Editors Forum council dinner
PRE-EVENTS – SUNDAY 4 JULY (All events by invitation)	
09.00-17.00	The African Editors Forum council AMM, Windhoek Declaration Room, Room 102
09.30-16.30	World Journalism Education Council AMM Conference Room, Room 202
09.00-17.00	Forum of African Media Educators and Konrad Adenauer Stiftung Workshop Sol Plaatje Institute Seminar Room
09.00-17.00	ABSA workshop on Teaching Economics Journalism in Africa Financial Times Seminar Room, AMM Room 101 Post-Grad computer lab, AMM Room 223
09.00-18.00	New Media Workshop for UNESCO-recognised African Journalism Schools Design Lab, AMM Room 213
16.30-17.00	Blog columnists meeting. Contact person: Julie Posetti AMM Room 104

RESEARCH PAPERS
see pages 16-26

EXPERT PANELS
see pages 9-11

SYNDICATES
see pages 12-13

PLENARIES
see pages 8

EXTRA EVENTS
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POST WJEC EVENTS
see page 27

WJEC Day 1: MONDAY 5 JULY		WJEC Day 2: TUESDAY 6 JULY		WJEC Day 3: WEDNESDAY 7 JULY		
		07.30-08.30	WJEC Book (by invitation only)			
08.30-09.30	WJEC and Highway Africa Joint Opening EDEN GROVE RED	09.00-10.30	WJEC Syndicate Teams Session 2 AMM	09.00-10.30	2nd WJEC Parallel Research Sessions AMM	Heads of School Forum AMM Rm 116
09.30-10.00	Coffee break	10.30-11.00	Coffee break	10.30-11.00	Coffee break	
10.00-11.30	WJEC Plenary 1 EDEN GROVE RED					
11.30-11.45	Move to AMM for syndicates AMM	11.00-13.00	1st WJEC Parallel Research Sessions	11.00-12.30	3rd WJEC Parallel Research Sessions AMM	Heads of School Forum (repeat) AMM Rm 116
11.45-13.00	WJEC Syndicate Teams Session 1					
13.00-14.15	Telkom Lunch NELSON MANDELA DINING HALL	13.00-14.00	LOC Lunch Nelson Mandela dining hall	12.30-14.00	ICANN and HIVOS Lunch NELSON MANDELA DINING HALL	
14.15-15.30	Panels 1 and 2 EDEN GROVE RED & BLUE	14.00-15.15	WJEC Plenary 2 with Syndicate Reports EDEN GROVE RED	14.00- 15.30	WJEC Plenary 3 with Syndicate Reports EDEN GROVE RED	
15.30-16.00	Coffee break	15.15-15.30	Coffee break	15.30-16.00	Coffee break	
16.00-17.15	Panels 3 and 4 EDEN GROVE RED & BLUE	15.30-16.45	Panels 5 and 6 EDEN GROVE RED & BLUE	16.00-18.00	WJEC and Highway Africa Joint Closing Plenary EDEN GROVE RED	
17.15-18.00	Book events EDEN GROVE FOYER	16.45-17.15	Book events EDEN GROVE FOYER			
		17.15-18.15	Comed/ADEA Launch of Education Toolkit and African Education Journalism Awards	18.30-20.30	Feel South Africa experience SA Tourism dinner & market KAIF LAWNS, BANTU STEVE BIKO STUDENT UNION	
18.30-22.30	ABSA Africa Night 1820 SETTLERS MONUMENT	18.30-22.30	MTN Dinner and 2010 Football Viewing: GREAT HALL	20.30-22.30	MTN 2010 Football Viewing, GREAT HALL	

PLENARIES – MONDAY JULY 5 – EDEN GROVE RED

08.30-09.30 JOINT WJEC and HIGHWAY AFRICA OPENING
 Welcome: Saleem Badat, Vice-Chancellor, Rhodes University
 Opening Keynote: Adv Pansy Tlakula, Africa Union
 Miller Motola, CEO, International Marketing Council
 Peter Nelson (tbc), Telkom
 Department of Communications (speaker tbc)

10.00-11.30 WJEC PLENARY 1
 Chair: Elanie Steyn, Oklahoma University
 Housekeeping – Guy Berger
 WJEC Principles of Journalism Education – GUO Ke
 State of the Census on j-schools – Charles Self
 Reportback on Sunday WJE Council – Joe Foote
 UNESCO syllabus for Reporting Africa – Fackson Banda
 Syndicates – Robyn S Goodman

TUESDAY JULY 6 – EDEN GROVE RED

14.00-15.15 WJEC PLENARY 2 WITH SYNDICATE REPORTS
 Chair: Larry Strelitz, Rhodes University
 UNESCO & journalism education – Wijayananda Jayaweera, Director of the UNESCO Communication Development Division
 Sector education and training – Bheki Zulu, CEO, Mappp-seta
 Journalistic skills and coverage of the Cup – Phil Molefe, head of news, SABC
 Reporting Education toolkit – Ahlin Byll-Cataria, Executive Secretary, ADEA
 6 x syndicate reportbacks – Robyn S Goodman and moderators

WEDNESDAY JULY 7 – EDEN GROVE RED

14.00- 15.30 WJEC PLENARY 3 WITH SYNDICATE REPORTS
 Chair: Robyn S Goodman, Alfred University
 11 x syndicate reportbacks – moderators
 Discussion on Way Forward for WJEC 3 – led by Joe Foote

16.00-18.00 WJEC AND HIGHWAY AFRICA JOINT CLOSING PLENARY
 Chair: Guy Berger
 Reportback on WJEC – Joe Foote
 Reportback on Highway Africa – Chris Kabwato
 Reportback on Digital Citizens Indaba – Jane Duncan
 South African Tourism speaker – Nomasonto Ndlovu
 Archbishop Desmond Tutu
 Vote of thanks – Saleem Badat, Vice-Chancellor, Rhodes University

PANELS – MONDAY JULY 5 – 14.15-15.30 (choose one of two parallel events)

	EDEN GROVE BLUE	EDEN GROVE RED
14.15-15.30	<p>PANEL 1</p> <p>Relations between traditional and non-traditional journalism education providers in a changing media environment Panel coordinator: Joe Foote</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Karen Dunlap, President, The Poynter Institute, USA • Andrea Ruebenacker, Head Africa Division, Deutsche Welle • Sandar Orban, Director, South Eastern European Network for the Professionalization of Media • Elizabeth Barratt, deputy head of Media24 Training Academy • Peter Schrure, Radio Netherlands Training Centre (RNTC) 	<p>PANEL 2</p> <p>International perspectives on journalism education</p> <p>Panel 2.1: Implementation of cross-media approaches in journalism education programmes in a changing media environment. Theoretical foundations and case studies from Western Europe Panel coordinator: Michael Harnischmacher</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Prof Dr Ralf Hohlfeld, University of Passau, Germany • Prof Dr Thomas Knieper and Holger Isermann, Technical University Brunswick, Germany • Michael Harnischmacher, Catholic University Eichstaett-Ingolstadt, Germany <p>Moderator: Markus Behmer</p> <p>Panel 2.2: New Media and Journalism Education in Asia</p> <p>Moderator: Prof GUO Ke, Shanghai International Studies University</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Dr ZHANG Ning, Nanjing Normal University • Prof JIANG Yuanlun, Beijing Normal University • Prof LIE Ji, Jinan University • Prof ZHANG Xiaoying, Beijing Foreign Studies University

