

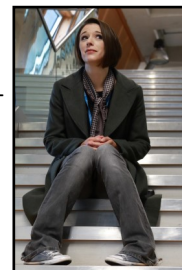
Teaching Excellence Case Study

Living in a digital world: Enhancing students' intercultural awareness through global research projects

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Course: BA Media and Communications

Student Level: Undergraduate (Level 6)



LINKS TO EDUCATION STRATEGY PILLARS

- Intercultural and international engagement
- Embedded employability
- Research inspired teaching

AIMS

This initiative, part of the 'Living in a Digital World' module, was designed to give students chance to undertake **professional research projects within global contexts**, thereby enhancing their **intercultural awareness** as well as **employability skills**.

ACTIONS



The module team devised **international field trips** in which students could undertake **original research projects**. This enabled students to take responsibility for their own learning, and to collaborate with each other in a professional context.

Students also gained the opportunity to increase their **intercultural awareness and international experience**, as well as showcasing their work to a global audience.

Students undertook projects in a **range of European destinations** including Milan, Oslo, Belgrade, Tallinn, Magaluf and Bilbao. Projects focused on topics such as 'the tribe' in Magaluf's night-time economy, and the Scandinavian dream of the 'equitable society'.

Upon return to Coventry, students participated in a **professional academic conference** to showcase their skills. At the conference, students engaged with the wider world via social media platforms and live streaming, again on a global scale. The conference coincided with the end of the students' course, acting as a bridge between their university and professional careers. Numerous media outputs were produced as a result of the project. Building on their original experience, some

students were inspired to undertake a **follow on project**. This included collaborations with media industries in Serbia and further international conference presentations, as [documented on YouTube](#).

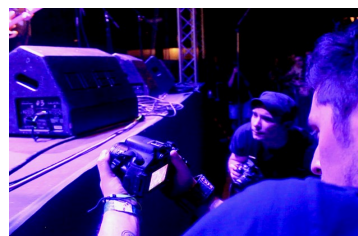
IMPACT

The project enhanced the department's open media ethos, and its global nature raised CU's international profile.

All of these benefits led to the project being awarded a **Coventry University Staff Excellence Award** for International Initiative.

STUDENT FEEDBACK

- "Living in a Digital World really enhanced my learning as it gave me the opportunity to gain **deeper insight into other cultures**. It also gave us the chance to put the theory we had learned throughout the course into practice."



- "The module completely embodied the reasons why I decided to study [the course]. [...] This module not only directly supported my learning in a practical sense, but has also given me the unique opportunity to **expand my networks overseas**."

TOP TIPS

- Students can gain a wealth of **professional skills** through conducting, and presenting, original research projects.
- International field trips support the development of **global graduates** and increase intercultural awareness.

*Adrienne was formerly a member of the *School of Media and Performing Arts*.

- Photographs: Esme Spurling www.esmespurlingmedia.com/