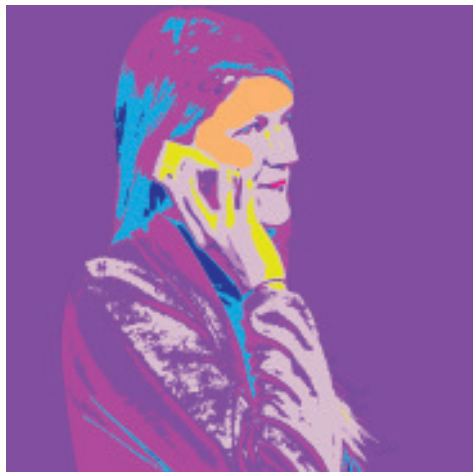
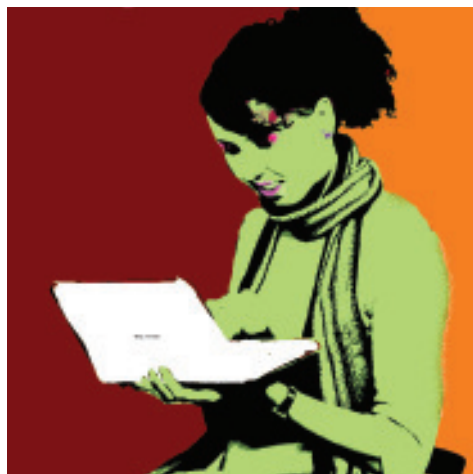
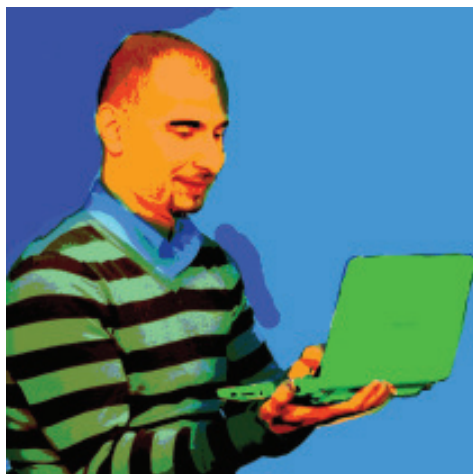


INTERNATIONAL MEDIA STUDIES



— global network for a lifetime —

Impressum

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DW-AKADEMIE
DEUTSCHE WELLE

We are diversity

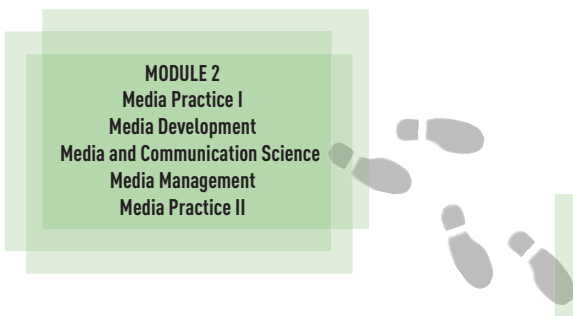
It's the first day of class. Introductions are underway and the name cards turn out to be no help at all. The Russian names are too long. They hardly fit on the name cards provided, and have too many consonants together. The Pakistani students write their names in Urdu script. It is impossible to decipher if the characters should be read from right to left, or vice versa. Then one of the girls from China says her name. Was that one, two or three names? Mercifully, she provides a nickname. There is a collective sigh.

With students from all over the world, the International Media Studies (IMS) program is the face of diversity. There are as many viewpoints as there are people and this cultural richness is not just a well-spring of new ideas, but a good start for a future international journalist.

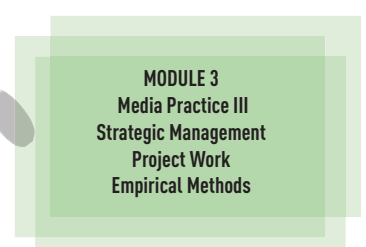
But the differences can hide similarities: the common search for truth in a sea of opinion and relativism, and for governance and justice according to the rule of law. With an annual average of 25 students in each class, the International Media Studies program is unique. It's not just about the content, it's about the people. People change the world using the building blocks of ideas. But ideas are only powerful if they are exchanged. Our similarities make us strong but our differences make us stronger: We are diversity.



MODULE 1
Introduction to International Media Studies
Media Education & Communication
Media, Politics & Society
Journalism
Media Economics



MODULE 2
Media Practice I
Media Development
Media and Communication Science
Media Management
Media Practice II



MODULE 3
Media Practice III
Strategic Management
Project Work
Empirical Methods

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News à la Carte



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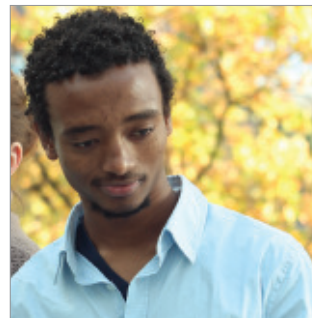
Wordless interview with Prof. Schmidt

Es ist der erste Unterrichtstag. Die Vorstellungsrunde ist gerade in Gang gekommen und die Namensschilder stellen sich als nicht sonderlich hilfreich heraus. Die russischen Namen sind einfach zu lang. Die pakistanischen Studenten schreiben ihre Namen in der Urdu-Schrift. Dann sagt eine Chinesin ihren Namen. Waren das jetzt ein, zwei oder drei Namen? Mit Studenten aus unterschiedlichsten Ecken der Welt ist das Programm International Media Studies (IMS) ein Sinnbild der Vielfalt. Es gibt mindestens genauso viele Standpunkte und Meinungen wie Gesichter und dieser kulturelle Reichtum ist nicht nur eine unerschöpfliche Quelle neuer Ideen, sondern gleichzeitig auch der ideale Beginn für eine internationale Journalistenkarriere.

