



INTERNATIONAL SEMINAR ON: Violence, Media and Challenges of Modern Societies

By Marcel Gomez
AIBD Programme Manager



Yang Berhormat Tan Sri Khalil Yaakob, Minister of Information, Malaysia delivering his key note address to the delegates



Gracious host, H.E. Jürgen A R Staks, German Ambassador welcoming delegates to his reception at his residence

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The Asia-Pacific Institute for Broadcasting Development (AIBD) together with its partners namely the Embassies of Switzerland, Germany and France with the Goethe Institut Inter Nationes, British Council and Friedrich Ebert Stiftung organised an International Seminar On: Violence, Media and Challenges of Modern Societies held in Kuala Lumpur from 14 - 16 November 2002. A total of seventy-four delegates from 30 countries in Asia, Europe, Africa and North America representing forty-nine organisations attended the seminar.

Many countries and regions in Asia, Africa and the Pacific have recently experienced different types of violence or they are still in the midst of such terrible events. Media directly and indirectly are publicising and popularising various forms of violence particularly in such a diverse region. But diversity is not a threat and is an enrichment of human community. Diversity can lead us to cooperation and collaboration within and outside of our countries. If the cultural dialogue is institutionalised many existing difficulties, differences and conflicts at the international and regional levels would be settled. The Media has a major role in this respect to increase the awareness of the audience with a view to foster peace and mutual respect among people.

The seminar looked into the areas that media could contribute to reduce violence, promote dialogue and peace.

DEVELOP BEST PRACTICES

Yang Berhormat Tan Sri Dato' Sri, Mohammad Khalil Bin Yaakob, The Minister of Information, Malaysia, who delivered a key note address at an inauguration reception hosted by His Excellency Jürgen A R Staks, Ambassador of Germany, to Malaysia, said modernisation and globalisation had done little to reduce the level of accepted violence on a world scale. What had changed were the forms and pattern of violence and the agents of violence.

Malaysia had to address some basic questions about violence in the interest of its multi-racial, multi-cultural and multi-lingual reality. Violence and lack of coherence endangered the country's first steps into independence. But a nation was established where people of all denominations and ethnic origins could live together in peace. Other countries could look at the Malaysian model as a realistic way of avoiding violence and allowing for a prosperous and socially acceptable life.

The Minister asked whether the media not only report on violence, but also indirectly initiate it. If so, could media contribute to reducing violence and enhancing crisis management? The seminar was asked to discuss Norwegian Professor Johan Galtung's proposal for 'Peace Journalism', defined by in-depth and impartial reporting and an overriding sense for peacekeeping.



Opening Session Chaired by H.E. Jürgen A R Staks (centre)
Speaker's from Left:

Henrikas Yushkiavitchus, H.E. Dr Peter A Schweizer,
Kumar Abeysinghe, Hon. Abdul Hameed Mubarez

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Signs Memorandum of Understanding

The Asia-Pacific Institute for Broadcasting Development (AIBD) represented by its Director, Javad Mottaghi, and the Arab States Broadcasting Union (ASBU) represented by its Director-General, Mr. Abdelhafidh HARGUEM signed an Agreement in Kuala Lumpur on November 16, 2002.



Signing the MOU (from left) Abdelhafidh Harguem, Director-General, Arab States Broadcasting Union and Javad Mottaghi, Director, Asia-Pacific Institute for Broadcasting Development

The MOU establishes a long-term partnership with the view to promote closer regional and international cooperation among members in the electronic media development.

In order to promote discourse and dialogue that help shape electronic media policy in both regions, both organizations agreed to cooperate and implement joint projects on: Training, seminars, workshops, publications, research studies and international cooperation. For further information please refer to the AIBD Website as follows:

aibd.org.my/web/seminar/aibd-asbu.htm ■



Handshake seals future cooperation

Digital Terrestrial TV Broadcasting

Radio Television Brunei hosted the regional workshop on Digital Terrestrial TV Broadcasting (DTTB) and their Frequency planning. The activity was held from 21 – 24 October 2002 in Bandar Seri Begawan.

