SALZBURG GLOBAL SEMINAR

Voices Against Extremism:
Media Responses to Global Populism

SESSION BROCHURE
Salzburg Academy XI

DATE
July 16 to August 5, 2017

LOCATION
Schloss Leopoldskron, Salzburg, Austria

PROGRAM DIRECTOR & FACULTY CHAIR
Paul Mihailidis

ACADEMY INFO

Please contact:
Paul Mihailidis
Program Director & Faculty Chair
↘ pmihailidis@SalzburgGlobal.org

Please visit:
↘ media-academy.SalzburgGlobal.org

GENERAL INFO

Please visit:
↘ www.SalzburgGlobal.org

OVERVIEW

The Salzburg Academy on Media & Global Change is a unique three-week action research and critical making program that brings young media makers together from around the world to critique and create civic media for social change. The Salzburg Academy focuses on responding to the wicked problems of the world, and values human connections and co-creation of media initiatives to solve them. We develop media and digital literacies that can be applied to inform intractable issues that face us today. The arc of the Academy is as follows:

- **Mission:** The Salzburg Academy challenges students and faculty to harness creative media to inform global problem-solving.
- **Vision:** Our vision is to encourage a generation of innovators in journalism, communications research, and information design who can drive institutional and community change at scale.
- **Strategy:** Our strategy is to convene extremely promising students from highly diverse backgrounds, expose them to leading thinkers and practitioners, and support breakthrough collaborations that result in implementable practices, technologies, and designs.
- **Program:** We partner with selected universities to identify students with remarkable promise, and to create a laboratory environment where media innovation can flourish, face-to-face and virtually.
- **Outcomes:** Salzburg Academy faculty and fellows deploy media applications, analysis, and reporting to produce specific breakthroughs in problem framing, understanding and solution.

Over 70 students and more than 20 faculty and guest scholars gather from all five continents annually at the historic Schloss Leopoldskron in Salzburg to work in international teams and across disciplines. Since it was founded in 2007, a global network of young media innovators has emerged, with over 750 students, 150 faculty, and a host of visiting scholars and practitioners. In this time, participants of the Academy have built:

- **Prototype** plans for media innovation;
- **Global Case Studies** that explore media's role in the world across borders, cultures, and divides;
- **Digital Vignettes** that show media's impact on the world;
- **Global Media Literacy Models** for engaging communities to be more sustainable and vibrant in digital culture; and
- **A Network** of young media innovators that work to lead and invent the future media industries best suited for success in digital culture.
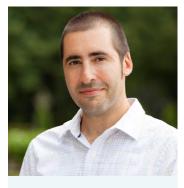
PARTNER SCHOOLS

American University of Beirut (Lebanon), American University of Sharjah (UAE), Bournemouth University (UK), Chinese University of Hong Kong (Hong Kong – SAR China), Chulalongkorn University (Thailand), Daystar University (Kenya), Emerson College (USA), Florida International University (USA), Furman University (USA), Hofstra University (USA), Iberoamericana University (Mexico), Jordan Media Institute (Jordan), Lebanese American University (Lebanon), Makerere University (Uganda), Nevada State College (USA), Polytechnic University of Namibia (Namibia), Pontificia Universidad Catolica (Argentina), Pontificia Universidad Catolica (Chile), Quaid-i-Azam University (Pakistan), Southwest University of Political Science and Law (China), Stellenbosch University (South Africa), Tsinghua University (China), University of Colorado (Boulder), University of Maryland (USA), University of Miami (USA), University of Nairobi (Kenya), University of Southern California (USC), University of St. Cyril and Methodius, Trnava (Slovakia), University of Texas (USA), Zayed University (UAE).

PARTICIPANT PROFILE

PROGRAM DIRECTOR & FACULTY CHAIR

PAUL MIHAILIDIS
Associate Professor,
Emerson College, USA
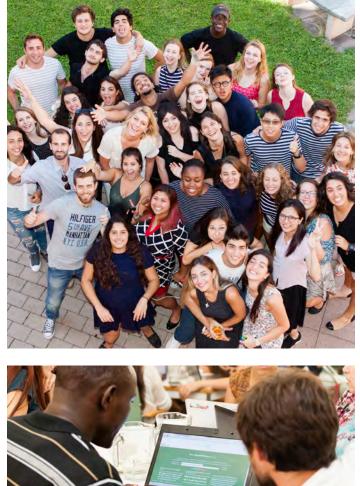
The Salzburg Academy on Media & Global Change brings together young media makers and aspiring communication entrepreneurs, innovators, and activists to to harness creative media to inform global problem-solving.

For three weeks each summer, cross-cultural teams of participants are selected from over 10 partner institutions of higher education around the world, and represent upwards of 25 countries globally. Faculty, guest scholars and practitioners join the program from various media and communication disciplines, and from the development, governmental, NGO, and corporate sectors. This group of 100 participants combine emerging and established thinkers, doers and leaders exploring how media and technology can be harnessed to promote positive change in the world.

PROGRAM FORMAT

At the Salzburg Academy, students engage in participatory and interactive programming for three weeks, which combines exploration, interrogation, creation, and reflection. The Salzburg Academy explores the concepts, theories, methodologies, research, and practice that connects media and impact in digital culture. Our curriculum is anchored by seminars, workshops, reading groups, screenings, and more.

