



“I-AM” INCLUSIVITY AND MEDIA

INFORMATION ABOUT THE PROJECT
(Extended)



What is Inclusivity and Media?

COONTEXT OF THE PROJECT:

I - AM is an Erasmus + project that brings together five schools across the European continent. The project is centred around the theme of 'Inclusivity and Media' (I-AM). Participants investigate the role that the media have played in restricting and impeding the way that diversity is viewed, as well as looking at ways that the media can be used as a powerful tool to promote acceptance and equality for all.

AIMS OF THE PROJECT:

- To understand the causes and effects of exclusion and prejudice in our society derived from identities.
- To investigate the roles that the media play in promoting and/or damaging inclusivity.
- To recognise the importance of social inclusion.
- To generate creative solutions through various forms of communication.
- To develop and learn technological skills.
- To create and develop an intercultural dialogue.
- To develop skills of inclusion-solving and adaptability.
- To acquire social, civic and intercultural competences.
- To promote democratic and fundamental rights.
- To develop leadership skills

DESCRIPTION OF THE ACTIVITIES AND METHODOLOGY TO BE USED

Over the two-year project, each school in the partnership is hosting a meeting. These meetings allow our students to continue to build new international relationships and develop interpersonal skills, whilst increasing their engagement and understanding of the topic on Inclusivity and Media. At every meeting, there is time for more academic workshops and collaborative learning in school, as well as time to explore the local area and places of historical and cultural importance. An important part of this experience for students is of course hosting and being hosted by other students in their families, which in itself provides an opportunity for personal growth and new experiences.

Some of the methodologies to be used in programme include:

- Task-based learning.
- Developing skills in training activities.
- Visual presentations to reflect and disseminate student experiences
- Surveys.
- Comparative studies.
- Dissemination activities (writing newspaper articles, producing TV videos, etc.)
- Interviews with journalists and officials.
- Visits to local institutions/organizations such as television stations.
- Lectures/presentations.
- Visits to places of historical and cultural importance.
- Expert lectures and talks on media and inclusivity.

LONG TERM IMPACT/BENEFITS

- Participants in the project will have an increased social awareness of how the media promotes inclusivity.
- Improved ICT/digital media, and communication skills.
- Enhanced entrepreneurial spirit.
- Improved language competence.
- Active European citizenship.

Participant Schools

Tolworth Girls' School and Sixth Form (London, UK)

It is an all-girls secondary school with a mixed Sixth Form in south west London (UK). They bring their experience in international partnerships to lead this project. The school embraces the multicultural nature of its students and of the city of London and aims to share its important values of tolerance and acceptance of diversity.

Fördegymnasium Flensburg (Flensburg, Germany)

It is a co-ed grammar school offering general secondary education. Students come from different social backgrounds and the area has lately become a regional centre for refugees mainly from Arabian countries, which has caused a special awareness of diversity and inclusion. They share their expertise in this area, as well the area inclusion of emotionally and physically challenged students, as the school has a special unit for these particular students.

Jesuïtes Gràcia – Col·legi Kostka (Barcelona, Spain)

It comprises 1,480 students and is a 0-18 co-ed school located in the Gràcia district of Barcelona (Spain). Its team aims to train students in competences, awareness, compassion and commitment to make them integrally prepared for a changing society. The school is part of a Catholic network of worldwide and regional social centres with a vested interest in offering support to a number of vulnerable groups in society, providing a strong link with the project theme of democracy as well as inclusion, empowerment and active citizenship.

German Theoretical High School "Johann Ettinger" (Satu Mare, Romania)

It was founded is for the German minority and all those who want to study in German and to know the German culture. Minority students bring their values, language and culture to classes, which enrich educational environments. This will hopefully extend to international students taking part in our project.

Istituto di Istruzione Superiore (IIS) "G. Mazzatinti" (Gubbio, Italy)

It is a co-ed State High School attended by 801 students offering five different courses: Art Lyceum, Classical Lyceum, Human Sciences Lyceum, Scientific Lyceum and Sport Lyceum. The school enjoys a number of connections with outside bodies such as the NHS in Italy and encourages an outward focus to allow students to participate as active members of society.

OTHER INFORMATION

Main objective of the Project: Exchange of Good Practices

Project Title: Inclusivity and Media

Project Acronym: I-AM

Project register: 2019-1-UK01-KA229-061471

Project Start Date: 01-09-2019

Project Total Duration: 24 months

Project End Date: 31-08-2021

National Agency of the Applicant Organisation:

UK01 British Council, in partnership with Ecorys UK – British Council

Language used in the project: English



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