



Erasmus+

Higher Education:  
Mobility Agreement form  
Participant's name

## Mobility Agreement Staff Mobility For Teaching<sup>1</sup>

Planned period of the teaching activity: from 28.01.2018 till 03.02.2018

Duration (days) – excluding travel days: 7 days

### The teaching staff member

Last name (s)	<b>Sidorov</b>	First name (s)	<b>Viktor</b>
Seniority <sup>2</sup>	Senior	Nationality <sup>3</sup>	Russian
Sex [M/F]	M	Academic year	2017/2018
E-mail	v.sidorov@spbu.ru ; vsidorov47@gmail.com		

### The Sending Institution/Enterprise<sup>4</sup>

Name	<b>St. Petersburg State University</b>		
Erasmus code <sup>5</sup> (if applicable)	N/A	Faculty/Department	Institute "School of Journalism and Mass Communications"
Address	Universitetskaya nab., 7-9 199034 Saint-Petersburg	Country/ Country code <sup>6</sup>	643 RU Russian Federation
Contact person name and position	Prof. Anatoly S. Puyu, Director of the Institute	Contact person e-mail / phone	+7 8123636184 a.puju@spbu.ru
Type of enterprise:	the University	Size of enterprise (if applicable)	<input type="checkbox"/> <250 employees <input checked="" type="checkbox"/> >250 employees

### The Receiving Institution

Name	<b>Adam Mickiewicz University in Poznań</b>	Faculty/Department	Faculty of Political Science and Journalism
Erasmus code (if applicable)	<b>PL POZNA01</b>		
Address	Wienlaskiego 1	Country/ Country code	61-712 Poznań PL POLAND
Contact person name and position	Prof. Radosław Fiedler  Faculty Erasmus+ Coordinator	Contact person e-mail / phone	<a href="mailto:radoslaw.fiedler@amu.edu.pl">radoslaw.fiedler@amu.edu.pl</a>

For guidelines, please look at the end notes on page 3.





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## Section to be completed BEFORE THE MOBILITY

### I. PROPOSED MOBILITY PROGRAMME

Main subject field<sup>7</sup>: 0388: Social sciences, journalism and information, Inter-disciplinary programmes

Level (select the main one): Short cycle (EQF level 5) ; Bachelor or equivalent first cycle (EQF level 6) ; Master or equivalent second cycle (EQF level 7) ; Doctoral or equivalent third cycle (EQF level 8)

Number of students at the receiving institution benefiting from the teaching programme: 15

Number of teaching hours: 8

Language of instruction: Russian language

#### Overall objectives of the mobility:

Teaching Axiology of journalism

**Added value of the mobility (in the context of the modernisation and internationalisation strategies of the institutions involved):** The formation of a common educational framework, establishing a strong creative links between the universities.

#### Content of the teaching programme:

Understanding of the world in journalism is based on the organic unity of the diversity of methods for its perception and reflection. One of the methods is the evaluative method that revealing the abundance of man and his culture, of a miraculous nature, and also of journalism as an instrument of cognition of the society and its self-identification. Journalism is the source and the transmitter of the values. Also journalism is the social value as an institution of society. When democratic institutions are strengthened, the value of journalism increases, as well as media factors in general. The axiology of journalism is a scientific discipline that studies journalism as the source and relay of social values in all their substantive and semantic variety, as well as journalism itself as a social value that explores the principles and ways of journalists' developing of the sociocultural values, the effectiveness and methods of their representation in the mass media audience. The main goals of the course "Axiology of Journalism" are, firstly, to achieve a synthesis of basic ideas of the students about the socio-philosophical and cultural foundations of the journalists' professional activities and , secondly, the formation of a meaningful ability to put into practice the methodology of an evaluative understanding of the world and the profession. The main content of the new discipline is addressed to the issues of the value-based development of the world by a man and interactions in the public sphere, which predetermines an increased attention to the value





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aspects of the journalist's creativity and the functioning of the media.

**Expected outcomes and impact (e.g. on the professional development of the teaching staff member and on the competences of students at both institutions):**

The main goal of the course "Axiology of journalism" is mastering the methodology of the evaluative analysis of the media, evaluative justification of the functioning of journalism in the society and the assertion of the basic values of the journalism profession in the students' minds.

