

Building Intercultural Triangle: Students' Views Over US- Lithuanian-Russian Collaborative Module

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Background Information

- Module “The Power of Media” integrated into a fully online graduate course (ETAP 638 - Media Literacy) since 2009
- Blackboard platform hosted by UAlbany
- Involved:
 - UAlbany graduate students (Educational Theory and Practice) (N=25)
 - European Humanities University (Lithuania/Belarus) – undergraduate students majoring in media, etc. - since 2009 (N=16)
 - Kazan Federal University (Kazan, Russia) – master students majoring in English philology – since 2011 (N=8)

The Power of Media

Blackboard Learn - Windows Internet Explorer

EN English (United States)

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- 3.2. [Is junk media making y...](#)
- 3.3. [The Myth of the Liberal](#)
- 3.4. [Mickey Mouse Monopol](#)
- 3.5. [Reviving Ophelia: Savir](#)
- 3.6. [Tough Guise: Violence.](#)
- 3.7. [Hip-Hop: Beyond Beats](#)
- 3.8. [The Killing Screens: Me](#)
- 3.9. [Game Over: Gender, R](#)
- 3.10. [Beyond Good & Evil: O](#)
- 4. [Module 5 Discussion: Media](#)
- 5. [Module 5 Discussion: Media](#)
- 6. [Module 5 Discussion: Media](#)
- 7. [Instructions for TV Ad Critiqu](#)
- 8. [Video material to prepare for](#)
 - 8.1. [Filmmaking Technique:](#)
 - 8.2. [Advertising - What psyc](#)
 - 8.3. [Analyzing Techniques c](#)
 - 8.4. [Advertising Semiotics](#)

[Allen Ginsberg](#)

The Power of Media



What media can do? What a man can do with the help of media? In

Done Internet 125%

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Module Activities

- "Media and I" introductory discussion
- 3 discussions based on video materials: Media & Reality, Media & Gender Issues, Media & Violence
- TV Ad Critique
- 4 weeks

