



INTERNATIONAL PROJECT • 2018 • ARGENTINA

**Universidad Catolica
Argentina (UCA)**

Crossing perspectives on
the migration crisis



INTERNATIONAL
EXCHANGES

IHECS

Journalism & Communication



PARTNERS

- IHECS
- Universidad Catolica Argentina

TYPE OF PROJECT

Erasmus +
International Credit Mobility

SUPPORTED BY

Erasmus + program
Co-founded by the European
Commission
WBI



Erasmus+



Wallonie - Bruxelles
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PROJECT DURATION

From 04/2018 to 07/2020

BRUSSELS SCHOOL IHECS

Journalism & Communication

Since 1958, **the Institute for Higher Social Communication Studies (IHECS)** has organized training in the field of journalism and communication by linking media theory and practice.

With a foot in the present and looking towards the future, the school seeks to adjust its teaching methods to the logics and professional practices. In order to do that, its original dynamic is focused on a **project-based learning approach**.

The IHECS trains future press and communication professionals by offering different Masters degrees:

- Journalism (Press and Information)
- Advertising
- Public Relations
- Sociocultural Activities and lifelong learning
- Media literacy

Currently, around 2200 students are engaged in the teaching given in our initial training school.

Our University College has clinched agreements with **more than 70 universities located throughout the world**.

International opportunities are a primordial issue for us as these are rallying students and professors round many projects, as much dynamic as they are current.

IHECS has been a member of many European and international networks for many years: EJTA (European Journalism Training Association), Théophraste Network (Worldwide Federation of French-speaking Journalism Schools), AUF (University French-speaking Agency) and EUPRERA (European Public Relations Education).

Each year, IHECS welcomes dozens of students from partner institutions located throughout the world. They come from the

four corners of Europe (Finland, Germany, Portugal, Turkey, United Kingdom...) or non European countries (USA, Canada, Argentina, Brazil, Russia, Taiwan, India...), more and more of them are taking to study at IHECS.

Reciprocally, the Institute is sending its own students to partner establishments.

All exchanges are organized in conjunction with bilateral agreements completed with institutions located in Europe or outside of Europe in a **precise institutional context**. This network is constantly developing.

IHECS is also forming numerous European and international cooperation agreements with other teaching institutions or with civil society organisations, in particular with Russia, India, DRC Congo, Burkina Faso or Chile.

Teaching units at Bachelor's (Undergraduate) level are dedicated to the major disciplines of human and social sciences (philosophy, psychology, sociology, history, economics, law, linguistics...) form the intellectual and

university basis for training, rounded off by the study of artistic forms. The teaching given is scientific which however is different from that given by the University as it has an inductive approach. The faculty is composed of Doctors and active professionals.

IHECS is decisively adding media apprenticeships to the usual training in communication components. This third component fully justifies the applied communication qualification for our teaching. Without demanding for all that that he becomes a media technician, the student should learn to get to know and master subtleties belonging to these different languages.

In the bachelor years, different teaching units integrating knowledge and practical and theoretical savoir-faire will enable him to approach and acquire principles as well as the appropriate techniques:

- Fixed image (photography, graphics and infographics)
- Moving image (TV/video), sound and radio
- Web and multimedia

Depending on the chosen Master degree, the production workshops, the thesis and the master classes will enable students to perfect their skill set related to communication and media.





The UCA (Universidad Católica Argentina) located in Argentina, is one of the sixteen partner institutions of IHECS in Latin America and represents a destination of choice for Erasmus students from IHECS.

This catholic university funded in 1985 is considered as the second **best private university in Latin America** according to QS international ranking (Quacquarelly Symonds). The UCA counts an average 17.000 students that are spread through the country in campuses located in Buenos Aires, Santa Fe, Parana, Mendoza and Pergamino.

The Department of Social Communication and Journalism is part of the Faculty of Social Sciences is located in Puerto Madero, one of the most modern neighbourhoods of Buenos Aires. This department counts an average of 827 students.

With more than 40 years experience, in the training of journalists, the Department has a wide academic offer aimed at meeting the demands of the current labor market. Moreover, its Degree in Journalistic Communication is the only one through Argentina to be accredited by the Latin American Council of Accreditation of Education in Journalism and Communication (CLAEP).

The UCA carries its **educational philosophy on a human and socio-cultural axis**. The teaching units, both at Bachelor (undergraduate) and at Master's (postgraduate) level, offers to the students a well-balanced formation between subjects related to human and social sciences - such as sociology, history or political science - and subjects related to their professional orientations (with a focus on practice).