Aber die Unterschiede verbergen allzu oft auch die Ähnlichkeiten. Bei uns ist es die gemeinsame Suche nach der Wahrheit in einem Meer von Meinungen und Relativismus. Mit durchschnittlich 25 neu aufgenommenen Studierenden ist das International Media Studies – Programm in dieser Form einzigartig. Es geht nicht allein um die Inhalte, sondern vor allem auch um die Menschen. Menschen verändern die Welt und Ideen sind ihre Bausteine. Aber Ideen sind nur dann mächtig, wenn sie ausgetauscht werden. Unsere Gemeinsamkeiten machen uns stark, doch unsere Unterschiede machen uns noch stärker. Wir verkörpern Vielfalt.

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Bringing the future home



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Colloquium



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Eyes on the future



News à la carte

Journalism has special spices in different parts of the world. Why?

By Francis França

Some people say that when it comes to laws, sausages and journalism, it is better not to see them being made. The fact is, and this holds for sausage too, there is not only one recipe for news-making. It calls for special ingredients depending on where around the planet it is produced – and this is what scholars call a media system.

To define it, you will need to mix journalistic professionalism with the degree of state intervention in media outlets, the development of the media market and the connections between media companies and political parties, or so-called “political parallelism”, as explained by Daniel Hallin and Paolo Mancini in their book “Comparing Media Systems”. Beyond the theory, however, the question remains: how does it work out in the real world?

Well, let us imagine a report about government corruption. If it were written by a journalist in the United States, it would probably bring every single fact explained in a snappy way, full of pictures, illustrations and infographics – everything in order to seduce the audience. American journalist Sonya Diehn explained that media in USA “is business ori-

ented, it has to sell. And you cannot do anything too complex or which takes too much time to develop.”

If the same story were to be done in Germany, for every single fact in the report there would be at least six quotes – one for each party in the Parliament. German journalists want to make sure that all opinions are represented. “Everything has already been said, but not yet by everybody,” explained Professor Bernd-Peter Arnold, Journalism lecturer at IMS. In his opinion, quotes in news are necessary “but there are too many in the German media”.

In Latin and Mediterranean media systems things are a bit different. One example would be Brazil, where media has strong political parallelism. In the case of a hypothetical report about corruption, pro-government media would bring only facts presenting the government as innocent, and pro-opposition media would tell only facts presenting the government as guilty. “One says that the glass is half-empty, and the other says it is half-full. In any case it is hard to find out the real truth,” said Brazilian journalist Helen Mendes.

When reading Hallin and Mancini one realizes quickly enough that they refer mainly to the United States and Europe. This does not explain all the media systems; neither does it mean that features of media in Asia or Middle East are not significant. “All journalists act in a certain setting that is determined by cultural heritage, political and economic frameworks, and also by education and professionalism”, explained Astrid Kohl, head of the International Institute for Journalism (IIJ).

In Pakistan, for instance, media is flourishing but journalists must struggle against many barriers. “Democratic governments are not really democratic, and there are other forces, such as a strong army, strict religious parties, plus the Taliban”, said Pakistani journalist Atif

Birds of a feather

Media systems can vary widely, but journalists themselves seem to be all made of the same material. That is the opinion of Professor Michael Krzeminski, lecturer for the seminar International Media Systems at IMS.

Are journalists around the world as different as the media systems in which they are embedded?

I don't think that the differences are so big if you compare them on a concrete level. The differences are significant only if you generalize. There are some generalizations about professional roles of a journalist, and the fascinating thing is the similarities rather than the differences.

Media scholars Hallin and Mancini created models to describe media systems. How do these models influence journalistic life?

It is not the role of theory to guide journalists. No journalist in the world works in the way described by Hallin and Mancini. The differences are not expressed in being different to others, but are rooted in traditions, historical conditions and language.

But in daily life journalists do have different routines...

In practical work there are many differences, but these are not inherent to journalism. They are inherent to other value systems regarding authority, concepts of society and organizational structures. The concept of journalism, on the contrary, brings homogenisation.



Photo: private

**Prof. Michael Krzeminski
lectures the seminar
Introduction to IMS**

Tauqeer. In the middle of these factors, the Pakistani media is searching for identity, and in Tauqeer's opinion is very much influenced by Indian Bollywood movies. "In every news report you must see 'masala' – Bollywood jargon which means spice, sensationalism".

Dealing with recent press freedom is also a challenge for journalists in Burkina Faso, West Africa. The hypothetical report about government corruption would probably not be issued at all due to self-censorship. Theoretically, nowadays journalists could write about corruption cases and other taboo topics. "But they are still afraid", explained Burkina Faso journalist Eric Segueda. If a brave journalist does decide to write about the hypothetical case of corruption, he or she would find sources on the Internet and visit them for interviews, because using the telephone is just too expensive.

Government corruption would likely also be missing from the news rundown in China. Journalists there know that they may not write about certain issues – and they also know how to break the norm without being caught. "When we want to criticize something, we actually praise this thing so exaggeratedly that it becomes a caricature and people understand that we are being ironic", said Chinese journalist Su Yutong. China is one of the most significant examples for state intervention in the media.

Despite all the singularities of each system, journalism scholars agree that internationalisation of media companies is homogenising journalistic routines. Globalisation also brings audiences together and standardizes news production and consumption - but that is another IMS seminar...

**News making:
global product
with local touch**





Prof. Dr. Christoph Schmidt,

head of the International
Media Studies master's
program shares his insights
into IMS and its students.



Theory and practice: how is their relation within IMS program?

What behavior of the students bothers you the most?



Do you plan to expand the master in the near future?



What do you wish for the students after graduation?

Photos: Evin Johns

Wild week in Berlin

Ten hours journey and five days work turning the complex topic biodiversity into nice-to-read stories

By Ziggi Song

On a fine autumn day in October, after sitting for five hours on the train, 12 students in the media practice project print group arrived in the big city of Berlin – tempting and vibrant. Here the students would start their exciting and challenging media practice week at the International Institute for Journalism (IJJ) at the GIZ center. Now it is time for them to put the knowledge they learned in class into practice. They work in teams of three, producing together a four-page IMS dossier on the topic “biodiversity”.

