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Institut für Kommunikations-
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Online Summer School

April 15-19 | Online via Zoom

Transformative Media: Building Capacity for Change in Afghanistan's Public Sphere



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رسانه‌های تحول‌آفرین؛ ظرفیت‌سازی برای
تغییر فضای عمومی در افغانستان – مکتب
تابستانی آنلاین

رسانی د روښانه بدلون په لور؛ د افغانستان د
عامه افکارو د ویبنتیا په پار ظرفیت جوړونه



Timetable

	10:00 – 11:30	14:00 – 15:30	17:00 – 18:30
15. April	Media System of Afghanistan (10:30 – 12:15)		
16. April		#defyhatenow - Countering Disinformation and Hate Speech in the Digital Public Sphere (14:00-16:00)	Diaspora Voices: Leveraging AI and Assistive Tools for Social Media Advocacy
17. April	Fake news, challenges, and how to tackle it	Freelance Journalists	Harnessing Oral History for Peace Journalism and Conflict Transformation
18. April	Digital Learning via YouTube	Social Media Empowerment for Women	Mastering New Editing: Editorial Frameworks Unveiled
19. April		Online Terrorism Prevention	



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Overview:

Join us for the "Transformative Media: Building Capacity for Change in Afghanistan's Public Sphere" Online Summer School, hosted by Leipzig University's Center of Communication for Social Change and Development from April 15–19. This groundbreaking program is designed for Afghan journalists, activists, human rights defenders, and students eager to enhance their skills in communication and public advocacy. Through expert-led workshops covering topics ranging from the media system in Afghanistan to digital learning, social media empowerment for women, and online terrorism prevention, participants will be equipped to drive positive change in their communities. Additional workshops include strategies for freelance journalism, diaspora advocacy, and combating disinformation and hate speech online. The summer school, offered in Persian, Pashto, and English, is a unique opportunity to gain theoretical knowledge and practical skills in media, advocacy, and digital literacy. Registration is free, aiming for inclusivity and accessibility. Earn an official Leipzig University certification by completing six workshops and submitting an original essay. Empower yourself to be a catalyst for change in Afghanistan's public sphere.



Objective:

The summer school aims to enrich participants' understanding of the communication landscape and public sphere in and of Afghanistan, fostering skills in media, advocacy and digital literacy to drive positive change.

Workshop Overview:

1. Media System of Afghanistan
2. #defyhatenow – Countering Disinformation and Hate Speech in the Digital Public Sphere
3. Freelance Journalists
4. Harnessing Oral History for Peace Journalism and Conflict Transformation
5. Diaspora Voices: Leveraging AI and Assistive Tools for Social Media Advocacy
6. Digital Learning via YouTube
7. Social Media Empowerment for Women
8. Online Terrorism Prevention
9. Fake news, challenges, and how to tackle it
10. Mastering News Editing: Editorial Frameworks Unveiled



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Our Partners:

This summer school is enriched by the partnership of four distinguished NGOs, each with a deep commitment to the media and public spheres. In addition to the workshops offered by our center, these organizations will present additional sessions, leveraging their extensive field experience and project insights.

<p>r0g_agency</p> 	<p>INSAN Foundation</p> 
<p>Abad e.V.</p> 	<p>AJSO</p> 



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Our Partners:

1. r0g_agency, originally focused on Juba, South Sudan, has broadened its mission to encompass peacebuilding and the fight against online hate speech through its #defyhatenow initiative. This organization's dedication to innovation, open-source methodologies, and fostering inclusive, peaceful societies positions it as a key collaborator for our summer school. They will present a workshop titled "#defyhatenow: Countering Disinformation and Hate Speech in the Digital Public Sphere," led by Dr. Merga Younus and a colleague. This session aims to equip participants with strategies to utilize technology and education in tackling contemporary media and communication challenges, perfectly aligning with our summer school's objectives of enhancing media skills and promoting a diverse, informed public discourse. For more information, visit their website: <https://openculture.agency/>