PANELS – MONDAY JULY 5 – 16.00-17.15 (choose one of two parallel events)		
	EDEN GROVE BLUE	EDEN GROVE RED
16.00-17.15	<p>PANEL 3</p> <p>Peace and conflict – reporting on hostile environments and environments different from our own</p> <p>Panel 3.1: Journalism education and imposed democracy in hostile/troubled societies Panel coordinator: Dr Ibrahim Saleh</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Dr Ibrahim Saleh, Centre of Film & Media Studies, University of Cape Town, South Africa • Professor Abiodun Salawu, Department of Communication, University of Fort Hare, South Africa • Mr Mahmood Enayat, Director of Iran Project BBC World Service Trust <p>Panel 3.2: Breaking stigma through journalism Panel coordinator: Hussein Amin, American University in Cairo</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Eddie Botha, Daily Dispatch, East London, South Africa • Pieter van Zyl, Huisgenoot Magazine, Media24, South Africa 	<p>PANEL 4</p> <p>Educating students for the workplace</p> <p>Panel 4.1: The role of scholastic media experience in media literacy and professional choices Panel co-ordinators: Kathryn Jenson White and Elanie Steyn</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Kathryn Jenson White University of Oklahoma, USA • Harry Dugmore School of Journalism and Media Studies, Rhodes University, South Africa <p>Panel 4.2: College Newsnet International (CNI) – A global approach to the practice of journalism by students for students Panel coordinator: Mary Cardaras</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mary Cardaras, New England Institute of Art, USA • Robyn S Goodman, Alfred University, USA <p>Panel 4.3: Work placements and internship Panel coordinator: Chris Frost</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Chris Frost, Liverpool John Moores University, UK • Pamela Tran, University of Alabama, USA

PANELS – TUESDAY JULY 6 – 15.30–16.45

	EDEN GROVE BLUE	EDEN GROVE RED
15.30-16.45	<p>PANEL 5</p> <p>Changing Models, shifting foundations: economic and management issues in the new media curriculum Panel coordinator: Glenda Williams</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Tim Hudson, Dean of the School of Communication, Point Park University, USA • Greg Newton, Associate Director for Graduate Studies, School of Media Arts & Studies, Ohio University, USA • Greg Pitts, Chair, Department of Communications, University of North Alabama, USA • Glenda Williams, Coordinator of Undergraduate Studies, Department of Telecommunication & Film, The University of Alabama, USA <p>Co-moderators:</p> <ul style="list-style-type: none"> • Francis Mdlongwa, Director Sol Plaatje Institute for Media Leadership, School of Journalism & Media Studies, Rhodes University, South Africa • Heather Birks, Executive Director, Broadcast Education Association, Washington, DC, USA 	<p>PANEL 6</p> <p>Driving the future of journalism curricula, including the UNESCO model curriculum Panel coordinator: Kaarle Nordenstreng</p> <p>UNESCO model curriculum Update since Singapore by Michael Cobden, University of King's College, Canada</p> <p>Regional overviews</p> <ul style="list-style-type: none"> • Asia: Violet Valdez, Ateneo de Manila University; and Guo Ke Shanghai International Studies University • Latin America: Maximiliano Duenas Guzman, University of Puerto Rico; and Sonia Virginia Moreira, Rio de Janeiro State University • Arab world: Hussein Amin, American University in Cairo • Africa: Bernadin Mfumbusa, St Augustine University of Tanzania

SYNDICATE DISCUSSIONS – MONDAY 5 JULY and TUESDAY 6 JULY (choose one of 16 groups)

Your chance to shape journalism education

All WJEC attendees are invited to sign up to join one of 16 parallel syndicate teams, which will meet twice to discuss timely journalism education topics. (See note on next page for meeting times and topics.)

Each team will then report back in the conference's subsequent plenaries. There is a Chair for each syndicate and also a person designated as an Expert who has done some preparatory work to kick off the discussion.

Note: If you have not signed up for a team, please do so as soon as possible at the Registration Desk. Places are limited to 18 people per topic, and allocations are on a first-come, first-served basis.

1. **ENTREPRENEURIAL JOURNALISM** (AMM Room 202)
Expert: Dan Gillmor
Chair: Remzi Lani
2. **SOCIAL MEDIA, CITIZEN JOURNALISM AND MEDIA CURATORS:**
Implications for journalism education (AMM TV Newsroom 116)
Expert: Mindy McAdams
Chair: Julie Posetti
3. **DIVERSITY IN JOURNALISM EDUCATION** (AMM Room 101)
Expert: Anthea Garman
Chair: Ibrahim Saleh
4. **MEDIA TRAINING, JOURNALISM EDUCATION AND GENDER EQUALITY** (AMM Room 102)
Expert: Colleen Lowe Morna
Chair: Emily Brown
5. **JOURNALISM RESEARCH AND JOURNALISM EDUCATION:**
Setting an International Agenda (AMM Room 104)
Expert: Herman Wasserman
Chair: Arnold S de Beer
6. **SPORTS JOURNALISM** (AMM tea room, Room 218)
Expert: Wayne Wanta
Chair: Erna Smith
7. **DEMOCRACY AND MEDIA INNOVATIONS IN AFRICA**
(AMM Room 103)
Expert: Ruth Teer-Tomaselli
Chair: Zvenyika Mugari
8. **TEACHING MEDIA LITERACY** (AMM Postgrad Lab, Room 223)
Expert: Susan Moeller
Chair: Beate Josephi
9. **TEACHING MOBILE JOURNALISM** (AMM Radio Seminar Room 020)
Expert: Stephen Quinn
Chair: Anna McKane
10. **TEACHING CLIMATE CHANGE IN JOURNALISM CLASSROOMS**
(AMM Room 203)
Expert: Connie St. Louis
Chair: Linn Washington
11. **BLOGGING/REFLECTIVE WRITING AS TEACHING METHODS**
(AMM Room 216)
Expert: Jonathan Hewett
Chair: Roland Stanbridge
12. **JOURNALISM ETHICS** (AMM SABC News Centre, Room 113)
Expert: Kwame Karikari
Chair: Silvia Pellegrini

13. THE ULTIMATE JOURNALISM EDUCATION

(AMM Room 201)

Expert: Michael Bromley

Chair: Sonia Virginia Moreira

14. OPTIMISING COOPERATION IN UNIVERSITY-BASED VS INDUSTRY-BASED JOURNALISM EDUCATION

(AMM TV MultiChoice Crew Room, Room 118)

Expert: Paddi Clay

Chair: Karen Dunlap

15. FOR NON-ENGLISH SPEAKERS: CHINESE-LANGUAGE SYNDICATE

(AMM TV studio, Room 115)

Expert: GUO Ke

Chair: ZHANG Xiaoying (Beijing Foreign Studies University)

16. FOR NON-ENGLISH SPEAKERS: FRENCH-LANGUAGE SYNDICATE

(AMM Radio studio, Room 017)

Expert: Eugenie Aw-Ndiaye

Chair: Marie-Soleil Frere

NOTE

What? The first syndicates session: Introduction, Investigation and Exploration

Where? The Africa Media Matrix (AMM) **When?** Monday 5 July 11.45 -13.00

What? The second syndicates session: Conclusions and Recommendations

Where? The AMM **When?** Tuesday 6 July 09.00-10.30

Report-backs: At Eden Grove in Plenaries, Tuesday 6 July 14.00-15.15 and Wednesday 7 July 14.15-15.15

EXTRA EVENTS – MONDAY 5 JULY

15.30-17.00	Comed/ADEA Toolkit workshop (open to all) SOL PLAATJE INSTITUTE SEMINAR ROOM, GREAT HALL
17.15-18.00	Book events: Neal Collins – A Game Apart Natalie Hyde-Clark – The Citizen in Communication Beate Josephi – Journalism Education in Countries with Limited Media Freedom EDEN GROVE FOYER
18.00-18.45	Tweet-up, RAT AND PARROT, NEW STREET

