



Jordan Media Institute ♦ معهد الإعلام الأردني  
 Queen Alia International Airport Road  
 Behind Ministry of Foreign Affairs and Expatriates  
 Amman-Jordan

[www.jmi.edu.jo](http://www.jmi.edu.jo) +962 (6) 571 3304/06 [Info@jmi.edu.jo](mailto:Info@jmi.edu.jo)



# Media Training



Jordan Media Institute ♦ معهد الإعلام الأردني



## Media Training and Capacity Building:

A passion for media is no longer confined to studying at journalism faculties; one needs to keep abreast with rapid developments in knowledge, skills and technology. In today's world, modern communication tools are vital for success in most fields, but training is a must to enable us to utilize these skills in the best possible manner, as is the case in realizing the dream of entering the world of journalism and new media. Regardless of whether you have previously studied some media specializations, if you still feel that you need more training and practical skills, the Jordan Media Institute (JMI) can be your first step toward professionalism as it offers technical and theoretical education, training opportunities and workshops in various new media fields.

### First Step

The JMI seeks to set new standards in journalism education and training in Jordan and the Middle East, improve the quality of media content and uphold the ethics of the profession.





## Media Training – The JMI Way:

- **Goal-Based Training:** Each training program is designed to close a professional or knowledge gap in the field.
- **Quality planning:** Our programs take into consideration good training standards that are based on sound academic and professional principles.
- **Quality training environment:** The environment is conducive to learning as it caters to specialized training needs based on diverse academic backgrounds. To maximize the positive impact of the program, JMI takes into account participants' academic and professional qualifications, as well as their experience level.
- **Provision of Facilities for the Practical Module:** Based on the requirements of each training program, JMI provides the relevant equipment, i.e., digital editing rooms, modern newsrooms, TV and radio broadcast studios, cameras and recording equipment.



- **Qualified trainers:** JMI's roster of certified local and international trainers has been cultivated over the years. They meet a specific set of conditions and standards exclusive to JMI trainers.
- **Continuous evaluation:** The training content is designed to be comprehensive and meet set objectives efficiently and clearly. The practical module of the training aims to reflect the required skills, without diminishing the importance of the theoretical aspect.
- **Quality of training content:** The training content should be comprehensive and meet set objectives efficiently and clearly. The practical aspect of the training must reflect the required skills, without diminishing the importance of the theoretical side.
- **Resources:** At the end of each training module and/or topic, JMI provides a list of all the available resources and materials in both the institute's library and in digital format.





## Main Training Fields:



### 1. Print Media

#### Main Training Programs:

- Features
- Interviews
- Storytelling
- Photojournalism
- Investigative reports
- Specialized journalism
- News writing and editing
- Advanced news writing skills
- Data journalism and infographics
- Fundamentals of journalism and news gathering
- Writing and producing specialized news reports



### 2. Broadcast Media:

#### Main Training Programs:

- TV news
- TV filming
- TV editing
- TV direction
- TV production
- TV news reports
- TV correspondent
- TV documentaries
- Making short films
- Presenting TV news
- Studio management
- Newsroom management
- Presenting TV programs














### 3. Radio:





#### Main Training Programs:

-  Voice and presentation skills
-  Preparing radio programs
-  Presenting radio programs
-  Preparing radio reports
-  Presenting radio news
-  Radio documentaries
-  Radio direction
-  Storytelling



### 4. Digital Media:

#### Main Training Programs:

-  Digital media technologies and applications
-  Electronic and digital journalism
-  Blogging and digital writing
-  Podcast (radio blogging)
-  Mobile journalism
-  Video journalism
-  Online writing



## 5. Media and Communication for Organizations:

### Main Training Programs:

- Public relations and communication for organizations
- Dealing with media in times of crises and disasters
- Using media in election campaigns
- Creative writing and advertising
- Media spokespersons
- Social media skills



## Training Diploma:

JMI offers a number of long- and short-term training courses in media and communication and specialized journalism. At the end of the intensive training comprising at least 300 class hours over a period of three to six months, participants receive diplomas accredited by the Ministry of Higher Education.

- Training Diploma in Journalism and Digital Media.
- Training Diploma in Modern TV Production.
- Training Diploma of Health and Science Journalism.
- Training Diploma in Tourism Media.







## Training Programs in Media and Information Literacy:

Media and Information Literacy facilitates the public's access to, and understanding of, the media and other sources of information, thereby protecting society from the negative effects of misleading media messages, political propaganda, violence, extremism and hate speech. It also aims at activating positive civic participation.

**JMI has developed a series of training manuals in the following fields:**

- Understanding communication and new media
- Eradicating digital media illiteracy
- Eradicating news illiteracy

### Global Media and Information Literacy Awards

The JMI was one of the recipients of the 2018 Global MIL Awards in recognition of its efforts in disseminating media and information literacy in Jordan. The award is conferred by the UNESCO-linked network, Global Alliance for Partnership on Media and Information Literacy (GAPMIL)

\* photo caption: HRH Princess Rym Alí with Jordanian students who received Media and Information Literacy training

## Working to Reduce Media and News Illiteracy





### Facts & Figures

Between 2010 and 2018, around 6,048 participants from Jordan and various Middle Eastern and North African countries attended 273 JMI training programs at an average of 852 training days. The practical module constitutes around 70% of the training content.



\* Photo Caption: JJMI students assist in the production of BBC program, Global Questions, in Amman

## Quality of Training Services:

- JMI can arrange hotel and flight reservations, as well as transportation for participants from outside Jordan.
- JMI provides the necessary training equipment, such as cameras and recording devices.
- JMI training rooms are equipped with smart boards and data show projectors.
- Trainees have access to JMI facilities, such as the library, studios and cafeteria.
- JMI can organize tours of historical and cultural sites for participants.
- The courses are in Arabic; JMI also provides training in English upon request.
- Program schedules are tailored to participants' training needs
- JMI has radio and TV studios for training purposes.
- JMI adheres to international quality standards of media training.
- Ideally, each workshop has 12-15 participants.
- Field visits are part of every training course.
- JMI uses state-of-the-art equipment.
- Accredited training programs feature modern content taught by proficient trainers.