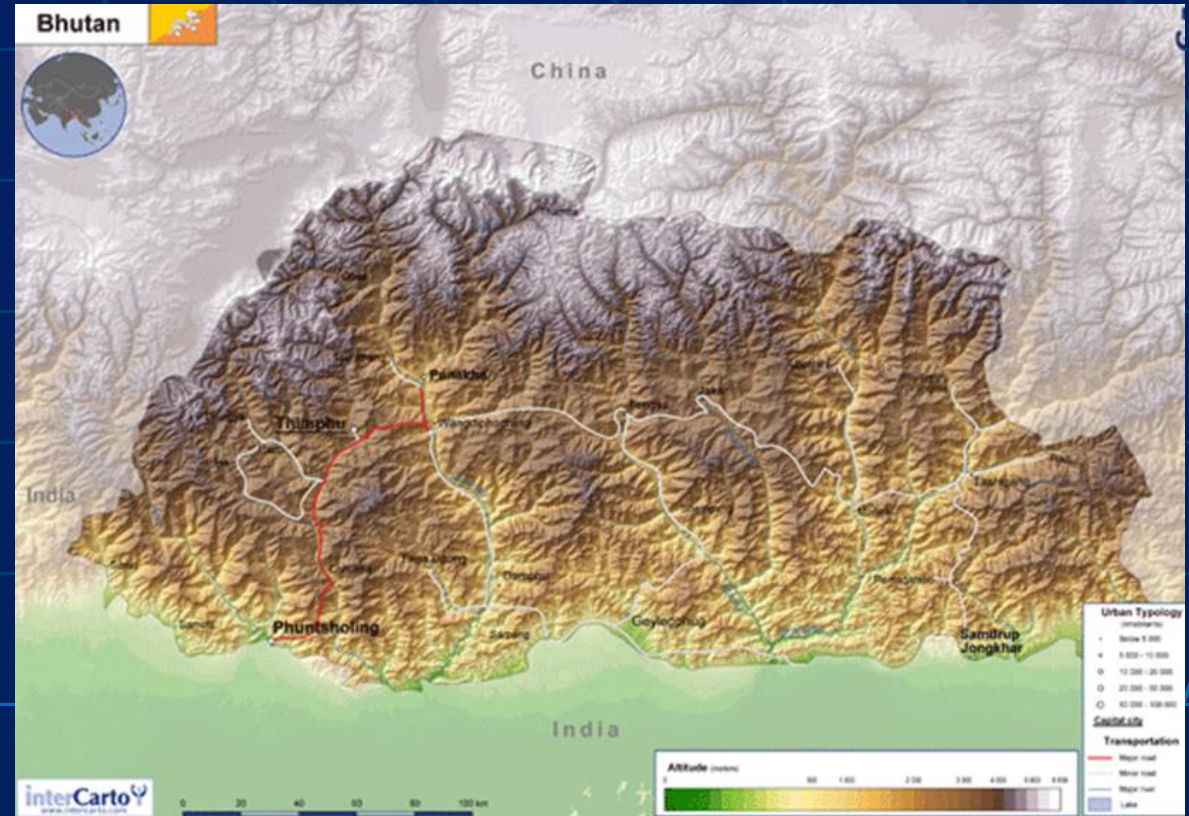


BHUTAN

Media & Gross national Happiness

The Dragon Kingdom



Bhutan - FAQs

- Total population 750,000 (**slightly larger than Vermont 640,000**)
- 60% of population is under 25 years old (really young)
- **LANGUAGES:**
 - *Dzongkha* + Nepali + Tshangla + English
- **Religion:** Buddhist (Tibetan)
- **INFRASTRUCTURE**
- **1960** construction on first auto roads
 - 1,000miles since then
- **1970s** to Present:
 - Bhutan gets first stoplight
 - Bhutan Takes down only stoplight (invasive-impolite)
 - Electricity to rural areas
- **DEMOCRACY!** King Abdicates in favor of democracy 2007.
 - **MOCK/PRACTICE ELECTION = April 21, 2007**
 - **Real Election : December 31, 2007**
- **2008 National Assembly and Prime Minister ELECTED!**