EXTRA EVENTS – TUESDAY 6 JULY

07.30-08.30	WJEC book (by invitation only, contact Robyn S Goodman) CALABASH RESTAURANT, PROTEA GRAHAM HOTEL
08.00-08.30	Tours of AMM. Meet in Foyer of building
08.30-12.30	ADEA/COMED meeting on the Africa Education Journalism Award (by invitation only, contact Thanh Hoa Desruelles/ Lawalley Cole) SOL PLAATJE INSTITUTE SEMINAR ROOM, GREAT HALL
16.45-17.15	Book events: Dumisani Moyo and Wallace Chuma – Media policy in a changing Southern Africa. Critical reflections on media reforms in the global change Sol Plaatje Institute – Successful 'New Media' business models: Case studies in South Africa Panos Institute West Africa – Digital migration for African Media EDEN GROVE FOYER
15.30-17.00	Comed/ADEA Toolkit workshop (open to all) SOL PLAATJE INSTITUTE, GREAT HALL
17.15-18.15	Comed/ADEA Launch of Education Toolkit and African Education Journalism Awards EDEN GROVE BLUE

EXTRA EVENTS – WEDNESDAY 7 JULY

07.30-08.30	Journal Editors' Roundtable (see box below) CALABASH RESTAURANT, PROTEA GRAHAM HOTEL, HIGH STREET
08.00-08.30	Tours of AMM. Meet in foyer of building
09.00-10.30	Heads of School Forum Leading issues facing J-programmes around the world (session is repeated at 11.00) AMM TV NEWSROOM (MIDDLE FLOOR, Room 116)
11.00-12.30	Heads of School Forum: Leading issues facing J-programmes around the world (second chance to access this session) AMM TV NEWSROOM (MIDDLE FLOOR, Room 116)
15.30-17.00	ADEA/COMED and African Union Commission meeting on the new Communication Strategy for the 2nd Decade of Education Action Plan (by invitation only) SQL PLAATJE INSTITUTE, GREAT HALL, PRINCE ALFRED STREET

JOURNAL EDITORS' ROUNDTABLE – WEDNESDAY 7 JULY

07.30-08.30	<p>Editors' Roundtable (by invitation only) The Future of Journalism Journal Publishing – Bridging the North-South Divide with Special Reference to Africa</p> <p>Following on the Editors' Roundtable at WJEC-1, and the WJEC-2 syndicate Journalism Research and Journalism Education: Setting an International Agenda, the roundtable will discuss:</p> <ol style="list-style-type: none"> 1. Which African journalism topics, especially those of importance to countries outside the Anglo-American axis, are still under-published in international journalism journals? 2. What can be done to make African journals more global in their reach? 3. What kind of African journalism research articles are best suited to broaden the field of African journalism research internationally, in the North as well as in the South? 4. What can be done to increase the output and improve the content of journal articles received from Africa-based journalism researchers? 5. How can international publication trends best be addressed within the African context? <p>Journal editors should contact the roundtable chair, Arnold S de Beer, asdebeer@imasa.org, +27 (0)82 882 0463, +27 (0)21 886 8675; or Herman Wasserman h.j.wasserman@sheffield.ac.uk CALABASH RESTAURANT, PROTEA GRAHAM HOTEL, HIGH STREET, GRAHAMSTOWN</p>
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Choose one of 11 simultaneous sessions,
see subsequent pages for options

Theme and Venue	TUESDAY 6 JULY 11.00–13.00	WEDNESDAY 7 JULY 9.00–10.30	WEDNESDAY 7 JULY 11.00–12.30
<p>Conflict, Youth, j-ed, and the World of Work</p> <p>AMM Seminar Room 101</p>	<p>RESEARCH PAPER SESSION T1: CONFLICT ISSUES</p> <p>Discussant: Alfred Opubar Chair: Bevelyn Dube</p> <p>Loosening the Shackles of the Truth Defence on Freedom of Speech: Making Defamation Law’s Truth Defence More User Friendly for Media Defendants <i>Joseph M Fernandez</i></p> <p>Bridging the Gap for Educators: Uniting Scholarship and Commentary about Journalism and Trauma <i>Elana Newman & Summer Nelson (read by Elanie Steyn)</i></p> <p>Becoming ‘trauma literate’ - a practical training programme for educators <i>Cait McMahon (read by Julie Posetti)</i></p> <p>Peace Journalism as a Media Education Paradigm for Africa <i>Levi Obonyo & Mark Fackler</i></p>	<p>RESEARCH PAPER SESSION W.A1: YOUTH & TRANSITION ISSUES</p> <p>Discussant: Stephen Salyar Chair: Wijayananda Jayaweera</p> <p>New Media: Connecting or Alienating the Nigerian Youths <i>Steven Anu’ Adesemoye</i></p> <p>New Generation, New media and Digital Divide: Assessing the digital divide through ownership, literacy, access and usage of Social media by young people in Nigeria <i>Ifeoma Amobi</i></p> <p>News Literacy & The Future Of Journalism In A Converged Media Age. Exploring global discourse around journalism and news <i>Paul Mihailidis</i></p> <p>The future of the printed newspaper in Africa: The case of Zimbabwe <i>Tendai Chari</i></p>	<p>RESEARCH PAPER SESSION W.B1: WORK PERCEPTIONS & PROSPECTS</p> <p>Discussant: George Lugalumbi Chair: Jonathan Ancer</p> <p>Out of the mouths of babes – entry-level journalists and their perception of the chal- lenges for (South] African) journalism education and the newsroom <i>Lizette Rabe</i></p> <p>Postgraduate Journalists: Rediscovering Discourse and Identity <i>Nicola Jones & Sandra Pitcher</i></p> <p>Perceptions of the news media’s societal roles: how the views of United Kingdom journalism students changed during their education <i>Mark Hanna & Karen Sanders</i></p> <p>‘Taking a ‘Leap’: Exploring student learning and identity formation on a praxis-based journalism course <i>Rod Amner</i></p>