International Telecommunication Union (ITU) funded the activity, which brought 17 engineers from Brunei, Bangladesh, Cambodia, Indonesia, Malaysia, Philippines, Sri Lanka, Thailand and Vietnam. AIBD Programme Manager Mr Cyrus Moradi coordinated the activity and the workshop consultants were Mr Carsten Dethloff, Mr Markus Mogen and Mr E Behdad. ■

AIBD-UNESCO In-Country Workshop on 'TRAINING OF TRAINERS'

08 to 20 October 2002, Dhaka, Bangladesh

By Y K Sharma

Director Engineering, All India Radio

Y K Sharma
Director
Engineering
All India Radio
Consultant



In pursuance of its mandate to assist the member organizations of electronic media in the Human Resources Development, AIBD organized the 10 days In-country workshop on 'Training of Trainers' at Dhaka (Bangladesh). The workshop was organized in collaboration with the National Institute of Mass Communication (NIMC), Dhaka with the funding support from UNESCO. The workshop was designed to equip the participants with necessary knowledge

and skills about the modern techniques of Training so that they could carry out the training (formal / on-the-job) effectively and efficiently in their respective organizations and Training Departments.

Twelve participants representing Bangladesh Betar, Bangladesh TV, National Institute of Mass Communication and other media organizations in Bangladesh attended the workshop.

The AIBD's 'Training of Trainers' (TOT) course has standardized structure and curriculum. This was suitably oriented to meet the specific needs of the participants. In addition to specific content covered on adult learning techniques the subject areas included techniques for effective transfer of knowledge / skills to the trainees and evaluation measures to ascertain effectiveness of the training.



Working on group projects....

The salient features of the workshop were experiential learning techniques for adult learners through interactive lectures-presentations, and discussions followed by 'Learning by Doing', the structured projects. This generated lot of interest / involvement and helped the participant to practice as well as demonstrate assimilation of learning in the workshop.

In addition to designing the project, Ms Manil Cooray, programme manager, was the AIBD consultant. In implementing the training I was assisted by local resource person Ms. Ferdousi Pinu Chief Designer from Bangladesh Television and former Trainer at the NIMC. ■

“ BRINGING TRAINING METHODS UP-TO-DATE ”

August 12 to 23, 2002 Kuala Lumpur, Malaysia

By Manil Cooray
Programme Manager, AIBD

“Bringing Training Methods up-to-date” was AIBD’s first partnership venture with the Radio Netherlands Training Centre in Hilversum supported by the Netherlands Government which was implemented in August 2002 in Kuala Lumpur, Malaysia.

Twenty two RNTC and AIBD alumni media Practitioners and Trainers from China, India, Indonesia, Kazakhstan, Korea, Malaysia, Nepal, Philippines, Sri Lanka, Thailand and Vietnam participated in this two week intensive and interactive training programme.

The workshop brought about a timely re-assessment of the value of training and its potential contribution to its future viability to meet the growing competition in the ever-changing media industry. In addition to the tried and trusted “face-to-face” method of training, the workshop focused on the use of new approaches to organize, design, develop and deliver training which promoted life long learning. Distance learning, web-based learning were considered as potential delivery methods of the present times which contributed to individual learning. A few presentations allowed the participants to get a glimpse on AIBD / ABU virtual learning center which implemented web-based training on specific fields in the broadcast industry. AIBD’s Radio News Presentation training CD ROMS were also shown as new modes of delivering training.

As a unique regional inter-governmental entity in the Asia-Pacific region AIBD has established relations with RNTC as yet another European well recognized training center to develop the Human Resources of the diverse societies in the Asia-Pacific region. ■



Practise session on one to one coaching.....

