

Europäische Vereinigung für Bildung und Kommunikation
ZVR: 791994414

Partner Information Form (PIF)



European Society for Education and Communication [ESEC]

Full legal name	Europäische Vereinigung für Bildung und Kommunikation
Full legal name (English)	European Society for Education and Communication
Acronym	ESEC
PIC Number / OID	940033209 / E10127636
Address	Universität Wien Institut für Publizistik- und Kommunikationswissenschaft z.H.: emer. o. Univ.-Prof. Dr. Thomas A. Bauer Währinger Strasse 29 1090 Vienna, Austria
City	Vienna
Country	Austria
Email	office@esec.wien
Web site	https://esec.wien
N° Reg.	791994414 (ZVR/Austria)

Type of Organization	VEREIN / ASSOCIATION
Is the partner org. a public body?	NO
Is the partner org. a non-profit?	YES
Activity level	Currently Partner in one Erasmus+ KA2 Project
Has the organization received any type of accreditation before submitting this application?	NO

Indicate whether the organization has participated in a project funded by the European Union in the last 3 years:

<u>EU Programme</u>	<u>Year</u>	<u>Project Identification or Contract Number</u>	<u>Applicant/Beneficiary Name</u>
Erasmus+	2019-2022	2019-1-DE02-KA204-006493	Institut für Bildung und Medien der Gesellschaft für Pädagogik, Information und Medien e.V.

Legal Representative	
Title, Family Name	Prof. Dr. Bauer
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Contact Person	
Title, Family Name	Mag. Zita
First Name	Michael-Bernhard
Position	Secretary General
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Please briefly present the partner organization (e.g. type, scope of work, areas of activity, and if applicable approximate number of paid/unpaid staff)

The European Society for Education and Communication (ESEC) is an international scientific association in the fields of education for communication, media, and society, acting mainly in the interest of cultural and educational support for the development of an integrated European Society. In this project ESEC cooperates with experts (scientists and practitioners), organisations and institutions in the field of media and communication science and focuses its activities on media and communication education, media literacy, political and social literacy, and social media awareness.

The partnership includes especially:

- ipcenter.at in European countries
- Federation of European Youth/Young European Federalists BEJ/JEF, Vienna
- Europe Direct, Vienna
- OKTO Community TV-GmbH, Vienna.

ESEC is a society of experts from educational science, media science, education, and media practice. The main objective of ESEC is the realization of European projects (engaged in research, educational work, exchange platforms, publication, award events) in the framework of international cooperation of experts (media and educational science and media and educational practice) for the realization of the understanding of a common European idea with different cultures, traditions, and values. ESEC is especially committed to the field of educational media production and educational media use in the teaching context as well as to social media education both, in work - as in everyday life contexts. Within the framework of its predecessor society (Austrian Society for Education and Communication - OeG:BK. The change into ESEC as a new foundation took place in October 2013), the association has participated for almost 15 years as a partner in various GRUNDTVIG, LEONARDO, and ERASMUS learning partnership projects for the processing, implementation, and dissemination of media-pedagogical knowledge. Within the scope of these projects, ESEC has been largely involved in the formulation of the scientific-theoretical framework and contributed to its corresponding fundaments.

The competence of the association (ESEC) lies above all in the conceptual development and elaboration of media-cultural and educational scientific foundations for the various projects in which ESEC is involved:

- Educational media databases for the instructional use of educational media in diverse technological systems for different educational levels and educational institutions (adult education, school education, vocational education, general political education, media education),
- Development of scientifically based quality assessment systems (quality standards, quality criteria) for/of educational media or media education programs,
- Award events for the professional quality of educational media within the framework of award competitions, in order to bring the educational market, media production as well as media reception increasingly closer to quality standards and quality criteria and to anchor awareness of this in the market,

- Conducting continuing education and training events in the field of media education / educational media use for various relevant target groups: Educational institutes, educational teachers, educational lecturers, journalists, media documentarians.
- Publication of scientific bases for practical educational work: professional education and European education (curricula, syllabus, educational programs),
- Cooperation and engagement in the field of alternative media work, especially in the context of migration management, integration programs, diversity management programs, etc. ESEC is an association of scholars and academically interested or ambitious practitioners who are concerned with cultural, as well as political and social democratic quality. ESEC welcomes members from European educational and media institutions but is also open to experts in science and practice from non-European societies.

