

KA2 Stratégiai partnerségek
Felsőoktatás
2017.
Támogatott projektek összefoglalói

Pályázat száma: 2017-1-HU01-KA203-036038
Intézmény: **Pécsi Tudományegyetem**
Projekt címe: **New skills for the next generation of journalists**

Partnerek:

Pécsi Tudományegyetem – University of Pécs (HU)
Instituto Universitario De Lisboa (PT)
Erich-Brost Institut Fur Journalismus In Europa Gemeinnutzige Gesellschaft Mit Beschränkter Haftung Ebi GmbH (DE)
Universitatea Din Bucuresti (RO)

Projekt összefoglaló:

The main objective of NEWSREEL project is to improve such skills of a new generation of European journalists that are required in the present media fields to be a credible and stable factor of the European democratic public debate who can benefit from the digital information ecosystem in order to make complex public issues understandable. To achieve this objective, NEWSREEL will make innovative learning materials and teaching programs Europe-wide available. Furthermore the project aims to facilitate the efficient international cooperation between university-based journalists ecosystems to:

- a) develop critical understanding of the breadth, depth and scope of credible journalism;
- b) help journalists reporting more credible stories, based on the more precise information with the help of computer-assisted reporting or data journalism . Putting data in a visual form may reveal patterns and insights that weren't identifiable otherwise. In this way, the audience can understand better complex issues;
- c) develop new business strategies and models of journalism. The technical and economic development brought significant risks for journalism as well. By the weakening of the traditional forms of the exploitation of media products and services, the stable financial fundamentals of high-quality journalism have more or less disappeared; the weaker the media market of a country is, the higher the risk for financial problems of quality journalism.;
- d) establish collaborative journalism. Transnational team-working is a key element in the field of collaborative journalism. European cross-border investigations can improve the transparency of the European political and economic decision making and the expenses of the European public money. Moreover, the increasing complexity of journalism projects makes necessary the cooperation between experts of several fields, such as journalists, data journalists, IT experts and designers;
- e) be able to handle ethical challenges of the digital public sphere. Journalists still should provide credible information on the public issues, but they have to compete with a mass of non-professional, often inaccurate information, and fight against aggressive communication against particular social groups or their own performance. To handle these challenges, journalists should embed robust ethical norms into their work.

The methodology used in the project's implementation phase is based on the following 7 steps process:

1. Mapping the journalism education and the needs of the stakeholders,
2. Developing syllabuses in order to embed the skills and tools concerned into the programs of journalism studies,
3. Developing electronic learning materials and teaching methods to increase the necessary new journalism skills,
4. Having courses at the participating universities as a pilot teaching activity,
5. Publishing a teacher's guide that summarizes the professional and methodological content of the project,
6. Developing student career profiles,
7. Organizing an international student competition that aims implementing cross-border investigative journalism projects with visualized.

NEWSREEL will be implemented by

- the Department for Communication and Media Studies of the University of Pécs which has a strong focus on the social impact of the journalism in the research and education activity;
- the Faculty of Journalism and Mass Communication University of Bucharest which has an academic offer, does research and develops activities in all the areas of the project;
- ISCTE-University Institute of Lisbon which has several post-graduation offers in the communication/journalism areas, and a specific one in Executive Media Management;
- the Erich Brost Institute for International Journalism, an affiliated institute of TU Dortmund which has participated in several transnational research projects.

In the long run, NEWSREEL will contribute to

- the extending the journalism education to the new fields of the digital public discussion,
- the improving of high-quality journalism,
- the strengthening of the common European democratic public sphere by improving the collaborative and cross-border journalism that is able to elaborate and make tangible the big amount of available data, and that is based on a predictable business strategy and a firm ethical foundation.

Pályázat száma: 2017-1-HU01-KA203-035918
Intézmény: **Debreceni Egyetem**
Projekt címe: **Promoting mindful encounters through intercultural competence and experience**

Partnerek:

Debreceni Egyetem – Univeristy of Debrecen (HU)
Universite Savoie Mont Blanc (FR)
Hochschule für angewandte Wissenschaften Aschaffenburg (DE)
Ekonomicka Univerzita v Bratislave (SK)
Uniwersytet Ekonomiczny w Katowicach (PL)
Seinajoen Ammattikorkeakolul Oy (FI)
Ikonomicheski Unviversitet Varna (BG)

Projekt összefoglaló:

This project is based on the conviction that intercultural learning and training programmes through transnational cooperation between students, teachers, and SMEs are an accessible way to enhance transversal capabilities and intercultural competences. It aims to develop a holistic process of learning, teaching, and training through the integration of the cognitive (knowledge-based), metacognitive (perception-based), motivational (emotion-based), and behavioural capabilities (verbal and non-verbal) of intercultural competence.