Petrous and Peter Van de Pol
The consultants from Radio Netherlands Training Centre



Visit to Radio Television Malaysia

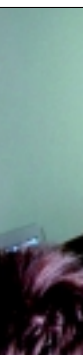
INTERNET BROADCASTING IN ALMATY

Training in the use of the Internet for new forms of broadcasting was provided to 10 media professionals at a workshop in the Kazakh capital Almaty from Nov 11-15, 2002. The course, organized by UNESCO in collaboration with the Asia-Pacific Institute for Broadcasting Development (AIBD) was aimed at providing basic knowledge in Internet broadcasting.

The workshop, the first of its kind in Kazakhstan provided an insight to Internet broadcasting that in many countries has already started to add a new dimension to broadcasting scenarios.

The consultant of the workshop Dr Hara Prasad Padhy took the participants to the real world of Internet broadcasting, shared with the participants the latest technologies available in the field.

The workshop covered a variety of themes such as an introduction to available Internet broadcasting technologies, software for streaming, techniques for capturing audio and video for streaming and encoding audio and video (for both on-demand and Live), the installation of streaming server and configuration, an introduction to Internet broadcasting programming languages, the metadata issue and broadcasting News over the web. (Courtesy: UNESCO Webworld) ■



Consultant examples

YOUNG TELEVISION PRODUCERS NETWORK ON HIV/AIDS

Two sub-regional workshop organized by AIBD was held in Colombo, Sri Lanka from 18 – 22 November and 16 – 20 December 2002. Both the activities were funded by UNESCO (Regional Office in New Delhi) and hosted by the Sri Lanka Rupavahini Corporation (SLRC). Sixteen young producers from Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka attended the activity. The consultants were Mr David Leonard, a senior TV producer from ABC Australia, and Dr Shankar Chowdhury, from UNESCO office in New Delhi. The aim of the project was to develop a network of young television broadcasters in South Asia and provide them with the required skills and expertise to produce high quality television programme items to be included in various television magazines presented by the broadcasting organisations in South Asia. ■



At the Workshop, Dr. H P Padhy is demonstrating some



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ects

PSB SEMINAR IN DHAKA

AIBD in collaboration with FES and NIMC, Bangladesh had organized a two-day in-country seminar on Public Service Broadcasting in Dhaka, Bangladesh from 9-10 December 2002. Twenty-one delegates from Bangladesh and abroad joined this meeting for two-days of deliberations to chalk out strategies to strengthen Public Service broadcasting in Bangladesh and other countries of Asia and the Pacific.

Dr. Abdul Moyeen Khan, the Honorable Minister for Science, Information & Communication Technology, inaugurated the seminar. In his speech he defined Public Service Broadcasting as made for the public, financed & managed by the public. He raised a question if a public media should be a commercial venture or public venture? He raised objection to showing mutilated dead bodies in the TV and asked if we should sell news or take other concerns. He asked the participants to think about how much sensation should be there & what will be the credibility.

He also raised the question 'how should media project the government?' He asked if it should be an official machine for propaganda. Or should it be objectivity oriented? He further explained that if it becomes an official propoganda machine then in the long run the objective of the Government will be frustrated as the public will reject it. He pointed out that the public service broadcasting should be acceptable to the people. It should not be sensational. Rather it should have credibility. He also said that we could think about sharing the license fees among the private channels in order to avoid commercials. He asked the participants to find out if the private channels should be allowed to advertise anything & everything. ■

In the concluding Ceremony Honorable Minister for Information Mr Tariquul Islam gave concluding speech.



Dr. Abdul Moyeen Khan, The Honorable Minister for Science, Information and Communication Technology, Bangladesh delivering a key-note address in PSB Seminar, Dhaka



In the Inaugural ceremony of PSB Seminar, Dhaka (L-R), Mr Syed Shujauddin Ahmed, DG, NIMC, Nazmul Alam Siddiqui, Secretary, Ministry of Information, Dr Abdul Moyeen Khan, The Honorable Minister for Science, Information and Communication Technology, Dr Javad Mottaghi

In the Concluding Ceremony Honorable Minister for Information Mr Tariquul Islam is delivering the concluding speech



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The Minister suggested that people in politics, the media and science consider studying violence and the best practices to reduce it, between nations and at a global scale.