The students have access to fully equipped multimedia classrooms and all medias in or-

der to carry out internal practices in radio, newspaper, television and digital media. During workshops they also learn how to use a wide variety of tools and software for creating digital content.

Since 2002, the UCA promotes the internationalization of the University and manage institutional linkage strategies with foreign universities and international cooperation agencies. Each year, more than 100 students of the UCA participate in exchange programs with universities around the world. Reciprocally the university receive more than 700 international students from partner institutions.



CROSSING PERSPECTIVES ON THE MIGRATION CRISIS

Since the war in Syria boomed in 2011, others have followed and led to major exoduses to safer land. Europe has become a “welcoming land” for thousands of refugees. Victims of misunderstandings and amalgam, they are now at the center of attention. In Brussels, citizen movements are emerging, while recurrent protests escalate against migration policies. But what about the other side of the Atlantic? How, at nearly 10,000 km of conflicts, the migration crisis is being felt?

In 2016, after much criticism against the Argentina's migration laws, the President Mauricio Macri, agreed to host 3000 additional

Syrian refugees. From then on, Buenos Aires is becoming, just as like Brussels, a cradle of the Syrian crisis. In this context and in line with the audacious projects already started by IHECS, it seemed interesting to open the dialogue concerning the situation of Syrian refugees with our international partner in Argentina.

Like IHECS, which has distinguished itself for years by the realization of media projects in connection with socio-cultural themes, UCA is very concerned with human and social issues and allows students a strong social involvement.

EMBRACE IT

These are the reason why we've decided to launch a collaborative project called “Embrace it”. This project will **draw up an inventory of the situation of Syrian refugees**, both in Brussels and in Buenos Aires. In order to do so, groups of students from ASCEP section at IHECS and from the Journalism Communication section at UCA - followed by professors from both institutions - will work together to create a multimedia platform.

In order to promote the fruitful development of a truly collaborative work between UCA and IHECS, some teachers and staff members from both institutions have had the opportunity to go abroad to our partner university.

The opportunity to work with international partners is the perfect opportunity to open up new horizons and energize your work. Get started !

(Margaux Burton, staff mobility 2018)



This project, realized during workshops that will take place between 2018 and 2019, allows a cross-cultural and multicultural pedagogical approach offering many advantages to both students and teachers of IHECS and UCA :

- Open-mindedness, awareness and in-depth knowledge what regards the refugee issue.
- New knowledge via different perspectives offered by a multimedia platform (editorial and photographic contents, photos, videos, sounds, web and animations).
- Sharing of knowledge, pedagogical approaches and working methodologies for teachers.

In addition, we have had the opportunity to create a real synergy with the **COLAB project** of the IHECSolidarity department which allows IHECS to **integrate refugees into the teaching staff**. During the introductory seminar held in the first week of October 2018 at IHECS, two Syrian refugees gave three days of classes. Thanks to their testimonies and their explanations of the history of Syria and the life in Belgium as a refugee, they allowed the IHECS students and professors to start the collaborative workshop in perfect alignment with the Syrian reality.

PROJECT AGENDA

- **April 2018** : Staff - Mobility WBI FUNDS

Margaux Burton, member of the International Office of IHECS, went to UCA for a first visit in the context of this project. This mission of observation allowed her to precise many organizational points (creation of the student crews, type of platform used, relevant medias, organisation of the workshops, project chronology).

