



SUMED - Sustainable multidimensional media education contents

Curriculum Design Workshop for educators: 'How to embed green media content in curricula' –
Monday, June 5th 2023 online learning lab 1:00 pm – 4:00 pm

Zoom:

<https://us02web.zoom.us/j/83888960356?pwd=WmJ6d0xRRUJzWGIDYnVuNUpOWIVTQT09>

PROGRAMME

1:00 pm-1:50 pm:

Workshop: 'Sustainability, Creativity and Pedagogy in Teaching Eco-Screenwriting' - Monika Maslowska, PhD (University of Malta)

2:00 pm-2:50 pm

Workshop: 'Media, education & social responsibility' - Ewelina Gutowska-Kozielska, PhD (University of Gdansk)

3:00 pm-3:50 pm

Workshop: 'Creative teaching and modern teaching tools' - Magdalena Bulińska, PhD (University of Gdansk)

3:50 pm-4:00 pm

Summary and discussion

DESCRIPTION OF WORKSHOPS

'Sustainability, Creativity and Pedagogy in Teaching Eco-Screenwriting': Monika Maslowska, PhD (University of Malta)

"Going green" inspires and educates the world of screen production by creating and promoting sustainable working practices. By reducing the environmental impact of filming essentials such as transport, construction, lighting and catering. "Going green" leads screen productions into a greener way of life, but what does it mean for us, the screenwriters and screenwriting teachers? How can we contribute to "going green"?

The workshop will explore:

- a better understanding of creativity and sustainability in script development, story design, story world, and character development in green filmmaking

- climate change and ecology that can be woven into any genre or storyline
- eco-critical thinking and sustainability issues in creating screen narratives
- the creative sustainability process from the point of view of the screenwriter training and integration
- research collaborations that allow students/scriptwriters from the humanities to team up, through projects, with students from the science and social science disciplines
- the ability to navigate between green marketing and greenwashing
- the screenwriters write in different geographical locations and – cultural locations, but their works engage with the ways ecological considerations extend and flow across the borders

Bio note

Monika Maslowska is a screenwriter, script development expert, script supervisor, mentor and educator based in Malta. She teaches screenwriting and screen production at the University of Malta and the Institute for Education (Malta). She also collaborates with the Ministry for Sport, Youth, Research and Innovation training media literacy teachers and young adolescents in cinematic writing.

'Media, education & social responsibility' - Ewelina Gutowska-Kozielska, PhD (UG)

How media can provide a great platform for education & contribute to CSR.

Media content can be used for educational purposes & thus contribute to the development of critical thinking as a part of CSR. Media texts can be used for educational purposes in two ways - one, some of them have been created for that purpose, others - when audiences are equipped with proper tools can be used for education independently of the fact whether that was the reason for their creations in the first place. We must remember about the fact that the profile of the recipient, the way of perceiving the world by young people has changed. Students gain knowledge mainly from the media, so it is important to educate them using messages they know. We must use platforms that are of interest to our students to teach them the content that is of interest to us.

Bio note

Ewelina Gutowska-Kozielska is an Americanist, interested in culture and media, a researcher of constitutive rhetoric and feminism. She worked as the director of the Institute of English and American Studies of the University of Gdańsk, and then Vice-dean for student affairs at the Faculty of Philology. Educator, deputy director of the alternative school Żyrafia Osada in Gdańsk, a school that does it differently. A nature and books lover, mother, wife and friend.

'Creative teaching and modern teaching tools' - Magdalena Bulińska, PhD (UG)

The aim of the workshop is to introduce modern teaching methods and tools aimed at developing among students the competences defined as future competences (including creativity and innovation, teamwork skills, independence and self-education, critical thinking, problem-solving skills, sensitivity to culture and diversity, sustainable development). During the workshop, we will share experiences in the field of modern teaching methods and their potential use in the context of media education, in order to increase the effectiveness of the teaching process and motivate students to actively participate in the education process.

Bio note

I am an English and Iberian Studies graduate of Interfaculty Philology at the University of Warsaw. I have been affiliated with the University of Gdańsk since 2013 and have been working as an assistant professor in the Department of Iberian Studies since 2019. I defended my doctoral thesis in literary studies, researching proper names in American borderland women's literature. My research interests include women's borderland literature and literary translation. Another important area of my work and interests is quality education. I am a tutor and cooperate with the University of Gdansk Center for the Development of Teaching and Tutoring by conducting courses and training for university staff.