



# Social Inclusion and Participation of Immigrants Through Media Literacy

17 - 22 July 2024 | Vienna / Austria



Funded by  
the European Union

# Social Inclusion and Participation of Immigrants Through Media Literacy

The Erasmus+ project, “Social Inclusion and Participation of Immigrants Through Media Literacy,” embodies the European Union’s dedication to promoting “Inclusion and Diversity.” This initiative, conducted in partnership with PLUS - Austrian Institute for International Research and Development and the Türkiye Research Foundation (TAV), focuses on empowering economically and socially disadvantaged youth, especially those from migrant backgrounds in Türkiye and Austria, by providing them with the skills and opportunities to thrive in the media sector.

## Project Overview

The aim of this project is to enhance media literacy among immigrant youth, enabling them to critically engage with media content and become informed consumers and creators of media. By equipping young immigrants with the knowledge and tools to navigate the digital media landscape, we empower them to produce news, express their unique perspectives, and participate actively in public discourse. The project also fosters research initiatives and collaboration between disadvantaged youth and media professionals, journalists, and academic institutions. Ultimately, this initiative seeks to develop policy recommendations to ensure media inclusivity and to provide accessible, free media and communications courses.

## Vienna Phase (July 17 - 22, 2024)

The five-day Vienna phase of the project promises an immersive and enriching experience for all participants. Set against the backdrop of Austria’s vibrant capital, this segment offers intensive training sessions, cultural excursions, and invaluable networking opportunities.

Participants will engage in comprehensive workshops aimed at enhancing their media literacy skills. These sessions will cover various aspects of media consumption, digital storytelling, and journalism. Led by expert trainers and media professionals, the workshops ensure high-quality, hands-on training.

## Excursions and Cultural Activities

Vienna’s rich cultural heritage provides the perfect setting for our excursions. Participants will explore historical landmarks, museums, and cultural sites, fostering a deeper understanding of Austrian culture and history. These excursions are not only educational but also promote cross-cultural understanding and appreciation.

A key highlight of the Vienna phase is the opportunity to connect with media professionals, journalists, and organizations. Participants will visit media outlets and international institutions, engaging with experts and exploring potential collaborative opportunities. These interactions are designed to broaden their professional networks and enhance their future career prospects.



# DAY 01

17.07.2024 WEDNESDAY

- 09:15 Arrival in Vienna
- 10:00 - 11:00 Airport to Hotel Transfer - Train
- 12:00 - 13:00 Lunch
- 13:30 - 15:00 Guided Visit to the Austrian Federal Parliament
- 15:30 - 16:30 Guided Tour of the University of Vienna
- 16:30 - 18:30 City Tour of Vienna
- 18:30 - 19:30 Dinner

# DAY 02

18.07.2024 THURSDAY

- 08:30 - 09:30 Breakfast
- 10:00 - 11:00 **Visit to City of Vienna Communication & Media (MA53)**  
What are the Communication Activities of the City of Vienna Communication & Media (MA53) for Foreigners in Vienna?
- 12:00 - 13:30 **Visit to ORF Television**  
How the Backstage of a Public Broadcasting Institution Works?
- 13:30 - 14:30 Lunch
- 14:30 - 15:30 **Visit to Kurier Newspaper**  
How a Newsroom Operates?  
What are the duties of a Foreign Affairs Editor?
- 16:00 - 18:00 **Visit to International Organization for Migration (IOM)**  
What are the Activities of the International Organization for Migration on Migrants and Media?
- 18:30 - 20:00 Dinner

# DAY 03

19.07.2024 **FRIDAY**

- 09.00 - 10.00 Breakfast
- 11.00 - 13.00 Visit to Der Standard Newspaper  
Inside DerStandard  
The Inner Life of a Leading Media Company
- 14.00 - 15.00 Lunch
- 15.00 - 16.00 Visit to the Embassy of Türkiye in Vienna  
Meeting with Ambassador Ozan Ceyhun
- 16.00 - 18.00 Visit to Belvedere Palace
- 18.00 - 19.30 Dinner