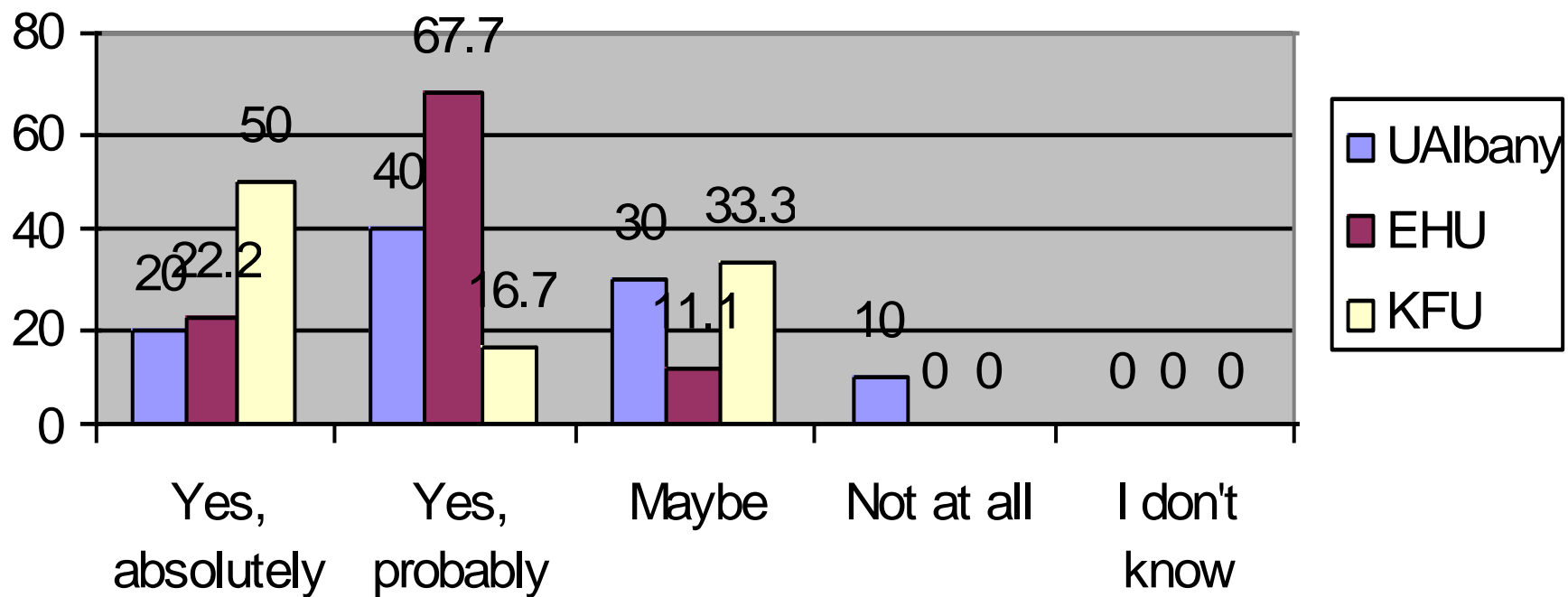


Post-Activity Survey (Fall 2012)

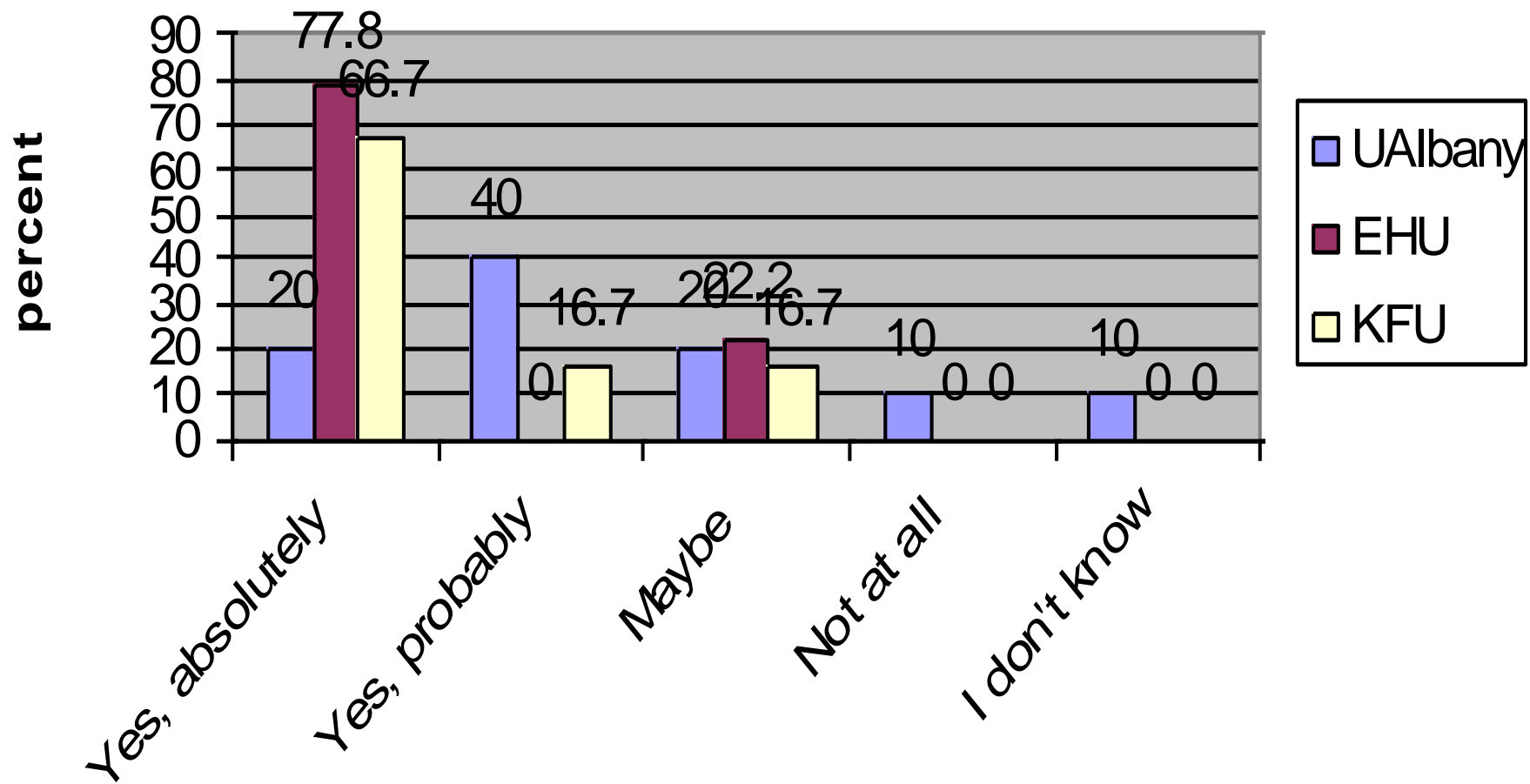
- Participants:
UAlbany – 10 students
EHU – 9 students
KFU – 6 students
- 6 close-ended and 1 open-ended questions



