



**Project title:** Sustainable Multidimensional Media Contents

**(SUMED)**

KA220-HED - Cooperation partnerships in higher education

## Result Information

**Deliverable Title:** Pilot courses

**Work Package:** WP 4

**Type of Result:** pilot course, learning materials

**Level:** International / Institutional

**Target Groups:** HE teachers, students, media professionals, HEIs

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## Description

The Pilot Courses were developed and implemented within WP4 of the SUMED project to test redesigned curricula and sustainability-based teaching approaches in real higher education settings. The courses covered different media fields, including journalism, video production, communication, and digital media.

The pilot courses applied sustainability principles in practice and provided the basis for further development of learning environments, teaching materials, and open educational resources in WP5, contributing to the long-term impact of the project.

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## **University of Gdańsk**

### **University of Gdańsk – PILOT COURSES**

**Lecturer:** Beata Czechowska-Derkacz, PhD., Institute of Media, Journalism and Social Communication, Faculty of Social Sciences, University of Gdańsk



Doctor of humanities, PR specialist, assistant professor at the Institute of Media, Journalism and Communication of the University of Gdańsk. Spokesperson of the University of Gdańsk in 2003-2020, journalist with many years of experience, PR specialist for the promotion of scientific research. Author and co-author of several dozen publications in the areas of public relations, media relations and image strategies. She combines theory with practice by conducting classes and workshops in the field of PR, press advocacy, public speaking and crisis communication. Member of project teams implemented as part of the Erasmus Plus program, manager, on behalf of the University of Gdańsk, of the SUMED project - Sustainable multidimensional media contents (didactic project implemented as part of the Erasmus Plus Program. Priority/action: Cooperation partnerships in higher education). Member of the Polish Society of Social Communication, the Polish Public Relations Association and the Association of PR and Promotion of Polish Universities Prom. Awarded in the PAP Science in Poland "Popularizer of Science 2020" competition for conducting an exemplary information policy.

**Course name: pilot classes: MEDIA RELATIONS (journalism workshop)** conducted as part of the SUMED project - Sustainable multidimensional media contents (Educational project implemented under the Erasmus Plus Program. Priority/measure: Cooperation partnerships in higher education: KA220-HED)



**Number of hours: 30**

**ECTS points: 3**

**2023/2024 academic year, classes from February to June 2024**

**Number of participants: 15 students of journalism and social communication at the University of Gdańsk, master's degree studies**

**Language of classes: Polish**

#### **Aim**

Familiarizing students with the techniques of media relations and the skills of a press spokesman in organizations: enterprises, public institutions and public benefit organizations. The lecturer's task is to equip students with communication tools necessary in working with journalists. Students learn how to use these tools to create media strategies that take into account the principles of sustainable development, including ecological aspects of companies and institutions' activities.

#### **Didactic methods applied**

Students work in small groups and individually, in accordance with the principles of wellbeing, in friendly and professional conditions. To work with students, we use teaching rooms and professional media studios of the University of Gdańsk: radio, television, photography studios, and multimedia studios. During classes, students solve problems, prepare projects, conduct discussions and simulate professional situations (press conferences, crisis situations), and learn examples of the best-conducted information campaigns. Students complete the tasks assigned by the instructor after being prepared to perform them and receive feedback on their achievements from the instructor. Experts from the media market are invited to classes: spokespersons and PR specialists who show students practical aspects of the profession. During classes in the 2023/2024 academic year, the special guest was Cyprian Maciejewski, president of the management board of the Polish Public Relations Association, who presented to students the project of the public relations campaign implemented for the city of Gdańsk: Clean City Gdańsk. The workshops for students were conducted by Bartosz Dembiński, a PR expert working for the largest Polish and foreign companies and institutions.

#### **Scope of the classes**

1. The place, role and tasks of the public relations department in the organization (tasks of a media relations specialist, press spokesman)
2. Selected principles of effective and ethical public relations and media relations communication
3. Conducting media relations in organizations: public institutions, enterprises, public benefit organizations
4. Legal aspects of conducting media relations



5. Media relations as a tool for conveying and promoting the content of sustainable development (ecological image of the organization - 'going green', preparing content taking into account ecological attitudes and principles, CSR as an element of organization management)

### **The final effect of the classes**

As part of their final work, students prepare projects in groups: media relations campaigns for selected organizations. These campaigns must take into account the sustainable development principles implemented by these organizations, including the ecological image of the organization, friendly working conditions and CSR as an element of organization management. The aim is to prepare students for practical work as a media relations specialist who understands media processes of sustainable development in companies and institutions.

In the 2023/2024 academic year, the following projects were created by students:

- Retention development of green areas. Media relations strategy for the Environmental Department of the City Hall of Gdańsk
- Diets from Broccoli: we don't waste food, we act ecologically: media relations strategy for a catering company
- Radio MORS UG: responsible and student-friendly radio - media relations strategist for the student Radio MOTS of the University of Gdańsk
- LPP: sustainable production and CSR - media relations strategy for the Polish clothing and fashion industry
- Mostownia Theater - a theater friendly to children and the local community - media relations strategy for the Mostownia Theater

### **Educational outcomes**

#### **KNOWLEDGE**

- Know the principles of cooperation with the media in accordance with the Sustainable Development Goals
- Has knowledge of creating media messages
- Has legal knowledge regarding cooperation with the media
- Has knowledge of global issues included in the sustainable development goals and knows how to use them when creating sustainable media content.
- Has structured knowledge of ethical principles and standards as well as professional ethics in creating sustainable media content based on the goals and tasks of sustainable development defined by the UN
- Students know different dimensions of sustainable development (ecological, wellbeing etc.) and are able to connect it with vision, mission and goals of particular organisation through the idea and practice of CSR.

#### **SKILLS**



- They are able to create messages for the media taking into account the principles of sustainable development
- They are able to create information campaigns about organisations using ethical principles of work in these organisations, ecological conditions of the activities of these organisations and the implementation of the principles of sustainable development by these organisations
- They are able to cooperate with the media in accordance with the principles of public relations and journalistic ethics
- They are able to work with the media so that one of the main goals is to implement the principles of sustainable development in the media and organisations
- Is able to plan and organize individual and team work, cooperate with people representing other fields of knowledge and scientific disciplines, and use knowledge about sustainable development goals, while respecting the principles of environmental protection.
- Correctly uses normative systems (e.g. media, legal, professional, ethical) to solve tasks and name problems in the field of principles and goals of sustainable development and environmental protection
- Application: Students collect information and research needs of organisation to develop a project of CSR coherent with above-mentioned and principles of sustainable development

#### **SOCIAL COMPETENCES**

- Uses acquired knowledge in the field of promoting sustainable development to solve cognitive and practical problems. Is ready to seek the opinion of experts in case of difficulties in solving the problem on their own.
- Application: in project developed students show competence in harmonizing goals and needs of organisation with requirements of sustainable development. They collect information and data through document analyses, interviews with both representatives of organization and experts

