



## CALL FOR PARTICIPANTS



### RE>vision Europe: Media literacy as a tool for intercultural understanding

**Belgrade>Serbia**  
**16/25 March 2011**

This workshop is designed to enable youth workers and young people from EU and neighbouring countries to use critical examination of media as a tool for fighting prejudices and xenophobia as well as understanding the potential of media in promotion of youth activism, cultural diversity and social awareness. The basic concept of the workshop is that critical understanding of popular media can have a material effect on the world we live in. Apart from discussions and expansion of theoretical input on the power of media in youth activism, through this eight day training course, the participants will have a chance to gain hands on experience in video making, editing, and discover best practices in media education and creativity for youth.

#### Who is eligible to apply ?

Youth workers and  
activists  
from>Greece,  
Romania, Croatia,  
Slovenia, Italy ,  
Montenegro,  
Turkey, Bulgaria  
and Serbia\*

#### How can I apply?

The outcome of the workshop, apart from the video productions, will be modules for one day media workshops with support tips and resources on how to make a media training in your own community!

Interested organisations and individuals please:  
> carefully read the following call,

> **fill in the APPLICATION FORM** > Download it [HERE](#)>

[https://docs.google.com/viewer?](https://docs.google.com/viewer?a=v&pid=explorer&chrome=true&srcid=0B8RJp9WVfJkpNmRjNTc0MjktZTY2ZC00NjhmLWE3YTctY2U2YWQ3MDJiZWVi&hl=en)

[a=v&pid=explorer&chrome=true&srcid=0B8RJp9WVfJkpNmRjNTc0MjktZTY2ZC00NjhmLWE3YTctY2U2YWQ3MDJiZWVi&hl=en](https://docs.google.com/viewer?a=v&pid=explorer&chrome=true&srcid=0B8RJp9WVfJkpNmRjNTc0MjktZTY2ZC00NjhmLWE3YTctY2U2YWQ3MDJiZWVi&hl=en)

> and apply **NOT LATER THAN February 25, 2011** by sending the application form to Vega mail box ([vegayc@gmail.com](mailto:vegayc@gmail.com))

Since there is limited number of places, early applications will be appreciated.

If you have any other questions, please contact us>

**Vega Youth Center**

**Bulevar Kralja Aleksandra 93, 11000 Belgrade, Serbia**

tel/fax: + 381 11 24 22 347

e/mail: [vegayc@gmail.com](mailto:vegayc@gmail.com)



## RE>vision Europe: Media literacy as a tool for intercultural understanding

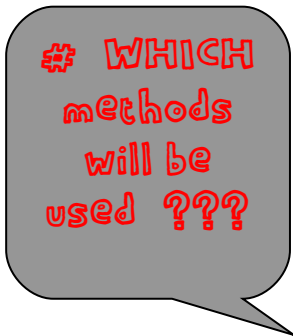
**Organizers:**  
VEGA Youth Center  
[www.vega.org.rs](http://www.vega.org.rs)



The contemporary culture is characterized by the emphasis on visual media as generators and interpreters of the world that is surrounding us. People are often not aware of the input and the influence visual media communication has on the way they define themselves, their friends and acquaintances, and the world they live in. Visual images are an important channel through which ideologies are re/mediated and onto which ideologies are projected. Therefore, passive consuming of media can result in the reinforcement of stereotypes, emotional inertness towards social events and alienation.

In order to get a critical standpoint towards the transmitted messages, it is essential to be able to understand the way they are created.

One of the aims of this workshop will be focusing on the growing or persisting feelings of nationalism and xenophobia, as transmitted and reinforced through popular media. In most cases, the discourse of nationalism functions through exclusion of cultural diversity and reinforcement of prejudice, fear and denial of the “others”. We will compare and analyse media materials that strive to reinforce the “national” stereotypes from different European countries and use the concept of European/international citizenship to discuss possible ways to “think outside the box” and create messages that are more inclusive and respect the universal values of humanism.



