



## MEDIA AND HUMANITARIAN ACTION

<b>Credits</b>	2 credits ECTS
<b>Dates</b>	3 – 7 May 2021
<b>Format</b>	Residential
<b>Language</b>	English
<b>Fees</b>	CHF 1'500
<b>Coordinator</b>	Dr Jean-Marc Biquet – <a href="mailto:jean-marc.biquet@unige.ch">jean-marc.biquet@unige.ch</a>
<b>Partnership</b>	N/A

### Course overview

#### Short description

This course provides a comprehensive knowledge and understanding of traditional and digital media. It focuses specifically on the uses of media in humanitarian settings and with humanitarian organisations. Students will be able to critical reflect on the influence and power of the media and learn how to fully use their potential for effective communication. The course offers media training on making humanitarian news, with a public relations outreach (press conference, media interview).



### Objectives of the course

At the end of the course, you will be able to:

- Understand the media landscape (global & local) and the opportunities and challenges it presents to humanitarian organisations
- Analyse the impact of the digital media revolution
- Analyse the limits and constraints of relations between the media and humanitarian organisations
- Use the media as a strategic communications channel to support humanitarian programmes and operations
- Prepare and give an effective media interview (broadcast, print, online)

### Workload

Around 50 hours of work for the whole course, including:

- App. 20 hours of face-to-face teaching (lectures, media training)
- App. 30 hours of self-study time (readings, reflexive analysis)

### Structure of the course

- International media landscape and challenges
- The use of digital media at field level
- Journalists- aid actors interaction
- Traditional media: Between independence and instrumentalisation
- Making of humanitarian news: Media training



## Promotion

### Audience (existent and potential)

- Professionals in the humanitarian, development or social sector looking to develop their competencies in communication through various media
- Professionals working in the communication, or journalism fields who wish to gain specific knowledge of humanitarian interactions with media before changing his/her professional career towards humanitarian action.
- Graduate students with relevant volunteer or intern experience, looking to undertake a postgraduate course with a view to entering the humanitarian sector.

Specifically for field humanitarian professionals engaged in the development of humanitarian project and strategies