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**Walking the talk: an investigation of the
pedagogical practices and discourses
of an international broadcasting organisation**

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Abstract

Increasingly our knowledge of the world around us comes from the media, mediated by professional broadcasters. As the education and training of broadcasters has progressively become associated with educational institutions there has been more theorising about what broadcasters should know and how they should be educated, however the actual educational and training practices of broadcasting organisations remains under researched and under theorised. This research looks at the educational and training practices of an international broadcasting organisation and how they are sustained by the organisational ethos through a series of interviews with people directly involved in the organisation's training practices and an examination of a selection of the organisation's promotional and policy documents. From this comes a picture of an organisation committed to excellence and also a vision of broadcasting as an emancipatory activity. This commitment and vision is reflected in its in-house training practices and also its media development work. The interviews with trainers, project managers, administrators and researchers reveal broadcasters who are pragmatic idealists and reflective practitioners and whose passion and commitment to the transformative powers of education and training are undeniable.

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