

## When

The project started in January 2004 and will end in December 2005. The concepts were tested in a pilot study lasting from October 2004 to February 2005.

## Our Target group

Educators at adult and other higher education institutions, counsellors, coordinators of European mobility projects, students and ordinary citizens (such as those involved in community activities).

## Results

The results of the project are hands-on didactic and methodological concepts and training materials in the area of media and intercultural competencies. The project DVD contains e.g. a multimedia module on non-verbal intercultural communication and a video documentation of the project.



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## Associated Partner

AIACLA, Achill Island, Ireland



**Fachhochschule Fulda**  
University of Applied Sciences



**Fachhochschule Koblenz**  
University of Applied Sciences



**Intercultural communication competencies –  
a key to participation in a network society**

## Objectives

The aim of the media-net-works project is to promote active citizenship through the acquisition of digital and media competence, combined with intercultural awareness.

## How this is achieved

The project approach goes beyond media and intercultural studies. Participants will gain competencies in an active way (learning projects) and will be able to put them into practice.



Participants learn through concrete examples to interact with people from different cultural backgrounds, using the new media competently, and to work creatively on a common topic or project.

During the learning process the meta-reflection about media and intercultural topics will always remain connected with real life experiences. Participants will acquire a level of media literacy that will allow them to change roles from “competent audience” to “active players”. Participants are actively involved in creating and maintaining their own virtual communities for meta-discussions as well as real communities that have face-to-face meetings where these experiences can be shared, demonstrated and evaluated.

The international piloting helps to produce a realistic and adaptable model which focuses on the concept of active project work for involved learning.



## Areas of Training

### 1) Network society

Participants will gain an understanding of the means and methods governing active participation in a network society. For project participants the concept of a network society will develop progressively from virtual to real in a learning project.

### 2) Intercultural communication

Inter-generational communities serve to illustrate that the term “intercultural” encompasses not only different nationalities but also citizens from different socio-cultural backgrounds. By working in international teams and with people from different socio-cultural backgrounds, participants will develop their intercultural awareness. Seminars and online training facilitate the learning process.

### 3) ICT-mediated communication

The creative use of ICT-mediated communication will be explored. The new media will be used primarily as a communication tool to facilitate easy exchange of the skills necessary for active participation in fields such as political decision-making and citizenship.

## The workshop "Borrowed Identity"

What would your life have been like if you had been born on Achill Island, Ireland?

This workshop took place during the international project week in Ireland, which was prepared during the online training. "Borrowed Identity" is an exercise in intercultural and media competence. Students from six different nationalities planned and performed an intercultural role play. Two of the students pretended to take on an Irish identity and receive foreign visitors from Europe. The visitors' outsider perspective forced the students to reflect on their own national culture. The students tried to see and film Irish everyday day life situations from their own national perspectives. They tried to capture their intercultural experience in an Irish home in the medium of film This involved teamwork in areas such as storyboard, film, text and photography. The results were presented at a final farewell party for the project and the Achill Islanders.