#### **University of Gdańsk – PILOT COURSE 2**

**Lecturer:** Beata Czechowska-Derkacz, PhD., Institute of Media, Journalism and Social Communication, Faculty of Social Sciences, University of Gdańsk



Doctor of humanities, PR specialist, assistant professor at the Institute of Media, Journalism and Communication of the University of Gdańsk. Spokesperson of the University of Gdańsk in 2003-2020, journalist with many years of experience, PR specialist for the promotion of scientific research. Author and co-author of several dozen publications in the areas of public relations, media relations and image strategies. She combines theory with practice by conducting classes and workshops in the field of PR, press advocacy, public speaking and crisis communication. Member of project teams implemented as part of the Erasmus Plus program, manager, on behalf of the University of Gdańsk, of the SUMED project - Sustainable multidimensional media contents (didactic project implemented as part of the Erasmus Plus Program. Priority/action: Cooperation partnerships in higher education). Member of the Polish Society of Social Communication, the Polish Public Relations Association and the Association of PR and Promotion of Polish Universities Prom. Awarded in the PAP Science in Poland "Popularizer of Science 2020" competition for conducting an exemplary information policy.

**Course name: pilot classes: PROJECT SEMINAR, (diploma seminar at the bachelor's level)** conducted as part of the SUMED project - Sustainable multidimensional media contents (Educational project implemented under the Erasmus Plus Program. Priority/measure: Cooperation partnerships in higher education: KA220-HED)

**Number of hours and ECTS points:**

**2022/2023 academic year: 30 hours, 3 ECTS points**

**2023/2024 academic year: 90 hours, 4 ECTS points**

**classes conducted from March 2022 to June 2024**

**Number of participants: 9 students of journalism and social communication at the University of Gdańsk, bachelor's degree.**

**Language of classes: Polish**

**Aim**



To familiarize students with the methods of carrying out a media project at all stages: planning, preparation of practical work (television and radio reportage, podcast, PR strategy), implementation (premiere and dissemination), evaluation and description of project work. The teacher's task is to equip students with technical and communication tools enabling the implementation and dissemination of practical work, as well as evaluation of the project. Using these tools, students prepare practical work: reports, podcasts, PR strategies, information campaigns, implement them, evaluate them and prepare a description presenting all stages of the project. In their practical work, they take into account the principles of sustainable development: tackling socially important topics, journalistic responsibility for one's words and professional ethics, as well as ecological topics of reportage and strategy..

### **Didactic methods applied**

Students work individually or in groups of a maximum of 3 people, in accordance with the principles of wellbeing, in friendly and professional conditions. To work with students, we use teaching rooms and professional media studios of the University of Gdańsk: radio, television and photography studios. During the seminar, students perform tasks assigned by the lecturer, present the effects of their practical work, deepen their knowledge of radio and television production techniques, strategies for creating PR campaigns and conducting broad discussions with the audience. Experts from the media market are invited to classes: directors, journalists, reporters and PR experts. During classes in the 2022/2023 academic year, workshops for students of the design seminar were conducted by: well-known journalist and reporter Włodzimierz Raszkiewicz, associated with the Editorial Office of Radio Gdańsk (public radio) and Grzegorz Karbowski, screenwriter, director, associated with Video Studio Gdańsk, a media company dealing with film and television production. In the 2023/2024 academic year, workshops for students were led by Bartosz Dembiński, a PR expert working for Polish and foreign companies and institutions.

### **Scope of the classes**

1. Management standards (including management of scope, time, costs, quality, human resources, communication, risk, orders, stakeholder involvement)
2. Development of project assumptions
3. Implementation of a project in the field of journalism, media and social communication (dedicated to e.g. green media, communication, journalism (reportage, podcast taking into account, among others, the topic of sustainable development), PR, advertising)
4. Project implementation and management
5. Project promotion
6. Public presentation of the project
7. Project evaluation

### **The final effect of the classes**

As part of the final work, students prepare practical works individually or in groups: television and radio reports, podcasts, PR strategies, information campaigns in which they take into account the principles of sustainable development: they address socially important topics, including topics related to ecology, climate threats and modern civilization challenges, they carry out reports in accordance with professional ethics and the principles of sustainable development. Students also prepare the premiere of



their reportages and other works, conduct public discussions about them and evaluate projects. Finally, they prepare a description of all design work. The projects are their diploma thesis, which is the culmination of their journalism studies. They present their works during diploma defenses.

The following projects were created during the 2022-2024 seminar cycle:

- "On the Journey" - a series of podcasts about sustainable tourism
- "Where is the automotive industry heading - the truth about electric cars" - a film reportage about facts and myths related to electric cars
- "Food is not a prison" - a film report on the importance of nutrition for the mental and physical condition of a person in the context of the quality of meals in Polish hospitals and prisons
- "Muslim women in Poland - herstories" - a series of film interviews about the everyday life and faith of women followers of Islam living in European society
- "Abortion through the eyes of women" - a radio report on abortion in Poland
- "Loneliness on a date" - a radio report about dating sites

### **Educational outcomes**

#### **KNOWLEDGE**

- Know how to create media projects at all stages: planning, design, dissemination, evaluation
- They have the knowledge needed to carry out various media projects: reports, podcasts, interviews, public relations strategies
- Has knowledge of global issues included in the sustainable development goals and knows how to use them when creating sustainable media content.
- Has structured knowledge of ethical principles and standards as well as professional ethics in creating sustainable media content based on the goals and tasks of sustainable development defined by the UN

#### **SKILLS**

- They can implement media projects
- They feel obliged to address important social issues in their journalistic work
- They can speak responsibly about socially important issues
- Is able to plan and organize individual and team work, cooperate with people representing other fields of knowledge and scientific disciplines, and use knowledge about sustainable development goals, while respecting the principles of environmental protection.
- Correctly uses normative systems (e.g. media, legal, professional, ethical) to solve tasks and name problems in the field of principles and goals of sustainable development and environmental protection

#### **SOCIAL COMPETENCES**

- Uses acquired knowledge in the field of promoting sustainable development to solve cognitive and practical problems. Is ready to seek the opinion of experts in case of difficulties in solving the problem on their own.
- Is ready to take active actions for the public interest and individual social groups, based on the principles of sustainable development, taking into account the needs of the natural environment.
- Is able to think and act entrepreneurially, using eco-management techniques, in a way related to the improvement of environmentally friendly activities.

#### **University of Gdańsk – PILOT COURSE 3**

**Lecturer: Grzegorz Kapuściński, PhD., Institute of Media, Journalism and Social Communication, Faculty of Social Sciences of the University of Gdańsk**



Doctor of humanities, assistant professor at the Institute of Media, Journalism and Communication of the University of Gdańsk. Tutor and trainer of the Teaching Improvement and Tutoring Center of the University of Gdańsk. He conducts teaching classes, among others: in the fields of marketing, PR and communication, among others in a project and workshop formula.



