

**Target Countries :**

**Course No. :** J1804331

**No. :** 1884677

**Sector :** Governance/Democratic Institutions

**Sub-Sector :**

**Language :** English

**Outline**

In order to maintain a sound democratic state, the existence of media which guarantee the public's right to know and keep a critical eye on power is indispensable. This seminar mainly focuses on the Public Service Broadcasting, which is expected to report without being influenced by the state power or the market. The participants of the seminar also learn Japan's media administration, the dual system with the private media, self-regulatory system to protect freedom of expression.

Objective/Outcome	Target Organization / Group	
<p><b>【Objective】</b>                      The role of the media in a democratic state is understood, and Japanese experience on institutional building for function improvement and the upbringing of human resources of media are shared among participants.</p> <p><b>【Outcome】</b>                      1) Japanese media policy :To understand the relationship between media and government (including access to information) in Japan, and compare its effectiveness with that of the system in participant's country. 2) The role of a public broadcaster: To understand the system and function of Japanese public broadcaster, and to be able to explain the characteristics based on a comparison with the highly public media of participant's country. 3) The role of private media: To understand the characteristics of private media which respond to the needs of the market and examine the effectiveness of Japanese dual system (public and private). 4) Social Media :To understand the system to secure the credibility of information and importance of media-literacy based on the comparison with the traditional mass media and to be able to explain the future landscape of the fusion of media. 5) The self-regulatory system to protect the freedom of expression: To understand the role of Broadcasting Ethics &amp; Program Improvement Organization (BPO) and the press association and compare with the system of participant's countries.</p>	<p><b>【Target Organization】</b>                      State-owned or public broadcaster, newspaper companies / news agencies, ministries concerned with information, independent media regulatory agencies, etc.</p> <p><b>【Target Group】</b>                      Desirable participants are the executive level personnel who can take initiative for institutional reform in their own countries after learning media in Japan.</p>	
<p><b>Contents</b></p> <p>① Japanese media policy:                      ・Lecture on "Broadcasting administration" "Access to Information" by Ministry of Internal Affairs and Communications of Japan                      ・Lecture on "State and Media" by a media researcher</p> <p>② The role of public broadcaster:                      ・Lecture on "What is a public broadcaster?" "Election reporting in a public broadcaster" "Disaster reporting in a public broadcaster" "program production by a public broadcaster" by NHK and related companies                      ・Lecture and observation at a branch office "Human resource development in a public broadcaster"                      ・Lecture on "For the improvement of the broadcasting technology" by NHK Sci. and Technical Res. Lab.</p> <p>③ A role of the private media:                      ・Lecture and observation "Making program which reflected the views of the audience" by private media                      ・Lecture and observation "role as the opinion leader" by a newspaper company and news agencies</p> <p>④ Social Media                      ・Lecture on "Social Media and Media Literacy"</p> <p>⑤ The self-regulatory system to protect the freedom of expression:                      ・Lecture on "improvement a of the quality of programs and protection of human rights" by BPO                      ・Lecture and observation "Reporting ethics" by the press association</p>	<p><b>Course Period</b></p>	<p>2018/9/15~2018/10/15</p>
	<p><b>Department in Charge</b></p>	<p>Industrial Development and Public Policy Department</p>
	<p><b>JICA Center</b></p>	<p>JICA                      Tokyo (Industry&amp;Public)</p>
	<p><b>Cooperation Period</b></p>	<p>2018~2020</p>
<p><b>Implementing Partner</b></p>	<p>Under Planning</p>	
<p><b>Remarks and Website</b></p>		