- **August 2018** : The workshop started in Buenos Aires with UCA students

- **September 2018** : Teacher - Mobility WBI FUNDS

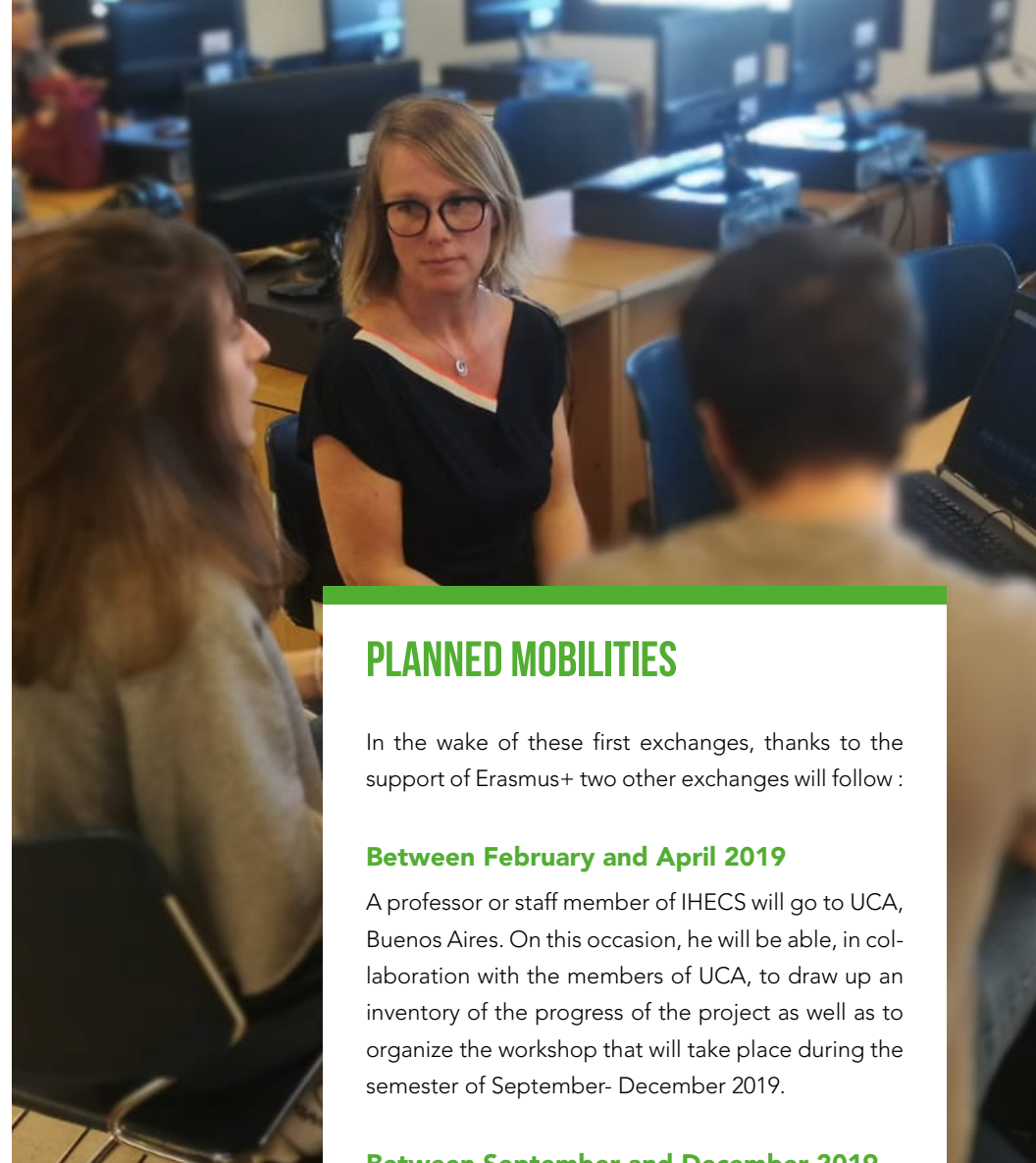
Mélanie Lalieu, Head of the IHECS ASCEP section, went to UCA to start the project, to talk to the teachers responsible of the project and the Argentinian students. This first exchange allowed the setting up of the collaborative workshop by giving the opportunity to both teams to have a field vision on the progress of the project and to discuss the skills to be used during the workshop (writing skills, production of informations, critical view,...).

- **October 2018** : The workshop started in Brussels with IHECS students
The introductory seminar given with the help of Syrian refugees

- **October 2018** : Teacher - Mobility ERASMUS + FUNDS

Miguel Massenio, professor of transmedia at UCA, went to IHECS. The opportunity for him to meet his colleagues in Brussels as well as the students of the IHECS participating in the workshop.

Thanks to the support of **Erasmus+** and the **WBI**, we are happy to expand our international partnerships to projects that go beyond simple student mobility. Convinced that this type of project is a real asset to our students, our teachers and our two institutions, we hope that this type of project will be the first from a long list.



PLANNED MOBILITIES

In the wake of these first exchanges, thanks to the support of Erasmus+ two other exchanges will follow :

Between February and April 2019

A professor or staff member of IHECS will go to UCA, Buenos Aires. On this occasion, he will be able, in collaboration with the members of UCA, to draw up an inventory of the progress of the project as well as to organize the workshop that will take place during the semester of September- December 2019.

Between September and December 2019

An UCA professor will go to IHECS, to carry out the continuity of the project during the second workshop.

We invite teachers and staff members of both IHECS and UCA to contact the International Office of their insitutes if they wish to take part to the project.



INTERNATIONAL EXCHANGES

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