Theme and Venue	TUESDAY 6 JULY 11.00–13.00	WEDNESDAY 7 JULY 9.00–10.30	WEDNESDAY 7 JULY 11.00–12.30
<p>Training and Industry Changes</p> <p>Venue: AMM Seminar Room 102</p>	<p>RESEARCH PAPER SESSION T2: SKILLS AND E-LEARNING</p> <p>Discussant: John Cokley Chair: Karen Dunlap</p> <p>Different strokes: Asian journalists' online learning strategies <i>Violet B Valdez & Mercedes T. Rodrigo</i></p> <p>E-Learning in Journalism Education – Experiences of Students of the GIJ <i>Kodwo Jonas Anson Boateng</i></p> <p>E-learning as an alternative to physical expansion? Exploring the internet's potential as a platform for teaching Broadcast Journalism in a developing world context <i>Kobina Ano Bedu-Addo</i></p> <p>The Emergence of Electronic Journals in Communication: A Comparison of Highly Cited Journals in Five Disciplines <i>Jody Bales Foote & Joe Foote</i></p>	<p>RESEARCH PAPER SESSION W.A2: ACADEMY-INDUSTRY</p> <p>Discussant: Rod Amner Chair: Sandor Orban</p> <p>Learning from Layoffs: what the experiences of laid-off journalists mean for journalism education <i>François P. Nel</i></p> <p>News Integration System Chile <i>Silvia Pellegrini</i></p> <p>Why newsrooms should retain their senior journalists: mentoring through Legitimate Peripheral Participation <i>Marc Caldwell</i></p> <p>Bridging the gap: How media houses and higher learning institutions can learn from and with each other. Reflecting on the importance of (academic) journalism education for the development of professional journalism in young democracies in Malawi, Zambia, Kenya and Tanzania <i>Swenja Kopp</i></p>	<p>RESEARCH PAPER SESSION W.B2: TRAINING NEWSROOMS</p> <p>Discussant: Anna McKane Chair: Elizabeth Barratt</p> <p>The role of the newsroom in the educational environment – a case study in experiential learning <i>Kathy Hilton</i></p> <p>Equipping the Entrepreneurial Journalist: An exercise in creative enterprise <i>Anna Richardson & François P. Nel</i></p> <p>Professional teaching newsrooms: A new lesson for journalism educators? <i>Mary Lynn Young & Michelle Stack</i></p> <p>Putting pop into the classroom: Journalism Idol as an academic exercise and glimpse into the future of media <i>Kanina Holmes</i></p>
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Theme and Venue	TUESDAY 6 JULY 11.00–13.00	WEDNESDAY 7 JULY 9.00–10.30	WEDNESDAY 7 JULY 11.00–12.30
<p>Journ educators; curriculum</p> <p>Venue: AMM Seminar Room 103</p>	<p>RESEARCH PAPER SESSION T3: CITIZEN JOURNALISM</p> <p>Discussant: Fackson Banda Chair: Maria Lucrecia Reta</p> <p>Professionalisation as control: radical choices for journalism education <i>Cherian George</i></p> <p>From mass communication to citizen journalism: New perspectives in contemporary communications <i>Etim Anim</i></p> <p>Citizen journalism in Grahamstown: reflecting a Habermasian or Bakhtinian voice? <i>Larry Strelitz & Lynette Steenveld</i></p> <p>Using web 2.0 to empower marginalized youth media production <i>Vinita Srivastava</i></p>	<p>RESEARCH PAPER SESSION W.A3: PEDAGOGY AND SCHOLARSHIP</p> <p>Discussant: Beate Josephi Chair: Venise Wagner</p> <p>Challenging the journalistic habitus? Journalism students' media use and attitudes towards mainstream and alternative media <i>Grigoris Paschalidis & Dimitra L. Milioni</i></p> <p>The BTech Research Module for Journalism: Developing Research Capacity Through Blended Learning that Includes a Podcasting Component <i>Mikhail Peppas</i></p> <p>Good Journalism Research Makes for Good Journalism Education <i>Steffen Burkhardt & Siegfried Weischenberg</i></p> <p>Future of Public Relations Curriculum: Searching for the Ideal Undergraduate Public Relations Curriculum <i>Jinbong Choi</i></p>	<p>RESEARCH PAPER SESSION W.B3: TRANSFORMING J-EDUCATION</p> <p>Discussant: Ian Glenn Chair: Zhaneta Trajkoska</p> <p>Transformation of journalism education: Posttotalitarian (re)construction of journalism education in 1990s in the Czech Republic <i>Jan Jirák</i></p> <p>Developing relevant Journalism curricula in changing times: experiences from East Africa <i>Monica Chibita</i></p> <p>"There's no curriculum!" Student perceptions and expectations of Journalism and Media Studies at Rhodes University <i>Priscilla Boshoff</i></p>
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Theme and Venue	TUESDAY 6 JULY 11.00–13.00	WEDNESDAY 7 JULY 9.00–10.30	WEDNESDAY 7 JULY 11.00–12.30
<p>J-ed and Newsroom issues, Ethics</p> <p>Venue: AMM Seminar Room 104</p>	<p>RESEARCH PAPER SESSION T4: ETHICS & SELF-REGULATION</p> <p>Discussant: Robert White Chair: Ester Kamweru</p> <p>Developing Organizational Ethics Codes in Media Outlets <i>Yulia Medvedeva</i> (Read by <i>Dane S. Claussen</i>)</p> <p>Ethics & Standards among Journalists in Dhaka: Results of an In-Depth Survey <i>Manzur Elahi</i></p> <p>Mass media and national development: An exploration of the role of ethics, press freedom and government control in the context of a developing nation <i>Emmanuel Alozie</i></p> <p>State versus self-regulation in Uganda: a unique challenge for journalism practice <i>Adolf Mbaine</i></p>	<p>RESEARCH PAPER SESSION W.A4: ETHICS</p> <p>Discussant: Herman Wasserman Chair: Marko Milosavljevic</p> <p>How journalism ethics evolve among undergraduate students <i>Benjamin H Detenber</i></p> <p>Chequebook Journalism: A South African Picture <i>Susan Stos</i></p> <p>Legacy media and social media nexus: Ethical considerations for South African newsrooms and journalism schools <i>Aysha Mall</i></p> <p>Ethical breaches in construction of images of children: commodification and objectification of children in Ghanaian media <i>Linus Abraham & Sarah Akrofi-Quarcoo</i></p>	<p>RESEARCH PAPER SESSION W.B4: CLASSROOMS & NEWSROOMS</p> <p>Discussant: Geneva Overholser Chair: Andrea Vial Herrero</p> <p>Career path or holding pen? A pilot study of cadet journalists in Australia's Fairfax Media <i>Paul Scott, Paul Roberts & Eve Nesmith</i></p> <p>Internships as an Assessment Tool In a U.S. Journalism and Mass Communication Program <i>Lillian Williams</i></p> <p>Knowledge Gaps?: Comparing the Skills training Component of Curriculum in Broadcast Journalism Schools- Ghana and the World <i>Kobina Ano Bedu-Addo</i></p> <p>Journalism internship programmes in Ghana: the nexus between classroom principles and newsroom practice <i>Linus Abraham, Sarah Akrofi-Quarcoo & Gilbert Tietaah</i></p>

Theme and Venue	TUESDAY 6 JULY 11.00–13.00	WEDNESDAY 7 JULY 9.00–10.30	WEDNESDAY 7 JULY 11.00–12.30
<p>African j-education</p> <p>Venue: AMM Seminar Room 201</p>	<p>RESEARCH PAPER SESSION T5: PRESENTATIONS BY MEMBERS OF FORUM OF AFRICAN MEDIA EDUCATORS (FAME)</p> <p>Discussant: Dumisani Moyo Chair: Lesley Cowling</p> <p>Dynamics of Elite Power and the clash of media reform agendas in contemporary Zimbabwe <i>Zvenyika Eckson Mugari</i></p> <p>Situating language in the center of journalism training: the case for broadening the spheres of English teaching and learning in journalism training institutions in Ghana <i>Modestus Fosu</i></p> <p>Teaching journalism in a proliferated system: the state of journalism education in Nigeria <i>Oyewo Oyeyinka Olusola</i></p> <p>Broadening Horizons: A Case Study of a Training Newspaper at the University of Botswana <i>Wanja Njuguna</i></p> <p>Teaching the future: A case study in preparing journalism students to work in a new (and multiple) media future <i>Indra de Lanerolle & Anton Harber</i></p>	<p>RESEARCH PAPER SESSION W.A5: AFRICAN CASE STUDIES</p> <p>Discussant: Loren Ghiglione Chair: Jyotika Ramaprasad</p> <p>Journalists' Training as Development Initiative: The Case of Agri-Biotechnology Media Involvement in Eastern and Western Africa Regions <i>Margaret Karembu & Sujatha Sosale</i></p> <p>The Rwanda Initiative: The dynamics of a North-South media project and its prospects for building capacity, cooperation and community <i>Kanina Holmes</i></p> <p>Twenty years of Journalism education in the Southern African development region (SADC): A comparative review study, 1989 – 2009 <i>Bhekimpilo Sibanda</i></p> <p>Journalism Education Curricula Models: An Analysis of CTT of Four Programmes in Nigerian Universities <i>Muyiwa Popoola</i></p>	<p>RESEARCH PAPER SESSION W.B5: PAN-AFRICAN PERSPECTIVES</p> <p>Discussant: Kwame Karikari Chair: Fackson Banda</p> <p>Africanising journalism curricula: perceptions of African journalism scholars <i>Bevelyn Dube</i></p> <p>Re-conceptualizing Journalism Education and Media Studies in Africa <i>Winston Mano</i></p> <p>A Pan African journalism training curriculum <i>Kojo Yankah and Absalom Mutere</i></p> <p>Not Alone: Journalism Education Trends and Directions in Africa <i>Okoth Fred Mudhai</i></p> <p>Journalism Education, Intellectuals and Cultural Imperialism in Africa: Revisiting the discourse <i>Muhammed Musa</i></p>

