

Base Beca

Ofrecimiento N°: 10563

Curso: MEDIA STRATEGIES FOR A SOCIAL CHANGE

Descripción:

PROGRAM OF STUDIES

The following subject areas will be examined

The Media, Public Opinion and Politics

- *Journalism as a force for social change

- *Theoretical models of communication

- *Social responsibility and advocacy

- *The revolution of social media

- *Media and the Community

- *Media promoting social change

- *Public relations

- *Use of media in mobilizing support

Practical use of Internet for the Media

- *Online databases

- *Digital media

- *Web 2.0

Panels and Lectures by Participants Participants are required to participate actively and share their knowledge and

experiences as facilitators in presentations, debates, panels and forums during the Workshop, describing programs or projects under their auspices that are relevant to the Workshop.

Observation Visits

Visits will be made to private and public media institutions and human service organizations.

On completion of the workshop, the participants will have

- * analyzed the role of media as a tool for social change

- * examined communication theory and advocacy journalism as tools for changing public opinion

- * made an analysis of relevant case studies

- * explored the use of Web 2.0 techniques as a low cost support for broadcasting, empowering , branding, mobilizing, and fostering community-driven development projects, events and causes

- * become familiar with various uses of media in different organizations in Israel

Disciplinas: INFORMACION. DOCUMENTACION.

Fuente: Israel

País: Israel

Ciudad:

Duración desde: 10/01/11 Duración hasta: 03/02/11 Fecha límite solicitud: 26/11/10

Idioma: INGLÉS

Beneficios:

Applicants selected will benefit out a full scholarship covering expenses for lodging, transportation, meals and visits, staying at the sole responsibility of the participant, the payment of international air ticket.

Requisitos:

ADMISSION REQUIREMENTS

The workshop is designed for up to 30 women and men who hold positions as journalists, television presenters reporting on socio-economic issues, public relations officers in service in governmental and non-governmental organizations, and planners of media strategies for grassroots organizations. Candidates are expected to have academic training or equivalent professional training in relevant subjects, with at least 5 years of practical experience. They should be presently engaged in promoting socio-economic issues through the media.

Familiarity with Windows and Office and a good command of written and spoken English are essential.

WORKSHOP PROCEDURE

Participants reside at MCTC and the studies are intensive. Five to six days a week are devoted to classroom study and observation visits. Saturdays and/or Sundays are often spent on assignments or on excursions to places of historical or religious interest, or on study visits.

The themes will be presented in the form of lectures and discussions by professionals in the field, university lecturers and researchers. These will be complemented by observation visits to relevant institutions.

HOW TO APPLY:

You can find the application form by clicking on the following

Word format: <http://www.box.net/shared/ro9f1mszgr>

Pdf format: <http://www.box.net/shared/1j4oeo7yae>

Observaciones:

To request forms and more information, contact:

Cooperation Office, Embassy of Israel,

Phone: 24004164-66

Mail: cultura@montevideo.mfa.gov.il