

# Higher Education Systems @UPM





### **Moderator & Trainer: Mag. Dr. Thomas Pfeffer**

The trainer and moderator for our next Train-the-Faculty Workshop will be Mag. Dr. Thomas Pfeffer who is a researcher, educator and consultant for Higher Education Policy and Management. He did his Master of Social and Economic Sciences at the University of Vienna in 1999 and his PhD at the University of Klagenfurt in 2007. In his thesis he laid the focus on the “Virtualisation of Universities. Digital Media and the Organisation of Higher Education Institutions”.

As an expert in the field of Higher education quality, evaluation and accreditation and with his research interest in knowledge and literacy as global public goods and ICT in research and higher education, he will be an enrichment in moderating the discussions that should lead us to the development of a Media Literacy programme structure. A structure that should be the foundation for our MOOC/s (Massive Open Online Course).

Mag. Dr. Thomas Pfeffer is part of another Erasmus+ Capacity Building Project within his role as a research fellow at the Department for Migration and Globalisation at the Danube-University Krems. The BInUCom-Project - Building Inclusive Urban Communities – started its 3-years runtime in October 2015 and aims to professionalize the education of architectures and urban planners in India. Another Erasmus+ Capacity Building Project, where he will participate in a leading role starts soon.

### **External Expert: Dr. Ibarhim Saleh**

Another guest that has been invited to join the workshop in Kuala Lumpur is Dr. Ibrahim Saleh from Cairo, who will be there in his role as external expert to improve the project’s quality. He will evaluate the work already done during the last months, talk to the project partners and write in the end a quality report to help us improve the project's quality.



By not only being an expert in the field of communication and media studies but also neighbouring fields, Dr. Saleh provides an external view on our project and the internal processes.

Additionally, he will give us an insight into one of his fields of expertise: Journalism Education. He was holding the Chair of the IAMCR-section Journalism Research & Education (JRE) until the beginning of 2016.

Dr. Ibrahim Saleh is an Associate Professor at Nile University in Egypt now, after having taught at the American University of Cairo and the Centre for Film and Media Studies in Cape Town.

He is a senior expert in Media Sustainability Index (MSI).

Amongst a variety of articles, Dr. Ibrahim Saleh has published four books: “Visual Politics of War”, “Transnational Worlds of Power: Proliferation of Journalism and Professional Standards”, “Unveiling the Truth About Middle Eastern Media. Privatization in Egypt: Hope or Dope?”, and “Prior to the Eruption of Grapes in the Middle East: The Necessity of Communicating Instead of Clashing”.

## The Workshop Idea

The purpose of the MEDLIT-Workshop Higher Education is to discuss the practical implications Media Literacy has for the Asian partners of the MEDLIT-project, especially focusing on how to foster Media Literacy in the study programmes at their Higher Education Institutions.

The workshop wants to shift the focus of the conversation in the MEDLIT-project from the theoretical approach to the strategic interests of the project partners. The aim of the workshop is to determine which already existing modules in the study programmes could be combined with the preliminary findings of the Delphi Study to find the best levers for a joint Media Literacy programme structure. For this purpose, it will be necessary to develop a better understanding of the local programmes and needs.

Additionally, the workshop aims at developing a joint understanding of the products the MEDLIT project should produce. The workshop will be executed by mixing plenary sessions and smaller work group sessions.

By the end of the workshop we should have a concept for the content-related structures of the Media Literacy programme and the MOOC/s, that should be refined and processed during the following project activities.

## Preparing for the Workshop

We would kindly ask you to prepare a presentation of the media-related study programme/s at your home university for our discussion on Wednesday, November 23<sup>rd</sup>.

### **Presentation of Study Programmes (by each Asian HEI):**

*Please present the media related study programme/s at your Home University that should profit from the MEDLIT project. Use the following dimensions:*

- Name and level (bachelor, master, PhD) of the study programme
- Profession, occupational field, qualification profile of graduates
- Relevance of media literacy for the specific study programme (its occupational field)
- Structural information (e.g. duration of programme, number of students, student/teacher ratio, other specific characteristics, etc.)

*Ideally think about what would a lecturer / a faculty member have to know about the study programme/s to maximize the impact of their teaching and benefit using the synergetic potentials of the curriculum.*

*Each HEI has 20 minutes for presentation & 10 minutes for Q&A / please prepare a Handout*

## EHUB, Delphi Study Phase II & European Higher Education Experiences

While these parts of the project aren't explicit part of the Agenda, they are still important parts of the meeting. The participating Europeans will try to give short statements and presentations when it fits to the ongoing process.

Especially questions regarding the Delphi Study or further developments of the virtual project environment (EHUB) should be raised and discussed during the breaks or the evenings.