The goals are achieving by solving the following tasks:

1. to acquaint the students with the main stages in the development of the philosophical theory of the values and the actualization of the axiology in the new century;
2. to justify the evaluative perception of a journalistic work as a source of knowledge of the social life;
3. to reveal the evaluative understanding of the journalists' professional culture;
4. to lay the basic skills of the evaluative media analysis

The training sessions of the course "Axiology of Journalism" are aimed at raising the philosophical culture of the students who understand the importance of the social mission of journalism, and also strive to form their worldview.

As a result of mastering the program, the student must:

- to know the content of the discipline "Axiology of Journalism", to know the basics skills of the evaluative analysis of the social reality facts, including journalism and the media;
- to have an idea about the basic concepts of the philosophical theory of the values, the stages of formation and actualization of axiology;
- to understand the principles of the evaluative interaction of the political and cultural spheres with journalism, to understand the place and the role of journalism in the society;
- to be able to apply skills of the evaluative media analysis in professional activity.

The course is addressed to undergraduates interested in mastering the basic theoretical and practical knowledge of the evaluative media analysis, applicable in teaching and professional journalistic practice.





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## II. COMMITMENT OF THE THREE PARTIES

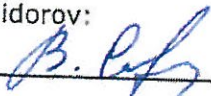
By signing<sup>8</sup> this document, the teaching staff member, the sending institution/enterprise and the receiving institution confirm that they approve the proposed mobility agreement.


The sending higher education institution supports the staff mobility as part of its modernisation and internationalisation strategy and will recognise it as a component in any evaluation or assessment of the teaching staff member.

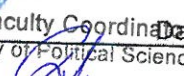
The teaching staff member will share his/her experience, in particular its impact on his/her professional development and on the sending higher education institution, as a source of inspiration to others.

The teaching staff member and the beneficiary institution commit to the requirements set out in the grant agreement signed between them.

The teaching staff member and the receiving institution will communicate to the sending institution/enterprise any problems or changes regarding the proposed mobility programme or mobility period.

<b>The teaching staff member</b> prof. Viktor Sidorov: Signature:  Date: 12.01.2018
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<b>The sending institution/enterprise</b> Prof. Anatoly S. Puyu, Director of the Institute "School of Journalism and Mass Communications": Signature:  Date: 12.01.2018
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<b>The receiving institution</b> Prof. Radosław Fiedler Faculty Erasmus+ Coordinator: Signature:  Date: 17.01.2018
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prof. UAM dr hab. Radosław Fiedler

<sup>1</sup> In case the mobility combines teaching and training activities, **this template** should be used and adjusted to fit both activity types.

<sup>2</sup> **Seniority:** Junior (approx. < 10 years of experience), Intermediate (approx. > 10 and < 20 years of experience) or Senior (approx. > 20 years of experience).

<sup>3</sup> **Nationality:** Country to which the person belongs administratively and that issues the ID card and/or passport.

<sup>4</sup> All references to "**enterprise**" are only applicable to mobility for staff between Programme Countries or within Capacity Building projects.

<sup>5</sup> **Erasmus Code:** A unique identifier that every higher education institution that has been awarded with the Erasmus Charter for Higher Education receives. It is only applicable to higher education institutions located in Programme Countries.

<sup>6</sup> **Country code:** ISO 3166-2 country codes available at: <https://www.iso.org/obp/ui/#search>.

<sup>7</sup> The **ISCED-F 2013 search tool** (available at [http://ec.europa.eu/education/tools/isced-f\\_en.htm](http://ec.europa.eu/education/tools/isced-f_en.htm)) should be used to find the ISCED 2013 detailed field of education and training.

<sup>8</sup> Circulating papers with original signatures is not compulsory. Scanned copies of signatures or electronic signatures may be accepted, depending on the national legislation of the country of the sending institution (in the case of mobility with Partner Countries: the national legislation of the Programme Country). Certificates of attendance can be provided electronically or through any other means accessible to the staff member and the sending institution.