**Course name: pilot classes: Public Relations (practical classes)** conducted as part of the SUMED project - Sustainable multidimensional media contents (Educational project implemented under the Erasmus Plus Program. Priority/measure: Cooperation partnerships in higher education: KA220-HED)

**Number of hours: 60**

**ECTS points: 3**

**2023/2024 academic year, classes from February to June 2024**

**Number of participants: 21 students of journalism and social communication at the University of Gdańsk**

**Language of classes: Polish**

### **Aims**

- introducing students to the history and theory of public relations
- familiarizing students with the basic research problems of public relations as one of the areas of communication, taking into account the common good of the organization and the external environment.
- preparing students to use methods and tools for creating the public image of an organization, ways of shaping relationships with internal and external environmental groups, with particular emphasis on the principles of sustainable development.
- familiarizing students with ways of shaping the image of an organization in accordance with the principles of sustainable development, using ecological aspects of the activities of companies and institutions.
- creating the basis for critical reflection on the usefulness of the tools used.
- familiarizing students with the practical dimension of planning and implementing public relations strategies, corporate social responsibility, and communication management in crisis.

### **Didactic methods applied**

Classes, in addition to which the teaching of the subject includes a lecture (45 h). The practical classes are focused on acquiring practical skills, including public speaking and self-presentation, organizing and conducting press conferences, and preparing PR texts. The basis of the classes and their completion is the preparation and presentation of group projects (groups of 3-5 people), e.g. including the diagnosis of the situation and needs of an organization operating on the market or in the public space, and the creation of a program in one of the fields of PR to meet these needs. The principle is to support and direct the creative potential of students. The entire didactics of the project consists of three stages

- providing knowledge about sustainable development, its dimensions and role in the functioning of the organization and its communication by the presenter or invited guests.
- a consultation stage during which students constantly report on the project's progress, possible problems and doubts, which are resolved in a discussion with other students and the instructor



- presentation of projects by groups. After the presentation, the projects are discussed and receive feedback from other students and the instructor, and sometimes also representatives of the organization.

### **Scope of the classes**

- Selected principles of effective and ethical public relations and media relations communication
- The role of PR in the organizational system. PR and communication as a function of organizational management.
- PR as a tool for building and communicating the image of the organization and a system for managing contacts with the environment.
- The specific nature of PR in organizations: public and cultural institutions, enterprises, public benefit organizations
- Sustainable development as a context and an indispensable element of the functioning of the organization and its management and communication activities as well as building its market advantage.

### **The final effect of the classes**

As part of the final paper, students prepare projects in groups: action plans in a selected field of PR based on an analysis of a selected organization and in contact with it. It is preferred to choose an organization from the students' immediate environment. The instructor encourages students to take into account sustainable development issues in their projects, but it is not treated as indispensable. In the 2023/24 academic year, five of the six projects were based on practical applications of the principles of sustainable development, both in the management and communication context. Projects are presented in the form of presentations and extensively discussed and assessed.

### **Educational outcomes**

#### **KNOWLEDGE**

- Student has knowledge of the essence and specificity of public relations and its subject and methodological connections with other scientific disciplines. Can link it with knowledge of global issues included in the sustainable development goals.
- Know the principles of cooperation with different types of stakeholders in accordance with the Sustainable Development Goals
- Has knowledge of ethical principles and standards of PR both in general and in the context of goals and tasks of sustainable development defined by the UN
- knowledge of public relations processes, directions of its development and conditions and dilemmas of image functioning in modern civilization, especially in the context of the different dimensions of sustainable development (ecological, wellbeing etc.); is able to connect it with vision, mission and goals of particular organisation.

#### **SKILLS**

- When creating a PR message, student uses specialized terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems. Ethical

principles of work in organisations involved, ecological conditions of the activities of these organisations and the implementation of the principles of sustainable development are perceived as a fundamental building and executing PR programs.

- Student is able to plan and organize individual and team work, cooperate with people representing other fields of knowledge and scientific disciplines, and use knowledge about sustainable development goals, while respecting the principles of environmental protection.
- Correctly uses normative systems (e.g. media, legal, professional, ethical) and specialist knowledge to identify and solve problems in the field of principles and goals of sustainable development and environmental protection
- Application: Students collect information and research needs of organisation to develop a project of CSR coherent with above-mentioned and principles of sustainable development

#### SOCIAL COMPETENCES

- Student uses acquired knowledge in the field of promoting sustainable development to solve cognitive and practical problems. Is ready to seek the opinion of experts in case of difficulties in solving the problem on their own.
- Application: in project developed students show competence in harmonizing goals and needs of organisation with requirements of sustainable development. They collect information and data through document analyses, interviews with both representatives of organization and experts

#### University of Gdańsk – PILOT COURSE 4

**Lecturer:** Dominik Chomik, PhD., Institute of Media, Journalism and Social Communication, Faculty of Social Sciences, University of Gdańsk





Doctor of humanities, assistant professor at the Institute of Media, Journalism and Social Communication at the University of Gdańsk. Author and co-author of several dozen works in the field of media studies and linguistics, concerning, among others, tabloid media and tabloidization, anti-clerical discourse, mourning in the media and higher education reforms. In his teaching work, he uses the competences of a media expert, linguist, teacher and speech therapist. He conducts classes, among others: in rhetoric and eristics, practical stylistics and text writing. Secretary of the Program Council team and head of internships in the field of Journalism and Social Communication. It actively cooperates with many schools in the region. A long-time secretary and currently the chairman of the Pomeranian Committee of the Media Knowledge Olympiad, promoting media competences among school youth. For his teaching and organizational achievements, he was awarded the Rector's Award of the University of Gdańsk (2023) and the Medal of the National Education Commission (2023). Member of the Polish Society of Social Communication and the Polish Linguistics Society.

**Course name: pilot classes: TABLOIDS AND TABLOIDIZATIONS**, conducted as part of the SUMED project - Sustainable multidimensional media contents (Educational project implemented under the Erasmus Plus Program. Priority/measure: Cooperation partnerships in higher education: KA220-HED)

**Bachelor's degree studies, 1st year, 2nd semester**

**Number of hours and ECTS points: 30 hours, 2 ECTS points**

**Number of participants: 25 students of journalism and social communication from the University of Gdańsk**

**Language of classes: Polish**

#### **Aim**

Getting to know the tabloid medium. This applies to such detailed issues as labor relations in tabloids (based on the accounts of former employees), attitude towards the recipient (based on the methods used to attract and maintain the recipient's attention), and perpetuation of stereotypes by the tabloid (based on content analysis). The tabloid is in several areas a denial of the idea of sustainable development. Hence, it is treated as a negative example, enabling the identification of cultural and economic obstacles to the implementation of the principles of sustainable development in the field of labor market relations. Tabloid practices also serve to show the problem of real (not declarative) honesty towards the recipient of media messages and the threat of perpetuating harmful stereotypes in media messages (e.g. about interpersonal relationships, treating work as an unpleasant necessity and nature as a sinister force that requires taming by humans).

