

TRAINING IN JOURNALISM 2013

"The reportage from A to Z"

Bishkek – KYRGYZSTAN

with

Superior school of journalism (ESJ Lille)



ÉCOLE
SUPÉRIEURE
DE JOURNALISME
DE LILLE

and

American University of Central Asia (AUCA)



TWO SESSIONS

First session

October 25 – November 1 2013

Second session

October 28 – November 4 2013

APPLICATION DEADLINE : 29 September 2013

Registration and information

Email: trainingbishkek2013@gmail.com (Isabelle) - Tel: +996 777 222 979

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Summary of the training

Finding a topic, preparing the documentation, verifying information, adapting oneself to one's environment, taking good notes, understanding the interlocutors, structuring, writing and enriching the text. The training proposed by Francekoul.com will provide you with the tools to succeed in writing a complete reportage, from working out the subject to writing it. The concrete purpose will be to publish your work at the end of the training. The programme is further detailed in Annex I.

Description

The training will be conducted in English by two professional journalists, and in cooperation with the Superior School of Journalism in Lille, [the top ranking school of journalism in France](#), in the premises of the American University of Central Asia (AUCA) in Bishkek. **A certificate will be delivered upon completion of the training, and on condition of success.**

Registration fee

The total cost of the training amounts to **350 USD**. Thanks to our partners, **a grant can be obtained** to cover the training and out-of-pocket expenses (plane tickets and accommodation if you do not live in Bishkek). The grant application will have to be mentioned in the registration form (Annex II).

Targeted participants

The ESJ training strives for excellence. For each of the two training sessions, only six of the best profiles will be selected on the basis of pre-defined criteria. The teaching will be intensive and personalised. The training is intended for young Central Asian students in journalism or humanities, or young professional journalists who speak **English (TOEFL 90/120)**. The applicants must have experience in the field of journalism. Each applicant must have published **at least one article**.

Objectives

The candidates will be put into a real life situation of **having to write a reportage from start to finish**, and up to its publishing. In one week, the students will apply the discipline and the techniques of journalistic writing onto a concrete topic, following the ethics of journalism as they are taught and practiced in France.

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"Finding a topic, preparing the documentation, verifying information, adapting oneself to one's environment, taking good notes, writing and enriching one's text: the proposed training will provide you with the tools to succeed in writing a complete reportage, from working out the subject to writing it. The concrete purpose will be to publish your work at the end of the training." (Elise Colette, trainer)

The purpose is also to learn how to work in a team and a network. During all the training, the group will study together with the trainers, in the field and at the university, and will be sharing breaks and meals (provided by the organisers) in order to forge personal links with the trainers and among participants. You will also have the opportunity to meet several prestigious speakers that will enrich your experience and your address book.

The trainers



Élise Colette

Élise Colette is the editor-in-chief of the pan-African weekly "[Jeune Afrique](#)", in charge of the web and the digital editions. She is a graduate of SciencesPo Paris, and holds a mastery in contemporary History from the Sorbonne and a Master in journalism from New York University. She travelled across Africa for several years in order to tell the stories of this continent before settling in Paris, where she now takes care of the teams that train the contributors.

Antoine Bayet

Antoine Bayet is the editor-in-chief of the "[Lab d'Europe 1](#)", a leading news-website for French political news. He is also columnist for [Europe 1](#) (one of the main French radio stations) for the show "[Mediapolis](#)", that focuses in political communication, together with Michel Field and Olivier Duhamel. He is a graduate of the Superior School of Journalism in Lille (ESJ) and the Institute for Political Science in Rennes. He is teaching web-journalism at the ESJ Lille's initial training as well as for professionals, and at the School of Journalism of SciencesPo Paris.



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The Superior School of Journalism (ESJ Lille)



The Superior School of Journalism in Lille (ESJ) was created in 1924 and is one of the main professional schools for journalists in Europe. It is an associate member of the PRES University Lille Northern-France and has established a partnership with Sciences Po Lille in 2010 in order to organise a common entrance exam for a dual diploma. It is the most renowned of French schools of journalism and its alumni work in major French and European media.

The American University of Central Asia (AUCA)



The American University of Central Asia (AUCA) was created in 1993 and is one of the first Universities with an American programme in Central Asia, and the most renowned university in Kyrgyzstan. It proposed a dual curriculum together with Bard University in the United States that leads to a dual diploma. Its alumni are very well integrated in the professional world of Central Asia.

