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OIB: 11310394001 RNO: 0369349 IBAN: HR8923400091110783360

# Training Course

# Seeing Through Shadows

## Fostering Critical Approach to Media Content

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Zadar, Croatia  
25th of April – 1st of May, 2018.



Co-funded by the Erasmus+ Programme of the European Union.  
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# Content

## About the project

- Introduction .....3
- Methodology & Working flow .....3
- Daily Programme .....4
- Participants .....5
- Travel Guide .....5

- Coming to Croatia by plane .....5
  - Reaching Zadar .....5
    - From Zagreb .....5
    - From Zadar Airport .....6
    - From Zadar Bus Station  
to Hotel Donat .....6

- Financial conditions .....7
  - Travel .....7
  - Food & Accommodation .....7

- Health insurance .....7

- Useful information .....8
  - Weather conditions .....8
  - Emergency numbers .....8
  - Croatian phrases .....8

- Partners .....9

- Contact .....10

## Introduction

In a post-truth world, media literacy is a constructive way to respond to growing pressure of false news, twisted data and banalities. The media space is crowded not just with false information, but also with discriminating ideas arising out of fear and prejudices. Therefore, one way of ameliorating current cultural and moral insecurities in Europe would be fostering stronger critical thinking and the best starting point is to educate the educators in order to multiply the effect as fast as possible. The main activity of the project is a one week long training course in Zadar. Its aim is to bring together youth workers from 10 European countries in order to mutually develop competences connected with media literacy and critical thinking.

An active citizen is an individual with a critical approach to media events. European values, such as respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of minorities are threatened by the rise of extremism and radicalisation - phenomena often fueled by media frenzy. With this project we want to educate youth workers and enable transfer of skills in the field of media literacy. Main objective of this training course is to equip youth workers with knowledge, skills and methods needed for promoting media literacy and critical thinking in their daily work with young people.

Specific objectives include developing critical thinking skills to understand how media messages shape our culture and society and to recognize bias, spin, misinformation and lies. Moreover, we want to foster understanding of the consequences that media have on the formation of stereotypes and prejudices, racism and intolerance, to encourage and empower youth workers to access, analyze and evaluate media messages by using digital tools. Finally, youth workers will learn to create and distribute their own media messages in a skillful manner through experiential learning by using free digital platforms.

## Methodology & Working flow

In the preparation phase, participants will be given tasks to analyse media coverage of topics such as Islamophobia, European attitude towards immigration, climate change, healthy food etc, which they will present during the third day of the TC.

We will use non-formal methods in activities during the training course. Activities will include presentations, research, analyzing, group and individual work, storytelling, exchange of skills, knowledge, experiences and good practice in the field of youth work. During the TC we will encourage you to reflect on your learning process and support you in writing a Youthpass. At the end of the TC we will provide you a Youthpass certificate.

The programme will be based on participatory methods in order to offer space for interaction between participants and sharing of ideas. In the spirit of informal and non-formal learning, there will be space for you to contribute to the programme with your own knowledge and skills, undertake your own analyses, including reflections on competences acquired during the activity. During the "Window of opportunity" activity participants will have the opportunity to exchange and share knowledge and skills by organising a workshop for other participants.

In the dissemination phase, participants will support youth in their local community to develop digital media content and communication strategy which will then be spread through partners' networks.

# Daily Programme

	25.04.2018. Day 1	26.04.2018. Day 2	27.04.2018. Day 3	28.04.2018. Day 4	29.04.2018. Day 5	30.04.2018. Day 6	01.05.2018. Day 7
8:00	<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>	<b>Breakfast</b>	
9:00	Intro to the day	Intro to the day	Intro to the day	Intro to the day	Intro to the day	Intro to the day	<b>Breakfast</b>
9:30	<b>ARRIVALS</b>	Getting to know each other	Presentation of Participant's Analyses	Graphic Design	Media and Intercultural learning; Debate	Creating Quality Content	
10:00							
10:30		Coffee break	Coffee break	Coffee break	Coffee break	Coffee break	
11:00		Seeing Through Shadows Introduction	Core Questioning	Core Analysis	Construction of Media Content	Creating Quality Content	
11:30							
12:00		News Media & Social Media					
12:30							
13:00		<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	
15:00		Hopes, fears, expectations and contributions	Action Learning	Window of Opportunity	Communication Strategy	Introduction to photo editing	
15:30							
16:00	Deconstruction of Media				Creating Facebook Content		
16:30							
17:00	Coffee break	Coffee break	Coffee break	Coffee break	Coffee break	<b>DEPARTURE</b>	
17:30	Getting started	Case studies	Action Learning	Mid-Evaluation	Target Group		
18:00					Individual reflection		Press Release Managment
18:30							
19:00	<b>Dinner</b>	<b>Dinner</b>	<b>Dinner</b>	<b>Dinner</b>	<b>Dinner</b>		
20:30	WELCOME EVENING	Group Reflection	Group Reflection				
21:00							
21:30		FREE TIME	FREE TIME	FREE TIME	FREE TIME		FAREWELL PARTY
22:00							

## Participants

Apply if you are coming from, Bulgaria, Croatia, Czech Republic, Estonia, Greece, Italy, Latvia, Netherlands, Portugal and Romania, between 18 and 65 years old and if you are actively involved in the field of youth work (project manager, project coordinator, teacher, social worker, youth worker, animator etc.)