At the GIZ center, the students experience a real life editorial atmosphere, just like in a print media house. “Here, I got to learn the whole process of newspaper production – from research to layout. I never learned something so integrated like that, it is really useful”, said Arti Ekawati, a student from Indonesia in the group.

Inspired by lively Berlin, the topic ideas for biodiversity were various – mushrooms, DNA, wild animals and plant sponsorship. The five-day time limit from concept to printout made every day of the training intense. The students worked daily from 9 am to 6 pm on their projects. “It really is a busy week. The good thing is that I can fully concentrate on the project”, said Katsiaryna Kryzhanouskaya, a student from Belarus. She was happy with the tight schedule.

Being newcomers to the metropol of Berlin challenged the IMS students from Bonn, both at study and in daily life. They struggled to orient themselves in the Berlin’s complex

International Media Studies

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Biodiversity – wild, wild Berlin

Modern Noah’s Ark sailing away with DNA Page 2

What are the foxes doing in Berlin? Page 3

The A-Z of wildlife in the city Page 3

Passionate about mushrooms Page 4

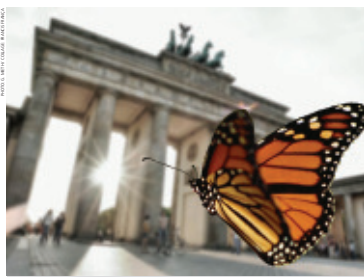
Only the strongest survive in the urban jungle

The drama of biodiversity is unfolding in Germany’s capital, right under the Brandenburger Tor. The flight of a butterfly against the magnitude of the moment in the photo collage symbolizes the struggle of nature to adapt to urban life and vice versa.

Biodiversity is the variety of life in the world. Scientists have identified 1.75 million species, but millions are still unknown. In Berlin, a city larger than two hundred soccer fields, 54 million inhabitants share their living space with an endless number of wild species. Often unnoticed, plants find their home growing in the cracks of sidewalks, they build their nests on roofs.

In the urban jungle some species disappear while others invade. Hereafter have come to live with foxes and beavers. On the other hand, some plant species such as the cowbird are disappearing.

Our environment is changing. A challenge, yes, but also a chance to reconnect with nature – which, after all, we are a part of. It inspires us to create an art, to love, and sometimes makes us feel as light, and resistant, as a butterfly.



The challenge of biodiversity: Nature struggling to enter the gates of urban life

The Godmother of “Flower Power”

A new take on biodiversity: People protecting their favourite plants

By Rita Matern, Veve Hitipeuw and Aleksandra Palakova

Some of the oldest and most prestigious institutions of its kind, the Berlin Botanic Garden is leading a new trend. One hundred godmothers and godmothers are taking care of plants from all over the world.

What does biodiversity mean? Gesche Hobbslein, spokesperson of the Botanic Garden Museum in Berlin-Hahnen, compares it to learning a language. Both are very complex and take a long time to be fully understood. A walk through the garden only allows visitors to get to know a very small number of the 22,000 species. “If we walk to it, and a half year through our garden, every day even on Sundays, we still haven’t seen everything”, explains Hobbslein. With 43 hectares of greenery the Berlin Botanic Garden is one of the largest parks worldwide.

The park founded in 1697 offers its visitors a “green world tour”. An abundance of trees, ferns, flowers and shrubs are cultivated according to their geographical origin, displaying the fauna of Europe, Asia and America.

Inge Weirter, 76, is one of the long-standing godmothers of the Berlin Botanic Garden. Carefully she bends down to take in the fading scent one of the last blossoms of the yellow cone flower planted

in the yard of Sophienparkresidenz. The retirement home has been supporting the maintenance of the flower since 2003. Weirter decided to spend her sunset years here because it is only a walk away from the Botanic Garden.

After having lived in Columbia for four years the young Inge Weirter had returned to Germany



Godmother on duty: Inge Weirter knows all about coneflowers

in the Seventies. Desperately looking for a job, the mother of three ended up in the trial department of the Federal Agency of Biology. “I didn’t know anything about plants, so I started to go to the Botanic Garden to learn about them”, she remembers. Finally, Inge Weirter knew more about tropical species than her fellow experts.

Today, she pays 300 Euros of her modest pension as an individual sponsorship every year to save the Pereskia Grandiflora, a rare cactus. “I am always relieved when I manage to pay the last installment around Christmas time”, she admits.

The Berlin Botanic Garden sponsorship project started in 2000.

Tim Bessert, 36, is another sponsor. He is the proud godfather of the mannik plant. “Mannik is one of the most important food crops in Brazil”, Bessert explains – and he chose it because his management consultancy, Besser International, cooperates with Latin America, one of its main markets.

Bessert’s money, like all donations, is directly invested into the area of the Botanic Garden where his mannik is cultivated among many other species. The sponsors’ donations help but are not enough to maintain the plants. “The biggest benefit is the personal commitment”, says spokesperson Gesche Hobbslein.

The Gardens are indeed in a poor financial state. After the fall of the Berlin wall they were handed over from the Senate to the Free University of Berlin, and soon the organization was threatened with closure due to drastic financial cuts. One of the founders of the godfather project is well-known German comedian Wildad Bönning. But still “the Garden would need much more prominent support”, says biologist Herbert Winkelman (see side bar).

For now at least the garden can rely on committed godfathers and godmothers such as Inge Weirter, a busy grandmother of six. “I always feel great when I am done”, she tells us with a radiant smile.

© Become a sponsor: www.hbgm.org

Interview

Green Berlin – still a dream?

The Red List of Berlin labels 136 plants with “very high” protection priority. But are they really protected? Herbert Winkelman, biologist and co-compiler of the list, says not enough is being done.