The partners



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in the Kyrgyz Republic
Кыргыз Республикасындагы Швейцариянын Элчилиги
Посольство Швейцарии в Кыргызской Республике



*American
University of
Central Asia*



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ANNEX I: Detailed programme

For each group, the eight training days are organised as follows:

- 2 ½ days: theoretical training concerning the ground rules of journalism and the techniques of writing reportages
- 2 ½ days: fieldwork for the reportage
- 3 days: writing and multimedia completion

DAY 1. Groundwork 1 – finding a subject, defining the angle

- ✓ General presentation of the training
- ✓ The principles of journalism: the essential message and sources
- ✓ The journalistic formats, and web-formats
- ✓ What is a good reportage? "Critical" reading of reportages (web and on paper)
- ✓ The choice of a reportage subject, defining the angle
- ✓ First reflections on the format to guide the fieldwork: a series of photographs? Is there a need to draw portraits? Sounds?
- ✓ The documentation
- ✓ The choice of places, of interlocutors

In the evening: meeting with a representative of an international NGO

DAY 2. Groundwork 2 – The pitch of the reportages and preparation: anticipating the needs of writing and publishing

- ✓ The fine-tuning of the trainees' reportage ideas: assessment of the relevance and feasibility
- ✓ Preparing the questions to ask
- ✓ Taking notes
- ✓ Taking details into account
- ✓ Confronting points of view
- ✓ Verifying information
- ✓ Describing and bringing into life: the art of description, getting beyond the

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particular case in order to attain the far away reader

- ✓ At the end of the day: new progress report on the topics (contacts, precisions on the angles, etc)

In the evening: a diplomat speaker (as a press-conference)

DAY 3 (morning). Groundwork 3 – The toolbox of web-publishing

- ✓ Creating one's own space for dissemination (tumblr) Social networks, the journalist's best friends to review and disseminate

DAYS 3 (afternoon), 4, 5. Fieldwork

- ✓ Constraint: the reportage has to be realised within 7 hours of transport from Bishkek

DAY 6. Writing

- ✓ Decription/derushing
- ✓ Verifying the information
- ✓ Redefining the angle
- ✓ Constructing a plan
- ✓ Fine-tuning of writing style and conclusion

DAY 7. Web writing

- ✓ Giving life to people and places
- ✓ The choice of quotes
- ✓ Descriptions
- ✓ The headings and the layout
- ✓ Web publishing
- ✓ Web assets (editing photos, inserting short videos...)

DAY 8. Finalising the reportage

- ✓ Publication on tumblr
- ✓ Individual evaluation

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ANNEX II: Registration form

If any, please specify your preferred training session:	October 25 to November 1, 2013 (first session) October 28 to November 4, 2013 (second session) No preferences
Pays de résidence :	
Do you wish to request a scholarship?	Yes No
First name and SURNAME:	Mr. / Mrs.
Date of birth :	__ __ / __ __ / __ __ __ __
Citizenship :	
Nationality :	
Email :	
Phone number(s) :	
Native language(s) :	
Other language(s) (precise your level) :	English : French : Other(s) :
Main occupation :	Worker Student Other (please specify) :
Current university education (faculty and name of the university)	
Main enterprise/ administration that you work for/ :	

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How many articles have you already written? In what language(s)?	
In what media have you already published? On what topic(s)?	
Hyperlinks (websites) of your articles published online, if applicable:	
Describe briefly (10 lines) in English the reasons why you want to take part in this training programme:	

Additional PDF documents to submit

- ✓ CV in English
- ✓ Published article(s) (fully or partially translated into english if relevant)
- ✓ A one page (Times New Roman 11) synopsis of the reportage that you wish to realise during the training (it must be linked to Central Asia). The project must highlight the reasons why you chose the subject, the angle, the journalistic interest, the conditions of realisation, present the interlocutors, etc...
- ✓ Reference letter(s) (optional)

The COMPLETE application file (in PDF) must be sent to

trainingbishkek2013@gmail.com

by 29 September 2013

The pre-selected applicants will be contacted for an individual interview between 30 September and 3 October

Replies on 4 October 2013

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