

Developing Human Resources for Mass Media in Mongolia —A Senior Volunteer Giving Training in Broadcast Techniques—

Mr. Kenki Oshima applied for JICA's Senior Volunteer Program hoping to share with young people overseas the expertise and knowledge acquired through 30 years of experience in producing TV commercials and programs at a Japanese private TV station. He has been working in radio and television services at Mongolia's state-run college in Ulaanbaatar, the capital of Mongolia, since January 2008. This college is the only institution in Mongolia that is specialized in developing human resources for mass media and journalism. While the college's level seemed to be relatively high, there were no textbooks. Instead, students had to note down what instructors said or wrote on the blackboard during the class.

Mr. Oshima was assigned to classes for third-year students. In Mongolia, textbooks in fields such as TV production are expensive and difficult to find, and not all students can purchase a copy. Therefore, Mr. Oshima decided to create his own textbook by compiling all his knowledge of TV production.

Mr. Oshima's classes have now become so popular that the attendance rate of his classes has reached over 91%; one of the highest among all the courses at the college. Many of his fellow teachers are influenced by his class. "It's not only students that come to my classes," said Mr. Oshima. "A number of teachers also come to observe my class each time. Some teachers have even asked me for my textbook to use in their own classes."

In Mongolia, the media industry is only just getting started. To help students better understand the influence of journalism on society, Mr. Oshima started a class in which students study about campaigns by producing their own TV commercials to catch people's attention. With Mongolia's vast grasslands and extensive nature, people have not taken environmental issues so seriously. "One of my students said that although everyone wants to do something about the rubbish scattered all over the place, nobody believed they could actually improve the situation. This opinion sparked debate in the class." Taking this opportunity, Mr. Oshima launched a "Don't Spoil the Town" campaign with the students, producing TV commercials that appeal to the people to help them examine their morals, increase their self awareness, and stop destroying the environment.

His students are enthusiastic about providing an opportunity for the whole society to think about environmental issues through their TV commercials.

"I hope that my classes will help Mongolia's media industry step up a level," said Mr. Oshima, "and that in the future students will continue to develop themselves as journalists and the resources to support the country's mass media."



Mr. Oshima conducting a class on creating TV commercials (Source: Mr. Oshima)



Mr. Oshima with his students during a class (Source: Mr. Oshima)