#### **Didactic methods applied**

The classes take the form of a lecture that lasts 1.5 hours. One hour is devoted to a conversational lecture. It is conducted using multimedia materials prepared by the lecturer.



The remaining time is filled with student presentations. Students independently form groups of 2-3 people in which their task is to prepare and present a speech together. After the speech, the audience asks questions. The speeches are also accompanied by a commentary by the presenter, which concerns the topic and method of presentation, including preparation for the speech, audience behavior, culture of discussion and showing mutual respect.

### **Scope of the classes**

1. Media and non-media roots of tabloids
2. The attitude of the sender towards the recipients of tabloid messages (including the problem of factual information, methods of attracting and maintaining the recipient's attention, evoking negative emotions)
3. Stereotypical image of an ordinary person, work and nature in tabloid media (presentation of the results of content analysis)
4. Confessions of former tabloid employees: negative phenomena of the media labor market (including mobbing, junk contracts, paparazzi) - based on films and books.
5. Cultural and economic determinants of tabloidisation and the principles of sustainable development.
6. Directions of development of journalism in the context of professional ethics.
7. Discussion taking into consideration the principles of ethics and respect.

### **The final effect of the classes**

Students prepare 10 speeches on how to attract and maintain the attention of tabloid media recipients. This is done on the basis of specific tabloid texts selected by students and based on detailed instructions provided at the beginning of the classes. Speeches are the basis for the course grade. The speeches include multimedia presentations (attached).

### **Educational outcomes**

#### **KNOWLEDGE**

- knows the ethical, legal and social norms regulating the work of a journalist and traditionally shaping his work ethos
- understands the economic reasons shaping the pattern of market-driven journalism
- knows the cultural and social conditions of tabloidization, limiting well-being in the work of journalists

#### **SKILLS**



- based on books and documentaries about work in tabloids, can identify ethical problems in the work of Polish journalists (including exploitation and rat race, fabrication of news and fake news, inappropriate practices of paparazzi)
- based on tabloid messages, can identify cultural limitations that hinder the promotion of sustainable operation of the labor market (including stereotypes about work, gender and age, as well as nature)

#### SOCIAL COMPETENCES

- understands the relationship between compliance with the journalist's work ethics and job satisfaction
- appreciates the importance of communicating about problems in the organization of a journalist's work that affect his well-being and job satisfaction

#### University of Malta

### PILOT PLAN

**Study unit:** Magazine and Digital Publishing, 8 ECT

**Lecturer/coordinator:** Malcolm Bonello

**Visiting lecturer:** Dr Monika Maslowska

**Scheduled:**

October 2023 -May 2024

**Participants:** 15 media students

**Sustainable development perspectives:**

1. Ecological and social aspects of sustainability.

2. Ecological sustainability as a prerequisite for everything we do.
3. Diversity.
4. Systemic thinking.
5. Empowerment and well-being.

**Study-unit Redesign:**

1. Lecture materials – designing and compiling.
2. In-person sessions indoor and outdoor environments.
3. Designing learning methods
4. Designing evaluation (objects, timing and methods)

**Magazine and Digital Publishing**

**Lecturer:** Malcolm Bonello, Media and Communications Department, Faculty of Media and Knowledge Sciences, University of Malta.



Senior Teaching Associate at the Media and Communications Department, Faculty of Media and Knowledge Sciences, University of Malta, with many years of experience.

**Course Name:** Media and Communications

**Study Unit:** Magazine and Digital Publishing



**Number of hours and ECTS credits:** 56 hours, 8 ECTS credits

**2023/2024 academic year:** 2 semesters from September 2023 to May 2024

**Number of participants:** 28 students, degree of Bachelor of Communications (Hons.)

**Language of Instruction:** English

**Aim:**

The primary aim of this study-unit is to introduce students to the language of visual communication and to guide theoretical knowledge and practical skills towards a final project, with an emphasis on sustainability practices. Students explore not only the graphical aspects but also engage directly with editorial, communications, and advertising matters to generate ideas, raise funds, and communicate the publication to their chosen audience. By the end of the project, students achieve fluency in creative communication by integrating their visual and verbal skills, while also incorporating sustainable practices in all aspects of their work.

**Prerequisite:**

Aspiring students should demonstrate aptitude in the visual arts, possess strong visual and verbal communication skills, appreciate both print and digital design, and be willing to collaborate with peers to produce a printed and digital publication.

**Didactic Methods:**

In the first semester, the didactic methods revolve around exploring the creative process from ideation to delivery. Lectures serve as the cornerstone, imparting foundational knowledge in magazine and digital publishing. Insights from industry experts provide practical wisdom and real-world perspectives, enriching students' understanding. Visits to local publishing houses offer invaluable firsthand experience and industry exposure, bridging the gap between theory and practice.

Practical exercises form a significant component, fostering hands-on learning and skill development within the print and publishing industry. These activities equip students with practical knowledge essential for future careers in the creative field. Additionally, each student crafts a creative proposal outlining the concept for this year's magazine, pitching it to the class. The winning idea, chosen based on its alignment with brand values such as authenticity, diversity, passion, and imperfection, becomes the focal point of the publication.

The resulting publication features six articles focusing on human stories, including interviews with students showcasing their talents and passions. These stories touch upon current and topical themes, as well as popular trends among the younger generation.

Furthermore, students are encouraged to undergo individual development through regular journal-keeping, idea-generation, reflective posts, and task logging. These activities foster personal growth and creativity, empowering students to refine their skills and explore their potential.

In the second semester, students begin work on the winning pitch from the previous semester. They divide into three groups: editorial, design, and advertising, each tasked with bringing the magazine concept to fruition. This collaborative approach allows students to leverage their diverse skills and perspectives, culminating in a cohesive and impactful final product.



**Scope of Classes:**

1. Develop visual communication skills and to apply these skills towards the production of a printed publication.
2. Explore the graphical aspect, but will be directly dealing with editorial, communications, and advertising matters so as to generate ideas, raise funds, and communicate the publication to their chosen audience.
3. Become fluent in creative communication by blending together both their visual and verbal skills.
4. Explore sustainable practices (including diversity and mental health considerations) and techniques for minimizing environmental impact in the industry, such as eco-friendly equipment choices and responsible set management.

**Educational Outcomes:**

**Knowledge:**

- Comprehending the principles and elements of visual theory and how these principles can be applied to create visually compelling and sustainable designs.
- Demonstrating an understanding of the history and basic processes of print, including an appreciation for how traditional and modern printing methods can be made more sustainable.
- Critiquing and reflecting intelligently on contemporary visual art, including how art can promote sustainability and mental health.
- Experimenting with and understanding the relationship between word and image in design.
- Understanding key terminology related to print, visual theory, editorial design, and eco-friendly materials.