Theme and Venue	TUESDAY 6 JULY 11.00–13.00	WEDNESDAY 7 JULY 9.00–10.30	WEDNESDAY 7 JULY 11.00–12.30
<p>Culture and Power</p> <p>Venue: AMM Seminar Room 203</p>	<p>RESEARCH PAPER SESSION T6: COVERAGE & ROLES</p> <p>Discussant: Ujjwala Barve Chair: Susan Moeller</p> <p>30 years after NWICO: Assessing the structure of global news flows through a comparative analysis of the coverage of the 2008 United States and Ghanaian Presidential elections by the Nigerian media, <i>Ralph A. Akinfeleye, Innocent E. Okoye Ifeoma T. Amobi & Oloruntola Sunday</i></p> <p>We are all, or should be, subjective journalists now: new challenges for Journalism Educators <i>Ivor Gabor</i></p> <p>Journalism Education and Social Integration <i>Steffen Burkhardt & Siegfried Weischenberg</i></p> <p>Coverage of sexuality issues in the Nigerian print media <i>Ekeanyanwy Nnamdi Tobeckukwu & Igbinoba Angela Osarieme</i></p>	<p>RESEARCH PAPER SESSION W.A6: INDUSTRY & SOCIAL ISSUES</p> <p>Discussant: Robert Picard Chair: Wanja Njuguna</p> <p>Snap and crackle goes pop: a case study of the provision of mobile, digital, shortwave and FM news and current affairs broadcast and published by Radio Australia in 2009 <i>Alexandra Wake</i></p> <p>Evolution growth and development of media pluralism: an assessment of policies, legislations and regulatory framework in Ghana <i>Manso Frempong</i></p> <p>Media power and journalistic autonomy: Using Bourdieu's field theory to better understand questions of power and agency in journalism <i>Anthea Garman</i></p> <p>Social organising of African journalism educators <i>Guy Berger</i></p>	<p>RESEARCH PAPER SESSION W.B6: CHANGE & CULTURE</p> <p>Discussant: Lee Becker Chair: Linn Washington</p> <p>University-based journalism education as a site of engagement with social transformation <i>Jeanne du Toit</i></p> <p>Towards a language policy for journalistic writing in Africa <i>Modestus Fosú</i></p> <p>Eliminating Barriers to Cross-Cultural Communication through Curricular Interventions <i>David Dankwa-Apawu</i></p> <p>Ideological analysis of BBC's coverage and framing Robert Mugabe: From a nationalist to a villain? <i>Emmanuel Alozie</i></p> <p>Teaching Journalistic, Strategic and Dialogic Communication to Address Social Justice Issues <i>Jyotika Ramaprasad</i></p>

Theme and Venue	TUESDAY 6 JULY 11.00–13.00	WEDNESDAY 7 JULY 9.00–10.30	WEDNESDAY 7 JULY 11.00–12.30
<p>Global issues, Other issues in African j-ed, international experiences</p> <p>Venue: AMM Seminar Room 216</p>	<p>RESEARCH PAPER SESSION T7: GLOBAL AND LOCAL</p> <p>Discussant: Beate Josephi Chair: Ibrahim Saleh</p> <p>Loosening the Shackles of the Truth Defence on Freedom of Speech: Making Defamation Law's Truth Defence More User Friendly for Media Defendants <i>Joseph M Fernandez</i></p> <p>Teaching global issues in journalism education in an age of radical change <i>Roy Krøvel</i></p> <p>Creating international journalism programmes. Advantages and pitfalls <i>Roland Stanbridge</i></p> <p>The new global j-school: issues arising from the internationalisation and monetisation of journalism education <i>Megan Knight & Caroline Hawtin</i></p>	<p>RESEARCH PAPER SESSION W.A7: PLURALISM & IMPACT</p> <p>Discussant: Ivor Gabor Chair: Emily Brown</p> <p>Proliferation of journalism schools in Nigeria <i>Francis Amenaghawon</i></p> <p>The freedom to fail: Addressing unequal opportunities and performance in South African journalism education and training <i>Gabriel Botma</i></p> <p>Impact of Journalism Training on Editorials and News Values in Cameroon <i>Manka E. Tabuwe & Enoch Tanjong</i></p> <p>Monitoring journalism training programs in sub-Saharan Africa <i>Anya Schiffrin & Michael Behrman</i></p>	<p>RESEARCH PAPER SESSION W.B7: IMPACT OF INDUSTRY CHANGES</p> <p>Discussant: Hussein Amin Chair: Corina Cepoi</p> <p>The European Competence Profile Project <i>Nico Drok</i></p> <p>The Long Tail evident in journalism employment opportunities, but students unaware <i>J. Cokley, M. Edstrom, J. McBride & A. Ranke</i></p> <p>HELP WANTED: An examination of new media skills required by top US news companies <i>Deb Halpern Wenger, Lynn C. Owens & Kristine Trever</i></p> <p>The Buck Stops with the Labour Market? An Exploratory Study of Zimbabwean Editors' and Educators' Perceptions on the Performance of Journalism Graduates from Polytechnics and Universities <i>Admire Mare</i></p>

Theme and Venue	TUESDAY 6 JULY 11.00–13.00	WEDNESDAY 7 JULY 9.00–10.30	WEDNESDAY 7 JULY 11.00–12.30
<p>Sport, representation, power, identity</p> <p>Venue: AMM Postgrad Lab Room 223</p>	<p>JOINT SESSION: WJEC & HIGHWAY AFRICA TRAINING T8: SPORTS ISSUES</p> <p>Discussant: Wayne Wanta Chair: Marianne Peters</p> <p>Football, Politics and the Nation in Spanish Football <i>Jim O'Brian</i></p> <p>The World Cup in South Africa 2010: how media construct and represent identity in a global event <i>Karin Becker, Robert Kautsky & Andreas Widholm</i></p> <p>HIGHWAY AFRICA TRAINING PANEL Norms and hazards of sports journalism <i>Thomas Horky</i></p> <p>Reporting the World Cup <i>Neal Collins</i></p>	<p>RESEARCH PAPER SESSION W.A8: IDENTITY ISSUES</p> <p>Discussant: Lynette Steenveld Chair: Hosni Nasr</p> <p>Jihad Sheilas or Media Martyrs? Muslim Women and the Australian Media <i>Julie Posetti</i></p> <p>Seeing beyond the slumdogs: representations of poverty in Western Media <i>Peter Lee-Wright</i></p> <p>Why Brazilian (Photo)Journalists Do What They Do: A Peek Into How They Cover Race and Class Issues <i>Tania Cantrell Rosas-Moreno</i></p> <p>Kenya's ethnic news media and democratization: Fracturing the polity or 're-inventing' the nation? <i>George Ogola</i></p> <p>"The Mother of All Deadlines": A Discourse Analysis of News of Treaties on Global Warming in China, India and the US. <i>Elizabeth Burch, presented by Robyn S Goodman</i></p>	<p>RESEARCH PAPER SESSION W.B8: DEMOCRACY</p> <p>Discussant: Levi Obonyo Chair: Sonia Virginia Moreira</p> <p>Democracy at stake: Media Coverage Parliamentary Elections in Rwanda (September 15th 2008) <i>Dominique Nduhra</i></p> <p>Democratisation and the Media – Is current journalism training enough to meet the demands of participative communities? <i>Sibongile Mpofo</i></p> <p>Why Journalists Don't Work In The Village: The Rural Challenge to Nigerian Journalism <i>Victor Ayedun-Aluma</i></p> <p>Democracy in its newest evolution – experiences at the grassroots <i>Suchorita Bardhan</i></p>