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Our Partners:

2. INSAN Foundation, renowned for its commitment to human prosperity and equality, will conduct a workshop titled "Harnessing Oral History for Peace Journalism and Conflict Transformation" during our summer school. Their expertise in leveraging media to promote critical thinking and human rights makes them an ideal partner. INSAN's dedication to combating discrimination and advocating for freedom of thought and expression directly addresses the intricate social challenges in Afghanistan. This workshop, led by Musa Aziz, aims to offer practical methods for utilizing oral history in peace journalism and conflict resolution initiatives. This aligns seamlessly with our program's aim to empower participants with skills for making a significant impact in public spheres through media. To read more about them, visit their website:

<https://insan.international/>



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Our Partners:

3. Abad e.V., a non-profit organization based in Cologne, Germany, focuses on empowering social groups in Afghanistan and developing countries. They specialize in assisting exiled Afghan journalists in Germany, helping to establish a journalist club in Berlin with technical and legal support to amplify their voices from exile. At our summer school, Dr. Assef Hossaini from Abad e.V. will conduct a workshop titled "Mastering News Editing: Editorial Frameworks Unveiled," offering insights into effective news editing techniques and editorial frameworks. This session aligns with our goal of enhancing media skills and providing a platform for diverse voices in the field of journalism. You can find more about their activities at: <https://www.abad-berlin.de/>



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Our Partners:

4. The Afghanistan Journalists' Support Organization (AJSO), formed by Afghan journalists, media experts, and university professors in Germany, focuses on advocating for freedom of expression and media freedom from exile. AJSO is dedicated to strengthening these pillars within Afghanistan's media landscape. They will offer a workshop titled "Fake News: Challenges and Solutions," aimed at addressing the pervasive issue of misinformation. Asif Marof, representing AJSO, will lead this session, imparting strategies to identify and counteract fake news effectively. This workshop is aligned with our summer school's commitment to enhancing media literacy and promoting accurate, ethical journalism practices among participants. For more information, please visit their website: <https://ajso.org/>



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Language Options: Persian, Pashto and English

Beneficiaries:

- Afghan journalists and media practitioners
- Civil society activists and human rights defenders
- Journalism students and researchers
- Social media enthusiasts and tech-savvy individuals

Eligibility: Open to individuals passionate about driving social change through improved communication strategies. Prior experience in journalism, media, or activism is beneficial but not required.

Registration is free, with a focus on inclusivity and accessibility to ensure broad participation.



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This comprehensive program not only enhances participants' theoretical knowledge but also equips them with practical skills for real-world application, making it a pivotal opportunity for professional and personal development in the field of communication and social change.

Certification Requirements:

Earn an official certification from Leipzig University by participating in our Certified Summer School Program. This program offers a unique opportunity for attendees who complete six workshops and submit an original article, adhering to specific criteria, to receive a Certificate of Completion from Leipzig University.

In order to achieve certification, participants must deeply engage with the summer school's themes by writing an essay on a topic they covered in one of the workshops. Participants' written work reflects their dedication and understanding of the subject matter, which the certification process recognizes.



Essay Submission Guidelines:

Thematic Relevance: The essay must tackle a problem or question directly related to the summer school's central themes, demonstrating a comprehensive understanding of the subject.

Academic Standards: While the paper should reflect the author's unique voice and writing style, academic referencing is mandatory to support claims and provide evidence.

Length: Submissions must be thorough yet concise, with a minimum length of 2 pages and a maximum of 5 pages.

Format Flexibility: The paper is not bound by a strict academic format, allowing authors creative freedom in their presentation and argumentation.

Clarity and Structure: Essays should be well-organized, including a clear introduction, a central thesis or question, detailed analysis, and a conclusive summary.

Submission Deadline: All papers must be submitted by the 30th of June, 2024.