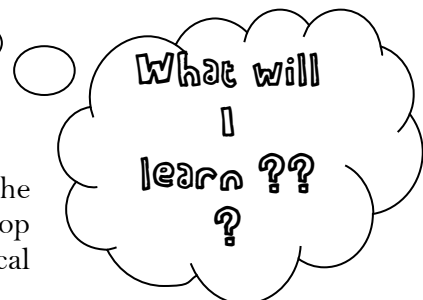
The methodological approach is based on the concept of intercultural, critical and dialectic non formal education.

It also describes an intentional outcome, the goal of which is to enable the participants to “read,” “write,” and “rewrite” the world through making media, and to encourage them to see themselves as active agents, able to shape their own identities, experiences and histories.

The participants will be actively involved in the preparatory phase of the workshop by preparing small assignments (media research), guided by the trainers/mentors.

During the workshop they will learn the basics of media literacy education through analysis of mass media and creative media/video production.

Besides the video clips participants will make, the outcome of the training will be the design of a module media literacy workshop that will be implemented by the participants in their local communities, as a follow up one day activity.





Due to financial reasons we are only able to reimburse the participants from the following countries> **Greece, Romania, Croatia, Slovenia, Italy, Montenegro, Turkey, Bulgaria and Serbia.**

**# WHO can participate in the workshop ???**

Skills/ Technical requirements needed from the participants>

We expect curious and creative people, with genuine interest in youth work and media. Through the project cycle, the participants will actively engage in the preparation phase, as well as during the activity implementation.

**# WHEN and Where will this workshop be implemented ???**

## > PRACTICAL DETAILS

**Dates> 16/03/2011 to 25/03/2011**

You are expected to arrive on 16. March 2011 after 1200 pm and depart on 25 march, after breakfast until the evening.

**!Please note that we do not accept late arrivals or early departures.**

The participants will be hosted in the extraordinary, floating Arkabarka hostel/ a wooden raft/house on the river Danube in a beautiful park in the centre of Belgrade, Serbia.



More info about the venue> [www.arkabarka.net](http://www.arkabarka.net)

More info about Belgrade>

<http://wikitravel.org/en/Belgrade>

<http://www.beograd.rs/cms/view.php?id=220>

**# WHICH expenses will be covered ???**

Apart from **food and accommodation** during the workshop, the programme can refund up to **65 % of your travel costs**, if you participate in the whole training.

Choose the cheapest way of travelling and buy return tickets.

You must keep all your tickets, boarding passes and receipts (originals). **ONLY** if you have the travel tickets, boarding passes and receipts we are able to reimburse your travel costs. See the table below for the highest price from which we will reimburse you full 65%.

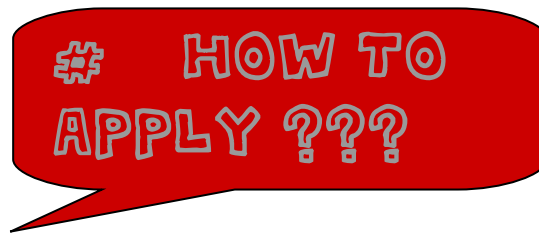


## !Participation fee

We ask you to contribute to the costs of organizing this activity. The participation fees according to countries are also detailed in the table below.

Country	Max.travel cost (100 %)	Max. refund (65%)	Participation fee
Greece	80 €	52 €	50 €
Slovenia	100 €	65 €	50 €
Romania	90 €	58,5 €	30 €
Bulgaria	60 €	39 €	30 €
Croatia	60 €	39 €	30 €
Montenegro	60 €	39 €	30 €
Turkey	550 €	357,5 €	50 €
Italy	450 €	292,5 €	50 €
Serbia	Not applicable	Not applicable	30 €

Send the filled in application form to Vega youth center until **February 25, 2011**



You will find the application online

<https://docs.google.com/viewer?a=v&pid=explorer&chrome=true&srcid=0B8RJp9WVfJkpNmRjNTc0MjktZTY2ZC00Njh mLWE3YTctY2U2YWQ3MDJiZWVi&hl=en>

Send it to our inbox

[vegayc@gmail.com](mailto:vegayc@gmail.com)

The selected participants will be contacted with more details on preparation and practicalities.



Thank you and **see** us in Belgrade!