**Skills:**

- Work in a team towards a final practical project.
- Understand the team dynamics in the editorial, communications, advertising, and design departments of a publishing house, including how sustainability initiatives can be integrated into each department.
- Keep a journal of the background theory and the jobs done.
- Appreciate and understand the dynamics within a publishing house, with an emphasis on implementing and promoting sustainability.
- Work to tight deadlines and be accountable to a coordinator.

**Social Competences:**

- Work in a team towards a final practical project, integrating sustainable practices at every stage of the process.
- Understand team dynamics in the editorial, communications, advertising, and design departments of a publishing house, including the incorporation of sustainability initiatives in each department.
- Keep a journal documenting background theory, tasks completed, sustainable practices implemented, and reflections on environmental impact.
- Appreciate and understand the inner workings of a publishing house, with a strong focus on implementing and promoting sustainability.



- Work to tight deadlines and be accountable to a coordinator, ensuring that sustainable practices are upheld throughout the project.

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**Study unit:** Video Production 4 ECT

**Lecturer/coordinator:** Louiselle Vassallo

**Co-lecturers:** Daniel Zerafa, Dt Matthew Galea, Daphne Sammut, Dr Monika Maslowska

**Scheduled:** September-December 2024

**Participants:** 60, mainly media students

**Sustainable development perspectives:**

1. Professional preparation, resource efficiency, and carbon consciousness.
2. Creating (when possible) “planet placement’ stories.
3. Minimise waste production.
6. Self-management skills related to filming, audio recording, editing, emphasising sustainable practices that hold international relevance.
4. Social equity and responsibility.
5. Active self-reflection.
6. Well-being.

**Course Redesign:**

1. Lecture materials – designing and compiling.
2. In person lectures – designing and compiling extra materials.
3. Designing 2 learning assignments + the final project.
4. Annual curriculum review to incorporate the latest sustainability practices in film production.

### **1. Video Production**

**Lecturer:** Louiselle Vassallo, PhD candidate, Media and Communications Department, Faculty of Media and Knowledge Sciences, University of Malta.



Louiselle Vassallo is Senior Associate Academic at the University of Malta. Her teaching and supervising portfolio covers video production, broadcast, documentary film, journalism, and gender and media. Vassallo spent most of her working life in the broadcast industry. She has worked on a number of TV and radio productions and was part of the team that launched Net TV in 1998, following training in TV direction by tutors from the UK's National Film and Television School (NFTS).

In 2004, Vassallo joined Media.link Communications on a full-time basis as Head of Programmes for Net TV. In 2005 she was promoted to Media Manager, a role that oversaw the operation of all of Media.link Communications's platforms, which include TV, radio, print, online news, a media library and a publication house.

On returning to academia in 2014, Vassallo has been committed towards education and research, and since 2021 has been working on her doctoral research in relation to visibility, participation and the evolution of women in current affairs media and activism in Malta.

Vassallo is a member of the NGO *Mediating Women | Balancing the Media*, an organisation that advocates for fair and accurate representation of women, and, as part of the all-women pressure group *#occupyjustice*, she is also an activist for good governance and the safeguarding of democracy. She is also an active member of the Malta Women's Lobby (MWL), an umbrella organisation for NGOs advocating for women's rights. From 2020 to 2023, she was the lead researcher for and author of the *Media Pluralism Monitor Malta* country report. In 2023, she was also the lead researcher for the Local Media for Democracy pilot project (LM4D).

Both are initiatives of the Centre for Media Pluralism and Media Freedom (CMPF), European University Institute (EUI). Vassallo co-produced and co-directed and edited the documentary films *When They Come Undone* (2020) and *Daphne Was Right* (2022).



### **PILOT PROGRAMME**

**Course Name:** Media and Communications

**Study Unit:** Video Production

**Number of hours and ECTS credits:** 28 hours, 4 ECTS credits

**2023/2024 academic year:** 1<sup>st</sup> semester from September 2023 to January 2024

**Number of participants:** 40 students, degree of Bachelor of Communications (Hons.)

**Language of Instruction:** English

#### **Aim:**

The aim of this study unit is to allow students to immerse themselves in the practical aspects of audio-visual production, focusing on storytelling, visual communication, and collaboration. They will analyse video examples, create storyboards, and learn to translate ideas into effective video presentations. With an emphasis on creating a conducive learning environment, the programme stresses sustainability in media education. Throughout the curriculum, students integrate sustainable practices, recognizing their importance in the filmmaking process and the broader context of society. Through discussions, workshops, and practical projects, students will explore ethical considerations and environmental impacts, preparing them for professional practice. By the programme's conclusion, students will possess the skills and knowledge necessary to navigate the filmmaking landscape responsibly and effectively.

#### **Didactic Methods:**

The programme employs a blend of theoretical instruction and hands-on practice. Through lectures, discussions, and tutorial, students will explore various facets of audio-visual production, from concept development to final editing. Tutorials offer personalized support, addressing individual challenges encountered during the production process, with a focus on sustainability practices and their significance in the modern context.

#### **Continuous Evaluation and Improvement:**

Regular assessment and feedback loops involving students, faculty, and stakeholders ensure ongoing refinement of the educational approach to effectively meet evolving needs, with sustainability at its core. This iterative process acknowledges the importance of adapting to the changing demands of the media industry, where sustainability practices are increasingly valued.

#### **Scope of Classes:**

2. Understanding the essentials of communication in the process of audio-visual production.
3. Exploring techniques for conveying ideas, concepts, and instructions effectively within filming teams.
4. Examining the integration of communication strategies throughout the audio-visual production workflow.



5. Understanding how effective communication enhances collaboration and productivity in audio-visual production projects.
6. Developing skills for creating compelling visual narratives that reflect the cinematic vision and values.
7. Exploring communication strategies adapted to various audio-visual productions, environments, such as independent filmmaking, studio productions, and documentary filmmaking.
8. Understanding the unique communication dynamics and challenges in each filmmaking context (film language).
9. Exploring sustainable practices and techniques for minimizing environmental impact in filmmaking, such as eco-friendly equipment choices and responsible set management.

**Educational Outcomes:**

**Knowledge:**

- Proficiency in media project creation across all stages, with a strong emphasis on integrating sustainable practices to address contemporary challenges.
- Gain a comprehensive understanding of global issues related to sustainable development goals (SDGS), which are woven into media content creation to mirror the realities of the modern world.
- Grasp ethical principles and standards in sustainable media creation, ensuring their work reflects the objectives of sustainable development and acknowledges their significance in today's media landscape. This ethical framework guides decision-making throughout the production cycle, fostering responsible media creation practices.
- Understand the benefits and limitations of VFX and AI.
- Become skilled at identifying, critically assessing, and comparing various audio-visual production genres.
- Distinguish and name different shot types, demonstrating a thorough understanding of the language used in audio-visual editing.
- Be knowledgeable about various lighting techniques and their respective purposes, emphasizing the importance of lighting in setting the mood, highlighting subjects, and enriching visual storytelling.

