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COMMUNICATE & COLLABORATE

LOOKING FOR THE KEY OF REALISATION

A Personal Advice by Michael Bernhard Zita, MEDLIT Project Manager

Communication in intercultural context is one challenge, output-oriented project communication another one - together you call them a research field of its own.

A (written) plan is only the first step of implementation

Getting things done in time with available resources, everybody together, being one gearwheel of a machine, ideally efficient is what we call the modern division of labor. Optimizing these structures and limiting risks are the goals management should achieve.

But what to do, if the parts aren't trying to work together on their own, ask how fast to turn while already knowing what to do? Isn't that what we would expect? The role of management is so often, change parts, optimize the collaboration and limit the time, the machine isn't producing.

But in a project you have to do the opposite - you have to build a working machine, often for an abstract, unknown goal out of parts, that weren't designed to work together: Working at different speeds because of different free time, understanding and implementing different things because of different goals, languages and motivations.

So you can only try to motivate, explain risks and consequences that will occur when objectives and deadlines aren't met. That is one part, but more importantly, you have to bring these parts together, so they start speaking to each other. What are the needs and motivations of the organizations and people that came together to collaborate on a project, should be the guideline for any project activity.

Listen, but more importantly act

In an early course paper, I described the role of leading by two qualities: The ability to listen, but also the ability to decide and act based on this decision, also against different views and opinions. Perfect Win-Win situations may occur but because of external conditions, they are very rare.



So the way to go is to communicate, motivate and convince the others to work together, always trying to get close to the proposed outcomes - that can in the end also mean to change the proposed outcomes or that it is better if others take over responsibilities and tasks, because they fit better into the plan or simply just have more time. Working together on a project is an activity that happens on a day-to-day basis. What was possible in one week, can become impossible in another week. Leading so becomes the question of listening, juggling, while staying on course. That is a set of activities that can't be split nor can they be delegated.

As an active lead someone has to have a definition what they want AND need to achieve, with that the project management can help. Also, we can help with bringing the people together that should collaborate or try to assemble different teams. With what we can't help is to speak with each other, find a common base and motivate. In the end, every team, led by a partner institution is a machine of each one, with its own clock, plan and decision-making structure, that would break and would need to be rebuilt if heavily manipulated from outside. Some would say it is a self-organised social system.

So remember, as a lead in a project you have the ability to influence the output but you aren't the one achieving it alone - but listening, motivating, while being actively approaching others are the keys of realization. Reducing complexity by developing options is a more advanced technique, anticipating needs and motivations of other the golden way.

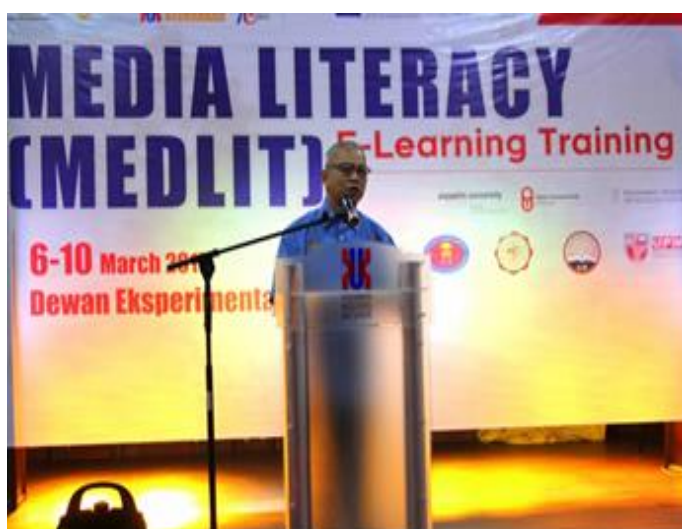
Just to wait that someone waits for your plan and act on your word is a dead end in a project that leads often will experience as it is the way of non-project machines but not one of voluntarily systems of change.

The Face-to-Face communication at project management-related meetings & the Train-the-Faculty workshops was very important to get to know each other and to built trust. But with the changed "Smarter Steering & Monitoring Structures" and especially multiple parallel work packages the need and the active demanding of "Online Communication" is essential for the success of the project. But with the flaws of such channels, the quality of communication and collaboration strategies make the real difference.

