

Internship Report (Part 6)

04/01/2014

Qingyun Li

M1, International Cooperation Studies
Graduate School of Global Studies
Tokyo University of Foreign Studies (TUFS)

❖ Background Information



United Nations
Educational, Scientific and
Cultural Organization

Organization: UNESCO (United Nations Educational, Scientific and Cultural Organization) Headquarters

City: Paris, France

Department: Communication and Information Sector (CI)

Division of Freedom of Expression and Media Development (FEM)

Section for Media and Society (MAS)

Period: From 19/8/2013 to 7/2/2014

❖ Recent Work Statement

The First Global Forum on Media and Gender (GFMG) in Bangkok, Thailand between the 2nd and 4th of December 2013 has been ended successfully with the launching of the Global Alliance on Media and Gender (GAMG). The programme includes representatives of media organizations, media professionals, academics, policy-makers, civil society groups, development agencies. The Forum is not a once-off discussion but the beginning of a global movement in the form of the Global Alliance on Media and Gender. Follow-up to the Forum will be strategically linked to World Radio Day (WRD), 2014 and Women Make the News (WMN), 2014. Accordingly, recent work turns from the preparation for the Global Forum to the following up for the Global Alliance.

1) Following up the outcome of the Global Forum on Media and Gender

In the closing session of the Forum, the Assistant Director-General for UNESCO's Communication and Information Sector, Janis Karklins, highlighted how the Global Alliance on Media and Gender could contribute to the Post-2015 Development Agenda and to the UN Conference on Women in 2015. Feedback on the Forum final statement was accepted via UNESCO Headquarters' website until 15 December 2013. I have been working on the editorial proposals sent by the delegates with my colleagues editing and arranging the proposals. As well as compiling a list of close to five hundred partners with their website links as an annex to the document named Framework and Plan of Action for the Global Alliance on Media and Gender.

2) Initiating a research on government's actions toward media and gender policy

According to the 1995 Beijing Declaration and Platform for Action at the Fourth World Conference on Women, actions to be taken by governments on the media and gender had been set as several clauses. My assignment was to read the declarations and select a set of research criteria such as supporting women's education on media and information literacy, and promoting full and equal participant in the media. All the criteria had to be related to media and gender, and how governments facilitate women's representation in media, not only about gender equality. The second step was to complete an online search of relevant information focused on five regions. The preliminary resource was from governments' official websites, investigation outcomes by relevant organizations or google searches about the regional, national and intergovernmental policies and actions on media and gender. We also plan to complete a questionnaire and a survey among UNESCO's Field Office all over the world to support this research. This is an ongoing and long-term research for us.

3) Editing and translating articles for the website of World Radio Day, 2014

As one of the main follow-up to the Global Alliance on Media and Gender (GAMG), the theme of 2014 World Radio Day (13 February) will be 'Gender equality and women's empowerment in radio'. This will play an important role in the promotion of issues regarding media and gender. For example, the GAMG focus will be on the elimination of gender stereotypes in radio, building radio skills for women as producers, hosts, reporters, greater radio broadcasters'. In order to let more people know about World Radio Day the website will be in many different languages, [2014 World Radio Day](#) (click to view) such as, English, French, Spanish as well as Chinese. I have been helping to edit and translate articles into Chinese. So far I have finished three articles about the introduction of representatives for 2014 World Radio Day.

4) Coordinating Chinese medias to take part in World Radio Day, 2014

For the purpose of widely disseminating and publicizing the World Radio Day (WRD), we are collecting videos and audio data from public, community and private radio stations, relevant organizations in different languages on several topics to do with the theme of 'Gender equality and women's empowerment in radio' this year. I am in contact with radio stations in China like China National Radio, China Radio International and State Administration of Radio, Film and Television (SARFT), as well as organization like Media and Gender Institute in Communication University of China. It was easier to talk with them in Chinese by telephone call and email. For some leaders of the national radio station which cannot be reached, I have asked Chinese staff who had cooperated with them before in other division to assist me in contacting them.

5) Promoting more membership for Women Make the News, 2014

Another follow-up for the GAMG is Women Make the News (WMN). The theme of this year is 'Towards a Global Alliance on Media and Gender'. Launched annually, Women Make the News is global initiatives focuses on an issues relating to gender equality in and through the media, driving debate and encouraging action-oriented solutions until global objectives are met. It is to this end that UNESCO has developed resources such as the [Gender-Sensitive Indicators for Media](#) (click to view). The theme of WMN for next year haven't been decided yet but will be

related to promoting more membership for WMN as well as the partnership of the GAMG. I was keep in touch with the partners of GAMG to detail them and ask them to be involved to the WMN 2014, as well as contacting members of WMN 2013 to join the GAMG.