This project is based on a transnational approach which aims to develop a four-tiered model of an online learning and training platform to promote students, teachers, and SMEs to participate in an all-inclusive and iterative process of experiencing, reflecting, thinking, and acting in various cultural frameworks. The transnational approach ensures the development of an authentic resource pool of transversal capabilities and facilitates an enhanced level of cultural awareness.

It is based on the methodology of experiential learning and training which undoubtedly leads to heightened personal and social competences, and better employability, and highlights that specific tangible experiences are essential for reflective observations which become the basis for actively practicing the acquired transversal skills in diverse cultural environments.

The estimated number of direct target groups is 246, which includes 168 students, 63 teachers, and 15 SMEs. These target groups will be trained to eliminate rigorous dependence on culturally-bound thinking, to monitor cultural assumptions and adjust mental models, and to exhibit appropriate transversal capabilities to improve employability and mindfulness across diverse cultures and situational contexts. The total number of estimated indirect beneficiaries is 39 765, which involves 6,300 first year students; 590 teachers, and 32875 SMEs across the partner regions or countries.

The activities of the project are divided into six work packages, which include the PROMINENCE Interactive, the interactive on-line learning and training platform to develop a versatile pool of resources to deliver considerable insights into culture-specific interactions in diverse situational contexts through a wide-scale of interactive tools; the on-line curriculum to provide the detailed description of the course; resource materials; assessment tools; requirements; policies and procedures; and resource materials; surveys reports to measure the transversal capabilities of the target groups; articles to professional journals to raise awareness about the positive benefits of intercultural learning and training programmes through transnational cooperation; the E-book as a learning tool to help target groups to reinforce cognitive, metacognitive, motivational, and behavioural capabilities of intercultural competence; and the international conference to introduce the project, its outcomes and conclusions to a wide range of audience, including students, teachers from each partner university, SMEs, public authorities, and the general public.

There will be three intensive programmes which will revolve around the thematic topics of Different Worlds, Different Languages: Getting to Grips with Cultural Diversity; Managing and Leading in Different Cultures; Practicing Cultural and Emotional Intelligence across Cultures. These aim to help students acquire universal and work-related transversal capabilities through real-life scenarios and experiences which help them:

Students, teachers, SMEs and other indirect beneficiaries will learn to negotiate a shared meaning based on culture-bound differences and develop all-inclusive intercultural competences. They will learn how to evaluate intercultural competencies important for succeeding in the global context. These competences will embrace those core skills which are a prerequisite for individuals to lead, strategize, organize and implement strategy in a global and intercultural context.

Pályázat száma: 2017-1-HU01-KA203-035921
Intézmény: **Pázmány Péter Katolikus Egyetem**
Projekt címe: **Reading in Europe today - Reading and Writing Literary Texts in the Age of Digital Humanities**

Partnerek:

Pázmány Péter Katolikus Egyetem (HU)
Universite de Reims Champagne-Ardenne (FR)
Universite de Picardie Jules Verne (FR)
Universitat de Valencia (ES)
Universite du Luxembourg (LU)
Universidade do Porto (PT)
Universidade de Aveiro (PT)
Universite Paris-Est (FR)
Universite D'Aix Marseille (FR)
Universite Paris Ouest Nanterre la Defense (FR)
Universidad de Cadiz (ES)
Universiteit Antwerpen (BE)
Magyar Tudományos Akadémia Számítástechnikai és Automatizálási Kutatóintézet (HU)
CEU Cooperativa de Ensino Universitario CRL (PT)

Projekt összefoglaló:

In the world of communication devices flooded with images, the main goal of the project is the popularization the pleasure and utility of reading, the lingual forms and interpretation of images, and reading as a life experience.

To contribute to the main goal of the project, 3 intensive seminars and 3 workshops arranged during the programme raise awareness of methods among the players of the book industry and education, as well as prepare the theory and methods underlying the creation of new applications.

After the academic events, we publish the new methods and applications for traditional, internet-based and electronic publication of literary texts analysed and created to the target group of the project: publishers, education experts, translators, publishers, IT experts, and especially young readers and university students, as future teachers and researchers.

Based on the results of the workshops and seminars, an intellectual output, a so called Rich Annotator System is expected to be developed, that would link the text of the commentary literature to some major literary text being commented upon, and form direct hyperlinks from the comments to the quoted text semi automatically and by automatically generating inverse links, enabling a new form of reading of the main text where each commentary is immediately visible.

The regional and national impact of the project would be traced first in the academic education and later in the high school education, since we train high school teacher. Since we plan to involve economic and business fields, especially publishers as external stakeholders into the project from 6 countries, our project may have an impact on publishing strategies, as well as strategies on promoting translation and publication of world literature.