Theme and Venue	TUESDAY 6 JULY 11.00–13.00	WEDNESDAY 7 JULY 9.00–10.30	WEDNESDAY 7 JULY 11.00–12.30
<p>Chinese, French, Media issues, non-peer reviewed papers</p> <p>Venue: AMM TV studio 115</p>	<p>RESEARCH PAPER SESSION T9: CHINESE EXPERIENCES</p> <p>Discussant: Dane Claussen Chair: Venetia Wagner</p> <p>Mapping Journalistic Concepts and Job Orientations among Journalism Students in China <i>Guo Ke & Chen Peiqin</i></p> <p>Chinese Journalism Education under Market and System Pressure: A Case Study of School of Journalism and Communication, Nanjing Normal University <i>Zhang Ning & Li Jie</i></p> <p>Rethinking Chinese “J” School <i>Zhang Xiaoying & D J Clark</i></p> <p>Not peer reviewed:</p> <p>The Philosophical Exploration of Journalism Education Based on Academic Diversity <i>Ding Junjie</i></p> <p>Opportunities and Challenges: The Changing Face of Journalism Education in the People’s Republic of China <i>Bao-jun Xia</i></p>	<p>NON-PEER REVIEWED PAPERS SESSION W.A9:</p> <p>Discussant: Adolf Mbaine Chair: Deddy Mulyana</p> <p>The curriculum of Journalism Departments in Bangladeshi Universities in the year 2009 <i>Nayeemul Islam Khan</i></p> <p>How U.S. Public Relations Education Leads the World, and Why That’s Still Not Good Enough <i>Dane Claussen</i></p> <p>Linking Elite Measures of Media Freedom and Public Opinion Data: A Validation Exercise <i>Lee Becker</i></p> <p>Mass Media and Civil Society Organizations: Strengthening Alliances for the Benefit of Democracy and Human Rights in Latin America <i>Catalina Montoya</i></p> <p>Immersive Journalism: Immersive Virtual Reality for the First Person Experience of News <i>Nonny de la Peña</i></p>	<p>FRENCH RESEARCH PAPER SESSION W.B9: FRANCOPHONE EXPERIENCES</p> <p>Discussant: Pascal Guenee Chair: Eugenie Aw</p> <p>Journalism training in the Francophone World : a comparative survey <i>Frederic Antoine</i></p> <p>The Neo-liberal information order in Cameroon: its determining factors and its stakes. Attempt at a holistic discussion of the emergence of an “industry press” <i>Georges Madiba</i></p> <p>Social Media as Alternative to Public Service Media’ Failure <i>Laeed Zaghلامي</i></p> <p>The legitimacy of press mediators in France <i>Marc-Frencois Bernier</i></p> <p>Media Education and construction of a public citizen space in Morocco <i>Abdellatif Bensfia</i></p> <p>Not peer reviewed:</p> <p>Why the Ivoirian press is destabilised by the digital revolution <i>Theophile Kouamouo</i></p>

Theme and Venue	TUESDAY 6 JULY 11.00–13.00	WEDNESDAY 7 JULY 9.00–10.30	WEDNESDAY 7 JULY 11.00–12.30
<p>Media role, social change</p> <p>Venue: AMM Radio seminar room 020</p>	<p>WITH HIGHWAY AFRICA TRAINING PANEL: REPORTING CONFLICT T.10</p> <p>Chair: Kwame Karikari</p> <ul style="list-style-type: none"> • Ayo Olukotun, • Audrey Gazekpo, • Eugenie Aw, • Levi Obonyo, • Marie-Soleil Frere; • William Bird 	<p>RESEARCH PAPER SESSION W.A10: COMMUNITY & CULTURE:</p> <p>Discussant: Allan Thompson Chair: KM Shrivastava</p> <p>Community video enhancing community participation and development: a case study of the community video model of Drishti, India <i>Debarun Dutta</i></p> <p>Mass Media and Health In Jamaica: Whose Agenda? <i>Melany Chambers</i></p> <p>What do Citizen Journalists need to know? (And when do they need to know it?) Exploring critical dilemmas in creating training experiences for Citizen Journalists as part of the lindaba Ziyafika ('the news is coming') project in Grahamstown, South Africa <i>Harry Dugmore</i></p> <p>Correcting Images – Development Communication in German Journalism Education. A “best practice” example <i>Markus Behmer</i></p>	<p>RESEARCH PAPER SESSION W.B10: PARADIGMS</p> <p>Discussant: Kaarle Nordenstreng Chair: Michael Bromley</p> <p>Global Journalism 2.0 <i>Herman Wasserman</i></p> <p>Mediating the message: approaches to paradigm shift journalism education <i>Sara Kelly</i></p> <p>Critical to the core: shifting the paradigm to a professional praxis model in an introductory journalism reporting and writing course <i>Maija Saari</i></p> <p>Paradigm Shift of Journalism Education at University Level in South Asia: In search of a new adaptive model <i>Mohammad Sahid Ullah</i></p>

Theme and Venue	TUESDAY 6 JULY 11.00–13.00	WEDNESDAY 7 JULY 9.00–10.30	WEDNESDAY 7 JULY 11.00–12.30
<p>New media</p> <p>Venue: AMM Conference Room 202</p>	<p>RESEARCH PAPER SESSION T11: DIGITISATION & J-ED</p> <p>Discussant: Karen Turner Chair: Harry Dugmore</p> <p>Applying the “Manifesto for Change” to Journalism Education <i>Geneva Overholser</i></p> <p>Mojo – mobile journalism <i>Stephen Quinn</i></p> <p>Reinvention Strategies: Digital Storytelling, Media Convergence and the New University Journalism Curriculum <i>Joe Murray</i></p> <p>The Challenges of Journalism Training in Ghana in an age of digitalization <i>Audrey Gadzekpo</i></p> <p>Students’ perceptions and use of the Internet as a news channel <i>Levi Obijiofor & Folker Hanusch</i></p>	<p>JOINT WJEC-HIGHWAY AFRICA TRAINING SESSION W.A11: RE-INVENTING J-EDUCATION</p> <p>HIGHWAY AFRICA PANEL: Teaching online journalism for tomorrow: international experiences</p> <p>Participants: Rosental Alves, Mindy McAdams, Stephen Quinn</p>	<p>RESEARCH PAPER SESSION W.B11: RELEVANCE OF REALTIME</p> <p>Discussant: Dan Gillmor Chair: Rosental Alves</p> <p>Twitter as a news source programme <i>Peter Verweij</i></p> <p>Real ‘real-time’: building ‘Grahamstown now!’ as an always-on, always live portal of really useful news and information <i>Harry Dugmore</i></p> <p>Twitterising Journalism and J-Ed: An Australian Political Reporting Case Study <i>Julie Posetti</i></p> <p>Twitter, journalism education and professional networking. How are journalism students using the microblogging service Twitter? An investigation of their learning and professional connections <i>Jonathan Hewett</i></p> <p>No longer “New Media”: Journalism education and Social Media <i>Martin Hirst & Greg Treadwell</i></p>

POST EVENTS – THURSDAY 8 JULY (All events by invitation)

09.00-17.00	ABSA workshop on Teaching Economics Journalism in Africa Financial Times room Room 101 AMM Post-Grad Lab, AMM Room 223
09.00-12.30	UNESCO New Media workshop for African Journalism Schools AMM Conference Room, Room 202
14.00-17.00	UNESCO workshop: Promoting networking and recognition for potential centres of excellence AMM Conference Room, Room 202
09.00-17.00	Southern African Media Sector Alliance Workshop Sol Plaatje Institute Seminar Room (Great Hall)
All day	WG COMED Steering Committee meeting Centre for Continuing Education

POST EVENTS – FRIDAY 9 JULY (All events by invitation)

All day	WG COMED Steering Committee meeting Centre for Continuing Education
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We, the undersigned representatives of professional journalism education associations, share a concern and common understanding about the nature, role, importance and future of journalism education worldwide. We are unanimous that journalism education provides the foundation as theory, research and training for the effective and responsible practice of journalism. Journalism education is defined in different ways. At the core is the study of all types of journalism.