Submission Contact: Please direct your articles to the following email address: ali_reza.hussaini@uni-leipzig.de

By fulfilling these requirements, participants will not only gain new insights and skills but also an official certification from Leipzig University, marking their achievements and dedication to their academic and professional growth.



Workshopdetails

Media System of Afghanistan

This workshop, led by Hazrat Bahar, dives into the complexities of Afghanistan's media system. It starts by addressing the vague concept of a media system among journalism students, graduates, and practitioners. Through a two-session format, it aims to demystify media systems by breaking them down into understandable elements and highlighting dominant models or systems of media. With a focus on Afghanistan, the workshop explores the unique elements and dimensions of the country's media landscape, providing insights into its development over the past two decades and discussing what was lacking or should have been incorporated. The goal is to enrich participants' understanding of media systems in general and specifically position the Afghan media system within a broader global paradigm. Furthermore, attendees will learn about the intertwined relationship between political and media systems, gaining the ability to analyze and critically evaluate the media landscape.

Language of Instruction: Pashto, Persian, and English

Session Duration: 90 minutes

Date & Time: 15 April – 10:30-12:15



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Workshopdetails

#defyhatenow - Countering Disinformation and Hate Speech in the Digital Public Sphere

The #defyhatenow, initiated by the Berlin-based r0g_agency for open culture and critical transformation, aims to counter online incitement to violence and social media hate speech, primarily in post-conflict transformation regions. With programmes currently in South Sudan, Cameroon and Ethiopia, #defyhatenow takes action to train and engage local fact-checkers, strengthen media literacy and create digital safe spaces for conflict affected women. It develops educational resources for community interaction and engages with diaspora groups to develop and implement peacebuilding mechanisms through dialogue and campaigns. More information at <https://defyhatenow.org>

Delivered by: R0g_Agency, Dr. Merga Yonas Bula

Language of Instruction: English

Session Duration: 120 minutes

Date & Time: 16 April – 14.00-16:00



Workshopdetails

Harnessing Oral History for Peace Journalism and Conflict Transformation

This session aims to showcase oral history's crucial role in peacebuilding efforts, emphasizing ethical considerations such as informed consent and participant protection. It's designed to underscore the importance of personal narratives in achieving sustainable peace and reconciliation. It explores the role of oral history in:

- Amplifying marginalized narratives and challenging dominant stories for a more inclusive conflict understanding.
- Fostering dialogue and understanding, encouraging empathy, and fostering reconciliation across conflicting viewpoints.
- Preserving historical memory is essential for truth-telling and acknowledging past injustices.
- Empowering affected communities means giving them a platform for their stories as part of collective memory.
- Informing transitional justice processes with insights for victim-centered approaches to accountability and reparations.

Delivered by: INSAN Foundation for Research and Media, Musa Aziz

Language of Instruction: Pashto, English

Session Duration: 90 minutes

Date & Time: 17 April – 17.00-18:30



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Workshopdetails

Fake News, challenges, and how to tackle it

Fake news in the era of social media is spreading faster than ever before. How big this challenge is for journalists and how it can be tackled.

Delivered by: Afghanistan Journalist Support Organization(AJSO),
Hafizullah Maroof

Language of Instruction: Pashto, English, Persian

Session Duration: 90 minutes

Date & Time: 17 April – 10.00-11:30



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Workshopdetails

Mastering News Editing: Editorial Frameworks Unveiled

"Mastering News Editing: Editorial Frameworks Unveiled" is a workshop designed for journalists, editors, and media professionals seeking to deepen their understanding of the editorial process. This session dives into the vital importance of editorial frameworks in shaping the integrity and impact of news. Participants will explore the principles and practices of effective news editing, from ensuring factual accuracy to maintaining ethical standards in storytelling. By uncovering the structured approach behind editing, attendees will learn how to improve their skills in selecting, refining, and presenting news stories that resonate with audiences while upholding the highest journalistic standards. This workshop is an essential stepping stone for those committed to excellence in the dynamic world of news production and distribution.