To what degree are plants in Berlin endangered? The situation is far from ideal. After the fall of the wall the mass construction began which caused disappearance of certain species within the city. For example, wild, empty areas were taken up for housing building in districts such as the Diplomatenviertel. Due to its climate, Berlin’s ecosystem is very special – the average temperature is two to three degrees higher than in the neighborhood. This means, Mediterranean species, which can be found here, are unique for northern Germany.

Why are plants important for the ecosystem?

If one rare species lives on a rare plant and this plant disappears, it leads to the extinction of the animal. On an oak, for instance, about thousand species may live. If we lose the oak, all these animals will become extinct as well.



Suspicious biologist Herbert Winkelman

What is being done to sustain biodiversity? One of the measures is the list of endangered species published by the Berlin Senate. However, the list is compiled by private specialists who do not get paid for them, and, therefore, its constant update is problematic.

How can the situation be improved? We should promote the knowledge of the species and this should start at school. If we do not know a species, we simply do not notice when it disappears.

Interview: Aleksandra Palakova

► Detailed information about Berlin’s ecosystem including the Red List: www.stadtbibliothek-berlin.de/red-list.php

Wild, wild Berlin: the dossier produced by the IMS students in 2011



Andrea Tapper: “No picture without caption!”

Photo: Farzana Khan

able in Berlin, as in her home town of Minsk.

“The idea is to give the students a real feeling of general print journalism”, said Ms. Andrea Tapper, the trainer in charge of the practice week. To do so, she basically used professional criteria for the students. “Be prepared and do research beforehand”, is the advice from Ms. Tapper to IMS students who are going to participate in the training week.

The print media practice project is only one of the fascinating chances the IMS master’s program offers its students. The IMS students have the chance to do four media projects: radio, TV, online and print in two years’ study. Only the print project takes place in Berlin in cooperation with GIZ, the other three all take place at the Deutsche Welle in Bonn.



PLANET DEUTSCHLAND

Im Ausland zu studieren ist für viele ein Traum. Doch manchmal wird er zum Alptraum *By Naim Zeqiri*

Als Gemechu Bekele Lemu nach Deutschland kam, strahlte er immer gute Laune und Freundlichkeit aus. Der charismatische Äthiopier hoffte, viele neue Freunde zu finden. Das war jedoch keine so einfache Aufgabe. Die deutschen Werte und Vorstellungen von Freundschaft verstand der 24-jährige am Anfang nicht- er fühlte sich wie auf einem anderen Planeten.

„In meinem Land sind wir bei allem voneinander abhängig. Wir leben zusammen, helfen einander und teilen alles miteinander, so bin ich es gewohnt“, sagt Gemechu. Aus diesem Grund hat er beispielsweise seine Mitbewohnerin im Studentenwohnheim jeden Tag zum Kaffee eingeladen und Spaziergänge angeboten. Das Mädchen empfand das Ganze als aufdringlich und reagierte sehr negativ auf sein Verhalten. Für Gemechu war das ein Schock. „Die Menschen hier sind eher individualistisch. Du brauchst eine gewisse Distanz zu den Leuten, wenn du sie ansprechen oder was fragen willst“, meint er jetzt.

James Chamberlain, Direktor des Sprachzentrums an der Hochschule Bonn-Rhein-Sieg, lehrt *Intercultural Communication* und

kennt diese Probleme. „Das System, in dem man gelebt hat, und die Referenzpunkte, die man braucht um sich zu orientieren, die fallen auf einmal weg“, erklärt er. „Man hat weniger emotionale Unterstützung von der Familie oder der vertrauten Umgebung.“ Dadurch kann das tagtägliche Leben im anderen Land zu einem richtigen Kulturschock werden.

Aber kann man sich darauf vorbereiten? James Chamberlain zweifelt, dass es möglich ist: „Man kann über die Kultur und das Land lesen und Informationen sammeln. Aber der Schock trifft einen auf der emotionalen oder sogar körperlichen Ebene“. Oft kann er sogar zu Konzentrationsschwäche, Kopfschmerzen und Depression führen.

Gemechu stimmt zu: „Nach der aggressiven Reaktion meiner Mitbewohnerin fühlte ich mich hilflos und leer“. Seitdem unterhält er sich nicht mehr so viel mit den Leuten. „Je mehr ich dieses Gefühl der Unsicherheit habe, desto vorsichtiger werde ich im Umgang mit Menschen hier“, sagt Gemechu.

Die 24-jährige Natalia Lazareva kam nach Deutschland, um ihren Master im Fach International Media Studies bei der Deutschen Wel-



Photo: private

James Chamberlain
lehrt *Intercultural*
Communication



Gemechu Bekele (Mitte)
erlebt oft, dass seine
freundliche Art falsch
verstanden wird

Foto: Tianlin Xu

le Akademie zu machen. Die Veränderung des Systems und der vertrauten Umgebung ist für die russische Studentin eher eine interessante Erfahrung als ein Problem. „Ich habe eigentlich keinen Kulturschock erlitten, lediglich einige kleine Anpassungsschwierigkeiten im Bezug auf Essen und Tischmanieren“, sagt sie. Zum Beispiel war es für Natalia interessant zu sehen, wie die Deutschen Sandwiches mit Messer und Gabel essen und auch kein warmes Abendessen servieren. An solche Sachen kann man sich aber selbstverständlich gewöhnen.

Dieses Phänomen erklärt Chamberlain mit kultureller Distanz: je näher man geographisch an dem Gastland ist, desto leichter fällt die Anpassung. „Ein deutschsprachiger Schweizer und ein Deutscher sind kulturell viel ähnlicher als ein Deutscher und ein Chinese“, sagt der Dozent.

