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UNIVERSITÄT DUISBURG ESSEN
Offen im Denken

Knowledge Production for Media Development Assistance in unstable least developed Media Systems

MEDAS 21
Media Development in the 21st Century

(Media) Development Studies
Approaches to development assistance in „least developed countries" (LDC) and the importance of media

Specific challenges to media and media development assistance in unstable LDC

Media Systems Research
The contexts a) from which media dev. emerges, and b) which it targets: how do both interrelate and communicate?

Knowledge production about/ for media and development in LDC

Knowledge Production
What Information is the planning and implementation of media development inventions based on? Who is generating these information and how?

Research Questions

RQ1: What knowledge is available to media development actors about the Bissau-Guinean media landscape?

1.1. How do Bissau-Guinean media actors define/conceptualize different aspects of a media system vs. how do media development organizations in Guinea-Bissau define them?

1.2. Can the Bissau-Guinean media landscape be studied with existing models and theories of media systems, or is there a need for a new approach?

RQ2: How can new approaches to knowledge production about media systems support media development in unstable „least developed" countries?

2.1. How do Media Development Actors generate information about the media landscapes they work in?

2.2. Which lessons can be drawn by comparing the situation of media development in Guinea-Bissau with the situation in other unstable „least developed" countries?

2.3. How can different approaches to knowledge procution about unstable media landscapes help to design media development projects ?

METHODS:
- Mapping the Bissau-Guinean Media Landscape: Document Analysis and Interviews with Bissau-Guinean Media Actors

- Semi-structured interviews with Media Development Organizations and Review of their practices of generating information about media landscapes

- Comparison of findings with existent models for media systems – conceptualizing a new model?

Guinea-Bissau's Media Landscape

Legal Framework
LEI DA IMPRENSA – Communication Ministry

Journalism Education
Universidade Lusofona, CMICS

Journalists' Associations
CMICS, SINJOTECS, ONJGB, Rede das Mulheres Jornalistas

Guinean News Agency
Âgencia de Noticias

STATE MEDIA	PRIVATE MEDIA	COMMUNITY MEDIA
1 TV station, 1 radio, 1 newspaper	10+ radios, 1 newspaper	36 radios, 4 TVs, RENARC

Traditional Communication
Griots and Griottes, Marabouts, Storytelling, Instruments

International Media Assistance
UNIOGBIS, Portuguese Government, development organizations

International News Agencies
LUSA, AP, Reuters

International Media Organizations
RTP África

Guinea-Bissau

Challenges to Media Development in Guinea-Bissau

- Lack of infrastructure
- Political instability
- Lacking legislation – arbitrary actions against media
- little to no payment for journalists, per diem payments, corruption and criminality
- Centralization
- Unequal access to media
- Low literacy rates and low media literacy
- Lacking journalism education
- Few media development actors

Theoretical Contributions

Providing a new model for describing unstable LDC media landscapes and the roles of media development actors in media systems

Knowledge Production for media development assistance

BENEFITS FOR PRACTICE

Provide a mapping of:
a) all professional media actors in Guinea-Bissau
b) all media development assistance projects and donor initiatives on media development assistance

➔ **Recommendations for Media Development Actors in Guinea-Bissau**

- **Strategies for Information Generation about unstable Media Landscapes**