

# Multimedia and Online Journalism

in Hanoi/Vietnam, November 15 to November 26, 2010  
Course Announcement 7612509600

International Institute for Journalism (IJJ)



On behalf of



Federal Ministry  
for Economic Cooperation  
and Development

inVent

Capacity Building International  
Germany



### International Institute for Journalism (IJJ)

The International Institute for Journalism (IJJ) of InWEnt – Capacity Building International, Germany, announces a training course on “Multimedia and Online Journalism” to be held in Hanoi from November 15 to November 26, 2010.

### Course Objectives and Outline

Online journalism is booming worldwide – also in Vietnam. Media houses seek to set up web editions or to merge their print newsrooms with online. The changes require well-trained multimedia journalists who know how to write for the web, how to produce and publish podcasts, slideshows or videos, and how to tell a multimedia story.

This training course of the IJJ aims at strengthening the professional and ethical standards of multimedia journalists. It seeks to assist media houses in Vietnam which started or are about to start online editions of their newspapers. The two-week course is an answer to the increasing demand for well-trained online journalists in the country who understand the technical features and the journalistic opportunities of the digital media.

### Course contents

- Basics of internet techniques:  
browsers, Web 2.0 and search engines
- Analysing news websites: design, usability, interactivity
- Improving strategies for online research
- Photo editing with Photoshop and producing slideshows
- Podcasting: Producing and publishing audio files
- Blogging and mobile reporting

The course will be conducted in English.

### Certificate

Upon completion of the full programme participants will be granted a Certificate of Attendance.

### Admission Requirements

The programme is open to journalists from newspapers, magazines, news agencies and online publications based in Vietnam.

Preference is given to applicants who work for online editions or who are to take up such work in the near future.

They should

- have a minimum of five years of professional experience;
- have a strong interest in new media in general and online journalism in particular;
- have good computer skills;
- be proficient in English.

Women journalists are particularly encouraged to apply.

### Miscellaneous

It is expected that the participants are granted leave for the duration of their stay and their salaries will be continued to be paid to ensure maintenance of their dependants. Accommodation costs for journalists from outside Hanoi will be borne, within the limits of pertinent regulations, by the IJJ of InWEnt. Those participants are expected to arrive in Hanoi on November 14 and to leave on November 26.

### Closing date for applications is October 12, 2010.

All applications have to be forwarded to the IJJ via InWEnt’s regional office.

Kindly address any inquiries directly to InWEnt’s regional office in Hanoi:

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Or to:

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## The International Institute for Journalism (IJ) of InWEnt

The International Institute for Journalism (IJ) of InWEnt – Capacity Building International, Germany, was founded in 1962. It gives young, up-and-coming-journalists from developing and transitional countries the opportunity to enhance their knowledge in the media business. The IJ offers advanced training and dialogue for print and news agency journalists as well as for multimedia and online journalists.

The aim of the IJ programme is to strengthen the freedom of expression and the freedom of the press in partner countries of German development cooperation and to thus improve the conditions for democratisation and economic and social development. In this capacity, the IJ represents a key pillar in the media development work of the Federal Government of Germany and in particular of the Federal Ministry for Economic Cooperation and Development (BMZ).

The IJ currently offers up to 40 training courses and dialogue programmes per year which take place both in Germany and in the partner countries where the IJ cooperates with regional journalistic training institutions. A high proportion of the IJ alumni hold senior positions in the media industry throughout the world.

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## InWEnt – Qualified to Shape the Future

InWEnt – Capacity Building International, Germany, is a non-profit organisation with worldwide operations dedicated to human resource development, advanced training, and dialogue. Our capacity building programmes are directed at experts and executives from politics, administration, the business community, and civil society. We are commissioned by the German federal government to assist with the implementation of the Millennium Development Goals of the United Nations. In addition, we provide the German business sector with support for public private partnership projects. Through exchange programmes, InWEnt also offers young people from Germany the opportunity to gain professional experience abroad.

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