RESTLESS MAN

Dr. Peter A. Schweizer, Ambassador of Switzerland to Malaysia, offered 10 theses on violence and man. Some of them are:

- In order to understand the phenomenon of violence in mankind it is indispensable to examine the "human condition" as such, particularly under the aspect of human behaviour patterns as being conditioned by 'consciousness'.
- The appearance and development of consciousness occurred within a gradual process and is part of the evolution of animated life on Earth.
- The fact of being aware of our own individual destinies causes us to wonder what determines its course, and also causes us to worry about the eventual purpose of life. As we are constantly in search of spiritual assurance, we have become '*the Restless Species*'.
- In the long course of the evolution of animated life on Earth, instinctive



A biological introduction to the phenomenon of violence in man, H.E. Dr Peter A Schweizer



Kumar Abeyasinghe analyses Media, Violence and Modernity in the context of the Sri Lankan media



Afghanistan update, Hon. Abdul Hameed Mubarez, Deputy Minister of Information & Publication



Henrikas Yushkiavitchus, Advisor to DG of UNESCO presenting a paper

behaviour has gradually been supplanted by *reflected* or *intelligent* behaviour.

- 'Intelligence' is not the same as 'wisdom'.
- Youth is particularly prone to resorting to violence. The education of the young generation is therefore a particularly important task of any society. This includes spiritual education as well as physical and professional training.

Full text available at: aibd.org.my/web/seminar/schweizer.htm

CAN THEORIES HELP TO STOP VIOLENCE?

A paper by Henrikas Yushkiavitchus noted that some studies show a higher level of aggressive play among children who watch violent programs while other researchers insist that televised violence has a positive, cathartic effect.

Italy and France show the same amount of violent programs as the USA, but have only one-tenth the American homicide rate. The highest rate of violence is in countries with almost no mass media at all.

No study claims that viewing media violence is the only contributor to violent behaviour. The roots of violence could be in culture, shared values, history, economy, religion, political systems and social conditions.

Extremely little research has dealt with the effects of television violence on society as a whole. Little analysed is the power play between directors and producers, between TV managers and advertisers and other financial sponsors. Related to this is the magic mix that sells, including action and violence.

Violence and terror portrayed through the media are "available" on prime time on most channels, leaving little choice. We need public debate on the problem between politicians, producers and consumers.

THREAT OF MEDIA VIOLENCE

The delegates concluded that the media was a factor in violence in society. The portrayal of violence, in programmes, had reached threatening dimensions and could lead to degradation of human values, although violence itself could not be exorcised from society.

The seminar agreed that the media should facilitate a global public sphere in which different cultures and realities could express themselves. There was a need for the sharing of knowledge about practices in different societies. Currently there was a domination of some issues and some ways of speaking about conflict.

Delegates expressed support for the UN message on World Press Freedom Day 2002 that "The greatest service that media can perform in the fight against terrorism is to act freely, independently and responsibly. The media must search for and publicise the truth, present information and views impartially; consider their words and images carefully; and uphold high standards of professional conduct." They agreed also that the threat of terrorism and of violence should not be used as an excuse to impose restrictions on the right to freedom of expression and of the media.

The seminar proposed the following strategies:

- "Common ground" talks between policy-makers, academics and media professionals.
- Viewers/listeners dialogue with broadcasters to enhance accountability.
- Professional codes of conduct for producers, journalists and other media professionals.
- Strengthening of public service broadcasting, community broadcasting and access to new media.
- Consideration of an international public service news channel for impartial in-depth reporting.
- Strengthening news exchanges and co-productions, especially between South and North and South-South.
- Establish standards to measure the contribution of radio and television to social development and democracy.
- Study innovative forms of media education to enhance critical assessment of violence in the media.

