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Train the Faculty – Workshop **Media Literacy and Future Studies**

July 25 – August 5, 2016
University of Social Sciences and Humanities
Ho Chi Minh City, Vietnam



THE WORKSHOP WITHIN THE FRAMEWORK OF THE PROJECT

Thinking and building educational programs that ACT and not only RE-ACT in relation to the cultural, social and technological driven change(s) of media and societies within a globalized world are the main aims of the MEDLIT project. To do so there is no simple general recipe, neither in Europe nor in Asia. Understanding the practices here and there, while trying to know and understand the different cultures can be a first step to understand the own perspective in a different way because we have to think it through the eyes of others. To work together in a next step, using bigger toolkits thanks to the diversity of the equivalent involved partners, should then help to encounter the challenges of modern media societies better.

Around this premise the train-the-faculty workshops of the project should help to realize two things: meeting each other to understand each other better without trying to make them the same; realizing the possibilities that lie within this diversity. To do so every workshop has a special issue, and so the first one in the series tries to combine these topics:

1.) **Media Literacy** as a way to see societies through their media and so their internal communication structures that shape these modern societies. Opening this black box can ideally help to understand the change processes that currently act through these structures better and give the opportunity to create better ways against societal polarization.

2.) **The way how to think the future** as not only a continuum of past and present but as thinking that can be actively thought and shaped. Together with the findings of the Delphi Study it should help to build better, more innovative ideas - within our own societies but also across them - of how societies could look like without forgetting where we each came from.

So generally speaking the workshop should help to build ideas of bridges between the different project teams, universities and societies to make our work together for everybody more tangible and in consequence hopefully more meaningful especially for the societal systems we all came from.

General Information on the Workshop:

The schedule of workshop sessions follows mainly, with some exceptions, the schema of:

working hours	09.00 – 12.30,
lunch-time	12.30 – 14.00,
working hours	14.00 – 17.30,

with flexible coffee breaks in between.



MEDLIT – MEDIA LITERACY WORKSHOP

HO CHI MINH CITY USSH JULY 25 – 29, 2016

emer. o. Univ.-Prof. Dr. Thomas A. Bauer

the world is as we think it

The Idea:

Media Literacy is an educational term, meaning the cognitive, social and cultural habit of a personally and societally reasonable usage of media, related to culturally tied values of political, social and individual communication and its relevance for the societal construction of everyday social practice.

Living in a Media Society demands to be aware of the media-specific structures of social practice and of the media-affiliated character of doing the society: Media (Mediality, Media Usage) has become a concept of the individual observation of societal, cultural and symbolic environment and a key to make accessible the options of social construction of reality.

Being interested in a future sustainable development of societal conditions (structures and cultures) of quality of life under conditions of a media-societal environment challenges every individual and the societies as such to invest into individual and social media literacy meaning a media-affiliated concept of communication competence.

The social media movement – not only but in a special way – mirrors new perspectives of social practice, so far not yet enough embedded into traditional media orders, or shapes new habits of social practice (network-communication) that designs the future values of social change.

The Workshop:

The workshop brings together academic experts of media and communication studies with different social, political and cultural backgrounds in order to find synergies for the development of educationally meaningful and mindful concepts of media literacy studies. The transcultural background of the workshop responds to the fact that all societies and cultures are both, being challenged and having the chance of an economically driven cultural globalization and its dynamics of cultural and media change. Related to those phenomena the workshop is a rare chance to bridge Asia and Europe by a transcultural learning partnership of experts in building sustainable capacities of knowledge and networks for the pending transition of societies. The HMC USSH will provide the proper inspiration and will let us benefit from its special genius loci.



The Goals:

According to the general mission of the project, to establish an interculturally mindful and scientifically meaningful media literacy learning system, the goals of the workshop should be:

- Getting to know theory-based concepts of qualification of the role of media in relation to society and societal change as far as they claim the need for action,
- Designing a broad and comprehensive view of ML in order to have a theoretical umbrella for cultural, societal or local specifications,
- Getting and sharing a reflective and analytical knowledge on the variety of the focuses of problematization,
- Sharing the knowledge of and discussing the educational concepts as far as they get displayed in curricula and methods of teaching,
- Developing first frames for a MEDLIT-specific system of diffusing knowledge and creating a climate / habit of critical media awareness.

The Work Programme:

Please notice that the following schedule just offers an orientation and is therefore flexible and can change during the workshop, due to the fact that the both parts of Media Literacy and Future Studies will refer to each other and overlap at some points.