Journalism should serve the public in many important ways, but it can only do so if its practitioners have mastered an increasingly complex body of knowledge and specialized skills. Above all, to be a responsible journalist must involve an informed ethical commitment to the public. This commitment must include an understanding of and deep appreciation for the role that journalism plays in the formation, enhancement and perpetuation of an informed society.

We are pledged to work together to strengthen journalism education and increase its value to students, employers and the public. In doing this we are guided by the following principles:

1. At the heart of journalism education is a balance of conceptual, philosophical and skills-based content. While it is also interdisciplinary, journalism education is an academic field in its own right with a distinctive body of knowledge and theory.
2. Journalism is a field appropriate for university study from undergraduate to postgraduate levels. Journalism programs offer a full range of academic degrees including bachelors, masters and Doctor of Philosophy degrees as well as certificate, specialized and mid-career training.
3. Journalism educators should be a blend of academics and practitioners; it is important that educators have experience working as journalists.
4. Journalism curriculum includes a variety of skills courses and the study of journalism ethics, history, media structures/institutions at national and international level, critical analysis of media content and journalism as a profession. It includes coursework on the social, political and cultural role of media in society and sometimes includes coursework dealing with media management and economics. In some countries, journalism education includes allied fields like public relations, advertising, and broadcast production.
5. Journalism educators have an important outreach mission to promote media literacy among the public generally and within their academic institutions specifically.
6. Journalism program graduates should be prepared to work as highly informed, strongly committed practitioners who have high ethical principles and are able to fulfill the public interest obligations that are central to their work.
7. Most undergraduate and many masters programs in journalism have a strong vocational orientation. In these programs experiential learning, provided by classroom laboratories and on-the-job internships, is a key component.
8. Journalism educators should maintain strong links to media industries. They should critically reflect on industry practices and offer advice to industry based on this reflection.
9. Journalism is a technologically intensive field. Practitioners will need to master a variety of computer-based tools. Where practical, journalism education provides an orientation to these tools.
10. Journalism is a global endeavor; journalism students should learn that despite political and cultural differences, they share important values and professional goals with peers in other nations. Where practical, journalism education provides students with first-hand experience of the way that journalism is practiced in other nations.
11. Journalism educators have an obligation to collaborate with colleagues worldwide to provide assistance and support so that journalism education can gain strength as an academic discipline and play a more effective role in helping journalism to reach its full potential.

Undersigned Representatives:

- African Council on Communication Education (ACCE)
- Arab-US Association of Communication Educators (AUSACE)
- Asian Media Information Centre (AMIC)
- Association for Education in Journalism and Mass Communication (AEJMC)
- Association for Journalism Education (UK)
- Association of Schools of Journalism and Mass Communication (ASJMC)
- Broadcast Education Association (BEA)
- Canadian Committee for Education in Journalism (CCEJ)
- Chinese Journalism Education Association
- European Journalism Training Association (EJTA)
- Latin American Federation of Social Communication Schools (FELAFACS)
- International Association of Media and Communication Research (IAMCR)
- Israel Communication Association
- The Japan Society for Studies in Journalism and Mass Communication (JSSJMC)
- Journalism Education Association (Australia & New Zealand)
- JourNet
- Latin American Association of Communication Researchers (ALAIC)
- Nigerian Association of Journalism and Mass Communication Teachers
- Philippine Association of Communication Educators (PACE)
- Russian Association for Education in Journalism
- Saudi Association for Media and Communication
- South African Communication Association
- Trans-African Council for Communication (Tracce)

Joined WJEC since Singapore:

- New Zealand Journalism Education Association

Many thanks to those whose support has made this Congress possible (in alphabetical order)

1. Absa Bank
2. Creative Spark – memeburn.com
3. Department of Communications, South Africa
4. Embassy of France
5. Finnish Ministry of Foreign Affairs and the Vikes foundation
6. Hanbun
7. Highway Africa
8. Hivos
9. Ican
10. Inland Newspaper Association Trust
11. International Marketing Council
12. Juta Books
13. Knight Foundation
14. Kariega Game Reserve
15. Konrad Adenauer Stiftung
16. Local Organising Committee
17. Makana Municipality
18. Mappp-seta
19. Media24
20. MTN
21. MultiChoice
22. Neal Collins, author
23. Open Institute of West Africa
24. Open Society Foundation of South Africa
25. Open Society Institute of Southern Africa
26. Open Society Network Media Program
27. Organisation internationale de la Francophonie
28. SABC
29. South African Tourism
30. Telkom
31. Trust Africa
32. UNISA PRESS
33. UNESCO
34. USA consulate, Cape Town, Public Affairs Section
35. Working Group on Communication for Education and Development (COMED) and Association for the Development of Education in Africa (ADEA)

FREQUENTLY ASKED QUESTIONS

1. Where can I confirm my airport shuttle and flight bookings?

The Help Desk in Eden Grove can do this for you. Or contact the Transport Office directly in the AMM building (Room 009). Airport shuttles run continuously. You should plan on departing at least three hours before your flight leaves.

2. How do I get around in Grahamstown, and is it safe to walk?

It is perfectly safe to walk around town during daylight hours, and most accommodation and shops are a pleasant stroll away from the campus conference venues.

There aren't many private taxis in this town, so it is best to use the conference transport if you need a special pick up or drop off. Phone +27-46-603-7108/7180 or send a text message to +27-82-417-4695. There will be shuttles from off-campus accommodation each morning and evening, as well as after evening events.

3. If I'm sick, what do I do?

There are pharmacists in High Street close to campus. For anything more serious, contact the Help Desk who can refer you to the University Sanatorium or a private doctor. Note that medical costs will be for your expense.

4. How can I meet a particular person or people with common interests?

Look out for a lunch table with a topic sign on it on Tuesday and Wednesday. Join any one that interests you. Or contact Monique Senekal or Johanna Mavhungu at the lunch entrance to get a sign for your own table.

5. How can I contribute to coverage of the conferences?

Anyone is welcome to write a blog or send a tweet. Use the tag #wjec2 to be sure your item will be included in the conference stream. You can

use the Juta Books Blogging Newsroom in Eden Grove for contributions, as well as the computer lab downstairs in Eden Grove. Please use only the Eden Grove lab, or wireless on your laptop, to do personal email.

6. If I lose something, whom do I contact?

Goods in Grahamstown can be pilfered, so don't leave your valuables like laptops unattended in venues. If you are subjected to theft, or if you simply lose something, contact the Help Desk in Eden Grove. They can help you track it, or if needs be, register the loss with the police.

7. How do I charge my computer or cellphone?

South African electricity is 220 volts – which can damage devices built for exclusive use in the USA unless you use a transformer. Power plug converters (not the same as a transformer) are available in the Eden Grove registration venue, but you can also buy your own from the Pick 'n Pay store (off New Street) and the Checkers store (on High Street) (both just five minutes' walk from campus).

8. How do I make a complaint or a suggestion?

Please speak to the Help Desk in Eden Grove. They will take a record and ensure it gets acted upon.

9. Can I attend Highway Africa sessions?

Yes, the two conferences have inter-transferable access.

10. How do I get to see the town?

The best way to take in central town and residential areas is on Thursday. You can walk down High Street and its arteries for a feel of the place. There are also inexpensive guided tours, which will give you a sense of the town's dramatic history. The Help Desk has a list of local tour guides and one-day safaris (for your account). See the inside back cover of this programme for more suggestions on what to do.





FIND YOUR WAY AROUND TOWN

DID YOU KNOW? Facts about Grahamstown and Rhodes School of Journalism and Media Studies

Grahamstown is named after Colonel John Graham, a bloodthirsty colonial commander who diligently carried out instructions to use “a proper degree of terror” to subjugate the indigenous people in this then frontier zone during early 19th century. There’s an ongoing debate as to whether the town should be renamed. The municipal area is named after Makana, a resistance hero who became the first political prisoner on Robben Island.