The delegates called for 'Violence and Media' to be included as an item in the agenda of the World Summit on the Information Society in 2003 and 2005, under UNESCO responsibility. UNESCO should be requested to reinforce its studies and actions on media and violence in the framework of 2004-2005 programmes.

Remembering

REINHARD KEUNE

Mr Reinhard Keune, Project Manager of the Friedrich Ebert Stiftung office in Kuala Lumpur, Malaysia passed away on 26th November 2002, aged 63

He was a prominent media professional who spent his entire life supporting broadcasters in developing countries and was one of its driving forces.

He was the Head of the Friedrich Ebert Stiftung offices in Geneva and New York in addition to holding various positions in the FES Bonn office. He was the former President of the International Programme for the Development of Communication (IPDC), UNESCO and Executive Director of AMIC and an enthusiastic and committed supporter of AIBD from its founding days.

Those in the privileged position to work in broadcasting all their lives are few, and those doing it on the international scene even fewer. Reinhard was one of those who will be sorely missed and remembered. We will miss one of the leading and well known experts in the broadcasting field. We will miss a friend, colleague and close brother. ■



Last thoughts...he spent 30 years developing broadcasting around the globe, the late Reinhard Keune

SHOKROLLAH HEIDARI



Mr Shokrollah Heidari passed away on 14th of December 2002, aged 53.

He held several high-ranking positions at the Islamic Republic of Iran Broadcasting (IRIB) over his years of services such as Vice President for Technical Department,

Vice President for Educational Affairs and Advisor to IRIB's President until 2001.

He was a prominent and a competent media professional who spent his entire life working for the country and the people and whose vast contribution in the field of broadcasting will be missed. Shokrollah was an active member of the AIBD Governing Council and the Vice Chairman of the AIBD Strategic Plan Team for years. We have lost a man of vision with brilliant insight, perceptive and generous sense of humor. He was a man with new ideas on all matters related to media and broadcasting with a great enthusiasm to help broadcasting development. We will miss a friend, colleague and close brother. ■

CHILDREN'S TELEVISION WORKSHOPS in Laos, Vietnam and Myanmar

By Peter van den Hoorn

Enthusiasm, eagerness to learn and willingness to contribute characterised the children's television programme workshops coordinated by the Prix Jeunesse Foundation and the AIBD. The five-day workshops were conducted last year for LNTV, VTV and MNTV.

Each was the first event of its kind, and hopefully not the last! Sessions began with the screening of selected programmes from the Prix Jeunesse travelling 'suitcase', an inspiring start to exploring new ideas and program formats. The core aim was to develop an understanding of the child audience, an appreciation of the different developmental stages and the needs peculiar to those stages, and exploring the opportunities for new programming for children.

Producers in Vientiane were enthusiastic about going out and making three short documentaries, which demonstrated an understanding of what makes attractive programming for children. The 26 participants in Myanmar were keen to know what was done in other countries to assist in their future work.

Ultimately, the children will have access to more and better programmes made by producers who share their language and cultural framework. ■



Radio Television Afghanistan (RTA) A NEW BEGINNING



RTA Director General, Mohammad Eshaq (far right) discussing the development of broadcasting with AIBD Programme Managers Marcel Gomez, Dr H P Padhy and Olivier Delpoux



From left: Javad Mottaghi, Director AIBD, Mohammad Eshaq, Director General RTA and Abdul Qayoum Karimi, First Secretary, Embassy of Afghanistan, Malaysia

WRITING AND PRESENTING THE RADIO NEWS

A two week training programme was conducted for Radio Television Afghanistan from 2 – 14 November 2002 in Kabul. Radio France International (RFI) trainer Mr Armand Mostofi conducted the training for 16 broadcasters. AIBD organised the activity which was coordinated by Mr Marcel Gomez. ■

METHODS AND TECHNICS OF INTERVIEW

AIBD organised this training programme for Radio Television Afghanistan from 19 – 28 November 2002 in Kabul. Mr Marcel Gomez coordinated the activity while Mr Foad Roostae from Radio France International conducted the training for 13 journalists. ■