With My Supervisor, Mr. Alton Grizzle

❖ Self-assessment

In the previous report, I proposed seven goals to be accomplished within six months before the internship ends. This month I will also give scores to monitor the level of achievement so far **(10 points in all)**.

1. To better understand international organizations by understanding how UNESCO operates and builds global partnership and cooperation during the internship (8.5 points)

→ By taking part in establishing the Global Alliance on Media and Gender, I now know better how to promote partnership at a global level. The Alliance is not only based on the membership of the Global Forum on Media and Gender, but also related to the former initiatives of this year such as the Global Forum for Partnership on MIL (GFPMIL) and the follow-up for World Radio Day (WRD), 2014 and Women Make the News (WMN). It is a large alliance and the members

are connected by the Alliance. This is continuing to evolve as more partners are encouraged to join.

2. To strengthen my working capacities through active participation in processes of planning, drafting, communicating, and cooperating with others (8.5 points)

→ During the progress of doing preliminary research about the governments' actions on media and gender policy I worked with other two colleagues and realized that sharing and talking over the findings is crucial. Working in a group made it easier to gather information and sources.. It is easier the research information in our own countries because we can access documents in their original language. We therefore split the works according to regions and each of us researched our own country. It is always better and efficient to share the work in a well-organized team.

3. To improve my abilities in intercultural communication through the exchange of ideas with people from different nationalities and backgrounds (8.5 points)

→ As we are becoming good friends among our culturally diverse group of interns, we meet not only at work but also after work. They are very hospitable and invite me to their homes for dinner with their families. This is the best way to know different cultures and the lifestyles of western people. Also in my French class, there are students with many different nationalities. We have also become friends and often have dinner together to continue talking about what we have learnt and various other topics.

4. To build personal connections in UNESCO (8.5 points)

→ I have now gotten to know several Chinese staff in different sectors. When I was doing translation for the articles on the website into Chinese, I was confused about the translation for people's name of India and African countries. I contacted the Chinese staff in the translating team of UNESCO and they suggested that I download a name dictionary online used by Xinhua News Agency of China. Through the introducing by the China staff in CI Sector, I got the opportunity to meet the former cultural secretary in UNESCO, Mr Su Xu and visit the China Culture Center in Paris. We talked about the issue on how to disseminate Chinese culture worldwide.

5. To perfect my English, particularly in speaking, business vocabulary and writing skills through working full time in English (8 points)

→ I feel free and comfortable to talk with people in English but still I need to think about the way I express myself before I speak. I would like to improve on this as it talking will be easier without having to pause and for searching for the correct word. If I cannot think of a word I try to explain what I am trying to say. I keep accumulating my vocabulary by reading publications and taking notes. It is easier to remember words when they appear several times in one article comparing to just reciting them from a vocabulary book. Regarding my English writing, I also try to learn the structure of long sentences in publications by breaking down them and then try to recreate these structures when I am writing.

6. To learn basic French in order to live a happier life in France (6 points)

→ France is the perfect environment to study French. I can practice my French everywhere. Although the pronunciation is hard for me, it is better to listen and imitate instead of learning phonetic theories. Before I thought that I had to figure out all the rules for pronouncing words but now I try to take advantage of being in France and just say the words. At the same time, I will learn the rules gradually.

7. To look for complementarities between my internship in UNESCO and my academic research, and to collect relevant documents for my research (8 points)

→ A publication by my supervisor named *Media and Information Literacy – Policy and Strategy Guidelines* was published recently. UNESCO has been working for over 40 years in the field of media and information literacy (MIL). It is a composite concept harmonizing many notions of related literacies including library literacy, news literacy, digital literacy, computer literacy, Internet literacy, television literacy, advertising literacy, cinema literacy, games literacy and social networking literacy. The conceptual model of MIL, the approaches for the MIL, and the articulating and developing of the MIL policies and strategies were explained in detail in the book. The content is very interesting and could be used in education aspect which will be a good combination with my research ongoing.