**Skills:**

- Acquire a range of skills, including drafting production proposals, planning filming sessions, operating video cameras, conducting basic video editing (including framing and continuity adjustments), and demonstrating a basic understanding of audio recording and editing for audio-visual production.
- Integrate sustainable techniques and approaches into media projects, addressing contemporary challenges effectively.
- Develop competence in planning and organizing individual and team efforts, leveraging sustainable development goals to navigate the complexities of the modern media industry effectively.



**Social Competences:**

- Apply knowledge to collaboratively solve cognitive and practical problems related to sustainable development, particularly within the realm of media content creation. This involves working with others to identify innovative solutions that contribute to shaping a sustainable future.
- Demonstrate a willingness to take proactive steps for the public interest and various social groups, while considering environmental needs and promoting sustainability in media practices. This involves advocating for sustainable practices both within the industry and in broader societal contexts.
- Embrace a sense of social responsibility by recognizing the importance of considering environmental impacts in media activities. This includes actively seeking out and implementing eco-management techniques for environmentally friendly media production activities, with a focus on driving positive change in today's world.

**Attachments:**

- Educational materials emphasizing sustainable approaches in audio-visual productions:
  - Lecture notes on eco-screenwriting
  - “Planet Placement” guide by [wearealbert.org](http://wearealbert.org)
  - A Green Guide for the Audiovisual Industry by GEM
  - Environmental Accounting Report Calculator General Info & Checklist

**Study unit:** Journalism 4 ECT

**Lecturers:** Dr Nicole Talmacs and Martin Debattista

**Scheduled:** September-December 2024

**Participants:** 10 journalism students

**Sustainable development perspectives:**

1. Professional preparation, resource efficiency, and carbon consciousness.
2. Develop an acute awareness of the evolving news industry, including the ecological footprint of traditional (print) and online news production.
3. When feasible, create news stories suitable for publication in print, broadcast, and online media, considering their unique requirements while integrating sustainability principles into work ethic.
4. Social equity and responsibility.

5. Well-being.

**Course Redesign:**

1. Lecture materials – designing and compiling.
2. In person lectures – designing and compiling extra materials.
3. Designing learning assignments and the final assignment.
4. Designing evaluation (objects, timing and methods)

**University of Malta – PILOT COURSES**

**Journalism**

**Lecturer:** Martin Debattista, Media and Communications Department, Faculty of Media and Knowledge Sciences, University of Malta.



Visiting Senior Lecturer Martin G. Debattista is a digital media and digital education academic, researcher and strategist. He currently works at the Institute of Tourism Studies - Malta and is a visiting lecturer at the Faculty of Media and Knowledge Sciences at the University of Malta.

**Course Name:** Media and Communications

**Study Unit:** Journalism

**Number of hours and ECTS credits:** 28 hours, 4 ECTS credits



**2023/2024 academic year:** 2nd semester from September 2023 to May 2024

**Number of participants:** 15 students, degree of Bachelor of Communications (Hons.)

**Language of Instruction:** English

**Aim:**

The primary aim of the study unit is to provide students with a comprehensive understanding of journalism and technology, familiarize them with specialized reporting, and enhance their grasp of journalism best practices, media law and ethics, and style. Additionally, it offers an opportunity for students to further refine their writing, interviewing, and language usage skills.

**Didactic Methods:**

The didactic method for this study unit includes a blend of lectures and practical assignments (coursework). Lectures cover key concepts such as journalism best practices, media law and ethics, and specialized reporting techniques. The coursework provides practical experience in writing, interviewing, and using relevant technological tools. Students complete individual coursework focused on real-world applications of their skills and knowledge. Assessment is based on the quality of individual coursework and a final assignment, ensuring students demonstrate their understanding and proficiency in journalism and technology.

**Scope of Classes:**

- Understand the principles and practices of journalism, including the societal role of journalists and the ethical challenges they encounter. This includes awareness of the evolving news industry and considerations regarding the ecological impact of traditional (print) and online news production.
- Gain proficiency in modern journalistic tools and platforms, such as digital publishing and multimedia storytelling. This involves understanding how technological advancements influence journalism dynamics and engaging in sustainable media production practices.
- Learn the techniques and complexities of specialized reporting fields like investigative journalism, business reporting, science journalism, and sports reporting.
- Explore legal frameworks governing media operations and the ethical dilemmas faced by journalists, including issues such as libel, privacy, and intellectual property.
- Develop advanced writing skills for various journalistic formats, refining interviewing techniques, and enhancing language usage for clarity and impact.
- Specialize in topics such as business, government and politics, crime and courts, and social affairs, with a focus on sustainability considerations, if applicable.
- Engage in practical assignments that replicate real-world journalism tasks, including reporting, writing, and editing news stories across print, broadcast, and online media platforms, while integrating sustainability principles into professional practices.
- Analyse contemporary journalism issues and trends, including the influence of digital media on news consumption, the role of social media, and the challenges of upholding journalistic integrity in a rapidly evolving information landscape.

**Educational Outcomes:**

**Knowledge:**



- Explain how news industries are changing with reference to online news production, including an understanding of the evolving news industry and the ecological footprint of traditional and online news production.
- Explain how changes in journalism are impacting politics and society.
- Write news stories suitable for publication in print, broadcast, and online media, considering their unique requirements.
- Adhere to the latest statutory and common laws applicable to journalists.
- Conduct themselves as ethical journalists, integrating sustainability principles into their work ethic.
- Analyse how technological advancements impact journalism dynamics and consider their environmental implications.
- Actively engage in sustainable media production practices.

**Skills:**

- Understand how changes in technology impact journalism, influencing politics and society.
- Receive advanced training in effective interviewing and writing techniques for crafting short profile articles for traditional and online platforms.
- Gain advanced understanding of media law, ethics, and specialized reporting in areas such as business, government and politics, crime and courts, and social affairs.
- Write news stories on specialized topics including business, government and politics, crime and courts, and social affairs.
- Edit news stories for proper grammar and style.
- Work effectively as a journalist within contemporary newsroom constraints.
- Adapt and thrive in the contemporary newsroom environment, demonstrating proficiency while minimizing environmental footprint.
- Produce concise profile articles showcasing storytelling and investigative reporting skills that effectively deliver the sustainability narrative.
- Recognize personal strengths and areas for improvement as a journalist, with a heightened awareness of promoting sustainability.
- Incorporate life cycle thinking into news reporting, considering broader environmental and social implications, when possible.
- Recognize the global relevance of sustainability in journalism, fostering a global perspective consistent with international standards.