What are the activities and experience of the organisation in the areas relevant for this project? What are the skills and/or expertise of key persons involved in this project?

ESEC activities:

1. European Media Award: ESEC presents since 2006 annually the ERASMUS MEDIA AWARD together with the Comenius EduMedia Awards (Berlin, Vienna) on basis of an international jury of experts. This award: - aims to make aware media professionals (producers, providers) of the educational value and usability of media within formal and non-formal formats of education. The focus is on discourses on European values, such as inclusion, integration, solidarity, and critical awareness (literacy). - market-attention to media productions that reflect the development of European society (history and current challenges). - are most appreciated awards for outstanding educational media on the subject of Europe.
2. ESEC has a large experience of project management and project participation on a European level. ESEC is participating in various programs co-founded by the European Commission GRUNDTVIG, LEONARDO, ERASMUS, ERASMUS+ (such as projects: Qualimedia, Digimedia, MedLit).
3. Social media practice: ESEC promotes the establishment of joint media usage empowering the media habits of less privileged communities (to mention: OKTO-Community TV Vienna).
4. Publications: In connection to those media education and media literacy projects ESEC is publishing books for usage in the context of formal and non-formal education.
5. ESEC promotes permanent exchange among experts (scientists, students, practitioners) in the form of conferences: e.g. Istanbul Media Days, Prishtina Media Days, Hanoi Media Days, international doctoral conferences, webinars, etc.

Key persons:

1. Dr. phil, Dr. h.c Thomas A. BAUER is a professor emeritus at the Department of Communication at the University of Vienna. Over the years he developed a research and teaching program in Media Cultural Studies, Media Literacy Studies, Media Theory, Media Philosophy, and Media Studies Epistemology. Additional fields of research and teaching are Film Studies, Future Studies, Cultural Studies, Environmental Communication, Health Communication, Trans-cultural Dialogue of Religions, Migration, Minorities and Social Change issues. Next to theoretical work, he is engaged in maintaining a critical reflexive interrelation between theoretical analysis and innovative media practice, which lead for instance to the co-founding OKTO Community TV Vienna. Among other functions, he is president of ESEC (European Society for Education and Communication), which organizes the European Media Award (Erasmus Media Award) for outstanding educational media, given annually since 2006 in Vienna and Berlin. His academic work always has an international orientation, so he established academic cooperation with universities in the EU, Asia, Latin America, the USA, China, Turkey, and the Balkans. He was working as the scientific coordinator of the Erasmus+ CBHE project MEDLIT with academic partner universities from Malaysia, Thailand, Vietnam, Netherlands, and Germany. He also is experienced as a coordinator and partner of various European projects within the programs GRUNDTVIG; LEONARDO; ERASMUS and ERASMUS+, especially in the field of media, communication, media literacy, and media change.
2. Michael-Bernhard Zita is a project manager with more than 10 years of experience with EU-(co)-funded educational projects, especially the coordination of CBHE projects as well as key competencies in higher education didactics and course development and many years of training experience. He has a BA- and MA-degree (Mag.phil. & Bakk.phil.) in communication studies (focus: systems theory and media literacy) from the University of Vienna, where he also worked in the organization of teaching and the implementation of courses. Besides his role as secretary-general of ESEC he works at ipcenter.at in the field of project management and as a freelancer for the ministry of education to make media literacy activities of Austrian schools visible. In his spare free time, he works on his dissertation in communication studies in the field of needs, services, and functions of a European Digital Public Space. For this, he tries to develop a theoretical concept and spread the idea of thinking about a future European media space as an enlightenment engine to establish an open society as a third model besides data capitalism and data statism.