Deutsche Universitäten kennen dieses Problem. Um ihren Studierenden zu helfen, hat die Hochschule Bonn-Rhein-Sieg seit einem Jahr das Programm „Study Buddy“ entwickelt. Deutsche Studierende begleiten dabei ihre ausländischen Kommilitonen ein Semester lang, um ihnen zu helfen, sich an die lokalen Normen und Traditionen zu gewöhnen. Beim Interna-

tional Media Studie-Studiengang der Deutschen Welle Akademie wird das Seminar *Intercultural Communication* angeboten. Das hilft jungen Leuten wie Gemechu, Verhalten und Reaktionen anderer Kulturen zu verstehen.

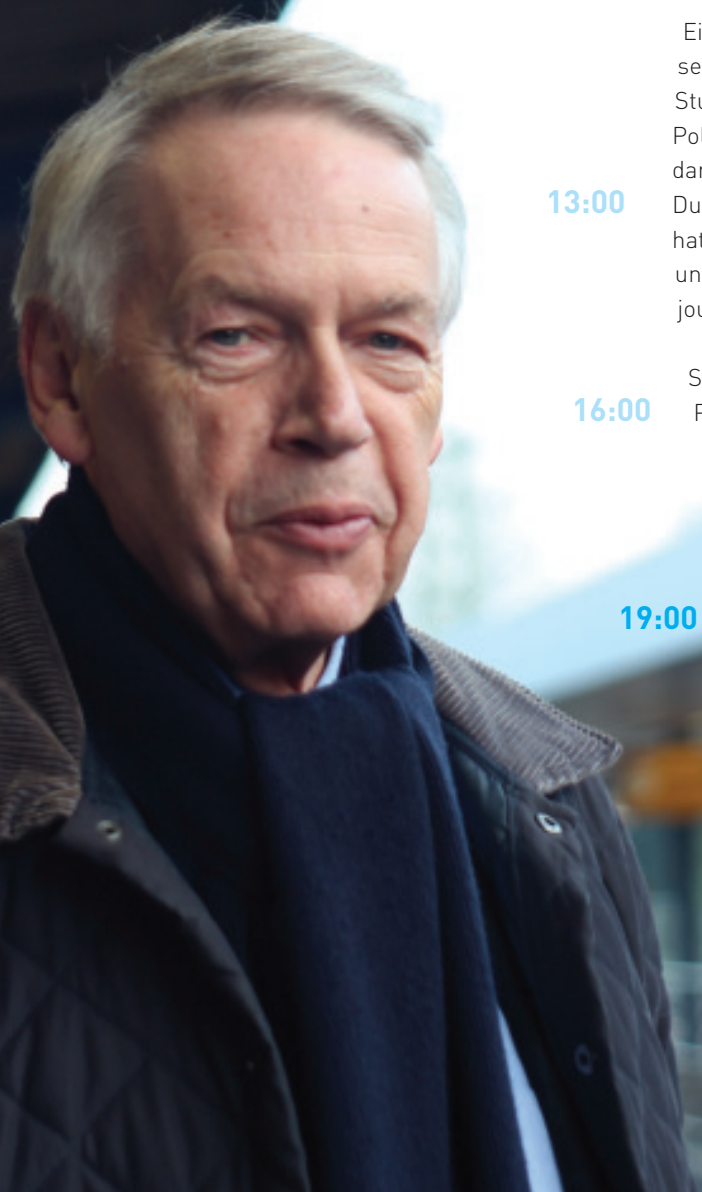
Heute überrascht Gemechu nichts mehr. Er lacht wieder und sieht genauso freundlich und lebensfroh aus wie damals, als er nach Deutschland kam. Jetzt weiß er, wie man hier die Leute anspricht und kulturelle Barrieren überwindet. Er hat es zwar gelernt, aber das macht ihn trotzdem nicht glücklich. „Ich versuche jetzt einen Kulturschock zu vermeiden. Die Angst, dass ich dieses Gefühl wieder bekomme, steckt aber nach wie vor in mir“.

Have you ever broken a cultural norm?

What is simply normal at home sometimes seems strange in Germany.

Abdallah Abu Hamad comes from Jordan. In 2011 he graduated from the International Media Studies master's program at the Deutsche Welle Academy. Once he noticed a strange reaction from people in the fitness centre in Bonn when he was taking a shower. In his country men do not take a shower naked together. So he decided just to leave his underpants on. People started looking at him and showing him with their facial expression that this is a shower and not a beach. "I could see people's reaction and felt confused in the beginning, but then I preferred to stay in pants."

Azra Avdagic from Bosnia and Herzegovina studies astrophysics at the University of Bonn. In her home country, she used to invite her friends for a coffee spontaneously – just when she was in the mood to meet someone. Once she called her German group-mate and invited her to drop in. The girl sounded very surprised and refused to meet. Next day the group-mate talked to Azra and asked to invite her earlier next time. The reason was simple: she needs to plan such things in advance. "I felt very stupid and lonely – we were talking just about coffee, not about a posh reception with diplomats! Why should I notify her a week before?" Later, Azra realized that in Germany you can't invite somebody so spontaneously. "Well, now I respect Germans' right to plan," she laughs.



Bernd-Peter Arnold, 71, sitzt schon seit einer halben Stunde im Zug von Frankfurt nach Bonn, und blättert in seinen Unterlagen für die heutige Lehrveranstaltung an der DW-AKADEMIE. **8:00** Sieben Jahre nach seinem Abschied vom Hessischen Rundfunk, wo er seine Journalistenkarriere in den 60igern angefangen hat, pendelt er ständig für verschiedene Medienseminare zwischen Frankfurt, Mainz und Bonn, als Dozent und Autor. Die aktuelle FAZ hat er schon durchgelesen, nun muss er sich noch einige Gedanken für die Abendveranstaltung an der Mainzer Uni machen.

