



İSTANBUL
ŞEHİR
ÜNİVERSİTESİ

**GRUNDTVIG,
NEW MEDIA
LITERACY AND
EMPOWERMENT
FOR
DEMOCRACY
WORKSHOP
FOR ADULT
LEARNERS.**

**9-17 September 2012
İstanbul Şehir University,
Turkey**



GRUNDTVIG, NEW MEDIA LITERACY AND EMPOWERMENT FOR DEMOCRACY WORKSHOP FOR ADULT LEARNERS.

Although most of us feel the impact of the so-called “new media”, how it is created or disseminated is still a mystery to many people. Embraced by the term Ambient Assisted Living (AAL) there are currently diverse activities in Europe aiming to ensure the quality of life for an aging society by means of developing new technology. Goal of these efforts is the development of new services and technologies focusing information -and communication- technologies to enable the elderly to live an autonomous and social integrated life in their own home environment. However, information -and communication- technologies are often scarcely accessible for adult generations and inaccessible for the generation 60+. Adult learners have own requirements and experiences with new media that are meant to be fulfilled. Especially the complexity of social media in terms of Web 2.0, the amount of available functions, as well as the design of interfaces require further research and provide a huge market potential for an elderly audience.

WHAT ARE THE PARTICULAR AIMS OF THIS WEEK-LONG WORKSHOP?

Bridging the digital divide

The uptake of digital technologies by facilitating universal public access to online tools, supplemented by subtitling or audio description, and the confidence to use them are necessary. By bridging the digital divide, this workshop promotes empowerment and cultural diversity.

Informing and empowering citizens to democracy

Newly designed multi-cultural learning activities such as this workshop play an important role in identifying credible sources of online information. As a trusted media outlet, they foster democratic participation by helping people analyse and evaluate public opinion and media messages. Such activities also contribute to active citizenship by providing a platform for people to participate in the public sphere.



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Creating a trusted space for creativity

The foreseen workshop plays an important role in empowering citizens to use evolving media technologies to stimulate creativity, audience participation and innovation. Campaigns, online tools and cross-media programmes enable conscious & new media literate citizens to play an active role in the media world.

Distinctive Mentoring: Hosted by İstanbul Şehir University, the mentor/s to be involved in this workshop are affiliated with prestigious universities in Turkey such as Şehir, Başkent, Kadir Has, Marmara and Bilgi; some of whom are already founding members of the scholarly network on “New Media Literacy” in Turkey and they have cooperated for similar organizations since 2008. A number of the invited mentors are also members of the Alternative Informatics Association in Turkey which bring together scholars, practitioners, activists, lawyers, bloggers and citizen journalists with the aim of creating channels for active citizenship via new media literacy.

Workshop Content: In the first half of this workshop, the mentor/s will guide participants through the ‘language’ of new media and how experiences can be conveyed through the composition of sound, image and text. They will also demonstrate the ways in which these new modes of communication can be transferred or applied in a work or community context.

The second half will be a hands-on workshop in which participants will learn basic video / blogging / visual communication skills, depending on their interest. They will then create media around a certain theme, and upload and disseminate their creations using some free and easy-to-use software tools. Wordpress will be at hand to share our experience of how we are building awareness of essential literacy skills using new media.

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Expected Impact and Benefits

- New perspectives for new media literacy on European level.
- New perspectives for impact of ICT on European level.
- New advent of informal learning for the 21st century adult learners.
- New patterns, debates and perspectives for adult learning of new media on international basis.
- New debates for empowerment for democracy via means of new media.
- New paradigms for active techno-political citizenship on international basis.

The direct target groups are the disadvantaged populations in Europe in terms of internet access and the use of ICT's. Here the disadvantage refers to migrants and/or third generations living in poor settlements, the so-called digital dinosaurs who have learned basic internet skills, but have not had the time or resources for achieving new media literacy skills.

The profile of the learners expected to participate:

- Adult workers who have no time to attend regular courses
- Women who are potential entrepreneurs and/or near future tele-workers (working at a distance or from their homes)
- Retired citizens with new-media related aspirations

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NEW MEDIA LITERACY WORKSHOP @ ŞEHİR DRAFT SCHEDULE

10 September 2012
GET TO KNOW

Getting to know participants, initial brainstorming
for personal projects
Introduction to new media & critical literacy

11 September 2012
CONNECT, CONTENT

Morning: The language and tools of new media
(what, who it speaks for)
Afternoon: Issues to be tackled in new media (hate
discourse, cyberbullying etc.)

12 September 2012
COLLABORATE

Morning: The new media environment: Advantages
& disadvantages
Afternoon: How to create networks (which tools &
how) ICT for development

13 September 2012
COLLABORATE II
Forms of participatory culture,
collaborative technologies, open source

Morning: Wiki's; How to manipulate new media for
a sustainable democratic culture
Afternoon: Design: Getting organized via new
media tools -Visual, text, audio, some or all?
L. Afternoon: Photoshop, Animation & Podcasting:
Brainstorming for personal projects

14 September 2012
CREATE
Play, performance, simulation,
appropriation

Morning: Good/better completed projects to be
presented (digital games & game design, video
editing)
Afternoon: Possibility for a field trip: Salt Beyoğlu

15 September 2012
CREATE II, CIRCULATE
Multitasking, distributed cognition,
collective intelligence, transmedia
applications

Morning: How social is new media?
Afternoon: Forms of participatory learning,
culture and technopolitics

16 September 2012
SHARE & DISCUSS

Presentation session for all projects

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Working Language

The training course will be conducted in English.

Course Venue

İstanbul Şehir University
www.sehir.edu.tr

Accommodation in twin rooms and travel cost of the participants will be reimbursed by the Grundtvig Workshop / Lifelong Learning Programme.

PLEASE NOTICE:

The number of participants is limited. The application period is from 15/06/2012 to 10/08/2012. The participants will be informed about the selection within two weeks from the closing date.

More Information

For detailed program, information on application please write to iro@sehir.edu.tr

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