# DAY 04

20.07.2024 **SATURDAY**

- 08:30 - 09:30 Breakfast
- 10:00 - 11:00 Prof. Thomas Bauer  
**Session: Concepts of Media Literacy  
between Technology and Anthropology**
- 11:00 - 11:30 Coffee Break
- 11:30 - 12:30 Prof. Thomas Bauer  
**Session: Mediality: the Character of Social Change**
- 12:30 - 14:00 Lunch
- 14:00 - 15:00 Dr. Georgarakis Georgios  
**Session: Feeling Immigration: Leveraging Emotional  
Interventions to Foster Public Support for Integration**
- 15:00 - 15:30 Coffee Break
- 15:30 - 17:00 Matthias Wieser  
**Session: The Journalist's Personal Identity and the  
Utilization of AI**
- 18:00 - 20:00 Free Time - Dinner

# DAY 05

21.07.2024 SUNDAY

- 08:30 - 10:00 Visit to Kahlenberg Hill
- 11:00 - 13:00 Visit to Schönbrunn Palace
- 14:00 - 16:00 Visit to the Museum of Military History (Heeresgeschichtliches Museum)
- 14:30 - 16:00 Visit to the Natural History (Naturhistorisches Museum)

# DAY 06

22.07.2024 MONDAY

- 18:15 Flight departure

## Speakers



### **Prof. Dr. Thomas Alfred Bauer**

Emeritus Professor at the University of Vienna

Since 2013, Prof. Bauer has served as a Professor Emeritus at the Department of Communication at the University of Vienna. His journey at the university began in 1993 when he was appointed as the Chair of Audio-Visual Media. Throughout his tenure, he developed a comprehensive program that included Media Culture, Media Literacy Studies, and Media Theory.



### **Georgios N. Georgarakis**

Moritz Schlick postdoctoral fellow at the University of Vienna

George N. Georgarakis is a Moritz Schlick postdoctoral fellow in the Department of Communication at the University of Vienna, Austria. His research primarily explores political communication, public opinion, and political psychology within the contexts of the E.U. and the U.S. He employs a range of quantitative methods, including surveys, conjoint and field experiments, as well as large panel and cross-sectional datasets, to conduct his research.



### **Matthias Wieser**

Editor-in-Chief, Vienna-Journal

Matthias Wieser is an expert in communication training and project management. He holds certifications in both fields and has partially studied law. As the director of "scribere et legere," he focuses on enhancing writing and reading skills. Additionally, he is the editor-in-chief of the "Vienna-Journal," overseeing its editorial content. His diverse background highlights his commitment to effective communication and management.

# Excursions and Cultural Activities



## **Austrian Federal Parliament**

The Austrian Federal Parliament, the epicenter of Austria's legislative framework, offers an insightful look into the nation's democratic processes and governance.



## **Vienna Communication & Media (MA53)**

Vienna Communication & Media (MA53) serves as the city's premier institution for media and public communication, providing valuable perspectives on municipal media strategies.



## **Österreichischer Rundfunk (ORF-Austrian national public broadcaster)**

Österreichischer Rundfunk (ORF), Austria's national public broadcaster, is renowned for its comprehensive news coverage and cultural programming, exemplifying public service media.



## **Der Standard Newspaper**

Der Standard, a pillar of Austrian journalism, is renowned for its meticulous reporting and in-depth analysis, offering comprehensive insights into current events.



## **Kurier Newspaper**

Kurier Newspaper stands as a pillar of Austrian journalism, known for its rigorous reporting and analytical depth, offering insights into the functioning of a leading daily newspaper.



## **International Organization for Migration (IOM)**

The International Organization for Migration (IOM) plays a crucial role in addressing global migration issues, providing a unique vantage point on international migration policies and



## **Guided City Tour of Old Town**

The Guided City Tour of Vienna's Old Town, a UNESCO World Heritage site, presents a rich tapestry of historical and architectural significance, reflecting the city's illustrious past.



## **The University of Vienna**

The University of Vienna, one of Europe's oldest and most prestigious academic institutions, offers a tour that highlights its historical and contemporary contributions to higher education and research.



## Visit to Belvedere Palace

Belvedere Palace, an iconic baroque landmark, houses a significant collection of Austrian art, offering a glimpse into the nation's artistic heritage.

## Visit to the Embassy of Türkiye in Vienna

A visit to the Embassy of Türkiye in Vienna provides an understanding of diplomatic relations between Türkiye and Austria.



## Visit to Kahlenberg Hill

Kahlenberg Hill provides panoramic views of Vienna and its surroundings, serving as a historical site and a natural vantage point for understanding the city's topography.

## Visit to Schönbrunn Palace

Schönbrunn Palace, a splendid example of baroque architecture, features vast, beautifully landscaped gardens and lavishly decorated interiors, showcasing the grandeur of Austria's royal legacy and historical splendor.





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