10:00 PowerPoint braucht er nicht, grüne Karteikarten sind seine Welt. Wenige Stichwörter bilden die Grundlage für ein mehrstündiges Seminar über das Thema „Journalismus als Forschungsfeld“. Trotzdem ist er kein Nostalgiker. Er setzt moderne Technik, nur dort ein, „wo sie sinnvoll ist.“ Sein Eindruck von den IMS-Studierenden ist positiv, ihm gefallen vor allem die kritischen Diskussionsbeiträge der internationalen Gruppe.

13:00 Eine Suppe, ein kleines Fleischstück mit Kartoffeln und Salat- so sieht sein Mittagsmenü aus. Mit Prof. Dr. Christoph Schmidt, Leiter des IMS-Studiengangs, unterhält sich Arnold über die aktuelle europäische Politik. Politischer Journalist zu werden war seit seiner Schulzeit ein Traum. Doch damals waren die spezifischen Medienstudiengänge noch am Anfang. Durch ein Jura-Studium und Nebentätigkeiten beim Hessischen Rundfunk hat er sich für den Beruf vorbereitet. Heute ist er preisgekrönter Journalist und Medienwissenschaftler, und gibt als Dozent sein Wissen gerne an den journalistischen Nachwuchs weiter.

16:00 Schon steht er wieder auf dem Gleis. In zwei Stunden erwartet ihn eine Podiumsdiskussion in Mainz. Dabei geht es um eine neue Studie über Medienwirkung. Wie am Anfang des Tages blickt er gedankenvoll durch das Fenster des fahrenden Zuges auf die sich bewegende Landschaft.

19:00 An normalen Uni-Tagen verlässt Arnold jetzt die Universität. Seinen Feierabend in Frankfurt verbringt er häufig zusammen mit Freunden, geht ins Theater oder Kino, „da Frankfurt ja eine ungeheuer spannende Stadt ist!“

22:00 „Ich versuche vor 23 Uhr ins Bett zu gehen, aber meistens wird es später.“ Wenn er Lust hat, bemüht er sich vor dem Schlafen, noch etwas zu lesen, doch „spätestens nach drei Seiten bin ich eingeschlafen.“

**Professor Bernd-Peter Arnold
lehrt die IMS-Seminare
Journalismus I und III**

Studentin

Ein Tag im Leben von IMS...

By Tianlin Xu

Seit zwei Monaten trinkt Ibtisam Fawzy, eine 30-jährige Ägypterin, mit Genuss und Ruhe ihren Morgenkaffee. Davor war sie fünf Jahre lang als Journalistin für die *dpa* in Kairo tätig - Stress pur. Die Entscheidung wieder Studentin zu werden war nicht leicht, aber genau richtig, sagt sie heute. Mit den kulturellen Unterschieden zwischen Deutschen und Arabern hat sie kein Problem, aber von der Familie entfernt zu leben, ist für sie schwer. In ihrem Zimmer in Bonn erinnert alles an zu Hause.

8:00

Erster Kurs: Medienwirtschaft, dann Medien, Politik und Gesellschaft plus Globalisierung. Ja, Donnerstag ist immer voll gepackt. Sie macht sich Notizen und diskutiert in der Klasse mit, bringt eigene Erfahrungen ein und lernt von den anderen. Allerdings kann sie sich momentan noch nicht ganz an das Studentenleben gewöhnen. Es ist viel zu tun, aber „mir fehlt das tägliche Produzieren.“

10:00

Mahlzeit! Mittags isst Ibtisam in der DW-Kantine, allerdings meist selbst gekochtes Essen. Sie ist eine andere Esskultur von zu Hause gewöhnt. Deshalb wärmt sie ihren home-made Fisch und Reis in der Mikrowelle der Kantine auf. In der Mittagspause sitzen die IMS-Studierenden wie immer zusammen. „29 Mitstudenten aus der ganzen Welt- diese Erfahrung werde ich nie vergessen.“ Ihr Gesicht strahlt wenn sie über ihre Gruppe redet.

13:00

„Als Ausländerin fühle ich mich wohl in Bonn, weil ich nicht die einzige bin, die anders aussieht.“ Sie springt aus der Straßenbahn. Zwei Minuten ist sie bereits zu spät für ihren Termin beim Ausländeramt. Dort will sie ihre Aufenthaltserlaubnis abholen. 15 Minuten später kommt sie aus dem Büro, achselzuckend: „Die Dame findet meine Dokumente nicht. Anscheinend haben sie meine Sachen nach Siegburg geschickt.“ Doch die Mitarbeiterin war ganz nett und ein vorläufiges Visum bis zum nächsten Termin hat sie auch bekommen.

16:00

Dank digitaler Kommunikationstechnik verliert sie nie den Kontakt zu ihrer Heimat, auch wenn der Standort tausende Kilometer entfernt ist. Normalerweise skypet Ibtisam zu dieser Uhrzeit mit ihrem Vater und ihrem Bruder aus Kairo. Sie loggt sich schon zum fünften Mal in ihren Facebook-Account ein. Manchmal guckt sie auch ägyptische Channels auf Youtube und diskutiert darüber mit ihren Freunden, um ständig über die Situation in ihrem Heimatland informiert zu bleiben.

19:00

Facebook bleibt zwar online, aber Ibtisam verlässt ihren Laptop und liest Texte des Studiengangs. Zukunftspläne schmiedet sie noch keine: „Ich weiß nicht genau wohin ich nach dem Studium gehen werde, aber das wird sich im Laufe des Studiums entwickeln, und es werden sich sicherlich viele neue Türen öffnen.“

22:00

Ibtisam Fawzy hat die arabische Frühlingsrevolution im Jahr 2011 in Kairo miterlebt



Bringing the success home

The first 16 IMS students already hold a master's degree. What are they doing now?

By Veve Hitipeuw

After having successfully worked hard through four semesters, Danh-Quy Nguyen, 27, returned to his homeland with the future in his hands. He already had gotten some job offers when he was still in Germany. Since October, he has been working at Ringier Vietnam, a Swiss media company, as a brand manager for the Women's Health Magazine. In January 2012, he will start a new position as the digital managing editor for Elle Vietnam, another international magazine owned by the same company.

