

Project Description

Purpose and Objectives

Please explain the overall purpose of the proposed project. What are the specific objectives that you aim to achieve? Specifically, how will the problem(s) be solved or the situation be improved as a result of the project? Why have you chosen the specific activities outlined in Section I to help you achieve those goals? (maximum 500 words)

The purpose of this project proposal is to advance knowledge in the field of media and media culture, to raise awareness about fake news and misinformation, and raise awareness of the importance of media literacy and culture among students at the Faculty of Educational Sciences. We will realize this general goal through the following individual goals:

- Improvement of the curriculum Education and media culture, which is an optional subject of all study programs at the Faculty of Educational Sciences, and
- Improving students' competencies for media literacy through an interdisciplinary approach and a cross-curricular approach to other subject programs that have topics and contents related to the media for the following subjects:
 - o Sociology of Education (I and II semester),
 - o Philosophy of Education (I and II semester),
 - o Teacher Education and Professional Development (V semester),
 - o Education and Media Culture (IV semester)
 - o Comparative Pedagogy (VIII semester)
- We expect from 25 to 50 students approximately

We will achieve these goals through:

- consultation of relevant literature and positive international experiences of curriculums,
- creating topics in the indicated subjects (two topics from the curriculum),
- publication of an electronic handbook for the subject Education and media culture, available free of charge for the students of the UDG e-library.

Engagement of student bodies

How do you plan to engage students and student bodies during the planning and implementation of the proposed activities? Include quantitative data (maximum 300 words)

- student research on the influence of media on the profession,
- student research under the mentorship of professors on the influence of the media on current topics (bullying, aggression, stereotypes, prejudices, fake news, discrimination),
- full involvement of students in preparation

These researches will be part of the mentioned electronic handbook for students of all study programs at the Faculty of Educational Sciences (preschool education, primary school education, pedagogy, social pedagogy...)

Sustainability

How will you ensure the sustainability of the implemented activities beyond this project?
(maximum 300 words)

- Creation of an electronic handbook as mandatory literature,
- Starting the procedure for creating a mandatory subject (which is currently an optional subject),
- Advanced competencies for media culture and literacy among future preschool educators, teachers and pedagogues.

Limitations

Do you foresee any administrative barriers in the planning and implementation of activities? If so, explain what kind and how you plan to overcome them. (Maximum 300 words)

- Administrative barriers are possible in the part of transformation of the subject from optional to mandatory.

Section 1: Project Activities and Timeline Worksheet

Please describe in concrete terms the activities you plan to carry out to execute your project and the order in which you plan to implement them. Please complete the project activity table and timeline sheets (Annex A)

1. Research of relevant literature and international experiences (online, offline sources)
 - This activity implies the research of reference sources for media literacy at teachers' faculties, the contents that are studied there, the program and the method, the form in which it is carried out
2. Two empirical researches of the students and data processing
 - To examine the level of media literacy, prior knowledge of students, which will allow us to see the impact once these contents are introduced
3. Creation of at least two topics (contents) from the field of media culture and literacy, in each of the indicated subject programs (Sociology of Education, Intercultural education, Philosophy of Education, Teacher Education and Professional Development, Education and Media Culture, Comparative Pedagogy), which will also be part of the electronic handbook on the subject Education and media culture).
 - **Phylosophy of education:**
 - *What is truth, philosophical and logical inquiry.* Logical - philosophical analysis of the concept of truth, the process of arriving at the truth, the criterion of truthfulness, the distinction between truth and lie, as a theoretical basis for arriving at the truth through the media.
 - *Four steps inquiry of media literacy: access, analysis, evaluate and action.* These steps provide framework for the news in different forms and in different media.