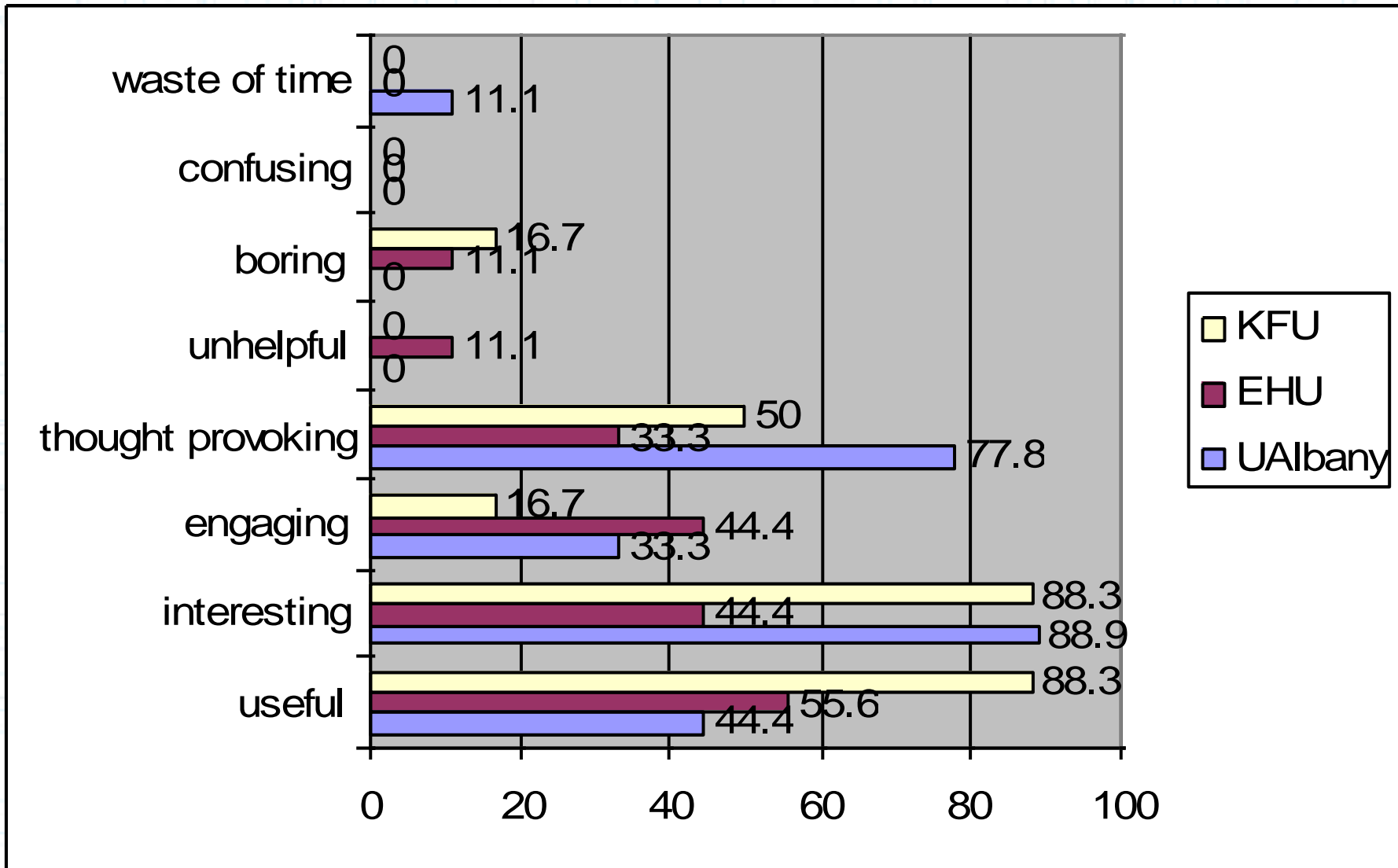
Do you think the involvement of students from other countries helped you gain knowledge that you would not have been able to gain without their involvement?