MOOC E-LEARNING TRAINING FOR ERASMUS+ RESEARCH PROJECT PARTICIPANTS

@ UNIVERSITI MALAYSIA KELANTAN, City Campus, Kota Bharu

Written by: Suria Baba, UMK



It has been a memorable week from 6TH -10TH March 2017 for the UMK MOOC Production team in making ELearning Workshop for the ERASMUS+ Partners from 6 universities, namely

Srinakharinwirot University (SWU), Chulalongkorn University, Bangkok, University of Social Science and Humanities, Ho Cho Minh, Academy of Journalism and Communication, Hanoi, Universiti Putra Malaysia (UPM) and Universiti Malaysia Kelantan (UMK) as a host.

This bespoke program was in conjunction with the bridging of the Media Literacy (MEDLIT) as Media Competence in Social Change research funded by European Union (2016-2018). The opening ceremony was officiated by Prof Dato' Dr. Ibrahim Che Omar, Deputy Vice Chancellor (Research and Innovation UMK) and also the MEDLIT Group Leader of UMK.

Professor Emeritus Dr. Thomas Bauer from University of Vienna as a project leader for this project under the Erasmus+ Project 2016-2018. ELearning Week organized by Global Entrepreneurship, Research and Innovation Centre (GERIC) of UMK, led by Professor Dr. Nik Maheran Nik Muhammad.



UMK MOOC Production team led by Assoc.Professor Dr. Suria Baba, and also as one of the team members in MEDLIT Research group with 12 others facilitators were able to execute out the task to about 50 participants. Co-joined facilitation by Assistant Professor Dr. Marlies-Bitter Rijpkema from Open University of Netherlands.

The research work started from the kick-start meeting in February 2016 at Herleen, Netherlands followed by series of Delphi Wave research meeting and data findings presentation in Ho Chi Minh, Bangkok and Hanoi, then followed by a few more meetings in Vienna in May 2017 and January 2018, Bangkok and Hanoi at the end of 2017.



The participants had the opportunities to get firsthand information from our Malaysian MOOC Icon Prof. Dato' Mohamed Amin Embi (UKM) at the beginning of the training. It has been an immersive and productive week as the participants need to meet the objectives of the training. As to accommodate the objectives they have undergone a series of activities into developing MOOC content. Participants been exposed to experience the Green screen casting using chromakey set to create MOOC video.

Interestingly they were given a full day workshop in trying various teaching tools. For producing video, they were trained to use 4 types of video animation which are animation (using Go Animate, Adobe spark, Powtoon, videoscribe, Biteable and Renderforest). For making video editor apps like iMovie, filmora wondershare was utilized. They were also mobilized with the screencast-o-matic in producing screen capture. For developing activities they maximized Padlet as the platform with the support of coggle as the mindmapping in coordinating their information. Quizlet and Edutainment apps complete the activities in MOOC production. All videos and animation produced were presented at the last day and it was an amazing experience for the participants because within 5 days they were able to produce a simple MOOC. This just goes to show with enough encouragement and proper planning, even the hardest of tasks can be completed with ease.



MEDLIT PROJECT: EXPERIENCE SHARING SESSION

BY THE UNIVERSITI PUTRA MALAYSIA (UPM)



On 20th of June 2017, the Universiti Putra Malaysia MEDLIT team had a “MEDLIT Project: Experience Sharing Session” with faculty members and students of the Faculty of Modern Languages and Communication. Some 35 faculty staff and students attended. In the session, the team leader, Prof. Dr. Ezhar Tamam, shared with the audiences lessons learned particularly in terms of project management experiences. Prof. Dr. Ezhar also briefly describe the MEDLIT project -- its goals, activities, the universities participating in the project, and expected outcomes. Following Dr. Ezhar’s presentation, the rest of the team members shared the things they have learned from participation in the media emancipation workshop and related field visits. The team talk about OCTO TV and hand-on experiences in video production in particular. Though the session, faculty members and students are more aware of and understand better about the MEDLIT project co-funded by the European Commission.



COMMUNICATION & MEDIA FOR ASEAN DIGITALIZATION WORKSHOP



During 20-21 June 2017, Wilairuck Suntikul, Puckpilai Khuptawathin, and Jatuporn Suwansukhum, representatives of Thailand MEDLIT team, attended "Communication & Media for ASEAN Digitalization Workshop" organized by Associate Professor Dr. Kamonrat Intarasorn, Chair of Communication Arts for ASEAN international program of Sukhothai Thammathirat Open University, Thailand. This workshop allowed them to share their ideas and first-hand experience of MEDLIT project with

scholars and networks in Thailand. They also served on the judging committee for video clips of MOOC introduction which were produced by students, teachers, lecturers, monks and people participating in the workshop.



