

Target Countries :

Course No. : 201984677-J002

No. : 201984677

Sector : Governance/Democratic Institutions

Sub-Sector :

Language : English

Outline

In order to maintain a decent 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 of the public and the private media, and self-regulatory system to protect freedom of expression.

Objective/Outcome	Target Organization / Group								
<p>【Objective】 The role of the media in a democratic state is understood, and Japanese experience mainly on institution building and human resource management of the public service broadcasting for functioning and growing media is shared among participants.</p> <p>【Outcome】 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 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 & Program Improvement Organization (BPO) in Japan and the press association and compare with the system of participant's countries.</p>	<p>【Target Organization】 State-owned or public broadcaster, ministries concerned with information, independent media regulatory agencies, newspaper companies / news agencies, etc.</p> <p>【Target Group】 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>Contents</p> <p>1. Japanese media policy: ・Lecture on "Broadcasting administration" and "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 " and "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 "Quality improvement of broadcasting programs and protection of human rights" by BPO ・Lecture and observation "Reporting ethics" by the press association</p>		<table border="1"> <tr> <td data-bbox="1077 1153 1220 1310">Course Period</td> <td data-bbox="1220 1153 1544 1310">2020/1~2020/2</td> </tr> <tr> <td data-bbox="1077 1310 1220 1388">Department in Charge</td> <td data-bbox="1220 1310 1544 1388">Industrial Development and Public Policy Department</td> </tr> <tr> <td data-bbox="1077 1388 1220 1780">JICA Center</td> <td data-bbox="1220 1388 1544 1780">JICA Tokyo (Industry&Public)</td> </tr> <tr> <td data-bbox="1077 1780 1220 1814">Cooperation Period</td> <td data-bbox="1220 1780 1544 1814">2018~2020</td> </tr> </table>	Course Period	2020/1~2020/2	Department in Charge	Industrial Development and Public Policy Department	JICA Center	JICA Tokyo (Industry&Public)	Cooperation Period
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Implementing Partner	NHK International
Remarks and Website	