



**IPDC** THE INTERNATIONAL PROGRAMME  
FOR THE DEVELOPMENT OF COMMUNICATION



## **Mindful Communication for ASEAN Integration**

### Announcement Training-the-Trainer Workshop at Chulalongkorn University

Communication Arts Faculty of Chulalongkorn University in Bangkok will be holding a train-the-trainer workshop open to journalism lecturers from the ASEAN (Southeast Asia) and SAARC (South Asian) regions **from 4<sup>th</sup> to 12<sup>th</sup> July 2016**. The workshop will be conducted in an interactive consultative fashion to familiarize participants on the mindful journalism modules that have been developed by Chulalongkorn University as part of the UNESCO-IPDC project. The workshop is expected to include mid-career journalism lecturers from Cambodia, Laos, Myanmar, Indonesia, Vietnam, Philippines, Malaysia, Singapore, Sri Lanka, Bhutan and Bangladesh.

A team of journalism lecturers from Chulalongkorn University, along with two external consultants from Asia, have drawn up 6 specific journalism curriculums to be introduced to the workshop. These include the following:

- Media and Society
- Asian Perspectives and Communication Theory
- Development Reporting
- Mindful Investigative Reporting
- Climatic Change and Sustainable Development Communication
- Human-centred Journalism

Each module above includes 12 teachings weeks, and are designed to be offered in mass communications or journalism courses at undergraduate level. There will be recommended texts, video and audio material provided as resource material. Following the consultative workshop the participants are expected to incorporate the curriculums into their teachings back home, if necessary making the local language translations. Chulalongkorn University will be providing a website with the resource material for easy accessibility for the lecturers.

Currently Chulalongkorn University is in the process of identifying suitable candidates for the training-the-trainer program. Interested parties can contact program coordinators at Chulalongkorn University.

Contacts: Dr Jirayudh Sinthuphan ([jirayudh.s@chula.ac.th](mailto:jirayudh.s@chula.ac.th)) or Dr Kalinga Seneviratne ([sen1954@yahoo.com](mailto:sen1954@yahoo.com))

**Mindful Communication for ASEAN Integration  
(Chulalongkorn University – UNESCO/IPDC Project)**

**Draft Workshop Outline**

**Venue:** Communications Arts Faculty, Chulalongkorn University, Bangkok

**Dates:** Monday 4 July to Tuesday 12 July 2016

***Day 1 – Monday 4 July***

9.30 – 10.30 am: Welcome and introduction to workshop

Speakers: Jirayudd (Chula) and Misako (UNESCO)

Keynote Address: Thepchai Yong, Nation Group

11.00 am - 1.00 pm: Roundtable Discussion “Asia Focused Journalism”

Moderator: Kalinga

Special Presentations by: Kavi (SEAPA), Marwaan (ex-IPS) and ??? (any others ? Bangkok based Asian journalists, Kyodo? CCTV? Indian?)

Invited workshop participants may also make presentations.

2.00 – 5.00 pm: Workshop 1: Asianising Communication Theories

Facilitator: Kalinga

This workshop will examine the curriculum for Communication Theory and the process of bringing in Asian ideas/concepts into communication theory. All workshops will have an interactive format.

***Day 2 – Tuesday 5 July***

9.30 am – 12.30 pm: Workshop 2: Human-Centred Journalism

Facilitator: Jirayudh

This workshop will examine the curriculum for the above topic

2.00 – 5.00 pm: Workshop 3: Media and Society

Facilitator: Kalinga

This workshop will examine the curriculum for the above topic with participants contributing interactively to discussing how it could be adopted in their particular country in culture/tradition specific context.

***Day 3 – Wednesday 6 July***

9.30 am – 12.30 pm: Workshop 4: Climate Change and Sustainable Development

Facilitator: Jesse

This workshop will examine the curriculum for the above module with participants contributing ideas on how it could be adopted to make

journalists more aware of particular issues they face in their country-specific context.

2.00 – 5.00 pm: Workshop 5: People Focused Story Telling

Facilitator: Supaporn

This workshop will examine the curriculum for the above topic with participants contributing ideas to how it could be adopted in their countries with particular focus on specific cultural trends in communicating in their country/society context.

#### ***Day 4 – Thursday 7 July***

9.30 am – 12.30 pm: Workshop 6: Development Journalism

Facilitator: Kalinga

This workshop will examine the curriculum for the above module.

2.00 – 5.00 pm: Industry Visit: ThaiPBS Academy

During this visit to TPBS Academy a special session would be held with the staff of the academy who will explain the unique Thai public service broadcasting model and how they have introduced a grassroots Citizen Journalism model to bring the marginalized voices to the mainstream of national broadcasting. They may also explain the barriers they face in this endeavor as well.

#### ***Day 5 – Friday 8 July***

There will be no workshops or organized sessions on this day. The participants will spend the day preparing a presentation for Monday on how they intend to use the curriculum and any specific barriers they could face.

#### ***Day 6 – Saturday 9 July***

9.30 am – 5.30 pm: A full Day tour of Bangkok using the Chao Prayo River ferry system. The tour will be led by Kalinga and the B150 full day ticket and lunch will be paid for by Chula. Other expenses will be born by the participants.

#### ***Day 7 – Sunday 10 July***

Free day no planned activities.

#### ***Day 8 – Monday 11 July***

9.30 am – 12.30 pm: Presentations by participants

Moderator: Jirayudh or Suppaporn

Each participant will make a 10-15 minute prepared presentation.

2.00 – 5.00 pm: Roundtable Discussion: Wrap Up, Way Forward

Moderator: Kalinga

This session will conclude the workshop with a roundtable discussion on how to take the project forward, scope for collaborative work, etc.

***Day 9 - Tuesday 12 July***

Participants leave for home.