- *Media, politics and ideology.* Relationship between true, facts and ideological biases. Distinction between facts and political ideological biases. Facts, truth and political and ideological biases.
 - **Sociology of Education:**
 - public, public opinion
 - media in mass society
 - mass media, mass culture - consumer culture
 - violence and discrimination in the media
 - **Intercultural education:**
 - the role of the media in building an intercultural society
 - the media and their function in overcoming cultural differences, ethnic prejudices and stereotypes, building peace and tolerance
 - **Comparative pedagogy:**
 - *Media literacy in the study programs for initial teacher education in Europe.* Comparative study analysis on the study programs for media literacy at the institutions who prepare kindergarten and primary school teachers in Europe
 - *Media literacy in the study programs for initial teacher education worldwide.* Comparative study analysis on the study programs for media literacy at the institutions who prepare kindergarten and primary school teachers worldwide
 - **Education and Media Culture:**
 - Radio TV shows
 - Publications for children
 - Internet
 - TV Show
 - Movie
 - Theater
 - Theater show
 - Telephone
3. Writing, editing and publishing the electronic handbook. Each of the topics (6 subjects/ courses with two newly developed topics = 12 topics), created for the subjects/courses, will be part of the content of the courses, and also, will represent the complete content of the newly created manual for the subject of Media Literacy.

**Please do not change the formats and fonts of the table.*

[Proposed Activities]

Description of Activities	Implementation plan	Start Date	End Date	Expected Results (Outputs/Outcomes)
Research of relevant literature and international experiences (online, offline sources)	Literature consultation Collection of experiences	1.9.2023	1.10.2023	- acquiring knowledge for improvement and changes in the curriculum
Two empirical researches of students and data processing		1.10.2023	15.11.2023	
Creation of two topics (contents) in the field of Media culture and literacy in each of the indicated subject programs (Sociology of Education, Philosophy of Education, Education and Professional Development of the Teacher, Comparative Pedagogy, Education and Media Culture), which will also be part of the electronic handbook for the subject Education and Media Culture),		15.11.2023.	15.2.2024.	
Writing, editing and publishing the electronic handbook.		15.1.2024.	01.04.2024	

Section 2: Project Beneficiaries and Location

List in the table below the target groups that will benefit from this project. Identify the % of women, persons with disabilities, youth, and ethnic minorities, **where applicable**.

<i>Beneficiary target group</i>	<i>% of women</i>	<i>% of youth</i>	<i>% of ethnic minorities</i>	<i>How will each of these groups benefit?</i>
Students at the Faculty of Education Sciences	90	10	10 (Roma, Turks, Vlachs (Romani) and others)	Raising awareness and competencies, especially of women who are gender imbalanced in the media, as well as other ethnic communities who are often subject to various stereotypes and prejudices.

Name the town(s), city(ies), or region(s) where the project will take place.

[Towns and cities where the project will take place]

Shtip, South-Eastern Macedonia, where the largest number of students come from.

Section 3: Partnerships with civil society and institutions

Please share what kind of partnership with civil society and institutions you will seek out to strengthen your project goals and objectives. (maximum 300 words)

- Elementary schools and kindergartens from the municipality of Shtip,
- Center for Public Relations at UGD-Shtip

Section 4: Budget

Please attach the anticipated budget. Complete **Annex B - Budget Template** and follow Budget Guidelines found on the last page of this application form (Annex C). All budget expenditure should be shown in USD.

ANNEX C: BUDGET GUIDELINES

Please complete *Annex B - Budget Template*. The guidelines below will provide you with a description of what costs are to be included in each of the line items, and the detail required. All budget expenditure should be shown in USD.

- a. **Rent** - Includes rental of space for the project related events/activities.
- b. **Supplies** - Includes purchases of supplies, such as paper, pens, folders, flash drives, and other office consumables for use in the project.
- c. **Travel** - Includes transportation costs for local travel and incidental expenses incurred for travel on official business related to the project.
- d. **Other Direct Costs** - Includes any direct costs other than the ones mentioned **under** the above cost items. Items such as printing costs; training, seminars, meetings, and conference expenses, equipment rental, coffee breaks and meals, etc.);
- e. **Unallowable Costs** – The following expenses categories are **unallowable** under the Project and should not be included in the proposed budget:
 - **Entertainment** – Banquets, awards ceremonies, and meals for persons not in a travel status, tickets to shows or sporting events, and alcoholic beverages are not allowable.
 - **Capital improvements** – The use of the Project’s funds for renovations or improvements to buildings, land, or equipment is prohibited.
 - **Other** – Any expense that is not directly related to the program or project is unallowable. Gifts, gratuities, commissions, donations, fines, and penalties are not allowable expenses under the Project.
 - **“Miscellaneous” and “Contingency”** – These types of costs are not allowed. All costs must be detailed in the budget in order to be allowable.