

Visual Narrative / Media Literacy



GENERAL INFORMATION

Trainer: Martin Jelinek



Number of participants: 5-25 people

Language: English

COURSE CONTENT

Description:

This workshop provides for practical and inspirational session, presenting new and business centered tendencies in marketing and branding, it will also teach you how to provide nurturing context for the audience and how to become a better communicator and also a visual storyteller/seller in this ever growing media and digital era where the attention span of audiences shortens rapidly.

Aims and objectives:

As community leaders, you will have the opportunity to speak out on important issues. You may be called upon to speak as experts about various issues. Public awareness is a must if your programs are to continue. Media is a key to overall success.

Learning outcomes:

Media Relations and Literacy, Visual StoryTelling, Adopting mass communication principles, the basics of media advocacy.

Target group:

All teachers / middle school to university level

Required language level of the participants: English, B2

Duration: 35 lessons, 7 days

Schedule*



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|------------------|---|
| SUNDAY | <ul style="list-style-type: none">• Get to know each other with trainers and the other participants and location of the course, warm up |
| MONDAY | <ul style="list-style-type: none">• A picture says a 1000 words |
| TUESDAY | <ul style="list-style-type: none">• Attention Span |
| WEDNESDAY | <ul style="list-style-type: none">• What to Say, How to Say It, When to Say Nothing at All |
| THURSDAY | <ul style="list-style-type: none">• Camera Check |
| FRIDAY | <ul style="list-style-type: none">• Staged Interviews |
| SATURDAY | <ul style="list-style-type: none">• Recorded Hungary Expert Interviews and Presentations• Compulsory relationship building program, evaluation, handing over diplomas,• Closing of the course |

* Notes:

- the schedule describes likely activities but may be modified in accordance with the requests and needs of the participants;
- presentations of the participants' schools may be divided up and take place after the breaks on each day of the course.

ADDITIONAL INFORMATION

Certificates awarded:

Certificate of Attendance, Europass certificate and/or Learning agreement complement

Price: EUR including course, Erasmus+ documentation and a cultural activity

Location:

Date:



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