

#### **Project No. 4: AFLEX's Publication, Discussion, Debate and Media Reform**

The world's great universities and research institutes, alongside their regular missions, raise the consciousness of society; They hold various debates and discussions for social progress and development. Scholars who participate in the discussions and debates and various sections of the society will present the ideas and viewpoints promoted by people in a clear way. Participants develop their own understanding by asking questions and discussing. You will also gain new knowledge. This discussion and debate will also be broadcast live on various electronic media and social media. In this way, people who are not directly involved in the discussion and debate will have knowledge about the nature of the debate and the debaters. The print media also provides a deeper analysis of the debate and discussion through theoretical magazines.

Although discussion and debate forums in our country are not widely used in the modern way, some data suggest that they were frequented in the traditional way. Recently, however, debates and discussions have been given due attention and are being widely presented by various governmental and non-governmental institutions and are increasing the awareness of the society. They are increasing the contribution of society to development.

Especially since the day after the change, it is said that the discussions and debates organized by the Prime Minister's Office have a greater role in nation building and unity. The "new tradition" agendas that are formulated and discussed in the office are mature and bring about changes in thinking and attitudes, so they have been held every month and every quarter. "New Tradition" discussions are also accessible to all sections of society. The discussions are also broadcasted in the media, which creates an opportunity for the audience outside the discussion hall to have an understanding.

Discussions and debates about "Ethiopia" started through the Ethiopian Press Organization are playing their own role in stimulating the society and motivating it for development. Although it is believed that discussions and debates have a great role to increase the community awareness related to the role of leadership and leadership development and to improve the skills of leaders, the desired results could not be achieved due to the lack of an institution that focuses on the field. To fill this gap, AFLEX in Leadership Development; By organizing discussion and debate forums that are regularly held every month around research and consulting; Also, by publishing quarterly theoretical magazines and annual journals that focus on different issues; This premise is proposed

in order to make leadership development and the government's leadership philosophy and policy widely accessible.

**i. Discussion, Argument, Publications and Podcast experience as a starting point**

Arguments in the world. of discussion; Drawing on the history and experience of print and podcast media, to find and develop a project that will become an Academy of Excellence for African Leadership, an advanced dialogue; of argument The platforms listed below are taken as a starting point as it is important to use them primarily to design a project that demonstrates the use of print and podcasting.

**Oxford University's Great Debate Forum**

Founded in 1823 by 25 undergraduate students, the Oxford University Debating Society expanded its mission to include the university community in 1825 and its name is still alive today.

The debate forum in Oxford raised controversial ideas, organized parties to the debates and named judges to hold debates, and made it possible to have a clear perspective and thinking on the ideas raised.

Presenting supporting evidence that explains or convinces the ideas raised by the disputants has been a part of the debate until today. Ideas raised on this forum were not limited to the forum but also played a social role by examining the government's administration and service delivery.

Debate and discussion have become the core of teaching and learning to the point that it seems to be the culture of Oxford University. It is believed that the university community acquires knowledge not only in classrooms and seminars, but also from debates and discussion forums.

Oxford University is renowned for its history and debating tradition and hosts regular debates, discussions and guest speakers from various disciplines and professions. Invited influential people in politics, social; Economically. They debate careers in academia, entertainment and journalism. Because these debates and events often attract media attention, the debates are more likely to be accessible to the masses.

Debate at Oxford Union follows a structured approach. After a question or topic is presented and the two opposing groups present their arguments. Speakers will be given a limited amount of time

to present their case, followed by a question-and-answer session. The debate is often presided over by a distinguished jury, and the decision is made by an arbitrator who ensures fairness.

Famous speakers who have attended Oxford Union debates in the past include world leaders, celebrities and intellectuals such as Winston Churchill, Albert Einstein, Mother Teresa, Malcolm X, Stephen Hawking and Margaret Thatcher, to name a few. Oxford Union debates and events give students and the wider community the opportunity to engage critically and explore different perspectives on issues of importance to the wider community. Society fosters an environment in which individuals develop their public speaking and critical skills while engaging in rigorous intellectual discourse.

Although the Oxford Union is affiliated with the University of Oxford, it operates independently and is not officially part of the university's academic curriculum.

### **Ted Talks Discussion Forum**

Many agree that Ted Talks are one of the most influential conferences and discussions around the world. The Ted Talks program has gained international popularity and has lasted until now because of the discussion ideas it raises. Volunteers from all over the world who share different ideas and experiences in this discussion; Organizational leaders; Politicians; They are celebrities and influencers.

Discussions will be held on a variety of topics, including international issues, but mainly events focused on technology, entertainment, design, and science. Ted Talks conferences and forums aim to spread ideas and knowledge. Ted Talks have gained popularity at the international level and have been held in various countries, including Ethiopia, by establishing discussion forums.

