

Country	Institution	Common Module	ECTS
-	Implementation Group	Media Awareness	2.0

Service	Minimum Qualification for Lecturers <ul style="list-style-type: none"> English: Common European Framework of Reference for Languages (CEFR) Level B2 or NATO STANAG Level 3. Specialist knowledge in the field of media awareness or in the intended lecture area.
All	
Language	
English	
SQF MILOF	<ul style="list-style-type: none"> Competence area - Communicator Learning area - Speaking/ military briefing techniques Organisation level - Joint /Multiple services

Prerequisites for international participants	Contents of the Module
<ul style="list-style-type: none"> English: Common European Framework of Reference for Languages (CEFR) Level B1 or NATO STANAG Level 2. At least 2 years of national (military) education. 	<ul style="list-style-type: none"> Professional interview situations with media representatives.

Learning outcomes	Knowledge	<ul style="list-style-type: none"> Formulate the rhetorical basics for correctly answering media-related questions Describe how to behave and articulate oneself in a media context.
	Skills	<ul style="list-style-type: none"> Is able to convey content simply and visually so that it sticks in people's minds. Storytelling, the development of core messages, and the rhetorical basics are the most important tools. Identify the strengths and possible potential for improvement based on recorded interview situations in learning environments such as the blue box or the open field.
	Responsibility & Autonomy	<ul style="list-style-type: none"> Confidently to convey key messages in front of the microphone and camera in interview situations specific to the field of work. Demonstrate awareness of the impact and consequences of statements.

Evaluation of learning outcomes
<ul style="list-style-type: none"> Conducting 2-3 interviews, topics will be announced in advance. Evaluation of the interviews conducted using a predefined evaluation grid.

Module Details (the content is as an example and depends on the course director's decision)		
Topic	Residential WH	Details
Introduction	3	<ul style="list-style-type: none"> Communication, rhetoric, and dealing with media representatives (behaviour, do's and don'ts, original sound", storytelling, key messages, etc.)
Interview guidelines	2	<ul style="list-style-type: none"> Prepare interview guidelines
Practical training I	4	<ul style="list-style-type: none"> Conduct interviews
Practical Training II & Reflection	3	<ul style="list-style-type: none"> Analysis of the interviews Self-reflection
Free speech/ discussion	1	<ul style="list-style-type: none"> Prepare free speech/discussion
Practical Training III & Reflection	3	<ul style="list-style-type: none"> Conduct free speech/discussion Self-reflection
Practical training IV	2	<ul style="list-style-type: none"> Moderated discussion on the module topics
Excursion	8	<ul style="list-style-type: none"> Visit of a national Radio/TV studio
Total lectures	26	
Self-Studies	24	<ul style="list-style-type: none"> Includes preparations of tasks
Total	50	The total amount of hours is up to the course director according to national law or home institution's rules.

List of Abbreviations:

CEFR	Common European Framework of Reference for Languages
CM	Common Module
ECTS	European Credit Transfer and Accumulation System
ESDC	European Security and Defence College
EU	European Union
IG	Implementation Group
NATO	North Atlantic Treaty Organization
SQF MILOF	Sectoral Qualification Framework for Military Officers
STANAG	Standardization Agreement
TV	Television
WH	Working Hour