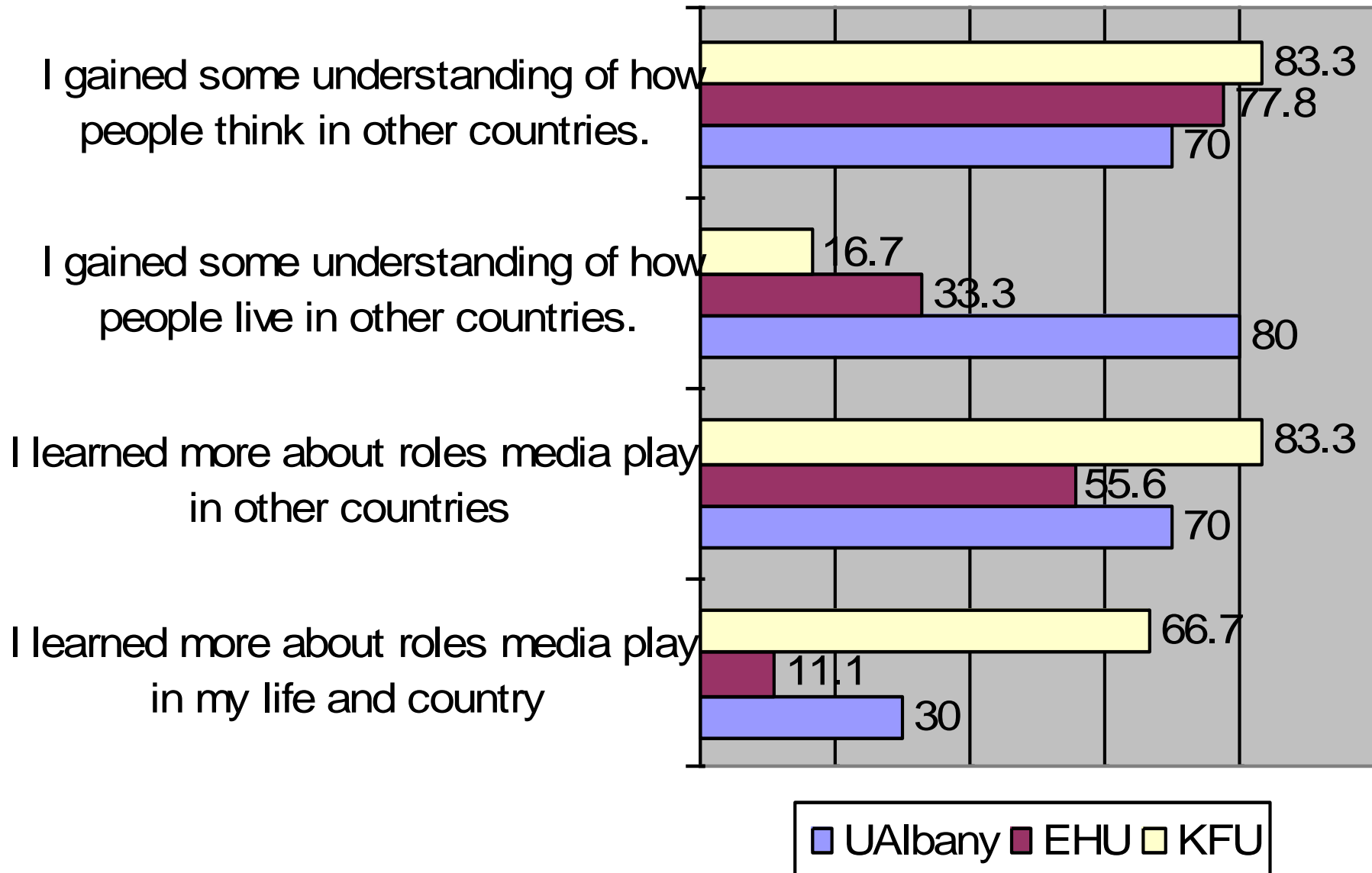
Would you like to have similar cross-cultural collaboration in the future?



