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CONFERENCE


Co-funded by the
Erasmus+ Programme
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ORGANIZER
National and Kapodistrian
University of Athens
Department of Communication and Media Studies

**NEW MEDIA
AND
VULNERABLE GROUPS**



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Athens, Auditorium
"Antonis Tritsis"

<https://ermiscom.media.uoa.gr/>




INTRODUCTION
TO THE PROJECT

ATHENS, FINAL
CONFERENCE

BY SAVVATOU TSOLAKIDOU

PROJECT ERMIScom -
COMMON CURRICULA FOR DIVERSITY:
EDUCATION IN MEDIA AND INTEGRATION OF VULNERABLE GROUPS



MANDATE OF THE PROJECT

- The Strategic University Partnership brought together and created a **Learning Community of 5 universities and 1 NGO** from different European countries and Turkey, all Universities interested in ***Media and the integration of socially vulnerable groups.***
- The Universities and the relevant Departments of Media and Economics, Business and Management worked together and tackled the different developed curricula from an interdisciplinary point of view to create a common curricula for a Master's degree program on the Integration of vulnerable groups and their representation by the Media.
- The NGO "EKO" contributes to strengthening the learning and teaching of the different subjects with non-formal educational practices.



THE CONCORDIUM

1. [National Kapodsitrian University of Athens \(Higher Education Institution -HEI\)](#)- Department of Communication and Media Studies
2. [Bahçeşehir University \(HEI\)](#)- Department of Media Studies
3. [Vrije Universiteit Brussels \(HEI\)](#)- Department of Economics and Business
4. [University of National and World Economy \(HEI\)](#), with the participation of 2 different Departments, Economics and Media
5. [Metropolia](#) University of Applied Arts- Film and Television Department
6. [EKO \(NGO\)](#), the Entrepreneurship and Social Economy Group



FUTURE SCOPE OF THE PROJECT

- The project financed by Erasmus+ KA203 – Strategic Partnerships for Higher Education project aimed to develop as mentioned before, a Common Master's curriculum among the involved organizations and create an **Erasmus Mundus Programme** in the future.
- In this scope, **8 Modules were developed** by the partnership and will be presented today, and **one new module not included in the mandate**, linking formal and non-formal learning and teaching by presenting best practices.
- This module will be presented today as the 9th deliverable of the project.



PRIORITIES AND TARGET GROUPS

The priorities of the project was to provide:

- media students & professionals with a solid education in Media
- Through their work in media, they can develop the necessary skills to change society's mindset & create an inclusive society through their work in media.
- **The Target group** of the project was higher education students (Bachelor, Master and PhD) and Teaching staff from the involved Universities.



ERMIS_{com} PRIORITIES

ERMIScom focused during the programming period on:

- teaching common contemporary political, economic & social subjects
- teaching methodologies by including innovative teaching practices and non-formal education methods targeting the soft skills of students
- upgrading personal & professional skills, especially in the field of ICT and New media, in the context of a modern study program.



TOGETHER WITH ALL THE PARTNERS WE SUCCEEDED TO DEVELOP...

- **9 different modules**, 4 of which are already open access with an ISBN, and the others will follow in February and March 2023.
- **7 Outlines of Courses** following the Bologna Process
- **Organise 3 Transnational Project Meetings (TPMs)**, one in Athens (online), one at Sophia/ UNWE and the final in Athens (NKUA)
- Organize **2 Learning, Teaching, and Training (LTTs)** activities with students and faculty participation:
 - C1 at BAU University in Istanbul
 - C2 at the University of Helsinki-Metropolia
- **Organize 3 Multiplier Events**
 - Interim conference in Athens (EKO)
 - Final conference in Athens (NKUA)
 - Final Multiplier event in Brussels (VUB) will take place in March 2023.



TOGETHER WITH ALL THE PARTNERS WE SUCCEEDED TO DEVELOP...

- Furthermore, the partnership took its horizontal tasks of **Evaluation and the Dissemination** of results seriously.
- Various useful **management tools** were applied to constantly monitor the project progress as well as to evaluate its success. **Questionnaires and interviews** were used by all partners, podcasts and gallery of photographs of the different event were published in the social media.
- Articles referring on the LTTs and the lessons learnt are included in the webpage of the project.
- In all partner countries, different activities were done to spread the project's goals and results.
- **The project web page contains** a lot of information and the final deliverables of the project.
- The web page address is: <https://ermiscom.media.uoa.gr/>

THE INTELLECTUAL OUTPUTS OF THE PROJECT ARE...

