



VIRTUAL INTERNATIONAL EXCHANGE AND LEARNING

Apply now for the VIEL exchange programme

Are you a Master's student at Karlsruhe University of Applied Sciences, the University of Limerick or the Pwani University? Has your dream always been to spend a **semester abroad** and **get to know new people and cultures**? Are you **interested in communication and media**? But you don't want to or can't take a break from your own studies or can't travel for so long due to the current COVID19 pandemic?

Then this is your chance to **apply now for the virtual student exchange VIEL** with Hochschule Karlsruhe of Applied Sciences, the Pwani University and the University of Limerick in **starting in October 2021**.

What is VIEL?

VIEL stands for **Virtual International Exchange and Learning**. It is a trinational virtual exchange project between Karlsruhe University of Applied Sciences (Germany), Pwani University (Kenya) and the University of Limerick (Ireland), funded by the Baden-Württemberg Stiftung from Germany. By the way, VIEL means "a lot" in German and aptly describes what you can expect in the project.

What can you expect from the VIEL project?

You will learn about new people and cultures, broaden your horizons, make international contacts and get to know the field of technical communication (Communication and Media). And the best thing about it: You can continue your studies at your home university as normal - because the VIEL exchange programme will mainly take place virtually. After the semester and your successful participation in the trinational exchange, you will receive a certificate.

What is Communication and Media?

The young discipline of Communication and Media, with interdisciplinary content from fields such as linguistics, computer science, technology, communication and design and translation, aims to structure, organise and visualise complex information in a way that is appropriate for the target group, in order to ensure communication and thus the transfer of knowledge to different target groups. Comparable study programmes of the future-oriented discipline with designations such as Technical Communication or Information Design have experienced an enormous upswing in Europe in the last 20 years, because the demand for qualified personnel in this field on the local and global labour market is increasing. In Germany, the faculty is already very well known, and graduates of corresponding degree programmes are highly wanted on the job market.

You can find more information on the field of Communication and Media/Technical Communication programme here: <https://www.technical-communication.org/>

You can find more information on the Communication and Media degree programme here:
<https://www.h-ka.de/en/kmm-b/profile>

How does a hybrid exchange programme actually work?

Students from the three universities participating in the exchange programme will experience a **virtual student exchange** for one semester. This will take place both in a **private setting** through regular virtual meetings and in a **professional setting** through regular online workshops with exciting topics on Communication and Media:

- October: How to make a podcast
- November: Intercultural aspects in communication
- December: Visualisation and professional text production

In order to get to know each other in real life, there will be a stay in one of the three countries Kenya, Ireland or Germany at the beginning and end of the semester.

How can I become a part of VIEL?

There will be a new exchange round every semester. Two Master's students from each university can participate per semester. If you are interested in the VIEL project, you can send an application to your contact person (HKA: Prof. Sissi Closs, elisabeth.closs@h-ka.de | UL: Dr. Yvonne Cleary, yvonne.cleary@ul.ie | PU: Ms. Edith Miano, e.miano@pu.ac.ke) by **Thursday 30th September 2021**. All information about the application process can be found in the attached file.

What are the requirements for participating in the exchange?

The programme aims at **getting to know new cultures, making international friends** and at the same time **gaining important basic knowledge in the future-oriented field of communication and media**. You should therefore be an open communicative person with an interest in getting to know new people and cultures. You should also enjoy participating in the regular virtual private meetings, which also require a certain amount of time. Previous knowledge in the field of communication and media is not necessary, Master students from all faculties can participate. Since the project and the exchange will be in English, appropriate language skills are required. As the project is sponsored by the Baden-Württemberg Stiftung, participation in the hybrid exchange programme is **free of charge**.

You can find more information about the participating universities here:

University of Applied Sciences Karlsruhe, Germany : <https://www.h-ka.de/en>

Pwani University, Kenya: <https://www.pu.ac.ke/index.php/en/>

University of Limerick, Ireland: <https://www.ul.ie/>

If you have general questions about the VIEL project or the exchange programme, please contact Belinda Oechsler (belinda.oechsler@h-ka.de).

Best regards,

The VIEL-team



Hochschule Karlsruhe
University of
Applied Sciences

