

# Media & Democracy

## **Preparation**

The course shall cover different topics related to Media and Education and their contribution towards a healthy democracy. It will delve into theoretical and practical approaches to deal with the subject. It is important that some thought is given by the participant on particular issues they would like to use as an example for development during the course of the week. It is also important that the participants come prepared to present their particular school/organization situation and what they require out of this course. Each participant shall be required to fill a pre-course form in order that the level of each participant is measured beforehand and the training targeted accordingly.

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## **Target Audience**

- Teachers (Pre-school, primary, secondary, vocational, adult, special needs)
  - Teacher trainers
  - Careers officers, educational guides and counsellors
  - Inspectors
  - Headteachers/principals/managers of schools/organisations offering adult education
  - Other (Paid or voluntary) management staff in the institution/organisation
  - Non-teaching administrative staff
  - Members of students/teachers councils in adult education
  - Other, namely: Informal Educators
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## **Objectives**

The objectives of this programme are:

- Introducing the roles of Media and Education
  - Promoting the important role Media and Education play in our everyday lives
  - Introduction to School Journalism
  - Promoting Media Education
  - Hands on using of media tools
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## **Methodology**

The methodology during the course will be a mix of pedagogical explanations coupled with hands-on practice of tools to allow teachers and participants to get as much experience as possible in using various tools that may assist educators transmit a better learning experience to their students.

The areas focused on include both practical examples of using media tools in a class room environment and giving examples of media influences in present times.

Detailed and practical ideas of how media influences students will be given throughout using the examples from the real participating attendees. The lectures will be by a series of different lecturers in order to have a variety of information and dynamism within the course.

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## **Programme**

### DAY ONE: Introduction

The participants will be given an introduction on the topic. The participants will be divided in two groups that will work together during the practical part of the course.

The groups will be provided with a video camera, a digital camera and laptops.

During the 5 day programme each group will have to carry out a group of tasks - A news letter, a short video and a presentation.

These exercises will serve as practical examples for school activities.

### DAY TWO: School Journalism

An insight on school journalism will be covered on day two. Examples of diverse methods such as:

- Youtube
- News portals
- Blogs

and an introduction to internet video production will be covered.

A visit to a local TV station will be organized for participants. The participants will be able to get to know the editorial policy implemented by the organization in issues regarding education and democracy.

### DAY THREE: Gender stereotyping in the media

Presentation on Gender stereotyping in the media. Questions such as:

- How we perceive gender?
- How we are influenced by media and adverts?
- Is this approach influencing our democracy?

A visit to a school will be organized so that a vox pop on a subject that compliments democracy will be carried out by participants. A visit or presentation to/by a students' media organization. Time allocated to video editing and preparation of news letter.

### DAY FOUR: European Union, Media and Democracy

An overview of the European Union's directives that involve media. An information session on EU funding in field of media and education will also be

delivered. The participants will be presented with examples of organizations and programs that work to promote the two mentioned areas.

**DAY FIVE: Presentation**

The two groups will be allocated a session to present their work, that is the newsletter, video and presentation. This session will be followed with a conclusion and evaluation session together with the presentation of certificates.

Programme subject to last minute changes.

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**Language**

Training and notes will be supplied and delivered in English.

Italian can serve as a secondary course delivery language in certain cases, should there be participants who have difficulties with English.

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**Follow Up**

Ongoing contact with participants by means of discussion forum and mailing lists. Online support will be available to all participants.