**Social Competences:**

- Refine interpersonal skills for meaningful interactions, interviews, and collaboration with stakeholders in the journalism field, including sustainability advocates, which involves understanding social cues, effective communication, and building relationships.
- Collaborate with stakeholders in the journalism field, including sustainability advocates, requires effective teamwork and cooperation to achieve common goals.
- Exhibit self-management capabilities, including effective time management, organization, and adherence to deadlines with a focus on sustainability.
- Adapt and thrive in the contemporary newsroom environment demonstrates flexibility and the ability to navigate social dynamics within a professional setting.
- Collaborate with stakeholders in the journalism field, including sustainability advocates, requires effective teamwork and cooperation to achieve common goals.

- Recognize the global relevance of sustainability in journalism and fostering a global perspective on sustainability consistent with international standards involves understanding diverse cultural perspectives and global social issues.

**Universitat Politècnica de València (Polytechnic University of Valencia)**  
**PILOT COURSES**

1. **Cultural and Educational Communication and Dissemination**

**Lecturer:** Jorge Serrano, Digital Humanities Master, Universitat Politècnica de València



Director of the Master of Digital Humanities, Department of Audiovisual Communication, Documentation and Art History, Universitat Politècnica de València, is also Lecturer in several objects, such as Cultural Communication and Diffusion in the Master's degree in Digital Humanities (MUHD), Digital Marketing within the Design and Creative Technology Bachelor's degree, in the Master's degree in



Social Media and Corporate Communication on the Valencia campus, and the Master's degree in Transmedia Communication on the Gandia Campus.

**Course Name:** Cultural and Educational Communication and Dissemination

**Study Unit:** Digital Humanities

**Number of hours and ECTS credits:** 45 hours

**2025/2025 academic year:** from September 2024 to June 2025

**Number of participants:** 15 students of master's degree in digital Humanities

**Language of Instruction:** Spanish

**Aim:**

The course covers digital communication and dissemination strategies and techniques especially focused on cultural and educational industries, as well as public services of a cultural nature. Within it, focusing on Sustainability in Communication, students will gain a deep understanding of the pivotal role of communication in the management of institutional transparency, within the framework of corporate communication management. This knowledge reinforces the importance of the Director of Social Responsibility as a growing field of work, highlighting the potential of this new function and how to respond to the demands of the SDGs and Agenda 2030, as well as the most recent European regulations on transparency and sustainability reporting. This emphasis on their role in sustainability management makes students feel valued and integral to the process.

**Didactic Methods:**

The teaching method for this unit of study includes a combination of lectures and practical tasks, in groups and individually. The subject studies the phases, channels and digital communication techniques necessary to disseminate a corporate cultural brand, and/or for scientific and cultural dissemination in general. Effective communication activities will be practiced in different channels, according to the characteristics of the users and potential audience.

Likewise, they will be scheduled:

- Seminars or Webinars with professionals who are experts in sustainability and communication, offering students a broader overview of the labor field, as well as how to approach sustainability in companies and institutions.
- Workshops on the development of digital communication strategies to strengthen sustainability in companies and institutions.
- Visits and tours of companies and institutions with consolidated sustainability programs to understand, on campus, how to increase environmental awareness, rational consumption, and sustainable communication strategies.

The evaluation consists of different evaluative acts:

- Project: 40% A communication/dissemination/marketing project or challenge will be undertaken as a group.



- Observation: 10% Students will carry out observation work for qualitative/quantitative analysis.
- Evaluation with participation of the student body: 10% The student body will participate in the evaluation of other classmates, to simulate the role of their future client in the world of Communication.
- Laboratory/field/computer science/classroom practical test: 20% Different practical tests will be worked on in relation to the subject.

**Scope of Classes:**

- Fundamentals of Communication and Cultural Diffusion: Theories and communication models applied to cultural industries.
- Communication and dissemination strategies in libraries, museums, foundations and other cultural spaces.
- Digital Technologies and Media: use of digital platforms and social networks for cultural promotion, Digital tools for the creation, management and distribution of cultural content.
- Cultural Marketing and Strategic Communication: Marketing techniques applied to the cultural field; design of communication strategies to attract and retain audiences.
- Sustainability in Communication: Concepts of sustainability and their integration in cultural communication; sustainable practices in the management of cultural events and activities (efficient use of resources, waste reduction, etc.). Development of communication strategies that promote sustainability and social responsibility.
- Inclusion and Accessibility: design of inclusive and accessible strategies in cultural communication. Promotion of diversity and inclusion in cultural programming and dissemination.
- Evaluation and Measurement of Impact: methods and tools to evaluate the effectiveness of communication strategies. Analysis of the social and cultural impact of dissemination actions.

**Educational Outcomes:**

**Knowledge:**

- The main objective is for students to be able to design and propose a dissemination, communication and digital marketing campaign to make visible the results of cultural and/or scientific projects or products.
- Learn to disseminate results of scientific research specific to the humanities,
- Know how to disseminate or help communicate educational processes carried out by students in class, through educational innovation tools.
- Understand the processes to obtain users or clients for brands and/or entities of cultural industries, associations, foundations, museums, libraries, schools, institutes, and a long etcetera.
- Determine the processes, principles and channels of communication and digital marketing in the cultural field.
- Propose creative solutions to satisfactorily respond to real needs and problems of society.

**Skills:**

- Ability to design and execute sustainable communication plans that align institutional objectives with the needs of the public and minimize environmental impact.
- Audience Segmentation: Techniques to identify and segment specific audiences for more effective and personalized communication.
- Use of Digital Tools: Social Network Management for the promotion and dissemination of cultural activities.



- Digital Marketing: Use of tools such as Google Analytics, SEO (search engine optimization) and SMO (social media marketing) to increase online visibility in a responsible manner.
- Creation of Digital Content for Communication, through Writing, Editing and use of Generative Artificial Intelligence.
- Use of metrics and analysis tools to evaluate the impact of communication campaigns and implement feedback systems to continually improve communication strategies based on public feedback and the results obtained, ensuring that sustainable practices are maintained.

**Social Competences:**

- Creative Thinking: Promotion of creativity to develop innovative and sustainable communication campaigns that capture the attention and interest of the public.
- Problem Solving: Ability to identify and resolve communication problems in an effective, creative and sustainable way, also to resolve conflicts constructively, finding solutions that satisfy all parties involved.
- Understanding Diverse Perspectives: Ability to understand and respect the opinions and feelings of others, both within the team and in the institution in general.
- Cultural Sensitivity: Recognize and value cultural and thought differences, adapting your approach according to the needs and sensitivities of each individual or group.
- Foster Collaboration: how to promote a collaborative work environment where everyone's contributions are valued and teamwork toward common goals is encouraged.
- Stress Management: Ability to remain calm and effective under pressure, especially when faced with significant resistance or challenges.
- Critical Thinking and Problem Solving: analysis of complex situations and evaluation of different perspectives to make informed and strategic decisions.

