



2016 THEME

Migration, media and human rights in an age of global uncertainty

Overview: The 2016 Salzburg Academy on Media & Global Change will explore the role of media literacy in engaging citizens, journalists, governmental bodies and capacity organizations in cross-cultural dialogue about migration and its portrayal in contemporary digital culture. In light of the recent humanitarian crisis in Syria, and its impact in communities across the Middle East, Northern Africa, Europe, and the United States, migration presents a current, timely and relevant point of exploration for how media frame issues, set public agendas, and engage in cultural

meaning-making across borders, regions, and other divides. At the same time, citizens across regions are using connective platforms, social networks and digital technologies to consume, produce, express and share information in ever more open, diverse, and collaborative ways. At the same time, media and news organizations struggle to tell the stories that



relate to the communities impacted and impacting the new influx of refugees around the world, but specifically in the West. Media, news & digital literacies thus become central to how citizens demand diverse and balanced media coverage of issues, create and share their own narratives about issues of importance to them, and interact with policy makers and government officials about how such issues impact contemporary society. The topic of migration incorporates a host of cultural narratives (including religious affiliation, racial and ethnic diversity, and inclusivity as normative) that are increasingly being negotiated by the news media and citizens in mediated spaces.

We will specifically explore the role of journalism, news and digital media in telling the stories of migrants, refugee communities, and the various socio-political consequences of this global shift. Academy participants will explore the stories of affected communities and populations, and use media literacy to propose various responses to the crisis, including increasing access to the stories of refugees, finding pathways to highlight communities in transition, provide learning strategies for

better understanding the technologies and practices that support stories of migration in a time of global uncertainty.

Possible Partners:

- The 19 Million Project: <http://the19millionproject.com/>
- United Nations MIL Group: This could be strategic?
- Others sourced from Seminar or Academy partners

Curriculum – The work of this summer will not focus on any specific geographic area or community, but rather will embrace the development of media and digital literacy action plans (theoretical, pedagogical or practice based) that explore and propose better ways to understand, teach, learn and engage communities actively with the global migration today.

The Image contest will be expanded in scope and depth, to incorporate a more polished finish and stronger tie in to the curriculum and presentation space. We will have reading groups and media literacy learning groups that are more structurally tied into the work of the Academy, in addition to the Human Library project.

Lastly, we will feature more skills workshops at the Academy, on filmmaking, editing, data visualization and media activism, which was demanded by Academy students, faculty and the Salzburg Global Seminar.

Media & Global Change Collaborative – This summer, we will further refine the media & global change collaborative, a place for our partner universities to focus on the following:

1. **Collaborative Research and Applied Projects** – Academy partners would have a space to share collaborative research or applied projects that build from the work of the Academy, and to highlight past and existing research projects from the Academy. This space would allow partners to extend their need for research participants and partners to the vibrant Academy network.
2. **Media & Global Change Syllabi & Curriculum Resource Hub** – Universities would share course or course modules that reflect or embrace the teaching philosophy and approach of the Salzburg Academy. This would also allow for the sharing of resources, ideas and dialog about how best to teach about and with media in global digital culture. This hub could also facilitate:
 - a. Regular collaboration and check-ins with other courses form the Academy's network
 - b. Collaborative work on shared curricular and pedagogical projects related to media literacy and global change
 - c. Allows for institutional support and capacity development between the university and Salzburg Academy, beyond sending cohorts of students in the summer.

Perhaps most importantly, this will help us document curricula/courses that are directly linked to the Academy pedagogy model.

IFA Media Literacy & Migration Workshop - A public workshop would be jointly convened with IFA support in summer 2016, at either the start or finish of the Salzburg Academy on Media and Global Change. This three-week program annually gathers over 75 students and 20 faculty and practitioners to explore the intersection of media and social impact on a global scale. For the past nine years, the Salzburg Academy has connected 20 partner universities and a host of community organizations to work on media-based problems, working with over 600 young civic and media activists, and 100 faculty and professors to bring partnered pedagogy models into underserved communities around the world.

The 2016 workshop would be separately designed, budgeted and implemented with IFA. Participants will include policy experts, media capacity organizations, community stakeholders, faculty working in media and communication fields, and young media makers engaging in media literacy work across cultures, to share in the findings of the research and in some of the ways to employ media literacy as a constructive tool for civic dialog, policy making and media messaging today.