



A relationship at stake: media and aid organisations

Credits	2 credits ECTS
Dates	25 April - 6 May 2022
Format	Online (combination of self-study time and live sessions) All live sessions are in group and mandatory - Usually in early afternoon, Central European Time
Prerequisites	<ul style="list-style-type: none">• Online course requires 20-25 hours of dedicated work per week. We recommend that participants allow at least 50% of their time for the course and adapt their professional activity accordingly.• Broadband/high speed connection - 2.5 Mbps minimum.• Please note that most weekly content and activities is accessible via phone, but a PC/laptop/tablet is preferred• microphone and webcam
Language	English
Fees	CHF 1'500
Coordinator	Dr Valerie Gorin – valerie.gorin@unige.ch



Course overview

Short description

The relationship between aid agencies and international/local media is often ambivalent yet vital for public and operational outcomes. This course aims at exploring the theoretical and practical issues and implications of this challenging relationship. The course programme analyses the two sides of the interaction: the first part examines public communications by aid agencies in a changing media environment and includes media training for operational purposes. The second part explores the principles of humanitarian journalism and crisis reporting, questioning the impact of media attention and coverage. A third part will conclude by questioning the visual politics of aid and the codes of conduct developed by agencies to enhance a more ethical approach to messages, images and collaborations with the media.

Objectives of the course

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

- characterize the specificities of humanitarian communications
- understand the international, regional and local media landscapes, including digital media
- engage in media training
- assess the concept of “media power” and the logics of media attention and coverage
- evaluate the challenges of media relations and the opportunities for humanitarian reporting
- examine humanitarian representations and the visual politics of aid
- analyse the ethical and deontological outcomes of media relations and messaging

Workload

Around 20-25 hours of work each week, including:



- Asynchronous self-study activities (such as case studies, videos, recorded slideshows, readings, etc.)
- Synchronous live sessions

Structure of the course

- What are humanitarian communications?
- Traditional media and digital revolution (media landscapes)
- Effective media training
- Media attention and forgotten crises
- Humanitarian journalism and crisis reporting
- Visual politics of aid and humanitarian iconography
- Ethics of humanitarian communication and deontology of humanitarian reporting

Audience

- Professionals in the humanitarian, development or social sector looking to develop their competencies in media and public relations
- Professionals from other sectors (journalism, marketing, PR, policy making, philanthropy) who wish to increase their understanding of humanitarian communications
- Graduate students with relevant volunteer or intern experience, looking to undertake a postgraduate course to explore the specificities of media and humanitarian collaborations