IO1	STEREOTYPES and PREJUDICES: Xenophobia & Racism	BAU	Metropolia, NKUA, UNWE, EKO
IO2	FAKE NEWS & HATE SPEECH: Representation of vulnerable groups in the Media	UNWE	NKUA, Metropolia, BAU, EKO
IO3	SOCIAL ENTREPRENEURSHIP AND VULNERABLE SOCIAL GROUPS	VUB	NKUA, BAU, UNWE, Metropolia & EKO
IO4	VULNERABLE GROUPS AND CULTURAL TRAUMA	NKUA	VUB, BAU, UNWE, Metropolia & EKO
IO5	INTEGRATION POLICIES FOR VULNERABLE SOCIAL GROUPS	NKUA	BAU, UNWE and Metropolia
IO6	FUNDS & GRANTS: Social Integration and Rights Related Projects	UNWE	NKUA, VUB, BAU
IO7	TRANSFORMATIVE METHODOLOGICAL APPROACH: Teaching, Training, Learning	Metropolia	NKUA, VUB, BAU, UNWE, EKO
IO8	COMMON CURRICULA: Education in Media and Integration of Vulnerable Groups	NKUA	VUB, BAU, UNWE, Metropolia & EKO
IO9	Teaching and Learning Methods: BEST Practices of non formal education	EKO	EKO



IO1_ STEREOTYPES AND PREJUDICES: XENOPHOBIA & RACISM



- **Stereotypes and Prejudices** are two concepts that we lack significant information
- stereotype involves beliefs about racial differences
- and prejudice is common against people who are members of an unfamiliar cultural group.

The two concepts are reproduced through communication and media tools towards vulnerable social groups and influence attitudes and behaviors, and very often by reinforcing a negative public opinion towards groups of people with different ethnic origins, sexual orientation, disability, religious preferences, age, and gender, among others.

This e-book, coordinated by the BAU university of Turkey, gives the students the opportunity to understand the concepts, discuss the effects of media representation and critically think about prejudice and discrimination from the perspective of both perpetrators and targets.

The coordinator of the book, professor Tirse Erbaysal Filibeli, will present us the final deliverable- the e-book which will be open access for consultation by students and other researchers on this field.

IO2_ FAKE NEWS & HATE SPEECH:

REPRESENTATION OF VULNERABLE GROUPS IN THE MEDIA



- Fake or “false” news from the Greek term “pseudos” means something “hidden”, “camouflaged”. But other definitions are also given.
- The emergence of social media reinforced the reproduction of misinformation and often empowered the negative stereotyping, stigmatization of vulnerable groups because of their 'race', color, national or ethnic origin, age, disability, language, religion or belief, age, sex, gender identity, etc.
- This **e book** coordinated by **Professor Stella Angova from the National World Economy University of Bulgaria** give the opportunity to the students and the teachers to better understand and define the terms and demonstrate how vulnerable groups are represented in the media.

I O 4 _

V U L N E R A B L E
G R O U P S A N D
T R A U M A

VULNERABLE GROUPS AND TRAUMA

Coordinated by
Savvatou Tsolakidou



HELLENIC REPUBLIC
National and Kapodistrian
University of Athens
1992-2017

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ΕΛΛΗΝΙΚΗ
ΔΗΜΟΚΡΑΤΙΑ
ΙΚΥ

Erasmus+

This book coordinated by our department of Communication and Media Studies consist of 4 parts:

- **The first part** addresses the subject of defining vulnerability (ethnic origin, sexual orientation, disability, religious preference, age & gender), the barriers for inclusion, the cultural identities, and the relationship between personal and collective traumas
- **The second part** refers to *mediatization* of traumatic experiences, the representations of trauma in the media, cinema and news stories
- **The third part** consists of integrating the most vulnerable groups by investing in an inclusive and sustainable business model, and the
- **Fourth part** tackles the role of cultural mediators and carers supporting the integration of vulnerable groups and the ethical approach to vulnerability and traumatic events.
- **Michalis Tastsoglou**, a colleague who participated in the writing of a lot of chapter of this e book, will present it in more details.

IO5_ INTEGRATION POLICIES FOR VULNERABLE SOCIAL GROUPS



SOCIAL POLICIES FOR VULNERABLE GROUPS AND THE MEDIA

Coordinated by
Savvatou Tsolakidou



This book coordinated by our department of Communication and Media Studies focusses on:

- The European and national integration policies of vulnerable groups. It provides knowledge on financial instruments and increasing flows that the EU has put in place to support integration policies
- It presents policy directions of the **"Europe 2020" Strategy**, the role of Structural Funds in enhancing social policies and the priorities of the **European Pillar for Social Rights** for the new programming period 2021-2027
- European policies for employment, policies to combat poverty, measures adopted for the elderly and other social groups are also represented
- The drastic measures taken by the European Union to combat the **health crisis** and to stimulate the economy for vulnerable groups of the population, and especially for **refugees, Roma and homeless** people are also presented in the e-book.
- Another aspect tackled is how the social policy issues of vulnerable groups (**LGBTQI women, children**) are covered by the old and new media and finally, the impact of European funds on the inclusion of vulnerable groups are also presented.
- Our colleague **Stavros Protopapas**, author of several chapters of the book written together with **professor Charalambis** will present us the e book 5.