Monday, July 25:

10.00	Opening Session: Reception, get to know each other, share expectations, workshop commitment, programme
11.30	Introduction: What does Media Society mean?
14.00	National media landscapes and their relevance for ML – A comparative approach
16.00	National team-discussion: learning from others – similarities, differences, consequences

Tuesday, July 26:

09.00	Input: The landscape of motifs of media education
09.30	Debate: Why ML and to what purposes? A comparative analysis of goals, values and background cultures
11.00	Walkabout: Media literacy practice – relevant concepts or regulations in partner countries
14.00	Team-ateliers: Designing a mind map of values and their places to be aware of
16.00	Critical check: ML values in international ML concepts



Wednesday, July 27:

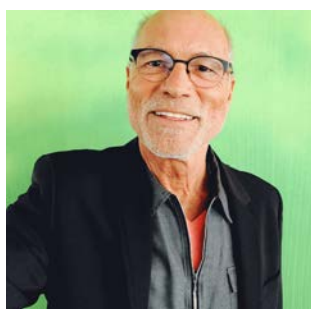
- 09.00 Intro Lecture: Schools of thinking – concepts of competence
11.00 Discussion (team-discussion / plenum): Individual and societal moments / places of competence
14.00 Round tables: Setting up a national mandatory system MLE / MLS
16.00 Editorial office: cross check – national news on foreign policies

Thursday, July 28:

- 09.00 Intro Lecture: Social change – Understanding the future
10.00 Curricular scenario: societal participation through media (mixed teams)
11.30 Scriptorium: learning outcomes
14.00 Curricular Scenario: Discourse Analysis (mixed teams)
16.00 Scriptorium: learning outcomes

Friday, July 29:

- 09.00 Curricular scenario: social media
11:00 Scriptorium: learning outcomes
14.00 Management conference: memorandum of action
15.30 Closing remarks



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Dr. phil. Thomas A. Bauer is Professor emeritus for Journalism, Communication and Media at the Department of Communication at the University of Vienna. As a lecturer and researcher for Communication Science he had and has his focus on Media Literacy Studies, which he also made the topic of his habilitation in 1980. Thomas Bauer's earlier Studies of Psychology, Theology and Pedagogy allow him an interdisciplinary view on topics of Communication and Media.

Thomas Bauer has developed a train-the-trainer system in media education, that has been realized in Austria, as well as in smaller dimensions at other Universities, where he was and is engaged as a visiting professor (Belgrade, Hanoi, Bangkok, São Paulo, Istanbul). Besides the theoretical and methodological work, he co-founded and leads up to today the Viennese community TV channel OKTO, which is a media-educational project, involving migrants, minorities and less privileged people to give them visibility and publicity. Thomas Bauer also founded and established a University TV program – “utv”, an interactive TV platform online, where everyone can share his/her content – and a University Radio – “u-ton”. Thomas Bauer has published the first Austria-based study book on media education (3 volumes, published in 1980) and has since then underlined his theoretical and methodological work by lots of publications.



MEDLIT – FUTURE STUDIES WORKSHOP

HO CHI MINH CITY USSH August 1 – 5, 2016

Mag. Rainer Peraus

*If there is a sense of reality,
there must also be a sense of possibility.*
Robert Musil

The Idea:

The term “future” is one of the most frequently used words in politics and business, especially today. Mostly everything seems to be, or is under the need of radical rethinking, reconstruction, profound transformation and change to prepare for the challenges of “the” future ahead, or create new future.

The implicitly used concept of future during these processes, what we mean, if we think and talk about “the” future, or try to look “into or towards” it, are based on the implied assumptions where future is or could be made and by whom. The actual valid idea how to see, find, change or even create future are highly critical for every individual, organization and of course the development of societies.

So it isn't surprising at all, that concepts about the construction of future and the interest in the coming future are as old as mankind. But the ideas and concepts behind them changed through the centuries. Future theory always closely connects to the actual idea of society and understanding of self and world. The ability of defining future is the ability to define possible reality, the core question of social change.

The actual story of so called social reality, the common sense of the difference between right and wrong, possible and impossible or even acting reasonable is constructed by communication. Therefore, all types of media have to be understood as dealers of stories of possible and useful futures.

Knowledge of the process of disruption, future creation, individually as well as collectively, concepts how to open up perception for the emerging and the competence for dialog about the yet unthinkable are core capacities of lively and creative modern societies.

Developing Media Literacy in this specific context could be understood as rising awareness about the role and responsibilities of professionals in the media field as “future-dealers” and facilitators of the new.



The Workshop:

The workshop provides a closer look to the concepts of future and their presumptions. A common practical future-creation-process leads to a tangible impression, what it takes to enable the discovery and creation of new futures and facilitate social change.