Multimedia Essay Creation
Students will explore narratives of pressing global issues and reposition those narratives in more inclusive, productive, and equitable ways. The case studies will be collated into a publication. All essays will incorporate multimedia components, i.e. video or series of visualizations, to help articulate a core idea in a compelling and interactive manner.

Inter-Cultural Seminars
Students will engage with faculty to explore a range of topics that are at the intersection of media and global change. Topics include digital literacy, civic media, visual culture, media framing, freedom of expression, activism and production, and more.

Interactive Workshops
The Academy this summer will feature screenings and skills workshops focusing on: data visualization, game design, mobile storytelling, civic media activism, and more. Additionally, we will offer an evening "human library" experience for Academy students to voluntarily join. Information on seminars, workshops and lectures will be available at the start of the Academy.

Seeing Media Image Contest
Each week, students will create or take one image that denotes a certain aspect of media. These images will collectively provide a mosaic of visual art that articulates how the media academy visualizes global issues today.

Reading Groups
Each week a series of reading groups will be offered. Reading groups will be offered in parallel after lunch sessions, and will have a cap of 10 participants per group.

Continued overleaf

SELECT FACULTY

CECILIA BALBIN
Catholic University, Argentina

SANJEEV CHATTERJEE
University of Miami, USA

NICK DIAKOPOULOS
University of Maryland – College Park, USA

MEGAN FROMM
Colorado Mesa University, USA

ROMAN GERODIMOS
Bournemouth University, UK

ERIC GORDON
Emerson College; Berkman Center, Harvard, USA

MANUEL GUERRERO
Iberoamericana University, Mexico

CHRIS HARRIS
Nevada State College, USA

HENRY JENKINS
USC Annenberg, USA

PABLO MARTINEZ ZARATE
Iberoamericana University, Mexico

JAD MELKI
Lebanese American University, Lebanon

LUIS MIGUEL
Iberoamericana University, Mexico

SELECT FACULTY (CONTINUED)

SUSAN MOELLER
University of Maryland,
College Park, USA

ROSEMARY NYAOLE
Daystar University, Kenya

GABRIEL PETERS-LAZARO
USC Cinema Schools, USA

STEPHEN REESE
University of Texas – Austin,
USA

STEPHEN SALYER
Salzburg Global Seminar

MOSES SHUMOW
Florida International
University, USA

SANGITA SHRSETHOVA
USC Annenberg, USA

EWALD VOLK
St. Poelten University,
Austria

DAPHNE WALES
University of Rhode Island,
USA

PROGRAM FORMAT (CONTINUED)

Reflections on Media & Global Change
The Academy provides space for students to offer regular reflections on their engagement with media and our program. At the end of each week we will review the board and use the feedback to engage in constructive dialog about what we're learning, and where we want to go.

Excursions
In addition to the content of the program, our participants embrace culturally specific and poignant trips into the Alps and to the Mauthausen concentration camp memorial site.

KEY QUESTIONS

Throughout the three-week Academy, students will address the following questions:

- How can media facilitate shared dialog and meaningful social action to support positive change across borders, across cultures, and across divides?
- What is the role of multimodal storytelling in promoting positive social and civic impact in the world?
- What are the barriers to global connectivity and what are the factors that perpetuate these factors?
- How can young activists use their public narratives to help bridge cultural, social and cultural divides?
- What are the core attributes needed to build and sustain global networks that can facilitate media for positive global change?

PROGRAM OUTCOMES AND IMPACT

The intensive program will aim to produce the following outcomes for students:

- Understand key concepts of civic media, media literacy, global media, and civic imagination.
- Reflect on personal and community stories, and how these relate to public media narratives around pressing global issues.
- Analyze how media cover global problems, and the impact of digital and connective technologies on populism.
- Create multimedia essays that aim to overcome intolerance, stereotyping, and misrepresentation of global culture.
- Practice and implement participatory design use media to build tools, technologies and campaigns for social and civic impact.
- Demonstrate competency in understanding the relationship between media, representation and culture.

Impact will be achieved through the development and dissemination of media texts that explore issues of global concern, and are created to help create dynamic media storytelling and engagement across borders, across cultures, and across divides.

RECENT REPORT

MOVE is a digital publication that aims to educate readers on the social, political, and cultural impacts of global migration. All stories were created at the 2016 *Salzburg Academy on Media & Global Change* by students and faculty from around the world.
↘ http://move.community

For more info please visit:
↘ SalzburgGlobal.org/go/SAC10

ABOUT SALZBURG GLOBAL SEMINAR

Salzburg Global Seminar is an independent non-profit organization founded in 1947 and based at Schloss Leopoldskron in Salzburg, Austria.

Our mission is to challenge current and future leaders to solve issues of global concern. Our vision is to shape a better world by forging breakthrough collaborations to bridge divides and accelerate human, urban and conflict transformation.

To achieve this, we're renewing our commitment to convene the world's most outstanding people across generations and sectors, sustaining our work through strategic partnerships, earned income and philanthropic support.

Together, we design and implement multi-year programs to help change-makers and institutions achieve results at scale. Our aim is to catalyze transformative impact and long-term engagement through alliances, networks and projects on the ground.

SESSION INFO
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Program Director
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HOTEL SCHLOSS LEOPOLDSKRON SALZBURG

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