THAI MIDL NETWORK PARTICIPATION



On 18th July 2017, Dr. Jirayudh Sithuphan participated in a meeting of Thai MIDL network organized by Child and Youth Media Institute and Thai Civic Education at Mandarin Hotel Bangkok, Thailand.

He had an opportunity to give a briefing on MEDLIT project and MOOC development, and discuss literacy indicator for MOOC design and assessment. His contribution to this meeting interested MIDL academics, Teacher Council, Child and Youth Media Institute and Thai Civic Education meeting.





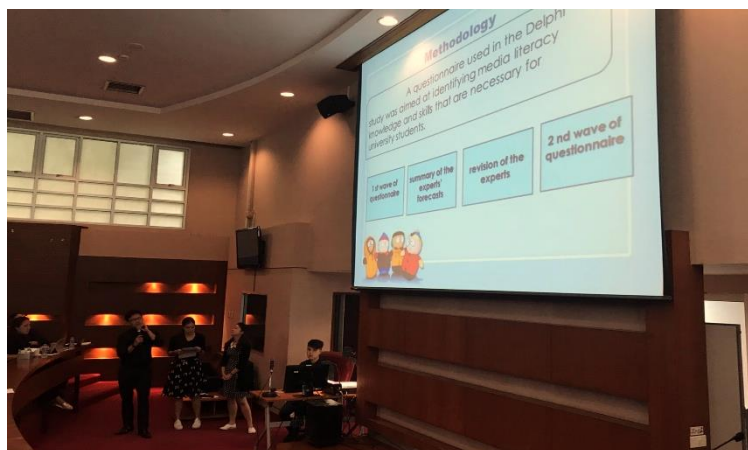
MEDLIT @ SWUIC RESEARCH DAY



SWU MEDLIT team gave an oral presentation under the topic ***“The Final Report of the Study of Media Literacy in Thailand using Modified Delphi Method for Media Literacy Education”***.

The audiences were really interested in this topic and look forward to seeing the completed version of Thailand MEDLIT MOOC. They also believed that the MOOC would provide a lot of advantages to Thai students and society. By presenting our study in the conference, Thai MEDLIT team can advertise the MEDLIT project to public and create public awareness concerning media literacy.

On July 27th, 2017, SWU MEDLIT team including Mr. Thanakorn Thongprayoon, Mr. Krich Rajprasit, Mr. Wachirapong Yaemtui, Miss Supaporn Kulsitthiboon, and Miss Patricia Visser attended SWUIC Research Day 2017 organized by Academic and Research Unit, International College for Sustainability Studies at Srinakharinwirot University, Bangkok.



EXPERIENCES AND ACTIVITIES IN VIENNA

In the framework of MEDLIT project, 5 members of AJC MEDLIT team have spent 2 weeks for the Train-the-Faculty workshop in Vienna, Austria. The workshop aims to answer the question of how to handle the new media, connect to media communities in Vienna and learn to produce content for MOOC. On the very first day of the workshop, we were warmly welcomed by Prof. Thomas Bauer, MEDLIT Scientific Coordinator, Michael Zita, Project Managers. To give the participants theoretical input, Thomas has presented lectures in media literacy and social change. We also had a chance to discuss with guest speakers and broaden our viewpoints on media production in Austria, media landscape in Spain and media reality in Hungary and so.



Thomas delivers welcome and presentation to the workshop participants

The highlight of the workshop is getting hands-on with our partners from OKTO community TV station – Thomas Lindermayer and Antina Zlatkova. We were trained by these two experienced producers on how to produce a TV program, including writing scripts, setting up the stage, filming and editing. It was hard and fun. The result was beyond our expectation (you can have a look at https://www.youtube.com/watch?v=g8u_sQZ4JRw&feature=youtu.be).



Thomas and Antina give training sessions on producing TV program

In addition to all the learning and training, UniVie also prepared some interesting excursions for us to ORF, Austrian Federal Press Service and CTL Learning Lab. We were fascinated by the history of these institutions, the enthusiasm of the staff and their professionalism.

Two weeks is certainly not a long time, but for us it was a true learning journey. All the knowledge, experiences and skills that we got from it will be efficiently used not only to construct a productive MOOC but also to apply to the teaching and doing research at AJC in the future.