This shared experience is the base for the deeper understanding of the needed skills, attitudes, cultural elements and structures to promote social change processes and linked (new) appropriate practical and theoretical approaches for media literacy. A second output of this process are first ideas and prototypes for further use and discussion in later stages of the project.

Based on the theory and learnings of the preceding week on the core concept of media literacy, this workshop combines theoretical inputs with practical think-tank work on future media-literacy concepts, measures and levels of intervention.

The concept of the workshop is based on equal valuing of the diverse viewpoints, expertise, experience and backgrounds of all participants in the room. It follows the idea of a co-creation and reciprocal learning adventure, an odyssey in the yet unknown potential, an interconnected common (re-)search process. The aim of the co-creation process is also to crystallize first starting points for media literacy building initiatives.

The involvement of each participant is not only as a professional, but also as an individual. This helps to choose the appropriate personal and/or professional role in the process of renewal of societies.

The workshop integrates three layers of development:

- THEORY – State of the art concepts of understanding future, disruption and future creation processes (e.g. Theory U by O. Scharmer)
- EXPERIENCE - RESONANCE – REFLECTION – ABSTRACTION of the ongoing future creation process
- THE FUTURE CREATION PROCESS itself and the gained results, hopefully breakthrough-ideas, concepts and insights, roles and possible projects



The Goals:

According to the general mission of the project to establish an interculturally mindful and scientifically meaningful media literacy learning system, the goals of the workshop should be:

- A process of theoretical discussion and examination of state-of-the-art of future-change concepts and the connection of communication and media in social change processes,
- To understand the connection between communication and possible futures and social change,
- To discover methods, roles and formats of professional intervention according to the understanding of the role of media literacy,
- To experience the different emotional states during future-search and change process in order to be able to deal with the wide range of realities, diverse concepts of truth and emerging possibilities to facilitate, design and program future-change/media literacy programs and curricula,
- To crystallize and develop first ideas and manifest co-created useful insights, ideas, concepts and experiences for the next working steps in the project
- Last but not least – build trustful relationship, respect and reciprocal interest in the different backgrounds and belief systems as a source for lively creativity.

The Work Programme:

General information

Part of the process will be the clarification of expectations, needs and intentions of all participants who are all experts in their professional field and of their situation. So the following design could only be understood as a starting point and first idea to be changed according to the process.

Please notice that the following schedule just offers an orientation and is therefore flexible. It can be changed during the workshop, due to the fact that the both parts of Media Literacy and Future Studies refer to each other and overlap at some points.

Monday, August 1:

Start and framing of the 2nd week, concepts of future, theories of creating future and change

- 10.00 Opening, introduction and concept overview, share and integrate expectations, group building (Input, discussion, pair-work)
- 11.30 Concepts about future. What do we mean talking about the future? (input, discussion)



- 14.00 (Hi)Stories of future. How future is made and what for? Historical and current ideas and stories of future. Storytelling. (team-discussion, plenum)
- 16.00 Creating Future and Change? Concepts of learning new possibilities and changing the idea of reality. (Input, discussion, pair-work)

Tuesday, August 2:

Start of creative process: "The Future Media Literacy." Step 1: Seeing. Discovering personal and collective inherent stories of media literacy, future creation and change; Listening experiences, reflect own "downloading" and discover blind spots;

- 9.00 Theories about future creation (input, teamwork, plenum)
Theory U and the ART of Changing future (input)
- 11.00 Co-Seeing and sensing: Uncover current stories of reality through transforming perception. (peer-based dialogue interviews)
- 14.00 Enter the social field of emerging change. Where to find emerging futures? How to listen to the enfolding? The ladder of inference. (input, learning journeys the field, team-work)
- 16.00 Discussion of the impact of the experienced on media literacy concepts. (team-work, plenum)
Generative Dialog practice about emerging insights and ideas (plenum)

Wednesday, August 3:

Step 2: Co-Presensing: Experience Disruption and Emergence of the new; Open up personal concepts and individual roles;

- 9.00 Disruption and fear. The 3 voices concept. (input, exercise)
- 11.00 Journaling Practice. The emerging field of future. (solo, plenum)
- 14.00 The power of intention – emergence of the new. What is my/our intention and new role? Which fears and doubts do I/we have to overcome? (cross national teams)
Reflection of role, function, intention and believes. (team-work)
- 16.00 Connecting models of creativity, change and media literacy. What is the possible impact on theory and design of measures? (cross national team-work, open discussion)
Generative Dialog practice about emerging insights and ideas (plenum)



Thursday, August 4:

Step 3: Co-Realizing: Crystallizing of first insights and ideas of possible levels of intervention, roles, content, channels, target groups, (...) for new ways to work on media literacy;

- 9.00 Vision Lab. Imagine unbelievable futures to cross boundaries of yesterday. (cross national teams)
- 11.00 Fair of possibilities. Connection of ideas and resources and expertise. (market situation based on focus teams)
- 14.00 Stories of the new. Storytelling experience. Creating and “realisation” of new futures by communication. (focus team work)
- 16.00 Generative Dialog practice about emerging insights and ideas (plenum)

Friday, August 5:

Reflect and abstract the experience; Prototyping of future ideas for projects and insights about media literacy and social change. Outlook on next steps of the project.

