



Official Newsletter

2nd edition:
October 2013



LiMe

Languages in Media

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Lifelong
Learning
Programme

Project No. 530866-LLP-1-2012-1-DE-KA2-KA2MP

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Welcome to the 2nd edition of LiMe!

Welcome to the second edition of the LiMe project official newsletter.

LiMe is a Key Activity 2 Languages Multilateral Project, financially supported by the Lifelong Learning Programme, whose aim is to help migrants in the partner countries develop language and cultural competences by providing them and language trainers with interactive tools to decode language and culture as portrayed in various types of media.

To achieve this, it is our objective to create an interactive multimedia environment which hosts learning materials - including language learning activities and exercises - from A2 to B2 (CEFR) to facilitate the use of interactive media for cultural and language learning purposes.

What's inside?

This newsletter will inform you about the project's progress, future actions, main outcomes and the Work Package planning as devised at the second meeting, which was held in Wolverhampton (UK) in June, 2013. Examples of the dissemination actions taken and the involvement of associated institutions and advisory boards to support the project and give feedback are highlighted in this newsletter. The cultural section, 'Did you know that...?' will help you become more familiar with media found in each of the partner countries: in this case, newspapers. Below, we present an update of the project progress and future actions:

Project progress: 2nd Meeting June 2013

The second meeting, summarizing the project progress, achievements, agreements and future tasks, took place on June 13-14 at Wolverhampton Wanderers' football stadium.

The project leaders (VHS Cham) and the team from Wolverhampton welcomed all partners warmly, presenting the tasks completed so far and those for the coming months:

- The focus in the early months has been on researching the socio-cultural situation and integration of migrants into our hosting countries, whose results have been compiled into a single report which presents all countries' conclusions.

- As for the resource development, the aim for the coming months is the design of the virtual platform and the creation of media charts with example activities in English (A2, B1 and B2) explaining how teachers and learners can exploit different media types within the learning context.

- These new resources will go live when the materials are finished in the different participating languages. 10 teachers per country will be in charge of testing the new tools with at least 30 migrant learners.



Fig. 1. 2nd project meeting, Wolverhampton (UK).

Get to know us

Website available

The project website, available in different languages, has been updated with the project information, press releases, news and events, and associated partners. An innovative TV with direct access to the breaking news of the project is embedded in the homepage. For further information you can click on the news link and you will be redirected to twitter, you can also follow and tweet the project.

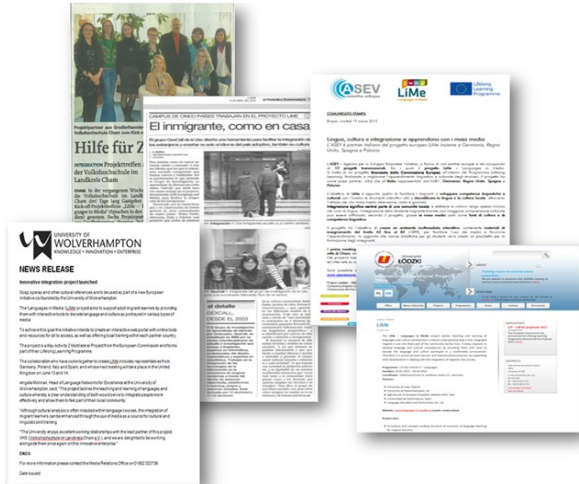


<http://www.languages-in-media.eu/>

Press Releases

Several press releases will be published during the major phases of the project to raise awareness among policy makers, education stakeholders, and target groups.

Each member of the Consortium published the first Press Release in their home country in March/April. These include headlines such as *“Hilfe für Zuwanderer”*, *“Lingua, cultura e integrazione si apprendono con i mass media”* and *“El inmigrante, como en casa”*, which have helped to disseminate the LiMe Project in the wider community. Newspapers and websites are good forums in which to provide an overview of the project progress.



Ready to join us ...

as an Associated Partner?

The consortium agreed to involve other partners such as institutions, companies, and organisations interested in the topic under analysis. The collaboration of these organisations in the project includes: participation in the dissemination of information about the project online and/or through face-to-face interviews, piloting material /resources testing, as well as contributing to the exploitation and sustainability of the project results. The consortium works together with associated partners from across Europe on the exploitation of media assets for language learning. Here you'll find the associated members: <http://www.languages-in-media.eu/node/4>

as part of our Advisory Steering Board?

We also propose the creation of advisory groups in each partner country to give feedback on the project. They will also be added to our mailing list and list of associated partners. The board will be made of expert professionals in their fields, and their objectives is to give feedback on the project progress and achievements.

as a Teacher or Learner?

Contact the project partner in your host country using the contact details below.

Project Partners

• Volkshochschule im Landkreis, Germany

Contact person: Aleksandra Sikorska;
E-mail address: asikorska@vhs-cham.de

• Uniwersytet Łódzki, Poland

Contact person: Marcin Gońda ;
E-mail address: marcin.gonda@uni.lodz.

• University of Wolverhampton, UK

Contact: Language Networks for Excellence team;

• Agenzia per lo Sviluppo Empolese Valdelsa ASEV, Italy

Contact person: Ecaterina Constantinova ;
E-mail address: info@asev.it

• Language Education and Partnership Ltd., UK

Contact person: Emilia Quaranta;
E-mail address: emilia@leaponline.eu

• Universidad de Extremadura, Spain

Contact person: Mercedes Rico;
E-mail address: mricogar@unex.es



LiMe

Languages in Media

Did you know that ...?

Germany:

Newspapers are still a popular form of media in Germany. Seven out of ten Germans read newspapers regularly. Like in most countries, newspapers are available on various topics. The most popular newspaper in Germany is called *Bild* and a little less than 3 million copies are sold each day. This newspaper is colourful, uses big headlines, pictures and reports on sports, famous people and crime. In addition, to large number of newspapers on a national level, many Germans read local and regional newspapers published by local authorities.

Poland:

Quality newspapers in Poland are politically engaged. Two main titles: "Gazeta Wyborcza" representing left and central (liberal) point of view and "Rzeczpospolita" connected with the right wing of Polish political scene and conservative approach are able to show the same fact from absolutely opposite perspectives. Regional newspapers seem to be more objective but they focus more on local rather than nation-wide problems.

UK:

Newspapers are traditionally split into broadsheets and tabloids. The broadsheets usually have a more formal writing style and more political and business content. Well-known UK broadsheets are "The Times", "The Telegraph", "The Guardian" and "The Independent". Tabloids have an informal writing style with lots of puns, and more stories about celebrities, entertainment and human interest. The most famous tabloid is "The Sun".

Italy:

Sport newspapers are very popular in Italy, in particularly "*La Gazzetta dello sport*", which is in the top 10 most popular Italian newspapers, such as: "*Corriere della sera*", "*La Repubblica*", "*Il Sole-24 Ore*", "*Il Giornale*" and "*La Nazione*". Recently the newspaper industry in Italy suffers decline in newsstand sales. Reorganization plans mainly foresee new investments in technology, with the development of new layout systems and a strengthening of the "labor force", with regard to online versions of newspapers.

Spain:

Newspapers are published at local, regional and national level every day in both print and online versions. They typically include stories on political events, crime, business, entertainment, society, sports and other topics except for tabloid press. In Spain this kind of press is broadcasted by other sources like magazines. Well-known national newspapers are: "*El País*", "*El Mundo*", "*ABC*"; local newspapers and sport press. In relation to sport press readers, there are two opposed streams: Madridistas supporters read "*El Marca*" and "*AS*", and on the other hand Catalans supporters read "*El Mundo Deportivo*" and "*Sport*".