

Case Study:

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A case study on Journalism Education Curriculum enhancement through the UNESCO OER Platform





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UNESCO and OER

UNESCO defines Open Educational Resources (OERs) as:

- eLearning resources and tools
- in open document format
- and released under an intellectual property licence allowing free use and re-use

UNESCO assists Member States in developing strategies for using ICTs in knowledge acquisition and sharing



UNESCO OER Platform

The UNESCO OER Platform seeks to radically transform UNESCO's *Clearing House* function by offering certain UNESCO publications as OER products and allowing communities of practice to freely copy, adapt, and share their resources.



Functionalities of the OER Platform

- *Translations*: significantly higher than the 6 languages from UNESCO
- *Localization*: incorporating the more relevant and superior quality and quantity of the national or regional literature base on the subject area;
- *Customization*: the creation of customized versions, e.g. Guide on Internet Access for Disabled Journalists based on the original UNESCO “The Net for Journalists”



UNESCO Curriculum on Journalism Education

- One of the “Criteria and Indicators for Quality Journalism Training Institutions”: Criterion A: Curriculum and Institutional capacity.
- The Curricula is a generic model that can be adapted according to each country’s specific needs. It takes full cognizance of the social, economic, political and cultural contexts of developing countries and emerging democracies, highlighting the connection between democracy and journalism and arguing for a more cross-disciplinary approach within journalism training centres.
- Composed of detail on: level of course, course description, mode, pedagogical approach, number of hours per week, required and recommended texts, weekly class agenda, grading and assessment protocols.

Courses from the Model Curricula to be piloted on the OER Platform



- **Journalism Ethics**
- **Mainstreaming Gender in courses**
Foundations of journalism, Journalism ethics, Media and society, etc.
- **Reporting Africa**
Political history of Africa (Foundations of journalism),
Development journalism (development journalism),
Indigenous language media and democracy in Africa
(Covering diversity)
- **Specialized Journalism (Science and Health)**
Reporting HIV/AIDS



Who will pilot the project?

Piloted by:

- Polytechnic of Namibia School of Communication
- University of Namibia Department of Media Studies

The Model Curricula on Journalism Education is currently fully and partially adapted by 42 journalism schools 34 countries.



**2009 World Conference on Higher Education:
The New Dynamics of Higher Education and Research
For Societal Change and Development**

(UNESCO, Paris, 5 – 8 July 2009)

ODL approaches and ICTs present opportunities to widen access to quality education, particularly when Open Educational Resources are readily shared by many countries and higher education institutions.



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