**2. Communication and Cultural Management as a Profession**

**Lecturer:** Nuria Lloret, Cultural Management Master, Universitat Politècnica de València



Professor at the Polytechnic University of Valencia in Electronic Administration. She is director of the CALSI research group, belonging to the Institute of Design and Manufacturing (IDF) of the (UPV) and member of the governing council of the Institute. She belongs to the interdisciplinary research group of the University of Granada, PAI-TIC group. She has been a visiting professor at New York University for several years and has directed various research projects at the national level and European programs. She is also an expert evaluator for the European Union.

**Course Name:** Communication and Cultural Management as a Profession

**Study Unit:** Culture Management

**Number of hours and ECTS credits:** 50 hours

**2025/2025 academic year:** from September 2024 to June 2025

**Number of participants:** 30 students of Master's degree in Cultural Management

**Language of Instruction:** Spanish

**Aim:**

This course will examine operational management models for cultural plurality within the democratic society of the 21st century. It will cover professional, social, and political aspects in the context of globalization, alongside the implementation of technological transformation in cultural management and its impact on the professionals involved. The definition of culture will be explored as an operational framework for services assisting cultural resources, including sustainable communication practices. The course will also address the development of cultural policies and their influence on the methods of intervention employed by cultural managers in contemporary societies, integrating technology and sustainability.



**Didactic Methods:**

- Interactive lectures: These will provide foundational knowledge on operational management models, cultural plurality, globalization, and technological transformation in cultural management. Lectures will be interactive, encouraging student participation through questions and discussions.
- Guest Seminars: Industry experts and academics will be invited to give seminars on specific topics, such as sustainable communication practices and the latest developments in cultural policy.
- Case Studies: Real-world Examples from various cultural institutions to understand the practical application of theories discussed in lectures.
- Group Discussions: Students will work in groups to discuss and present their insights on the case studies, fostering collaborative learning and critical thinking.
- Hands-on workshops will be conducted to develop practical skills in areas such as digital tools for cultural management, sustainable communication strategies, and policy development.
- Problem-solving Sessions: students will tackle real-world challenges faced by cultural managers, especially those related to sustainability and technology integration.
- Analysis of professional activities in the field of cultural management, from the point of view of the application or not of the principles governing current cultural policy (participation, respect for cultural diversity, sustainability, etc.)
- Active participation in the classes will be valued and the knowledge acquired will be evaluated in a final theoretical-practical test.

**Scope of Classes:**

- An operational definition of culture
- How to intervene in the mass society towards creativity? What is Design Thinking. How to apply Design Thinking in cultural management
- Development workshop in a cultural project
- Professional, social and political aspects in the globalization process and challenges of cultural management for the 21st century
- Exploring a case study, the Bandas de Música associations
- Cultural enterprises and creative industries
- Cultural plurality in democratic society
- Ethical training of the cultural manager: deontology and social intervention from the areas of culture in the service to society
- Corporate Social Responsibility in Cultural Management and Cultural Communication.

**Educational Outcomes:**

**Knowledge:**

- Comprehensive Knowledge of Operational Models: Students will gain an in-depth understanding of various operational management models used in cultural institutions, including museums, libraries, and galleries.
- Development and Implementation of Cultural Policies: They will learn how to develop and implement cultural policies that are responsive to global trends and local needs, fostering cultural diversity and inclusion.



- They will explore innovative technological practices that enhance cultural management and communication, such as virtual exhibitions, online collections, and digital archiving.
- Principles of Sustainable Communication: Students will understand the principles of sustainable communication, learning how to create and promote messages that support environmental, social, and economic sustainability.
- Professional Aspects: Students will understand the professional landscape of cultural management, including career paths, skills required, and professional ethics.

**Skills:**

- Technological Transformation in Cultural Management: Digital Tools and Platforms for managing cultural resources, including content management systems (CMS), social media, and digital marketing.
- Strategies for Effective Communication: They will learn how to develop and implement effective communication strategies that engage diverse audiences and promote cultural initiatives.
- Use of Media and Technology: Students will understand the role of different media and technologies in cultural communication, learning how to leverage these tools to reach broader audiences and enhance cultural engagement.
- Metrics and Evaluation Methods: Students will be able to use different methods and metrics for evaluating the impact of cultural management and communication strategies.
- Impact Assessment: They will learn how to assess the social, cultural, and environmental impact of their initiatives, ensuring continuous improvement and alignment with sustainability goals.
- Critical Analysis: They will learn how to critically analyze cultural policies, management practices, and communication strategies, identifying strengths, weaknesses, and opportunities for improvement.

**Social Competences:**

- Intercultural Awareness and Sensitivity, to develop the ability to interact sensitively and respectfully with individuals from diverse cultural backgrounds, adapting their communication styles to various cultural contexts.
- Teamwork and Collaboration: will learn to work effectively as part of a team, leveraging the strengths and skills of each team member to achieve common goals. Also, they will develop strategies for resolving conflicts constructively, ensuring that diverse opinions and perspectives are valued and integrated into decision-making processes.
- Students will improve their verbal and written communication skills, learning to convey ideas clearly and persuasively to different audiences, through active Listening.
- They will develop the ability to build and maintain professional networks, establishing connections with peers, industry professionals, and stakeholders.
- Finally, will learn how to engage effectively with various community groups, understanding their cultural contexts and fostering inclusive participation.

## Turku UAS

### **pilot plan**



**Henni Syrjänen and Taru Lehtinen**

## **Team Management 5 ECT**

**Scheduled:**

12.3.2024, 10-14

19.3.2024, 10-14

26.3.2024, 10-14

15.4.2024, 10-14

**Participants:** 25 media students

**Sustainable development perspectives:**

- Social Equity
- Cultural Diversity
- Empowerment and Participation
- Team Well-Being
- Professional Development

**Course Design:**

- Lecture materials – designing and compiling (four individual lectures)
- Itslearning -learning platform – designing and compiling extra materials
- Designing 2–3 learning assignments
- Designing Learning methods
- Designing evaluation (objects, timing and methods)

## **Workplace Well-Being and Learning Organization 5 ECT**

**Scheduled:** September-December 2024

**Participants:** 50, mainly media students

**Sustainable development perspectives:**

- Resource Efficiency and Carbon Consciousness
- Waste Reduction
- Social Equity and Responsibility
- Employee Well-Being



**Course Design:**

- Lecture materials – designing and compiling (four individual lectures)
- Itslearning -learning platform – designing and compiling extra materials
- Designing 2–3 learning assignments
- Designing Learning methods
- Designing evaluation (objects, timing and methods)



## Quality Assurance and Evaluation

This result was developed and validated within the SUMED project and **evaluated by an external evaluator**. The external evaluation confirmed: high quality and relevance of the result, alignment with project objectives, strong potential for sustainability and wider use.

## Authors

**Lead Partner:** INNOCAMP PL

**Contributing Partners:** Turku University of Applied Sciences, University of Gdańsk, University of Malta, Universidad Politécnica de València

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## Contact Information

**Project Website:** <https://sumed-project.eu>