

No rest for the media

- *Catholic Communications Solomons*

An intensive two week Media Sort Course commenced at Don Bosco Technical Institute, Henderson on 29th June, 2009. The course is now in its second week.

Rather than typically being on school holidays, the keen students have learnt about the various types of media including Audio, Print, Visual and Multimedia.

The course trainer, Carol Labbad, has extensive experience in the media and has worked in different media related projects. She has a good understanding of the Solomon Islands and has previously worked here as a Volunteer for four months. Her vibrant presence and ability to interact with local people is an added advantage. She is keen to share her insights of the media with all the participants.

Carol commented that "...with such eager and vibrant participants, it is a pleasure to be back in the Solomon Islands to facilitate this two week Media Workshop. The standard of the students has been very impressive. They have shown so much creativity and talent so far and I can't wait to continue with the remainder of the program."



The students have learnt the basics of the media; what it is comprised of and its influence on us. The students took part in an activity where they analyzed advertisements from the Solomon Star and identified the Sender, Intention and the Receiver of the messages.

They have used their artistic and performing talents to create a catchy song inspired by the media. The group wrote the lyrics (in both Pijin and English), composed a background tune,

performed the song and plan to record it onto CD. The group even named themselves the "Media Waves". Despite their initial shyness, by the end of the session, students were singing at the top of their voices, rapping and clapping along.

On Wednesday, the students began the day by looking at the design and layout of a newspaper. They also examined the requirements for writing a successful newspaper article. Students chose a topic to report on and each wrote their own newspaper article which was then made into a giant newspaper collage and named it "The Media Star".

The special guest for the day was Mr David Barrow from SOLMAS. David spoke about a wide variety of media topics such as the Importance of the media, Ethics, Freedom of the press and Media influence. The students also analyzed newspapers to highlight how information can sometimes give the wrong impression.

On the next two days the participants have prepared a news item. They have learnt about the essential of scripting, recording and editing and have confidently done video recordings. The group then took an exciting field trip into Honiara to see how the professionals do their job in a visit to SIBC and Solomon Star. Moodie Nanau, SIBC programmes director enlightened them on the importance of the Media, while Alice, Solomon Star explained the intricate process of publishing a newspaper. At both places the stress was on dedication, commitment and a love to spread the message.

"It is wonderful to note the keen interest of students and to offer them a course at their level", said Fr. Ambrose Pereira sdb, who has been conducting weekend programmes for students from several years. "The course will give the students the possibility of preparing audio and video programmes and understanding the subliminal messages in the stories of the media. This is important for Solomon Islands – as lifestyles, value systems and attitudes are fast changing with the influence of the Media".