

UniTWIN online workshop
INCORPORATING THE GENDER PERSPECTIVE
IN THE TEACHING OF COMMUNICATION & JOURNALISM
IN THE EUROMEDITERRANEAN REGION
for people teaching in higher education including PhD students
February - March 2021

CALL FOR PARTICIPATION

Context

This workshop responds to the need identified by UNESCO, as well as the universities that make up the [UniTWIN Network of Universities in Gender, Media and ICTs](#), to encourage new generations of journalists and media professionals, including those working on digital platforms, to develop a gender-sensitive perspective so that they can incorporate this dimension in their professional work. This ambition aligns well with and supports UNESCO's overall gender mainstreaming strategy.

The **objective of the workshop** is to provide university teachers and PhD students in media, journalism and communication with the tools to enable them to **incorporate a gender-sensitive perspective in their teaching and learning**. It also aims to provide educators from Europe and Africa with **access to a number of online resources** - in particular the UniTWIN Syllabi '*Gender, Media and ICT. New approaches for research, education and training*' - and to **share experiences and good practices**, so as to foster educational partnership and promote gender equality in media and journalism education, bridging European and African academic communities.

The workshop is also conceived as an opportunity to partner with NGOs that operate in areas of international cooperation around freedom of expression and communication rights with a focus on gender aspects (**FOJO Institute** and **Free Press Unlimited**). Furthermore, the workshop will run in parallel with a similar initiative coordinated by the Permanent Conference of Public Broadcasters in the Mediterranean (**COPEAM**) in the context of the **Council of Europe's North South Center**, which will address the same issues through a series of seminars aimed at journalists and NGO members from the Mediterranean region. Finally, follow up activities are being planned at international conferences like the **International Association for Media and Communication Research** (IAMCR, July 2021) and the **European Consortium for Communication Research and Education** (ECREA, September 2021).

It is clear that the media, including via digital platforms, can play a key role both in reproducing gender inequalities and in promoting equality between women and men, thus supporting democratic developments. Therefore, this initiative can directly contribute to the achievement of Section J of the Beijing Platform for Action, as well as the Sustainable Development Agenda, Goal 5 "Achieve gender equality and empower all women and girls" and Goal 16.10 "Public access to information and fundamental freedoms."

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A new participative training for educators, teachers, PhD students in media, communication and journalism

WHAT: The workshop “Incorporating The Gender Perspective In The Teaching Of Communication & Journalism In The EuroMediterranean Region” is a **participative international training action**, open to interested educators and free of charge.

WHERE: Online.

WHO: It is open to higher education personnel: 1) educators; 2) teachers; 3) PhD students in media, communication, journalism from European (Council of Europe Member States) and African countries.

HOW: Sessions will be mostly of a conversational/highly interactive nature, with the goal of exchanging practices and sharing ideas on how to use research and available resources to develop thematic modules, including different formats and activities.

WHY: It aims to 1) engage more university educators in teaching gender and share practices and 2) expand their networks of collaboration on gender-related issues.

Organization of the training

- **Venues:** three online synchronous sessions through Zoom platform; ongoing asynchronous access to Moodle platform (February - March 2021)
- **Duration:** 3 hrs per session
- **Coordination:** University of Padova in collaboration with UniTWIN members from Europe and Africa
- **Languages:** English proficiency is required, but other languages (French, Spanish, Arabic...) are welcome as relevant for group activities (note: *a good level of written and spoken English is mandatory*)
- A **final certificate** will be delivered to the participants upon completion of the programme

Structure of the training

The training will be offered **ONLINE**, and is composed of three afternoon sessions: **February 17, March 2 and March 16.**

In the course of the workshop, building on the UniTWIN Syllabi ‘*Gender, Media and ICT. New approaches for research, education and training*’ and other available resources, participants will:

- interact with colleagues in a trans-cultural setting;
- elaborate ideas towards developing educational materials and modules;
- create short case studies based on their own experiences;
- identify pillars for gender aware media and communication education (principles, themes, methodologies).

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This workshop will lead to the definition of basic elements of teaching modules (theoretical approach, content and materials, educational formats) to be further elaborated by participants and proposed for adoption at their university institutions.

