



SALZBURG
GLOBAL
SEMINAR

SESSION
BRIEFING

Salzburg Academy on Media and Global Change Civic Voices: Justice, Rights, and Social Change

July 20 to August 9, 2014

Schloss Leopoldskron, Salzburg, Austria

Salzburg Academy on Media and Global Change

Civic Voices: Justice, Rights, and Social Change

Why this topic and why now?

The Salzburg Academy on Media and Global Change is a multi-dimensional initiative that provides curricular materials, training and support for journalism schools, programs and classrooms across the world. It is organized through a network of participating universities in China, East Africa, the Middle East, Eastern Europe, the UK, Latin and North America and brings together expert Faculty and around 70 students, from undergraduate to Ph.D level.

The Academy's objective is to lead the creation of global media literacy curricula, multimedia stories, and comparative research, and to become a leading hub for global media education in the 21st Century. The curriculum developed over the past six years has led to the publication of *News Literacy: Global Perspectives for the Newsroom and the Classroom* by Academy Director, Paul Mihailidis. Students work in international teams and across disciplines.

Key questions to be address by students include:

- How do news media affect our understanding of ourselves, our cultures and our politics?
- How can we use media to better cover global problems and better report on possible solutions?
- How can media literacy make students more engaged citizens?

Each year, participants build web-based and downloadable lesson modules on how global media cover issues of critical importance. Past topics have included Terrorism, Climate Change, Religion and Civic Voice and Protest.

The overarching themes in 2014 will be "Civic Voices: Justice, Rights, and Social Change". Students will identify emerging challenges to civic rights and justice in their respective communities and analyze how digital culture and media supporting social progress in a more globally connected world. This work will emerge in the form of case studies of community change, and instances where civic activism helped bring forth the marginalized and oppressed voices around the world. This year, the Academy will be working with the Media for Change initiative launched by the University of Miami and newly formed Global Engagement Lab at Emerson College.

"There is no global issue, no political arena, no academic discipline in which the statement of problems and the framing of possible solutions are not influenced by media coverage."

- Prof. Susan Moeller,
Faculty, 2007 onwards

THE SALZBURG ACADEMY
ON MEDIA AND GLOBAL
CHANGE IS JOINT
INITIATIVE BETWEEN
SALZBURG GLOBAL
SEMINAR AND THE
INTERNATIONAL CENTER
FOR MEDIA AND THE
PUBLIC AGENDA



MORE *info.* ON THE MEDIA ACADEMY
[www.salzburgglobal.org/
go/MediaAcademy](http://www.salzburgglobal.org/go/MediaAcademy)

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Chinese University of Hong Kong

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Daystar University Kenya

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STUDENT TESTIMONIAL



Sofia Lanus

*Salzburg Academy Student 2012
Pontificia Universidad Catolica
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“ It is unbelievable to think that a seminar in Salzburg could change your life. Well, it did for me. In the great Schloss Leopoldskron, I found a place where stereotypes are forgotten, and little by little, you leave your comfort zone. You realize that friendship is not about knowing a person for years, it is about the connection you make with them. The teachers guide you and introduce you to whole new perspective in news coverage and how you, in your country, in your small place, could change the world. ”

FOR MORE info. PLEASE CONTACT

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Why Salzburg?

Ever since the first Fellows walked through the gates of Schloss Leopoldskron in 1947, education has been a distinct part of Salzburg Global Seminar's mission. Education for global citizenship and change was at the center of Salzburg Global's visionary goal when it was founded by three young Harvard students at the end of World War Two (as the Salzburg Seminar in American Studies), even if the terminology may have been different at the time using the language of reconciliation, international understanding and collaboration.

The Seminar was founded on the notion of bringing young leaders together to broaden their understanding about the factors, forces and systems that shape the world in which they live, in order to equip them with the impetus to create more lasting, sustainable, and peaceful societies. More than sixty years later, this noble vision still drives our work and it is at the heart of our Academies program – and indeed all of Salzburg Global's programs.

Whilst we believe in the power of individuals – young and old – to make small ideas bigger and change the world one relationship at a time, we also believe in institutional change and the value of educational institutions in helping to create the next generation of globally aware and critically thinking leaders. Thus the Seminar's Academies aim not only to instill change in its student participants, but also in the institutions from which they come.

As the world becomes ever more interconnected, the world needs global citizens and Salzburg Global Seminar is – as it was in 1947 and still is now – working with individuals and institutions to meet this need.

FOR MORE *session info*.

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TO *register for the session*

PLEASE VISIT:

www.SalzburgGlobal.org/go/MediaAcademy

FOR MORE *general info*.

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