Figures for the population of Grahamstown vary, but there are probably 100 000 residents. The majority are Xhosa-speaking inhabitants residing the opposite side of town to the campus. In the 1970s, opposition forced the apartheid government to shelve its plans to relocate the black community to a barren spot some 40km out of town.

Rhodes University was founded in 1904, and is named after the infamous imperialist Cecil Rhodes, although it was founded with money from his estate rather than directly by him. There are sporadic debates about renaming the institution. Meanwhile, Rhodes exists as a public liberal arts university, one of South Africa’s best, with a student complement of some 7000. It is the biggest employer in town, and has just completed a new library complex, which is well worth visiting. We like to boast that our vice chancellor, Saleem Badat, is a former community newspaper journalist.

Grocott’s Mail is the town’s twice weekly paper, founded in 1870. It ran into problems in 2006, and Rhodes Journalism raised funds to buy it. Since then, the paper has been owned by a company in which Rhodes University is the sole shareholder, but with editorial independence guaranteed to the editor. Its mission is to serve the community and be an experimental training platform for journalism students. The Editor is Steven Lang (also doubling up as editor of the Open Source conference newspaper) and the General Manager is Louise Vale.

lindaba Ziyafika is the isiXhosa for “the news is coming”. It is a 2007 Knight News Challenge winner of a grant of \$592 000 to pioneer the articulation between citizen journalism, mobile phones, Grocott’s Mail and Radio Grahamstown. Coordinator is Prof Harry Dugmore, MTN Chair of Media and Mobile Communications at Rhodes. He’s hosting a lunch table during the conference – look out for the sign. He is also offering visits to the citizen journalism newsroom at Grocott’s on Tuesday at 17.00, and Thursday at 9.30.

Rhodes University’s School of Journalism and Media Studies (JMS) celebrates its 40th anniversary this year, and is recognised in UNESCO’s 2007 list as one of just 12 potential centres of excellence in Africa. It includes a department with responsibility for academic programmes that cover six different degrees which together enrol 550 students across them. The vision is to generate informed and reflexive media practitioners. All students take some theory courses. Depending on the degree, most students also get a degree of multiskilling as well as specialisation in one particular medium (audio, still images, video, text, layout design). Head of Department is Prof Larry Strelitz. If you’d like to talk post-grad study or exchanges with Rhodes, look out for his signposted table “Study at Rhodes” at the Tuesday and Wednesday luncheons.

Besides for its academic Department, Rhodes JMS spans a range of outreach projects. In addition to Grocott’s Mail and lindaba Ziyafika, there is Cue Media (produced during the Science and Arts festivals), the Sol Plaatje Institute of Media Leadership, and the Centre for Economics Journalism in Africa, and the Future Indaba Careers Fair. These are co-ordinated by Prof Guy Berger.

Forget bit.ly: For tweeting and blogging while here, use the local URL shortener - <http://mzan.si>. Mzansi means “South Africa”. And tag your tweets with #wjec2.

THANK YOU...

Managing WJE Council: Joe Foote
(with administrative support: Kathy Adams)
Management of research papers and panels:
Elanie Steyn
Management of syndicate groups: Robyn S
Goodman

Organising and co-ordination of conference:
Guy Berger
Sibusiso Mtshali

Highway Africa's support:
Chris Kabwato
Nqobile Buthelezi

Technical:
Joe Alferts
Michael Irwin

Website and web-streaming:
Thomas Kapena

Media:
WJEC coverage in Open Source: Steven Lang,
Sim Kyazze, Moagisi Letlhaku
Programme and Posters: Shalen Gajadhar
Signage: Simon Pamphilon, Brian Garman

WJE Council meeting and luncheon theme
tables:
Johanna Mavhungu
Monique Senekal
Finances:

Belinda de Lange
Charlie Boma
Walter Zindoga

Accommodation:
Sibusisu Mdlongwa
Amanda Mapanda
Luthando Kiti
Matshitane Eva Masemola

Research papers:
Pride Jani

Travel and closing dinner:
Jolandi Snyders
Siyasanga Tyali
Thomas Holder
Haru Mumbengegwi

Books and exhibitions:
Priscilla Boshoff
Jenny Gordon
Mathew Mpahlwa

Support in fundraising:
Kaarle Nordenstreng
Loren Ghiglione
Kwame Karikari

Parallel events
ASJMC leadership café: Paul Parsons
Course in teaching African economics
journalism: Robert Brand and Reg Rumney
Course in New Media (for UNESCO-recognised
schools): Jude Mathurine

Greening:
Harold Gess

Liaison with Captivate student conference:
Simon Pamphilon

Translation:
GUO Yun
MA Yun
FANG Fang (welcome message in programme)
Dr Patrick Mwepu

And so many others:
Gill Rennie, Alette Schoon, Rod Amner, Jeanne
du Toit, Paul Greenway, Anthea Garman, Brian
Garman, Marian Lanham, Delise Moriarty, Ca-
ron Kara, Danica Marquis, Sibusiso Ncambele,
Linda Snam, Dees Naidoo, Michael Ngcina,
Beauty Mantshongo, Vuyo Nyezwa, Martin
Phillips, Anna Christensen, Anne Taylor

Things to do on Sunday 4 July:

Take advantage of the last day of the National Arts Festival. Buy a copy of Cue, the daily newspaper produced by the School, for latest reviews and listings. Here's the pick of Cue editor Gill Rennie. Ask WJEC Help Desk for directions to venues.

Theatre:

The Football Diaries at Rhodes Box Theatre at 12.00 and again at 16.00: "A meditation on art and sport" by Australian/Sri Lankan footballer Ahilan Ratnamohan.

Raiders of the Lost Aardvark at PJ's at 10.00: A 21st anniversary digest of classic Nicholas Ellenbogen mayhem.

Breed at Glennie Hall at 18.00: National treasure Andrew Buckland features in action theatre from Ubom! Eastern Cape Drama Company.

Music:

AkashA at Transnet Great Hall at 18.30: A seven-piece world fusion band from Malaysia play modern and traditional instruments.

Nibs van der Spuy at OBs Basement at PJ's at 11.00 and at Cuervo Music Room at 17.00: Acoustic guitar played by thoughtful songwriter. South African sensitivity.

Dance:

Swan Lake at Alec Mullins at 12.00 and at 16.00: 25-year-old South African dancer Dada Masilo fuses the classic with the African to music by Avenant, Glass and Pärt. You don't forget this dancer.

Art:

Endgame at Monument Gallery (Monument) all day: Michael MacGarry, this year's Standard Bank Young Artist Award Winner looks at the "lingering effects of imperialism on contemporary Africa".

African Guernica at Thomas Pringle Hall (Monument) all day: An interpretation of Picasso's painting by the embroiderers of the Keiskamma Art Project. This Eastern Cape project has created this exhibition to commemorate those who have been and still are affected by HIV/TB.

Markets: Great Hall Fields, High Street, Village Green

Things to do on Thursday 8th July:

Take a walk down High Street to the Cathedral. Take a left before the Cathedral into Anglo African Street and see the Eastern Star Museum of local newspaper history. Pop in at Grocott's Mail behind the Cathedral, and continue to Bathurst Street – where you will find the marvellous Camera Obscura museum. (Time – an hour). If you want to find out about the Knight-funded citizen journalism project at Grocott's, be there at 09.30 when Prof Harry Dugmore will show you around.

In Somerset Street, below Eden Grove, is the Albany museum complex – well worth a visit. The Botanical Gardens just above Eden Grove are very pleasant.

Local tour guides like Mbuleli Mpokela and Otto Ntshebe, can give you a great historical and social tour at a reasonable cost, including of Grahamstown East where the majority lives. Book a place in advance through the Help Desk at Eden Grove.

For a one-day game drive, you can call Pumba (046 603 2000) or Kwandwe (011 809 4300).

Student Fine Arts exhibitions are on at the Rhodes Fine Arts department, Somerset St (just left of the Drostdy Arch, if you're facing town).

