

# Social Equality and Multicultural Communication in the Context of University Internationalization

Transmedia Campaign, UPT, Romania

## 1 Introduction to Transmedia Campaigns

A transmedia campaign is a type of storytelling that uses multiple platforms to tell a story. It is a way to reach a wider audience and create a more immersive experience for the audience. Transmedia campaigns can be used for various purposes, such as to promote a product, raise awareness of a social issue, or tell a story. They are a powerful tool that can reach a large audience and create a lasting impact.

Transmedia campaigns can use various platforms, such as movies, TV shows, video games, websites, social media, and comic books. The goal is to create an interconnected story across all these platforms so the audience can experience it differently and from different perspectives.

Transmedia campaigns have become increasingly popular in recent years as they allow for more creative and innovative storytelling. They are also an excellent way to reach a younger audience, which is more likely to consume media across multiple platforms. The Harry Potter franchise is an example of a transmedia campaign, which includes books, movies, video games, and other media.

## 2 Learning Outcomes of Transmedia Campaigns

To make our campaign most beneficial, the learners are encouraged to try and achieve the following activities and resulting outcomes:

- *Explore* the different types of content available in the campaign, such as videos, podcasts, articles, posts and reposts on social media, blog posts, and infographics, to find the most engaging and informative items.
- *Actively engage with the content* by paying attention to details, asking questions, and reflecting on learning.
- *Reflect on what one has learned after each piece of content and consider how it applies* to the experiences and perspectives.
- *Ask critical questions* and analyse the material for biases and multiple viewpoints.
- *Look for connections* between different content elements to deepen understanding of the topic and see how it fits into the bigger picture.
- *Consider how they can use* what they have learned in their studies or personal lives. Are there any ways to apply the topic's contents to one's own work or research?
- *Look for extra resources*, such as books, articles, and websites, to explore the campaign topic further.



By achieving these learning goals, the learners will comprehensively understand the campaign's topic and how it impacts communication within universities and between universities and society.

## 3 Social Equality and Multicultural Communication in the Context of University Internationalization

### 3.1 The contents of the Transmedia Campaign

This transmedia campaign is meant to raise awareness in the university community (students, university staff of all categories) about new challenges in the communication process and social equity because we traverse the pathways towards a more inclusive and courteous global academic environment. The campaign uses diverse media such as videos, infographics, posters, flyers, articles, social media posts and different communication channels to disseminate and share the created resources. The main aims of the campaigns are: (1) Explore communication and social equality in university internationalisation; (2) Foster inclusivity through various media forms; (3) Explore ethical considerations in transmedia storytelling (empower communication process in the university and with its related the civil society stakeholders); (4) Awareness of the responsible use of digital media for social impact.

Through various engaging multimedia content, this transmedia campaign will provide a comprehensive understanding of how respectful communication supports social equality in higher education. One can learn about the skills needed (to be continuously developed) for democratic culture and intercultural dialogue and about the actual phenomena of media violence to recognise, act and react against them. This transmedia campaign on respectful communication in higher education explores the challenges of the actual communication process in higher education institutions through a variety of resources, including:

- **Text:** The campaign includes a collection of concise, brief articles and presentations tackling essential media violence categories. Also, a guideline for multicultural communication has been provided to be used most in the context of the Erasmus+ mobilities in HEIs.
- **Infographics / Posters:** The campaign features infographics summarising extending educational and research contexts.
- **Video (snapshot):** They present case studies and best practices to be considered for potential users to improve their communication process.
- **Sticker:** This is created to easily connect a potential trainee or trainer to the RespectNET project community (web page and the e-learning platform).
- **Roll-up:** The campaign is supported by the project roll-up, which presents the international partnership and project results.



– *Flyers*: The campaign is supported by the design flyer (in English and Romanian language) which presents the international partnership and project results.

### 3.2 The Resources Included in the Transmedia Campaign

More detailed, the following items are part of the transmedia campaign:

1. Snapshot Video: [AI in University Communication: Benefits and Ethical Concerns](#) (produced by UPT, Caius Luminosu)
2. Presentation: [RespectNET corner](#) about AI (produced by UPT, Anca DRAGHICI)
3. Guide: [ACADEMIC MOBILITY ETHICS – A PRACTICAL GUIDE](#) (English version, produced by UPT)
4. Article: [Media violence](#) (produced by UPT)
5. Poster/Infographic: [Forms of media violence](#) (produced by UPT)
6. Poster/Infographic: [VALUES for Democratic Culture and Intercultural Dialogue](#) (produced by UPT)
7. Poster/Infographic: [SKILLS for Democratic Culture and Intercultural Dialogue](#) (produced by UPT)
8. Poster/Infographic: [ATTITUDES for Democratic Culture and Intercultural Dialogue](#) (produced by UPT)
9. Poster/Infographic: [KNOWLEDGE AND CRITICAL UNDERSTANDING for Democratic Culture and Intercultural Dialogue](#) (produced by UPT)
10. Presentation: [post-COVID](#) (produced by UPT, Alexandra Balla)
11. Presentation: [Diversity, Equity & Inclusion in the AcademicWorld](#) (produced by UPT, Cristina Saracu)
12. Presentation: [The Role of Lions Clubs as Proactive Activists in Civil Society](#) (produced by UPT, Marius Popa)
13. Sticker [RespectNET project](#) (produced by UPT)
14. Roll-up with RespectNET project (produced by UPT)
15. Flyer with RespectNET project (a Romanian version produced by UPT)

The whole campaign is also available on the [RespectNET Campaigns – Elearningproject.eu](#) learning platform. To access the campaign, click [here](#).

A video presentation about how the ethical commission works in the case of UPT is available [here](#).

