

Understanding of each other and
Knowledge about each other.
www.medienbotschafter.com

Contact

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Information about the application process
is available at
www.medienbotschafter.com

The Fellowship for up to three Months Includes

- :: travel costs
- :: a monthly stipend of € 1.350
- :: professional journalistic skill enhancement courses
- :: an extensive cultural program
- :: a field trip in Germany or India, respectively

Applicants from India

The fellowship is open to journalists from the areas of
broadcasting radio, television, print and online who

- :: have advanced skills in English and
- :: have proof of several years of professional
experience

Applicants from Germany

The fellowship is open to journalists from the areas of
broadcasting radio, television, print and online who

- :: have advanced skills in English and
- :: have proof of several years of professional
experience



Media Ambassadors India – Germany

A joint program
of the Robert Bosch Stiftung and
the International Media Center Hamburg

For journalists from India and Germany



For international understanding. Against prejudices and ignorance.

The Program

The fellowship program “Medienbotschafter Indien – Deutschland (Media Ambassadors India-Germany)” aims to attract journalists with an interest in international understanding between India and Germany. During a stay of three months, Indian and German journalists gain knowledge of the other country as well as insights into journalistic theories and practices through skill enhancement courses and job-shadowing in their respective host countries.

After completion of the program, fellows have a range of possibilities to further strengthen the relations between German and Indian journalists through an alumni network.

The Fellowship

:: in India

German fellows going to India will take part in an academic course at the Asian College of Journalism in Chennai and experience work and study placements in well-known print, broadcasting, television or online editorial departments.

In an academic course that is uniquely designed for the program and takes place within the first month of the stay, the fellows will get an indepth introduction into modern Indian life and current debates. In the following two months, a work-and-study placement in an Indian editorial department offers the unique opportunity to gain a thorough insight into India’s media practices and to connect with Indian journalists.

In addition, there will be field trip to selected places in India, which will last for several days.

:: in Germany

Indian fellows coming to Germany will participate in a one-month academic course at International Media Center Hamburg, before putting their newly acquired knowledge into practice at editorial departments in Hamburg or Berlin.

A field trip within Germany, lasting for several days, will be an important additional asset of the program.

Media Ambassadors of International Understanding

The perception of Germans and Indians is largely defined and influenced by the media. An increase in reporting, however, does not necessarily lead to a better understanding of each other. Very often, stereotypes and prejudices determine opinions on both sides.

It is a tremendous challenge to gain an overview of the entire spectrum of phenomena that are linked to India’s rise to global leadership as well as Germany’s role in Europe and the world. Likewise, both countries’ society, culture and politics cannot be understood through a few catchy headlines alone. A more varied and in-depth reporting can help fostering knowledge and understanding of each other. The Robert Bosch Stiftung and the International Media Center Hamburg have therefore decided to contribute to the improvement of cultural understanding and partnerships between India and Germany.

For this to happen, a better mutual understanding is needed, which will be provided by the media ambassadors.