Experience in the field of youth work and motivation will be decisive in selecting the participants. Please fill the application form completely and inspire us with your enthusiasm and motivation.

[APPLY NOW](#)

## Travel guide

The arrival day to Zadar should be 25th of April latest at 5pm in the evening. If for some reasons you cannot manage to arrive in the morning or afternoon please contact us and we will help you out. The departure day is 1st of May, after breakfast, please make sure you have afternoon or night flights since you have to travel by bus or train from Zadar to either Zagreb or Zadar Airport. If you would like to spend more time in Croatia, you can do it on your own expense. It is possible to stay in other cities 1-2 days after or before a training course. Please do not buy flight tickets before our approval. To enter Croatia you will need a valid passport or, for some countries (EU), a personal identity card will be enough.

## Coming to Croatia by plane

We recommend you to fly to Zadar (closest airport), but you can also fly to Zagreb or Split. It takes about 45 mins from each airport to reach bus or train terminal from where you can continue your trip to Zadar. Below you can find websites where you can find timetables and buy tickets. Timetables can change according to the time of the year, and will be announced on the website. If it is not possible to buy a ticket online, don't worry, you can buy ticket at the station, usually buses are not crowded during autumn.

## Reaching Zadar

### From Zagreb

#### By Bus

(It takes around 3:30 hrs of driving)

[Website](#)

#### By Train

(It takes around 12 hrs of driving) **\*We do not recommend it!**

[Website](#)

## From Zadar Airport

By Bus

(It takes around 30 min of driving)

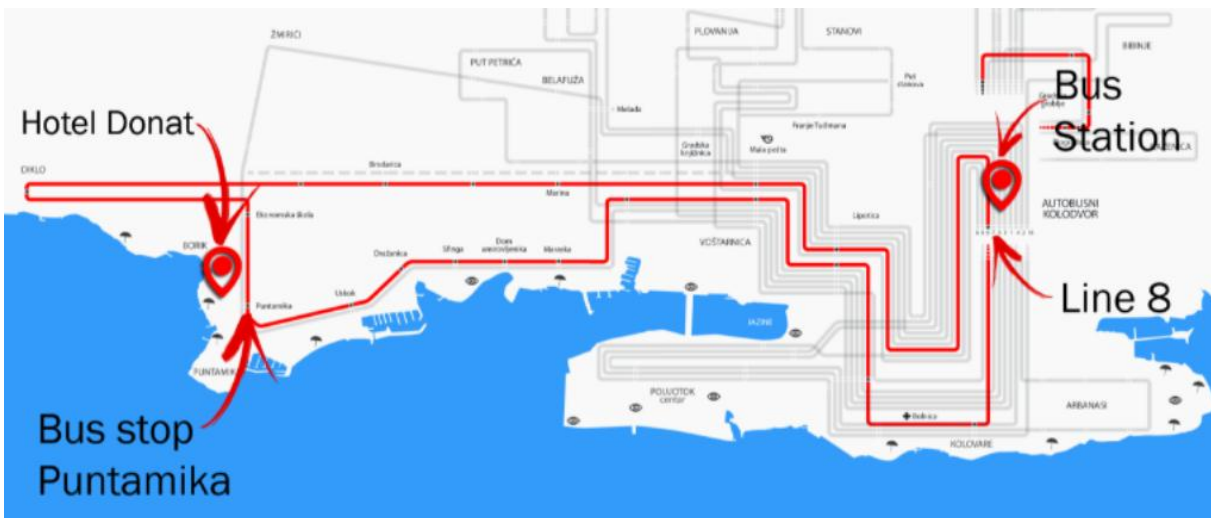
NO TRAIN

Website

## From Zadar Bus Station to Hotel

When you arrive to Zadar Bus Station, please take a local bus to hotel Donat. Take a bus line 5 or 8, to bus station Puntamika. Ask driver to tell you when you arrive to Puntamika. From bus station Puntamika you have 5 min walk to hotel Donat. **Have in mind that we do not refund taxi, Uber or private car rides.**

Website



# Financial conditions

## Food & Accommodation

Food (breakfast, lunch, dinner, coffee breaks), accommodation and materials necessary for carrying out the project will be provided by coordinating organisation according to the rules of Erasmus + Programme. Participants will be allocated in apartments in two-bed rooms.