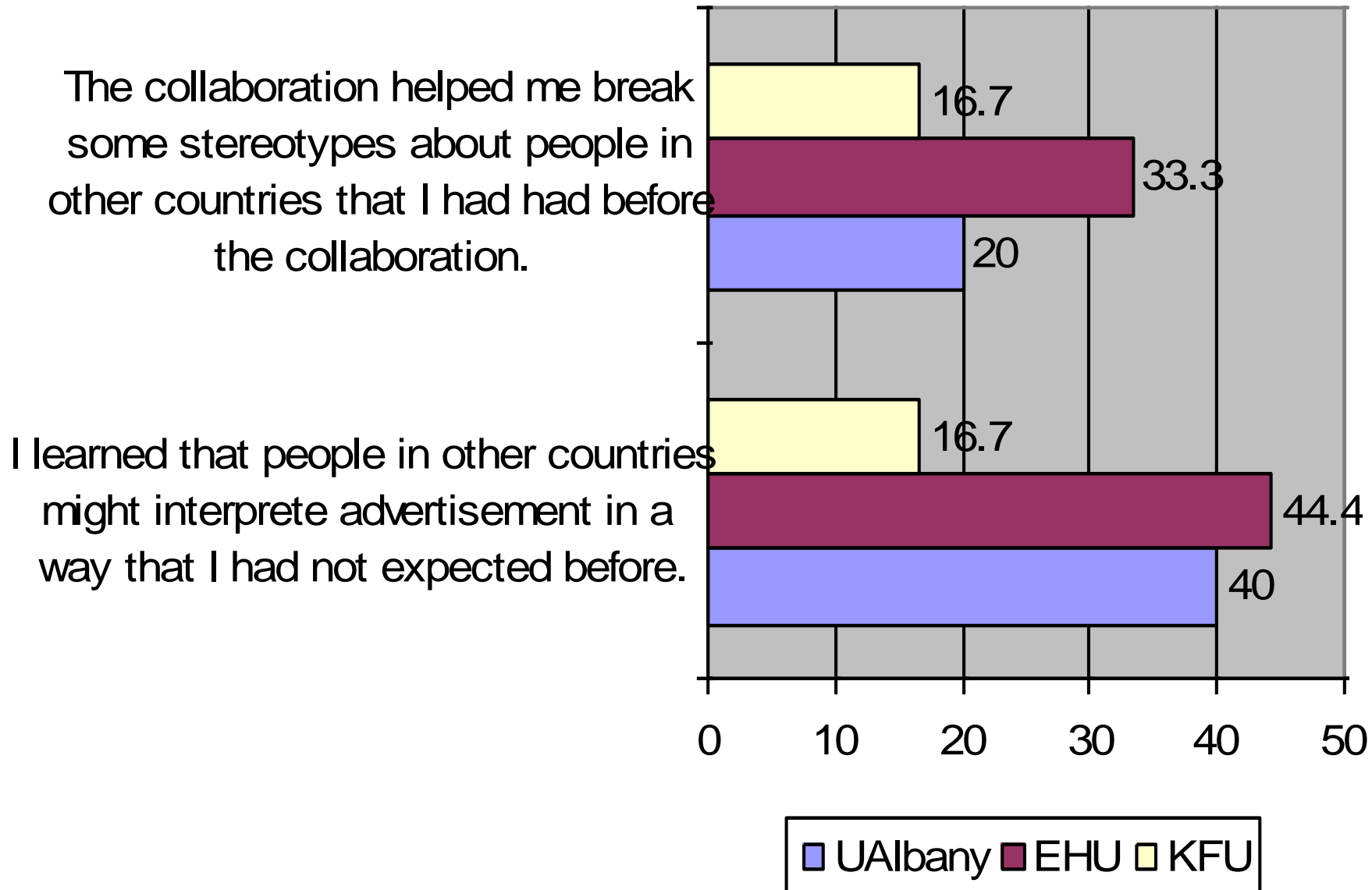
How would you describe the cross-cultural collaborative project ? (Select all that apply)