Delivered by: Abad e.V. , Dr. Asef Hossaini

Language of Instruction: Persian, English

Session Duration: 90 minutes

Date & Time: 18 April – 17.00-18:30



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Workshopdetails

Diaspora Voices: Leveraging AI and Assistive Tools for Social Media Advocacy

The session " Digital Empowerment for the Diaspora " provides activists, journalists, and advocates with advanced techniques for effective social media advocacy, specifically aimed at diaspora groups. This intensive seminar explores the utilization of artificial intelligence for the creation of creative material and the strategic implementation of assistive tools to enhance lobbying efforts. Attendees will gain practical skills in utilizing AI-powered technology to create captivating stories and efficiently utilize social media management tools to engage their audience. This training will be helpful for anyone seeking to utilize digital innovation to drive social change and ensure their message reaches a wide range of global diaspora networks. Join us to transform your digital presence and drive meaningful advocacy campaigns.

Delivered by: Ali Reza Hussaini

Language of Instruction: Persian, English

Session Duration: 90 minutes

Date & Time: 17 April – 17.00-18:30



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Workshopdetails

Freelance Journalists

This workshop, led by Hamid Obaidi, delves into the pivotal role of freelance journalists in the modern media landscape. It emphasizes how independent reporters, operating outside traditional news organization structures, contribute significantly to the democratization of information. Participants will learn about the importance of freelance journalism in uncovering underreported stories, providing diverse perspectives, and bridging gaps in news coverage. The workshop aims to equip participants with the knowledge and skills to become successful freelance journalists, manage their media outlets, and produce content for global media platforms. Through a mix of presentations and group work, attendees will be encouraged to explore freelance journalism insights and publish their work across various media outlets.

Language of Instruction: Pashto, Farsi

session Duration: 90 minutes

Date & Time: 17 April – 14:00-15:30



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Workshopdetails

Digital Learning: YouTube as a Lifeline for Learning in Fragile States

Led by Laily Habib, this workshop explores YouTube's crucial role in providing educational support in fragile states, where political instability, conflict, and weak governance can severely impact traditional educational systems. The workshop delves into how YouTube and other digital platforms offer a lifeline for learning by bypassing these barriers and reaching learners directly. It aims to empower educators and learners alike with strategies that utilize YouTube to promote resilience, overcome access barriers, and foster community engagement in the educational process.

Language of Instruction: Persian

Session Duration: 90 minutes

Date & Time: 18 April – 10:00-11:30



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Workshopdetails

The Role of Social Media in Empowering Women in Afghanistan

Led by Mariam Meetra, this workshop focuses on the potential of social networks to empower women in Afghanistan. It explores the current situation of women's empowerment through social media, highlighting how these platforms can be used to enhance women's roles and contributions to the development process. The workshop addresses critical questions about the importance of discussing women's empowerment on social networks, assesses women's presence on these platforms, and explores the social capacities that can aid in the empowerment process.

Language of Instruction: Persian

Session Duration: 90 minutes

Date & Time: 18. April 14:00-15:30



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Workshopdetails

Online Terrorism: Strategies to Prevent Youth from Joining Terrorist Groups

Presented by Abu Muslim Khorasani and others, this workshop explores the impact of digital spaces, particularly social networks, in shaping a new realm of terrorism known as "new terrorism." The workshop delves into how terrorist groups have adapted to operate in both the real world and online, capitalizing on the immediacy and reach of digital platforms to recruit young fighters, spread extremist ideologies, and orchestrate terrorist activities. A significant focus is placed on the vulnerability of youth, especially those with a recent migration background to European countries like Germany, who are at risk of being targeted by terrorist propaganda online. The workshop aims to raise awareness, educate, and provide scientific and practical strategies to prevent youths from falling into the clutches of terrorist groups.

Language of Instruction: Persian

Session Duration: 90 minutes

Date & Time: 19. April - 14:00-15:30