## Travel

Please save all original travel documents (public transport tickets: flight tickets, boarding passes, bus and train tickets). We will not be able to reimburse travel expenses incurred by private carriage such as Taxi, Uber, Private Car. Travel costs will be reimbursed following the submission of original travel documents. Don't forget to keep all original travel tickets. We strongly encourage you to buy flights that have the possibility to do online check-in and in this way you will be able to give us the return boarding passes as well, without sending them to us by post when you return home!

Reimbursements will be done through bank transfer of your sending organisation. The maximum travel budget:

Bulgaria	275€	Croatia	20€	Czech Republic	275€
Estonia	275€	Greece	275€	Italy	275€
Latvia	275€	Netherlands	275€	Portugal	530€
Romania	275€				

Travel costs will be reimbursed 100% up to the maximum amount listed above.

## Health insurance

**We strongly encourage you to bring European Health Insurance card.**

### What is European Health Insurance Card?

The European Health Insurance Card (or EHIC) is issued free of charge and allows anyone who is insured by or covered by a statutory social security scheme of the EU to receive medical treatment in another member state for free or at a reduced cost, if that treatment becomes necessary during their visit. It will cover you for treatment that is needed to allow you to continue your stay until your planned return. It also covers you for treatment of pre-existing medical conditions and for routine maternity care, as long as you're not going abroad to give birth.

### I have travel insurance, why do I need EHIC?

The EHIC is not an alternative to travel insurance. It will not cover any private medical healthcare or costs such as mountain rescue in ski resorts, being flown back to the UK, or lost or stolen property. Therefore, it is important to have both an EHIC and a valid private travel insurance policy. Some insurers now insist you hold an EHIC and many will waive the excess if you have one.

## Useful information

### Weather conditions

Zadar is located on a coast. It is a sunny town but weather and temperatures can be unpredictable, so please bring warm clothes and rain clothes, we recommend you to bring umbrella in case of rain. During April, temperatures can vary from +10 Celsius to +21 Celsius and it can be windy.

### Emergency numbers

Here is a list of the most important telephone numbers in Croatia:

- (+385) 112 – emergency number
- (+385) 192 – police
- (+385) 193 – fire brigade
- (+385) 194 – ambulance
- (+385) 1987 – road assistance
- (+385) 1 4640 800- HAK (Croatian automobile club)
- (+385) 18166 – weather forecast
- (+385) 18981 – general information

### Croatian phrases

Good morning - Dobro jutro

Goodbye - Doviđenja

Have a nice day - Ugodan dan

How much does it cost? - Koliko košta?

How are you? - Kako si?

What's your name? - Kako se zoveš?



## Partners



**Bulgaria**  
Champions Factory  
[www.championsfactory.bg](http://www.championsfactory.bg)  
Contact person: Shirin Amin  
shirinamin8@gmail.com  
+359899080808



**Croatia**  
Udruga Prizma  
[www.udrugaprizma.hr](http://www.udrugaprizma.hr)  
Contact person: Karlo Brunović  
brunovic.karlo@gmail.com  
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**Czech Republic**  
Brno For You, Z.S.  
Contact person: Andrea Sura  
[www.brnoforyou.cz](http://www.brnoforyou.cz)  
andy@brnoforyou.cz  
+420604349898



**Estonia**  
Eesti People To People  
[www.ptpest.ee](http://www.ptpest.ee)  
Contact person: Ruta Pels  
ruta.pels@mail.ru  
+37253088867



**Greece**  
Youthfully Yours Gr  
[www.youthfullyyours.gr](http://www.youthfullyyours.gr)  
Contact person: Apostolos Vagenas  
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+306934590475



**Italy**  
Mine Vaganti Ngo  
[www.minevaganti.org](http://www.minevaganti.org)  
Contact person: Maria Grazia Pirina  
minevaganti2010@gmail.com  
+39796010000



**HPPLATVIA**  
PLATFORMA TAVĀM IESPĒJĀM

**Latvia**

Humana People to People  
[www.hpplatvia.com](http://www.hpplatvia.com)  
Contact person: Silvija Pupola  
silvia.pupola@gmail.com  
+37126424291



**THE YOUTH COMPANY.**

**Netherlands**

Stichting The Youth Company  
[www.theyouthcompany.nl](http://www.theyouthcompany.nl)  
Contact person: Beatrice Poti  
beatrice@theyouthcompany.nl  
+31643909876



**TEATRO  
METAPHORA**  
ASSOCIAÇÃO DE AMIGOS DAS ARTES

**Portugal**

Teatro Metaphora  
[www.teatrometaphora.org](http://www.teatrometaphora.org)  
Contact person: José António Rodrigues  
josebarros7@gmail.com  
+351966359194



**Romania**

Actions for Change  
[www.facebook.com/actionsforchange/](https://www.facebook.com/actionsforchange/)  
Contact person: Sandra Horea  
sandra.horea@gmail.com  
+40726504487

## Contact

For any inquiry, assistance or help please contact your sending organisation coordinators of the project or directly project coordinators

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