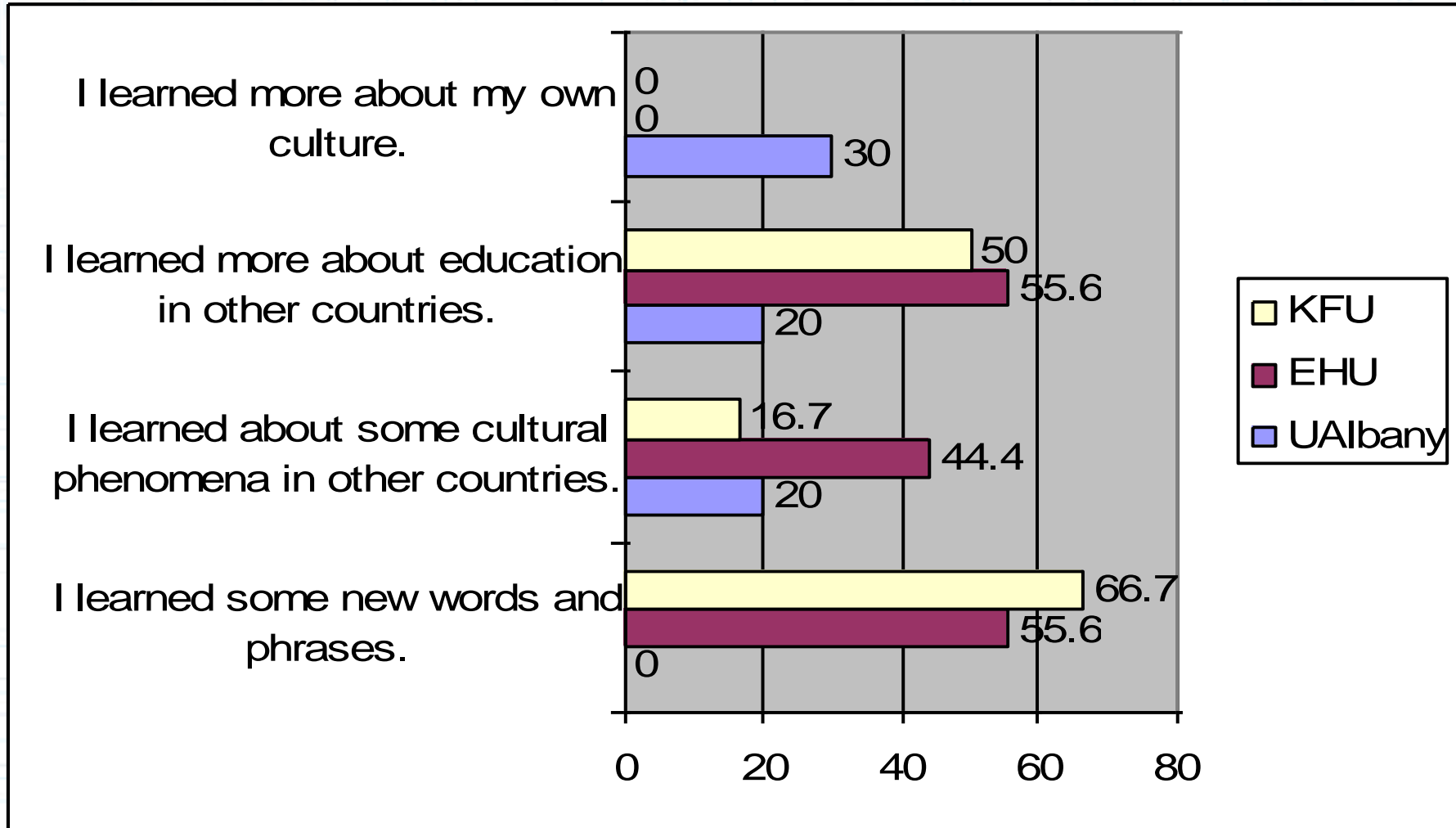
How did the cross-cultural collaboration enrich your knowledge and skills? (Select all that apply to you)



