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 DR

 AFRICAN CENTRE FOR

 DEVELOPMENT &RESEARCH

  **MEDIA PRISM YOUTH TRAINING**

 The media plays a crucial role in modern society. In its various forms it relays information to the public, and helps communities keep up-to-date with current events from around the world. Additionally, the media serves as a link between the world's governments and its citizens, by informing the latter of the policies and practices of the former. This information helps the public to participate in civil society and in the political processes. Consequently the media not only has enormous potential to influence perceptions and to sway opinions, but arguably also to shape events.

Article 19 of the Universal Declaration of Human Rights recognizes the freedom to hold opinions, and the right to express them. Although mainstream media outlets may each have their own rules and ethical standards, it is possible today for almost anyone to become a media producer using the internet. Meanwhile, as technology advances progressively, it facilitates the transmission of ever greater amounts of information, and to increasingly larger numbers of people, the flow, nature or quality of information cannot be controlled. Consequently it becomes every citizen's responsibility to analyse whatever information that she or he receives before acting upon it.

The training courses will bring together participants from different countries and cultural backgrounds to study the news media, and to contrast different outlets’ portrayal of the same issues and events. The project encourages all participants to exercise some caution towards the information they receive, while at the same time providing them with the tools necessary to assess it impartially, thoroughly, and above all rationally.

Aim- The training course aims to support civil society in participants’ countries by developing the competences of youth leaders from civil society organisations active in the field of non-formal learning.

**Objectives:**

-To train 28 youth leaders, from partners' country, in media literacy skills.

-To provide tools for participants to recognise and quantify biases that appear in the media or in political discourse

-To establish a platform for the exchange of ideas, opinions and experiences

-To support participants’ competences in democratic leadership and active citizenship, and intercultural communication

Expected results:

-Measurable increase in participants’ critical thinking skills

-Capacity building of participants’ organisations

Methodological approach provides the tools for participants to make their own analyses, and to reach their own conclusions. The project strives to present diverse (and often opposing) viewpoints on specific issues taken from the international media; participants are asked to assess each in turn, and then to contrast their conclusions with the others'. All analyses are supported by arguments and evidence.

The project's training courses are led by small teams of facilitators whose only role is to moderate discussions. The analyses themselves are always done by participants themselves, working individually or in small groups. The emphasis is on peer education, and on interaction between and among all participants.

The project is neither for nor against any media or journalist. The methodology merely analyses the information as it appears to the public and identifies whatever biases it may contain.