



NEWS RELEASE

Innovative integration project launched

Soap operas and other cultural references are to be used as part of a new European initiative co-founded by the University of Wolverhampton.

The 'Languages in Media' (LiMe) project aims to support adult migrant learners by providing them with interactive tools to decode language and culture as portrayed in various types of media.

To achieve this goal the initiative intends to create an interactive web portal with online tools and resources for all to access, as well as offering local training within each partner country.

The project is a Key Activity 2 Multilateral Project from the European Commission and forms part of their Lifelong Learning Programme.

The collaboration who have come together to create LiMe includes representatives from Germany, Poland, Italy and Spain, and whose next meeting will take place in the United Kingdom on June 13 and 14.

Angela Molinari, Head of Language Networks for Excellence at the University of Wolverhampton, said: "The project tackles the teaching and learning of languages and culture whereby a clear understanding of both would serve to integrate people more effectively and allow them to feel part of their local community.

"Although cultural analysis is often included within language courses, the integration of migrant learners can be enhanced through the use of media as a source for cultural and linguistic skill training.

"The University enjoys excellent working relationships with the lead partner of this project, VHS (Volkshochschule im Landkreis Cham e.V.), and we are delighted to be working alongside them once again on this innovative enterprise."

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For more information please contact the Media Relations Office on 01902 322736

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About the University of Wolverhampton

- In 2013, the University of Wolverhampton is celebrating 21 years since gaining university status, although its roots go back 170 years. www.wlv.ac.uk/21proud
- Based at campuses in Wolverhampton, Walsall, Telford and Burton, the University has 23,000 students and 2,400 staff. In addition, the University of Wolverhampton Science Park is home to tenant businesses and supports the development of innovative companies.
- The University welcomes students from around the world and has regional offices in China, Malaysia, India, Oman, Nigeria, Poland and Cyprus. It has a branch campus in Mauritius and courses are also delivered with global partners in China, Hong Kong, Singapore, Malaysia, India, Sri Lanka, Russia, France and Cyprus.
- It is investing £45 million over the next two years to redevelop its campuses in Wolverhampton city centre. This includes a new £25 million Science facility and a new £15 million University of Wolverhampton Business School building.
- The institution's excellent teaching and learning provision, which spans sciences, creative and performing arts, education, business and management, health and wellbeing, engineering and technology, law and social sciences, ensures 85% of graduates find employment.
- The University is the lead partner in the Knowledge Exchange and Enterprise Network (KEEN), a business growth programme for West Midlands small to medium sized enterprises, part-funded by the European Regional Development Fund (ERDF).
- Of the 11 subject areas entered in the Research Assessment Exercise (RAE 2008), eight had elements graded as world leading and all subjects had elements graded as internationally excellent.