How did the cross-cultural collaboration enrich your knowledge and skills? (Select all that apply to you) - cont.



How did the cross-cultural collaboration enrich your knowledge and skills? (Select all that apply to you) - cont.



I did not learn anything from and about my international classmates. - 10% (1 student) from UAlbany

What would you change in this cross-cultural project to make it more useful and interesting for you and other students?

UAlbany Students: overall positive, suggestions included:

“smaller groups of interaction [to] get to know each other better and... reveal even more about our cultures and habits”.

“Students ... need to post responses in a timely manner so that you can learn the most out of the discussion with them. Also, if they can check their posts and respond back to any questions that we might have about their culture”

“I would like more chances to hear about the different media used in other countries. I got to learn a little bit about their different social media tools, but I would've liked to learn more”



What would you change in this cross-cultural project to make it more useful and interesting for you and other students?



EHU students



Probably, it will be great to make some group tasks ... with a help of Skype conference, for example.

I were poorly informed about deadlines and work, I would like this course to be more organized (from moderators side).

It would be interesting to analyze and criticize culture projects that were produced not in native country.

"I'd like to have some opportunity to see my peers, to talk with them through Skype or directly through the web-resource we were studying on. We could share our experience, discuss about the courses thread and so on in real time. So I'm pretty sure that I'd help to make the course more alive and memorable! But thanks a lot for the course anyway. I really liked it!"

What would you change in this cross-cultural project to make it more useful and interesting for you and other students?

KFU students:

Maybe I would add some educational, scientific or academic text in order to provide students with useful information for making assignment in proper way.

I think everything is clear. first time i had problems with findings of some information or tasks, but then it became easy



Nazira's Comments

What was beneficial?

- cross-cultural involvement
- improvement of the language
- language experience with native speakers
- learning of new information about other cultures, media preferences, usage and interests
- wider knowledge on Media and Communication, Media preferences, usage and interests not just in Russia, but also in other countries
- cooperation

Nazira's Comments

What was problematic and why?

It was problematic to meet deadlines and to do similar tasks (some tasks should be reconsidered).

Recommendation: to have video conferencing in small groups to get acquainted with the participants.

Such projects has advantages, because of the active involvement of students in the process of learning. Group work made it interesting to comment on other students' posts and learn new phrases in English. My advice for future is to have such projects not just in Media literacy but also in other disciplines.

Conclusion



- Beneficial experience for all students involved but it seems non-US students benefited more as besides learning the content they also got an insider's look onto a US online course (tasks, requirements, class dynamics, interaction) and they had a chance to practice English with native speakers
- The project may benefit from small-group discussions, synchronous communication and more focus on cultural aspects of media

Thank you!

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