- 9.00 Condense the learnings from Generative Dialog practices. Focus: Effects on design of measures for media literacy. (focus groups, plenum)
- 11.00 Strategic Dialog: Work on first ideas and prototypes (mixed teams, plenum)
- 14.00 Collection of possible micro-cosmos for prototype-testing (topic focused teams)
Feedback, Outlook and Closing of workshop



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Mag. Rainer Peraus is founder of (the) youtopia group, a consultancy company in Vienna, Austria. He has experience from more than 15 years as a Business Consultant within the area of future development and radical innovation.

In his speeches, trainings and workshops he has the claim to overcome hindering boundaries to discover the potential of future. Also his publications and contributions focus on the different possible paths towards a new way of thinking.



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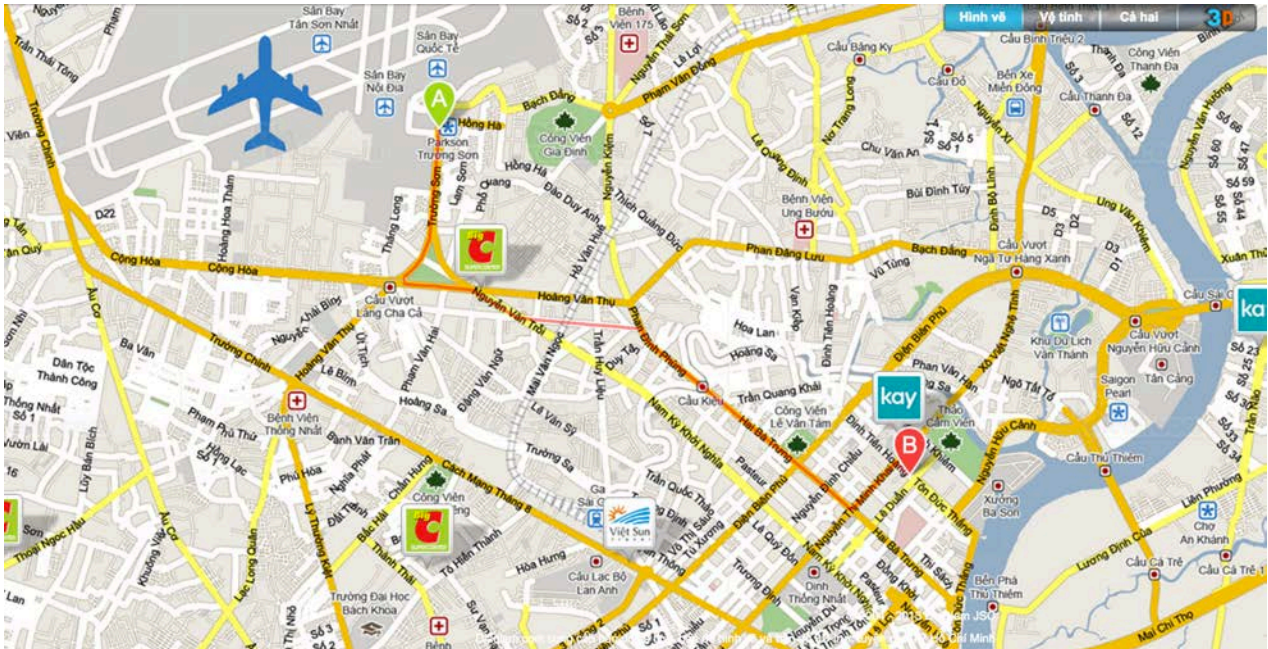
to the University of Social Sciences and Humanities



The team of the Faculty of Journalism and Communication welcomes you and wishes you a pleasant stay in Ho Chi Minh City!



The Location:



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University of Social Sciences and Humanities

10-12 Dinh Tien Hoang Street, District 1

(Next to the Ho Chi Minh City Television Station)

How to get to the University:

Taxi is the most convenient transportation means in Ho Chi Minh City. It will take you about 30 minutes from Tan Son Nhat Airport to District 1 (the centre area of Ho Chi Minh city, where the USSH is located). The cost is about 200,000 VND (about 10 USD) from the airport to hotels near HCM - USSH.

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