



**AIBD/Ministry of Information Cambodia Workshop On
Role of Information Diplomacy in Dispelling Disinformation
21 July 2025
Siem Reap, Cambodia**

A. Introduction

In today's hyperconnected media environment, disinformation doesn't stop at borders. A single misleading post or manipulated headline can ripple across entire regions, disrupting trust, creating conflict, or skewing public perception. While many efforts focus on fact-checking and media literacy, one often underutilized tool is information diplomacy: the thoughtful use of communication to build trust, correct narratives, and maintain social cohesion.

This one-day regional workshop brings together media professionals from across the Asia-Pacific to better understand how they can report, program, and communicate with clarity, responsibility, and a cross-border mindset. The workshop focuses on practical tools, cultural awareness, and strategies that align with the principles of information diplomacy.

B. Objectives

This workshop aims to:

- Introduce the concept of information diplomacy in the context of modern journalism and digital media.
- Strengthen regional collaboration through responsible storytelling practices.
- Equip participants with tools to recognize and respond to disinformation effectively.
- Encourage culturally sensitive content creation to prevent miscommunication and regional tensions.

C. Expected Outcomes

By the end of the workshop, participants will:

- Understand how their reporting may influence or be influenced by regional narratives.
- Gain awareness of how cultural framing affects interpretation of news and content.
- Learn digital tools and verification techniques to counter disinformation.
- Be able to share learning within their own organizations or communities of practice.

D. Expected Outputs

- One completed toolkit/checklist for context-aware reporting (to be shared post-workshop)
- A shared resource list of digital tools for fact-checking and verification
- Participant-generated examples of how to reframe content to suit diverse regional audiences
- Informal working network for cross-border support on disinformation-related challenges

E. Targetted Participants

- Journalists from TV, radio, print, and digital platforms
- Media content producers and editors
- Government information officers and institutional spokespersons
- Educators or trainers in media and communications
- Bloggers and independent content creators
- Participants should have a working proficiency in English.

Contents To Address The Following Concerns:

- I) Framing Facts: Context-Aware Storytelling in a Connected World
- II) What Is Information Diplomacy? (Concepts & Examples)
- III) "Editor's Dilemma" – Regional Reframing Exercise
- IV) Identifying & Countering Disinformation (Tools & Techniques)
- V) Personal and Digital Safety for Media Professionals
- VI) Building Trust Through Responsible Media Practices

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