Knowledge about international media and the multicultural experiences have helped Nguyen to smoothly fit in an international company. "The intercultural communication skills taught at IMS allowed me to be able to work together in a team consisting of people from various cultural backgrounds, who also have different working styles", he explained.

Moreover, the broad IMS curriculum has enabled Nguyen to multitask quickly in the field. Media projects at IMS give students an opportunity to learn and work with various types of media. "With the knowledge I learned at IMS about on-

line media, I'm now preparing a Facebook campaign for our magazine, with viral marketing elements", he said.

Nguyen hopes he can contribute to media development in his country. He believes, "working in a multinational company also means bringing international media production standards to the country". The young Hanoian now lives in Ho Chi Minh City, Vietnam's largest metropol, with more than 9 million people. The situation there is very different from Bonn, a quiet little town with well-organized public transportation. He used to take xe ôm, a Vietnamese motorbike taxi, to work. But now he is the proud owner of a red scooter.

Like her compatriot, Hien Nguyen, 30, also has to ride her coffee-brown motorcycle for twenty minutes to reach her office. She is back at her previous position as an assistant lecturer at the Academy of Journalism and Communication in Hanoi. "I really like the way my lecturers at the DW Academy taught us to carry out research. It is very helpful for me to prepare my classes", said the mother of a 4-year-old son. Her work is quite challenging because the classroom is not so well equipped. Not everybody in class can work with a computer, or go online.

On the Africa continent, Emmy Chirchir, 26, is struggling to look for a job in media compa-

Photo: DW

Bright-eyed & bushy tailed:
Zemen Al-Bedry (left) and the
fresh graduates Emmy Chirchir
and Hien Nguyen



Photo: Private

Manager on duty: Danh-Quy Nguyen delivers the goods



nies in Kenya. “If you don’t have two to three years experience in journalism, most local media will not give you any chance”, she said. Before joining IMS, she taught film and photography to youth in Nairobi. Now she is back in the capital of Kenya, as marketing and communication officer for Africa Enterprise Challenge Fund (AECF), a private sector fund. “At IMS we had a little bit of everything, including exposure in marketing and media planning. I’m enjoying my work now because I can apply what I learned”, explained Chirchir. She hopes that in the future, she will still be able to develop her career in journalism and bring innovation to the media industry in her country.

In Brazil, Rodrigo Severo Rodembusch, 36, is still waiting for his master’s degree to be acknowledged by the Brazilian government. He has to deal with the difficulties of finding a job. “The challenges I am facing now are very big, because I was out of the market for two years and although this master’s title may have an important meaning in Germany, in Brazil it is not so well recognized as it should or could be”, explained Rodembusch, a journalist with eight years of experience. He hopes his title can soon be recognized and facilitate him in pursuing a bright career in media. In the future, he wants to go further in his academic life, and plans to apply for a PhD program.

More critical thinkers needed

Media expert Dr. Kalinga Seneviratne, head of research at the Asian Media Information and Communication Centre (AMIC) in Singapore, shares his thoughts about what IMS graduates can do for development.

What are the challenges for a free media?

- Media commercialization is one of the biggest challenges. Nowadays, problems come not only from government, but also special interest groups, for instance, religious groups. There are economic pressures as well.
- Critical thinking is not well rooted in the Asian culture. Media educators at universities do not nurture active participation in class. In addition, many of them do not produce media themselves, so the lectures are often too theoretical.
- There is still a lack of research skills among journalists. A big workload and limited time are obstacles for journalists in working on their research, writing and cross-media skills.

How should future media leaders look like?

Media today should act as watchdog over the government, as well as other interest groups. Many developing countries across Asia and the world need more media professionals who:

- possess critical thinking skills
- have practical experience and good research skills
- are able to work with different types of media
- have intercultural communication skills



Photo: DW/K. Danezki

Optimistic: media expert Dr. Seneviratne (57)

Master's student
Annie Zaman
ponders her
next move



Eyes on the future

Being a media student is not just about what you know, it is also who you know

By Anne Ndung'u

It is evening. The light is fading, the temperature is falling and the wind is blowing. A group of International Media Studies (IMS) students from the Deutsche Welle Academy catch a train from Bonn to Cologne, then make their way along the banks of the Rhine river to a building in the old quarter of the city. The excursion to a film screening is part of the Project Management course, led by IMS lecturer Petra Kohlen, but no one is quite sure what to expect. Once at the venue, various German film experts take turns showcasing their projects. A short film by German film writer and director Martin Wallner, 'A lost and found box of human sensation' captures the imagination with its creative narrative and impressive cast. One of the students wants to

be a documentary film maker. Inspired, he asks the director: "How did you get the famous English actor Sir Ian McKellen to narrate the story?" Wallner says he managed it through a friend.

Interaction with media experts starts right from the first day for IMS students. Conferences, guests, panel discussions, excursions and countless other events are organised to help students map out their future careers. Though many are hardly looking for a job in their first year, introducing them to professionals can help them attain their academic goals.

The annual Forum for Media and Development (FoME) symposium takes place in October. Gerhard Schneibel from the United States is new to the master's course. Attending this

**Petra Kohlen lectures
the seminar
Project Management**



Photo: Farzana Khan

year's symposium has helped him to get a better understanding of journalism. "It is a very exciting opportunity to get to know people, learn about their work and see if there is some kind of opportunity to get involved in projects around the world, because with the Internet and the Internet age, you don't have to actually be present in a country to contribute to a media project", he said.

Dr. Helmut Osang, head of Media Development at the Deutsche Welle Academy and a founding member of FoME, highlighted the importance of professionals working with students. "It is an exciting exposure for students, they've hardly started studying, and then all of a sudden, they are exposed to so many professionals".