TED Talks are independently organized and facilitated by people and organizations who volunteer to share their experiences. In order to expand its reach, the discussions will be conducted through agents in each country in a way that fits and adjusts the level of Ted Talks by giving a special partnership license to those who organize the discussions. This gives individuals the opportunity to share ideas and experiences from their place and situation. TED Talks events have also been organized in our country, thus creating a platform for many Ethiopian politicians, entrepreneurs, activists and artists to share their views and insights with a large audience.

Among the TED Talks held in Ethiopia are topics such as sustainable development, social entrepreneurship, technology, education, art and culture. These events have produced speakers and audiences who are making a positive impact in their respective fields and sharing ideas that inspire and motivate new ideas and thinking.

### **Prime Minister's Office "New Tradition" Forum**

Following the national change, the government has created a "New-Tradition" discussion forum that aims to exchange new ideas and develop a culture of discussion. Regarding a national issue, the historical background of the issue; A new tradition has played a role in showing a scientific solution by considering the current situation and the future direction.

This new tradition discussion forum, organized by the Prime Minister's office, has one issue per month. It is prepared as a major issue every quarter. It is a program where experts and government bodies hold a joint discussion on the topics that are prioritized as a country in both discussion forums. They agree that it is a new marketplace of ideas that promotes the culture of discussion and dialogue. Prime Minister Abiy Ahmed (Dr.) in his comments at the first Addis Wog (አዲስ ወግ) discussion forum, he raised the points one by one that he said were manifestations of Ethiopia's political fractures. They are groupism. extremism; hate speech; Failure to create a common understanding that links the past, present and future; He explained that not taking into account the immediate victories and not being able to ensure democracy through real elections are national political fractures and said that we should repair these political fractures with a culture of civilized dialogue.

Prime Minister Abiy Ahmed (Dr.) in his speech to the participants of the "New-Tradition" forum, which he suddenly attended, said that the "New-Tradition" discussion forum is an opportunity to gather our scattered ideas and spirits from different paths and bring them to a common home. He said.

The fact that national agendas can be guided by a dialogue program enables the creation of a complete common national context. A program driven approach to achieving inclusive growth will result in full implementation. In this way, the office is commendable for bringing the social, political and economic divisions and our capabilities to the table and opening the door for joint discussion and consultation. By identifying the strengths and gaps of the national policies and

strategies, the government can come up with solutions and implement them as a national agenda. Creating a context of a new tradition has its own positive contribution to developing a civilized dialogue culture.

### **Ethiopian Press Organization "About Ethiopia" forum**

Arguments and discussions are also alternative solutions to conflicts and disagreements. They bring ideas closer together and keep us focused on a common goal. Through discussions and debates, we get a chance to share our experiences and teach others about our past. Here, it is appropriate to mention the discussion forum held by the Ethiopian Press Organization.

The first phase of the discussion forum organized by the Ethiopian Press Organization under the theme "About Ethiopia" was held in all the regions and cities of our country. As stated in the conclusion of the first chapter and the beginning of the second chapter, the main purpose of the discussion is to strengthen unity; Advocating on shared values; It has been stated that it is important to discuss our common issues and solve our problems so that we can be in a position and appropriate to continue the country.

Dialogue to bridge and bridge differences; To communicate our victories; To know and overcome our challenges; It allows us to have common ideas and views on future national agendas. This is what was reflected in the discussion about Ethiopia. The agendas presented in the discussions held by all the regions and city administrations were to overcome differences and build common values. This is to strengthen the generation. The benefit of crossing the country is not easy to see.

### **Discussion forums of higher education institutions and research centers**

Although debates and discussions are conducted based on different objectives, their goals are the same. Discussions and debates in various educational institutions and research centers cross generations by addressing the problems of society and generating solutions.

Higher education institutions and research centers conduct debate and discussion in various ways, such as seminars; workshop; conference; Symposium and other discussion forums are also mentioned. Most of the discussion agendas are beyond the use of academic resources and have little opportunity to solve the problems of society in a sustainable way. Even their accessibility is not far from the hall where they are presented and they are centered on a certain part of society.

## **Podcast**

Using podcasts to share their goals and objectives with listeners; There are many governmental and non-governmental agencies that reach viewers and readers. In previous years, podcasts were used only by businesses, but due to its benefits and importance, service providers are also using it in large numbers. In particular, an attempt was made to take the podcast broadcasts produced in the field of leadership as a starting point for this project.

**The Ed Mylett Show Podcast:** It is one of the world's most popular podcasts and is hosted by Ed Mylett and focuses on youth entrepreneurship and leadership. In this broadcast, youth and leaders will appear and discuss live. Good luck to the entrepreneurs. The results obtained and the manner in which the tests were solved by the taskmasters when they raised the test; It gives them wisdom and leadership skills to overcome problems. It is a podcast where those who follow the broadcast live will gain knowledge and skills.

**The Learning Leader with Ryan Hawk:** It is a podcast that has millions of subscribers and is distributed in over 150 countries. Hosted by author Ryan Hawke, this podcast focuses on leadership development and excellence and serves as a forum for leaders from various institutions to share their experiences and stories on leadership roles and thinking. Many agree that it is the perfect podcast for developing leadership skills for young people who are coming to leadership. Host Ryan Hawke has written books on leadership and contributes to the podcast.