Bhutan King Jigme Khesa Wangchuck and Queen Jetsun Pem



BHUTAN: Pearls of "HAPPINESS"

From the Geography of Bliss

Tibetan BUDDHISM as a belief system

- ☑ Suffering **and** Happiness: Two sides to the same coin
- ☑ Suffering is an **inherent** part of LIFE. The **art of life** is learning how to **suffer well**.
- ☑ **Happiness** and **sorrow** **are our own responsibilities** – and completely within our control. Train the **mind** to manage both.
- ☑ **Mental and Physical RESILIENCE** and coping strategies.
- ☑ **Muditā** → sympathetic or vicarious joy; The pleasure that comes from delighting in **other people's well-being**.
- ☑ **WANTING**: people should **not be too focused on wanting** many different things as the enjoyment won't last
- ☑ **Deliberate attentiveness to others** ☐ Hospitality
- ☑ **Fewer UNREALISTIC EXPECTATIONS**
- ☑ **GNH = GROSS NATIONAL HAPPINESS** as an enacted policy
 - ☑ The Bhutanese don't always do things that make **ECONOMIC SENSE** if the economics don't make human/environmental sense.



21ST CENTURY Media Transformations in Bhutan:

One of the last nations on earth to be connected to the internet & television

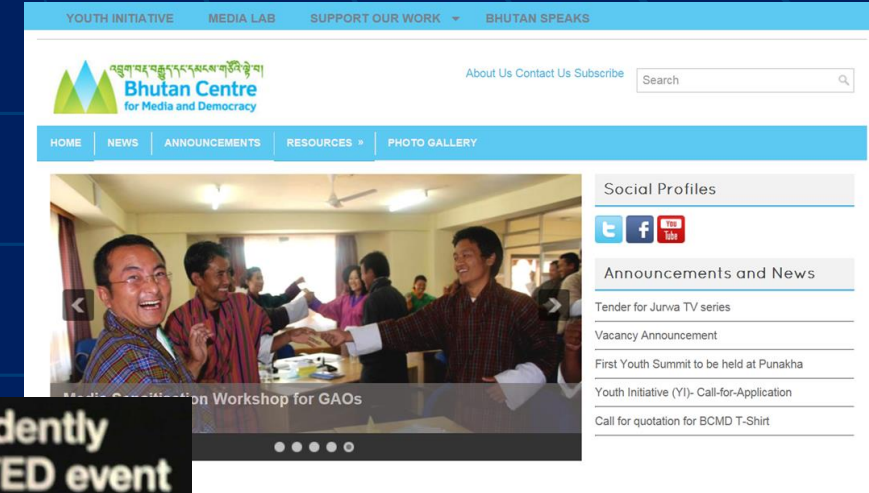
- 1999: Television Enters (Satellite TV 45 → 200 Channels)
- 2000: The Web/Internet COMES TO BHUTAN!
- 2005: Cell Phone Telecom
- 2010: SmartPhone/iPhone
- 2010: The Credit Card arrives
- 2011: BHUTAN CENTRE FOR MEDIA AND DEMOCRACY & St. Michael's College MEDIA NOMADS PROJECT



SMC-BCMD Media Education Project

MEDIA NOMADS!

- ✓ 12 month – Educational Service-Learning Project on Media Education/Literacy
- ✓ **Bhutan Centre for Media & Democracy**
 - ✓ Pek Dorji
- ✓ **2 SMC FACULTY + 4 DMC Students**
 - ✓ Profs. Hyde & Kusserow)
- ✓ **SMC students: Kayle Schnell, Lynne Anderson, Bobby Gaglini, Alex Greene**
- ✓ **BHUTANESE TEACHERS and STUDENTS** from across the entire country.



MEDIA NOMADS

SMC-BCMD Media Education Project

Topics:

- Media Gross National Happiness
- Media Literacy/Education
- Global Media
- Media Use/Addiction
- Advertising/Consumerism
- Media & Health/Well-Being
- Media Violence/Fear
- Media and Democracy



Dress CODES