ONLINE SESSIONS

1) FEBRUARY 17, 2021 - 16-18.30 CET

This session will **introduce a set of international certified resources** that can support the ideation, development and conduct of educational activities in gender, media and communication:

- the UNESCO [UniTWIN Syllabi 'Gender, Media and ICT. New approaches for research, education and training'](#);
- the [UNESCO Gender Sensitive Indicators for the Media](#);
- the [AGEMI platform](#) (Advancing gender equality in media industries);
- the [GEM dataset](#) (Comparing gender equality in media across the world);
- the [FPU Gender resource guide](#);
- the [GMMP Project](#) and reports;
- [GAMAG publications](#) and position papers;
- national initiatives identified as good practices (*Mediating Women* from Malta).

Goals: to provide info about the global context of gender and media inequalities and introduce resources that have been developed to address those interconnected issues through a holistic approach; and create conditions for sharing perspectives and experiences in view of networking during and after workshop

This event is jointly organized with COPEAM in the context of the Council of Europe North South Center.

2) MARCH 2, 2021 - 14.30-17.30 CET

In due consideration of the overall goals of this training activity, and of the previous experience and expertise of participants, **this will be a discussion session**. Through interactive activities, participants will be invited to introduce themselves, their educational experience and the challenges of teaching gender in their specific context. The session will offer an opportunity to collectively consider how best to include available resources into teaching activities, and how to benefit from international support and collaborations. Activities will include:

- Brainstorming about contextual challenges of integrating gender in communication education and around the components of existing/possible educational modules (different forms and practices based on participants experiences and specific contexts);
- Activity to help participants identify themes related to gender and media to be further developed into the design of teaching modules;
- Participants invited, in small groups, to develop ideas for the design and conduct of teaching modules before the next meeting. Instructions provided.

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Goals: encourage participants' self-reflection on their own educational practices and needs; look into multiple possibilities for innovation in teaching and learning in relation to engendering media and communication education.

3) MARCH 16, 2021 - 14.30-17.30 CET

The last session will offer an opportunity to participants to receive feedback on their initial design for education modules, and also expert advice on how to proceed, particularly in relation to specific themes and in view of building transnational collaborations.

- Participants to present, in small groups, ideas for the design and conduct of teaching modules elaborated on the basis of previous sessions;
- UniTWIN team to engage in dialogue with groups, offering expert advice for further development of initial module design;
- Closing interactive activity to define next steps in view of supporting educational design and implementation, and of strengthening communication and networking mechanisms between all participants.

Goals: allow participants to gain and maintain ownership of their plans for future development of educational modules while creating conditions for ongoing exchange, support from a distance in module implementation, and possible development of teaching partnership.

Expected results

- at least 20 educators from across the EuroMediterranean regional trained in gender-aware media and communication education;
- 4 to 6 ideas and basic design for newly developed modules for gender-aware and gender-transformative education in media and communication;
- a list of case studies/good practices to be included in teaching modules;
- a list of (at least) 10 principles, themes and methodological elements to be included in a *Gender-sensitive Media Education Manifesto*;
- a more consolidated UniTWIN Network for Gender Media and ICT, and suggestions to further expand the network, particularly in the African context.

Applications

Interested people must fill in this Google form:

<https://docs.google.com/forms/d/e/1FAIpQLScw1GMF4pmjM0kR7GAJhuHuFQtNxjEwlvE5VPmefxnQCB2QMQ/viewform>

Deadline for registration: February 14, 2021.

Contact for information: giuliazaghini@gmail.com

Participants are expected to engage in the whole training process.



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Project coordinators and partners

Coordinator

Professor Claudia Padovani (co-chair of UniTWIN Network on Gender Media and ICT, University of Padova)

UniTWIN members

- Alice Baroni, Marco Scarcelli & Giulia Zaghini (University of Padova, Italy)
- Brenda Murphy & Louiselle Vassallo (University of Malta, Malta)
- Karen Ross (University of Newcastle, UK)
- Maria Edstrom (University of Gothenburg, Sweden)
- Melisew Dejene (Hawassa University, Ethiopia)
- Patricia Núñez & Francisco-José Garcia-Ramos & Lucia Vázquez Rodríguez (Complutense University Madrid, Spain)
- Rosa Torres and Covadonga Ordonez (University of Alicante, Spain)

Partners

- University of Padova Elena Cornaro Center for Gender Studies (Italy)
- FOJO Institute, Gothenburg (Sweden)
- Free Press Unlimited (The Netherlands)
- Mediating Women (Malta)