## Workshop Agenda

**Tuesday, November 22<sup>nd</sup> 2016**

09:00-09:15 **Registration**

09:15-10:00 **Welcome remarks by UPM**

*Y.Bhg. Prof. Dato' Dr. Mohd. Azmi Mohd Lila  
Deputy Vice Chancellor (Research & Innovation)*

**Welcome remarks by UniVie**

*Thomas A. Bauer, Scientific Coordinator  
Michael-Bernhard Zita, Project Manager*

10:00-10:30 Coffee break

10:30-12:00 **Where does the project stand?**

- Recap of outcomes of meeting & workshop in Bangkok
- Mid-Term-Report
- Briefing on Agenda of the workshop by UPM/UniVie

12:30-14:00 Individual Lunch Time

14:00-15:30 Institutional Reports: **Presentation of Study Programme/s**  
*One Representative per Institution (cf. Blue Box on page 3)*

15:30-15:45 Coffee break

15:45-17:00 Continuing Institutional Reports: **Presentation of Study Programme/s**

17:00 End of Day One

## Wednesday, November 23<sup>rd</sup> 2016

09:00-12:30 Intro Lecture: **Academic Media Literacy and the Role of Universities**

incl. *Thomas Pfeffer, Danube-University Krems*

coffee breaks

### **Media use and literacy in the selected study programmes, status quo:**

- What types of media and what genres are relevant for students and graduates?
- How do we recognize literacy of students and graduates?
- How do we foster literacy in our study programme?

### **Sum-Up Discussion**

Possible implication of existing programmes on MEDLIT programme

12:30-14:00 Individual Lunch Time

14:00-15:00 **Talk by Representative from Malaysian Communications and Multimedia Commission (MCMC)**

15:00-16:30 Group Work/Country discussion: **Applying & Organizing Media Literacy**

- Building a Media Literacy (MEDLIT) Network & National Chapters

17:00-18:30 **Visit to Government Complexes and Key Places in Putrajaya**

19:00 **Welcome dinner**

## Thursday, November 24<sup>th</sup> 2016

09:00-11:00 **Comparing selected study programmes**

- What are the main similarities and differences between the selected study programmes?
- Given the discussion so far, what do we want to change in our programme to foster media literacy?
- What kind of support would we like to have from which partner(s)? What kind of support can we offer?

11:00-11:30 Coffee break

11:30-12:30 **Journalism Education and Media Literacy**

*Ibrahim Saleh, University of Cairo*

12:30-14:00 Individual Lunch Time

14:00-16:30 **Visit to Government Radio & Television Station**

## Friday, November 25<sup>th</sup> 2016

- 09:00-10:00 **Discussion on Technical / Infrastructural Aspects of the MOOC**  
*Marlies Bitter-Rijpkema, Open Universiteit Nederland*
- 10:00-10:30 Coffee break
- 10:30-12:30 Presenting MOOC Scenarios: **The Final Part of the MEDLIT-Project**  
*Michael-Bernhard Zita, University of Vienna*
- 12:30-14:45 Individual Lunch Time
- 14:40-16:45 Decisions: **Making MEDLIT sustainable**
- Fostering Media Literacy in existing study programmes
  - MOOC – next steps
  - Media Literacy Network
  - Follow-up projects
- 17:15 End of Day Four

## Saturday, November 26<sup>th</sup> 2016

- 09:00-10:00 **Integration and presentation of the Media Literacy Network**  
*Ezhar Tamam, Universiti Putra Malaysia*
- Planning the pathway to the Media Literacy Network
  - Constituting National Chapters
- 10:00-10:30 Coffee break
- 10:30-11:30 **Wrap-up & what next**
- 11:30-12:30 **Closing remarks and Certificate Ceremony**  
*Y.Bhg. Prof.Dr. Abdul Muati @ Zamri Ahmad*  
*Dean, Faculty of Modern Languages and Communication*

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### Wifi Access:

Access Data for the WiFi will be provided during the TtF Higher Education Workshop at UPM.

### Transportation Schedule:

Date / Time	Waiting Area	Remarks
22 – 26 November 2016 (Tuesday – Saturday), 8:00 – 8:30am	Bus Stop Across From the Serdang Commuter Train Station	Delegates who wish to stay in hotels in the Kuala Lumpur area are advised to take the train/commuter service from the various stations in the Kuala Lumpur area and get off at the Serdang Station. From the Serdang Station, delegates must cross over the overhead bridge and wait at the bus stop opposite from the Serdang Station Commuter Station and look out for the Faculty of Modern Languages and Communication Mini Van. The Van will leave the Bus Stop at 8:30am.

Date / Time	Waiting Area	Remarks
22 – 26 November 2016 (Tuesday – Saturday), 8:00 – 8:30am	At the lobby of Le Meridian Putrajaya, Marriott Putrajaya, IOI Resort Putrajaya	The UPM Bus is scheduled to arrive at the following hotels at the following time schedule: Le Meridian Putrajaya: 7:50am – 8:00am Marriott Putrajaya: 8:20am – 8:30am IOI Resort Putrajaya: 8:35am – 8:40am

### Map of Workshop Location in UPM Campus:

Unipertama Golf Club, 43400 Serdang, Selangor, Malaysia