In the second year, students travel to the capital Berlin to learn how to write for print. Interviewing experts on topical issues is on the schedule of the project week. A trip to Munich for an annual conference on development issues is also planned.

Internship opportunities are plenty not only in the various departments of Deutsche Welle, but also in the city of Bonn, known for hosting many international organisations. Students can meet prospective employees. Emmy Chirchir, a former IMS student currently working in Nairobi, did various internships in Bonn. According to her, the network here extends all the way to Kenya, and helped her get her current job. "IMS can be the hub, the reference point for capacity-building both on the academic and the practical level", she said.

Annie Zaman, another IMS student, is currently in Pakistan writing her masters thesis. She points out that networking occurs not only on a vertical plane between professionals and students, but also on a horizontal one. She uses social networks to keep in touch with other students in Bonn. "I personally think Facebook, LinkedIn and Twitter have changed lives of students all around the world. They share notes, activities and many other social events on these networking sites. IMS is a very interesting group. Initially, I felt that many among us were reluctant to join Facebook. But I've noticed that it's changing. I'm a social networking junkie, so for me it is fun to see people 'convert'", she said.

Social media networks offer students a platform to strengthen student networks, which are the basis for future partnerships. This is significant for IMS students, as many have slowly come to realise: It is not just about what you know, it is also about who you know. The network is growing.

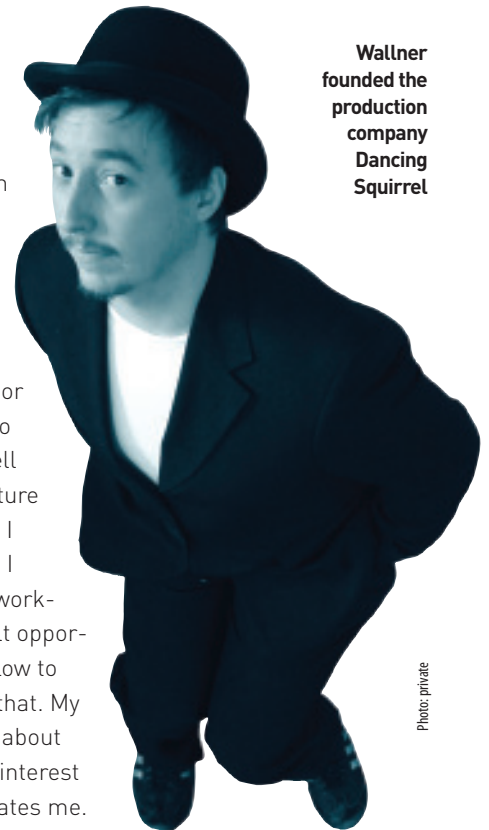
Go for it:

Martin Wallner on networking

At 31 years old, Martin Wallner is well on his way to becoming an internationally recognised film writer and director. He is currently basking in the afterglow of his successful short film, 'A lost and found box of human sensation', which has won several international film festivals. Wallner offers networking tips based on personal experience.

What networking opportunities do you think students have?

Whatever you can come up with. The best way to get to know professionals is to go to festivals, speeches or fairs, and to just approach them. But try to be charming. I don't think that networking necessarily has anything to do with the phase of life you're in. You just have to look to your left or to your right. The people who sit next to you might very well be involved in one of your future projects or vice versa. When I started working on projects, I was very hesitant about networking in general, because it felt opportunistic, unnatural and shallow to me. But it shouldn't be like that. My way of networking is mostly about getting to know people who interest me, who do stuff that fascinates me. Best case: People I like. You can meet those people anywhere.



Wallner founded the production company Dancing Squirrel

Photo: private

You started networking as a student. Has this contributed to your success?

A lot. It helped me to find coworkers and supporters for my projects and those people had an essential part in the success of most of those projects. But I also did a lot of network-building, which is just as important.

Would you advise students to wait and finish their studies, or to start building networks now?

Whatever they feel comfortable with, and whatever comes most natural to them. You shouldn't network out of a feeling that you have to, but out of interest for the people you're dealing with.



Love and Hate

about

Bonn

Was für einen Eindruck hinterlässt Bonn bei seinen internationalen Einwohnern?



- ✔ "I love walking by the Rhine."
 - ✘ "I hate when people say that Bonn is a boring city. I totally disagree. I love Bonn!"
- Masood Jahish / Afghanian Department**

- ✔ "I enjoy taking deep breaths of the clean air in Bonn. I can't do it in Jakarta, because of my asthma and the pollution there."
 - ✘ "I have to admit that I missed the crowds and the racket in Jakarta at the beginning, since I was not used to the quietness. But after a couple of months I started to enjoy it."
- Ayu Purwaningsih / Indonesian Department**



- ✔ "Ich habe hier die Titanwurz mit der riesigen Blüte im Botanischen Garten gesehen, und das war ein großes Abenteuer."
 - ✘ "Wenn man in die Stadt am Rhein kommt und sieht am Bahnhof, dass so viele Leute drogenabhängig sind, das macht schon nachdenklich. Ich habe es nicht gern, dass es Leuten so schlecht geht."
- Frank Norden / DW-Akademie**

- ✔ "The autumn in Bonn reminds me of my hometown Beijing back in the days of my childhood. The harmonious relationship between nature and the people here which I really like unfortunately disappeared in my hometown a long time ago."
 - ✘ "I like Bonn a lot, but Germans can seem to be slightly cold if you don't know them well."
- Yutong Su / Chinese Department**



- ✔ "Ich mag die Gelassenheit von Bonn, und die Verkehrsanbindung ist sehr praktisch."
 - ✘ "Leider gibt es in Bonn gar kein Nachtleben."
- Zemen Al Bedry / Arabische Redaktion**

- ✔ "Was ich hier mag ist die Natur und die Stadtplanung."
 - ✔ "Bonn ist total perfekt für mich, weil es so ruhig ist, und es passt sehr gut zu meinem Lebensstil."
- Halima Abbas / Hausa Redaktion**