106_
FUNDS & GRANTS:
SOCIAL INTEGRATION
AND RIGHTS RELATED
PROJECTS

This e book coordinated by UNWE and Professor Diana Kopeva, focusses on:

- the theoretical and methodological concepts and approaches of project management
- EU programs and funds with special focus on financing vulnerable groups
- Special attention is given to the requirements and beneficiaries of programs for vulnerable groups
- The existing **EU Funds and grants** for supporting Vulnerable Groups are presented and best practices are provided to understand the functioning of the funds
- The book provide also theoretical knowledge and practical skills to manage the **project cycle**, the acquisition of knowledge and skills in programming, implementation, monitoring and control

I O 7 _
TRANSFORMATIVE
METHODOLOGICAL
APPROACH:
TEACHING,
TRAINING,
LEARNING

This e book contains learning strategies and methods to tackle vulnerability and how to teach and learn the different concepts presented in the previous e-Books. It motivates students to build information, reading essays about creating and building information and to employ collaborative learning as a tool for information building.

Specific focus is given on understanding the different learning strategies, the challenges and the stress factors related to study.

The Evaluation and feedback as methods are also highlighted, including self-evaluation, peer evaluation, evaluation by faculty, objects of evaluation etc., and the Life-long learning approach and the creation of a personal learning path.

Our colleague **Sami Huohvanainen** will present this book coordinated by Metropolia University of Finland.

108_ COMMON
CURRICULA:
EDUCATION IN MEDIA
AND INTEGRATION OF
VULNERABLE GROUPS

This book will summarize the 7 books developed **in one common curricula** containing the ppt presentations to facilitate teachers and students on the learning and teaching procedure.

This e- book is under construction and will be finalized until the end of March 2023.

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INTEGRATION OF
VULNERABLE
GROUPS: BEST
PRACTICES OF
EXPERIENTIAL
TEACHING AND
LEARNING
METHODS



- This e- book created by The NGO EKOgreece contains best practices of experiential teaching and learning methods referring in the main concepts treated in the previous 6 books.
- Examples of collaborative learning, experiential learning, peer learning, storytelling, Team building, and interactive and situational learning are presented as teaching and learning methods.
- The president of EKO Dr Kitty Panourgia will present us in more details this e book.



THE IMPACT OF THE PROJECT

- With the cooperation of all partners, this project will not only develop educational material for teaching, but, at the same time succeeded to involve teachers and students on interactive activities during the 2 LTTs and develop ideas new ideas for solving complex problems when covering sensible and discriminative situations.
- The 9 different modules developed, and the different educational activities of teaching, learning, and multiplier events, we hope, they will transform stereotypes and prejudices, and **will develop in the future new skills and attitudes of the Media professionals** when dealing with issues affecting vulnerable groups.
- The e – books contains specific exercises, questions of discussion and cases studies to facilitate the better understanding of the subjects.



THE LONG-TERM GOAL OF THE PROJECT

- To change society's mindset, to combat stereotypes and discrimination
- To create an inclusive society
- To transform attitudes and behaviors of citizens and to understand and to be conducted without discrimination & radicalisation
- To be in the position to develop in a sustainable & democratic living environment
- People working in the Media sector to be familiarized with specific concepts in favor of the integration of vulnerable groups
- And to understand and promote the comprehension of the relationship between vulnerable groups and the economy.
- The 9 books are an impressive source of knowledge which will contribute to this change.



THE AIM OF THE CONFERENCE

The world today is characterized as VUCA- a new jungle and the new normal!

VUCA is the acronym reflecting **Volatility, Uncertainty, Complexity** and **Ambiguity** of the modern world. The economic crisis, the recent wars in Syria and now in Ukraine, the refugee flows in the world, highlight the new uncertain environment.

VUCA applies to organizations and to society, demonstrating how constant and rapid “**changes**” are causing and forcing human resources to be more flexible and adaptable. To meet new challenges, human capital must constantly update its knowledge, competencies, and skills.

The deliverables of the project will be used in this scope.



(Bennet - Lemoine, 2014)



THE ROLE OF MEDIA AND COMMUNICATION SPECIALISTS

- The role of media is crucial in empowering vulnerable groups and with this conference we want to disseminate knowledge and practices in this field.
- People working in this sector are called to support vulnerable and often marginalized groups by disseminating accurate information and communicating the specific needs and challenges of those groups.
- The Social Media support needs to assess information, understand the challenges and provide guidance by developing capacity building for democratic governance, safeguarding and guaranteeing the human rights that have been achieved to date.
- The Media Departments of the Universities must specialize and highlight the abilities of their new graduates when they are called upon to manage complex problems and guarantee the rights of vulnerable groups in the complex framework of social media.

- **A huge "Thank you",** to all the partners and the researchers of the project for their active participation and their contribution in all the different activities of the project!
- **Big "Thank you" to all the students** participating to the different Teaching and Learning activities and to the piloting phase of the developed modules!
- **Thank you everyone for** participating in the conference and disseminating the results of the project.
- *I hope this is the first step of our "Learning journey" and our "Learning Community" will be maintained in the future by exchanging best practices, new ideas and innovative actions!*