**The Jocko Podcast:** A podcast founded to teach the leadership skills and wisdom of a retired Navy veteran and hosted by Jocko Willink. Jocko has published two books with content based on the art of leadership and the psychology of winning, which he used as the starting point for the podcast. Inspirational speeches and stories of leaders are presented on the podcast, and it is believed that leaders will improve their leadership skills. The podcast is said to be the main platform for leaders who want to develop their leadership skills and knowledge based on practical experience and history.

**The Tim Ferriss Show:** This podcast mainly features business leaders sharing their success stories. They indicate the way business is run. the way they came; They share their challenges and opportunities through practical experiences. Tim Ferriss has experience and knowledge developed

in his profession, so he can ask questions and provide better explanations. Along with the success of the podcast, the podcast has been named Oprah Winfrey.

**The Tony Robbins Podcast:** It is a popular and influential podcast that conveys leadership strategies and techniques. Experiences and stories presented in the podcast are believed to be educational for many. 50 million people from 100 countries have testified that they are users of the podcast.

### **Experiences shared from arguments, from of discussion, the importance and relevance of publishing as well as podcasting**

Taking the positive impact of the foreign countries and domestic discussion and debate forums that we have seen above for the development of the community and the prosperity of the country, the African Leadership Excellence Academy also offers formal leadership development training; Along with research and consulting, he should create formal debate and discussion forums to serve as a bridge for leaders and the community to play a role in leadership development and growth by preparing forums for discussions and debates. Discussions and debates about leadership and leadership development play an important role. To bring together political leaders who promote different thoughts and attitudes and to join together for nation building Discussion and debate will play a positive role in the development sector.

Both political leaders and business leaders are leaders and leaders by strengthening their ties with the community. It brings the server and the client closer together. Discussion and debate will make them have a strategic relationship with the stakeholders and make them stand together for the same purpose.

Leaders also have a role in discussions and debates to improve their relationships with stakeholders. In order to encourage stakeholders and make them play a significant role in development works, it is possible to convey ideas by organizing discussion forums. Discussions and debates play their part in guiding activities and achieving results. Arguments and experiences based on the history and experience of podcasts; Media is the main tool to communicate and make the government's management philosophy and strategy accessible to others.

The contribution of debates and discussions in electronic and print media as well as theoretical magazines and annual journals published every three months to the change of society and the prosperity of the country is not taken lightly.

AFLEX has its own print and electronic media so that it has a way to convey its thoughts and ideas to the community. It should also use social networking sites thereby expanding the academic community; and will enable AFLEX to achieve its objectives by increasing the number of stakeholders and creating strategic relationships.

### **The purpose of "AFLEX Talks".**

"AFLEX Talks" will have the following purposes

- Connecting African Leadership Excellence Academy with the public
- Expanding the scope by promoting the vision, mission and values of the academy
- Use as a tool to expand the leadership development program
- Expanding strategic partnership
- Develop a culture of discussion by allowing different ideas to circulate
- Suggest ways to resolve conflict

### **"AFLEX Debates" purpose**

The "AFLEX Debates" will have the following objectives

- Making ideas flow in the debate
- Approaching pole kick ideas
- Taking and combining experience from different service institutions
- Executives at work; Connecting successor leaders and retired leaders as a bridge
- Enabling an uninterrupted cycle in the leadership process

### **The purpose of "AFLEX Medemer Print".**

There are two types of printing under "AFLEX Printing", one of which is the addition tongue. It is published every three months and has the following objectives

- Making research results accessible to leaders, successors and retired leaders
- To provide resources for researchers conducting research on leadership development programs
- Bringing the philosophy of inclusion to the people
- Building the scene by making the mission of the academy accessible.



## **The purpose of AFLEX print for Africa Voice**

AFLEX's Voice of Africa is published once a year in three different languages and is distributed as a journal to Africans and other communities. The languages to be published are English, Arabic, Swahili and the objectives are as follows.

- Expanding the concept of Pan-Africanism
- Strengthening African brotherhood and unity
- Using the publication as a diplomatic tool
- Expanding and establishing the purpose of the academy

## **The purpose of the "AFLEX Podcast".**

- Creating awareness on leadership development activities
- Communicate the mission of the academy and build its image
- Discuss the role of leadership

## **Media communication**

The AFLEX should expand its reach by working with national and international media in addition to the messages it conveys through its own podcast and social media. For this, it is necessary to establish close and strategic relationship with the media listed below.

### **A/ Local media**

- Ethiopian Broadcasting Corporation
- Fana Broadcasting Corporation
- New Pole Media and Communication
- Ethiopian News Service Organization
- Ethiopian Press Organization
- NBC Television
- Prime Media
- Arts TV
- Asham TV
- EB S
- OBN
- AMICO

### **For international media**

- Al Jazeera
- BBC
- France 24
- CGTN
- Zhenhua