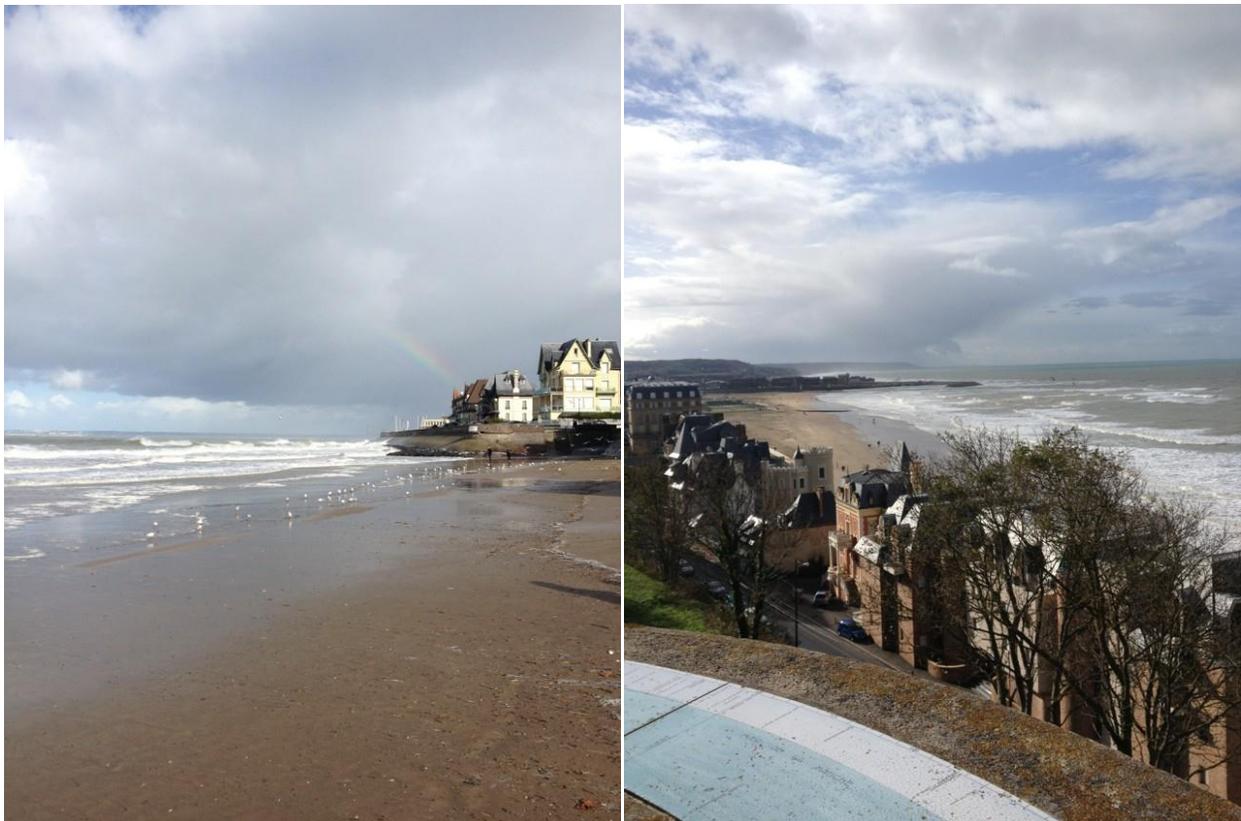
With My Intern Colleagues

❖ Visiting France ---- Trouville- sur-mer in Normandy

Thanks to one of my French colleagues, I had the chance to visit a beautiful sea town named Trouville- sur-mer in Normandy with two others colleagues and enjoy time off like a real Parisian.

The town of Trouville-sur-mer, nicknamed 'The Queen of Beaches', is a popular week-end destination for Parisians. The development of the resort began in the nineteenth century with the fashion of sea bathing. Trouville has the authenticity of the early days of the Belle Epoque as it was one of France's first seaside resort and it was very popular with artists and writers like Flaubert, Monet or Boudin. It is a very charming seaside town yet it has all the amenities of a lively resort town.

We had a wonderful stay in Pierre's beach house during the trip and enjoyed the amazing seaside views through the windows and the sweet sound of sea when going to sleep. We walked around the town, played along the beach, tasted delicious seafood and discovered interesting items in atypical boutiques. Going to Normandy was the best way to relax during the weekend and spend time with friends while enjoying the atmosphere of a French sea town with long standing history and cultural backgrounds.



Beautiful Seaside