

**BUILDING MULTILINGUALISM
DISCIPLINES THROUGH
DIGITAL AND SOCIAL MEDIA
COMPETENCES**

LEARNER HANDOUT





INTRODUCTION TO THE TOPIC

Welcome to the Digital Media and Multilingual Competence learner handbook! In today's interconnected world, digital media has evolved into a strong instrument for crossing borders and connecting people from various backgrounds. This manual aims to provide you with practical information and skills to help you navigate the global environment of digital media while encouraging inclusivity and cross-cultural understanding.

CASE STUDY

BRIDGING CULTURES USING DIGITAL STORYTELLING

Overview of the Case Study: In this case study, we will look at how digital media has aided in cross-cultural communication and understanding through the strong medium of storytelling. We'll follow the path of a group of people from various ethnic backgrounds who worked together to create a digital storytelling project that showcases their common experiences, problems, and goals. The goal of this project was to break down cultural boundaries and create empathy in their communities.

A group of people from varied ethnic backgrounds joined together in a diverse metropolitan environment to begin on a unique digital storytelling project. Their intention was to use digital media as a platform to communicate personal stories about their cultural history and experiences. They hoped to establish a platform for cross-cultural discussion, understanding, and appreciation through their partnership.

PROCESS:

1. Story Selection and Distribution:

Each participant chose a story that was meaningful to them and reflected characteristics of their cultural identity. These stories ranged from recollections about family rituals to stories about overcoming cultural stereotypes.

2. Seminars on Digital Media:

The group attended seminars to learn about digital media technologies and practices. They learned video editing, audio recording, and graphic design skills that will help them tell their tales effectively.

3. Collaborative Creation:

Participants worked in pairs or small groups to improve their stories. They reviewed the impact they wanted to achieve and chose the most engaging multimedia pieces after sharing insights into cultural subtleties.

4. Multimedia integration:

Participants used their newly acquired digital media skills to bring their stories to life. They used graphics, audio recordings, and subtitles in their native languages to guarantee that their stories were understood by a global audience.

5. Community Showcase:

The project culminated in a community event at which participants exhibited their digital stories. The program drew a diverse crowd, encouraging cross-cultural interaction and a better understanding of each other's backgrounds.

Key Evaluation Questions:

- What role did digital media play in the success of the cross-cultural storytelling project?
- What difficulties did the participants encounter during the collaborative process, and how did they overcome them?

LEARNING ACTIVITY

Transversal Theme	Building multilingualism disciplines through digital and social media competences		
Activity Title	Creating Your Cross-Cultural Digital Story		
Type of resource	Learning Activity		
Duration of Activity (in minutes)	90	Learning Outcome	<ul style="list-style-type: none"> By the end of this project, learners will be able to create an engaging cross-cultural digital story that promotes inclusivity and understanding using digital media resources.
Aim of activity	Through digital storytelling, learners will be able to convey their distinct cultural experiences and perspectives, developing cross-cultural communication and appreciation.		
Materials Required for Activity	<ul style="list-style-type: none"> Internet-connected computers or cellphones Notebooks and pencils Digital media applications (e.g., video editing software, audio recording tools) 		
Step-by-step instructions	<ul style="list-style-type: none"> Introduction (10 minutes) <p>Begin by discussing the significance of cross-cultural communication and the power of storytelling in fostering empathy and understanding. Show a short video clip that highlights the impact of digital media in promoting cross-cultural communication.</p> <ul style="list-style-type: none"> Choosing Your Story (15 minutes) <p>Encourage learners to reflect on their cultural experiences and select a personal or shared story they want to tell through digital media.</p>		

	<p>Provide guidance on choosing a story that aligns with the theme of inclusivity and cultural appreciation.</p> <ul style="list-style-type: none"> ● Crafting Your Digital Story (45 minutes) <p>Introduce learners to various digital media tools (video editing software, audio recording tools) and demonstrate their basic functionalities. Guide learners through the process of creating their digital story, including writing a script, recording audio, and adding visuals.</p> <ul style="list-style-type: none"> ● Collaborative Sharing (15 minutes) <p>Encourage learners to share their digital stories with a partner or in small groups. Facilitate a discussion on the common themes and cultural insights highlighted in their stories.</p> <ul style="list-style-type: none"> ● Reflection and Wrap-Up (15 minutes) <p>Lead a group discussion on the significance of cross-cultural digital storytelling in fostering global communication and understanding. Encourage learners to share their reflections on the activity and its impact on their perceptions of cultural diversity.</p>
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ADDITIONAL READING OR STUDY MATERIALS

Congratulations, you have reached this point and completed your self-reflection activities related to Social Media and multilingual Competence! What comes next? If you would like to learn more about the topics you have covered so far in this lesson, we have prepared the following additional reading materials for you. This section presents some links to extra materials and videos that we have found online that we think will help you to take the next step in developing your knowledge.

Resource Title:	Multilingualism in technology and education
Topic Addresses:	The issue of multilingualism.
Introduction to the resource:	This article presents the meaning of multilingualism in technology and education.

What will you get from using this resource?	<ul style="list-style-type: none"> • Understanding of meaning of multilingualism and technology in education
Link to resource:	Multilingualism and technology in education (newagebd.net)

Resource Title:	Tips for Building a Multilingual Social Media Presence
Topic Addresses:	Multilingualism and social media
Introduction to the resource:	Useful tips on how to build a multilingual social media presence.
What will you get from using this resource?	<ul style="list-style-type: none"> • Understanding how to use social media taking into account multilingual audience.
Link to resource:	14 Tips for Building a Multilingual Social Media Presence (hootsuite.com)



ONE STEP UP



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