Experiential Learning Plan: Stories from Lille
Professor Ann Auman, School of Communications
Lille 2020

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Students in the Lille Program can take a variety of courses in the European Summer Program at the Université Catholique de Lille, one of the top universities in Europe, and the top private university in France. Lille is in the Nord-Pas de Calais region of northern France and has a substantial student population. It is close to many capitals, such as Brussels, the home of the European Union headquarters. It is also close to Paris and London. If you love politics, French language, international communication, eco-food, travel management and renewable energy, Lille has much to offer you.

Students can choose classes from many different fields. Students could take a course in eco-food, renewable energy or international communication. France also has an influential political history as the birthplace of democratic ideals that helped trigger the French revolution, and that underpinned the fight for freedom to protect those ideals during World War I and II. Students can visit nearby battle sites and museums. Students can also study French language and culture, learn slang, read authentic documents and become conversant in modern French. The program has two sessions in the summer, and the course offerings vary slightly.

Here are some of the course topics:

Understanding the Eco-System of Food in France and Europe
European Union Policy Making
World Class Museums between Paris and Brussels,
Corporate Culture, International Marketing and Communication
International Teamwork and Communication
Introduction to Renewable Energies: A Focus on Solar Energy
French Cinema

The Lille experience provides an important opportunity for students from Hawai’i to delve into the history of two world wars and the French resistance, something they may not be exposed to because we are far away in the Pacific. Lille is the birthplace of Charles de Gaulle, who made a plea on the radio in June 1940 from London to resist the Nazis, only about an hour and a half away from Lille by modern train. This year is the 70th anniversary of that plea. Lille is the perfect location for students from Hawai’i to learn about WWII at the birthplace of resistance to Nazi Germany – which sent in troops four days after his hopeful plea. Students will learn about the importance of defending our freedoms.

We will visit Le Voix du Nord, established as an underground newspaper during the French Resistance WWII. Students can read the paper in French or in English (translated), and we will talk about topics in the news. We will be visiting museums to learn about the important and underrated history of Lille, which is also the capital of French Flanders. Students could do their experiential learning project about Lille and World War I or II, or its Flemish heritage and medieval architecture. Lille is also home to the Palais des Beaux Arts museum of fine art and
other great museums for those who are art enthusiasts. However, for those wanting to explore culture, there is much to choose from, such as a museum of dolls and old toys in the Chateau de Robersart, and a new fashion district (cheaper than Paris). Also, Lille is a great place to enjoy fine French cuisine.

My role as resident director includes monitoring your academic progress as well as your attendance and level of participation. I will also be available to mediate and facilitate any academic issue that arises during your study in Annecy. I am responsible for your final grade as well as ensuring that your grade is properly transmitted and recorded as UH credit. So it is important that you not only attend your classes and do your homework, but that you also participate in activities as a group and in pairs.

You will have experiences outside the classroom, including excursions to museums and possibly nearby cities such as Brussels, Paris, Dunkirk, Bruges, Normandy and Amsterdam.

We will have regular group meetings, depending on your schedules and I will be available for meetings and get togethers. These will be both social and informational and designed to meet the Study Abroad student learning outcomes:

a. Demonstrate awareness of your own cultural values and biases and how these impact your ability to work with others.

b. Demonstrate knowledge of diversity with a focus on the population or topic of interest in your Lille Study Abroad program.

c. Communicate appropriately and effectively with diverse individuals and groups.

d. Demonstrate an increased capacity to analyze issues with appreciation for disparate viewpoints.

My area is cross-cultural/global media ethics as well as multimedia communication, and I will guide you as you create a short media project as you interact with people and places in Lille and surrounding areas, particularly on your field trips. You also have the option of creating a short project related to your classes, the field trips or something else that you develop in your spare time. What has sparked your curiosity in Lille? Your project is the vehicle you use to satisfy that curiosity.

I am a journalism professor but I also have an MBA and experience in public relations and marketing communications, so those of you who are studying communication classes may wish to do an international PR or marketing-related project. I also have PhD in political science and a love of history and cultural politics. I have lived and worked in Canada, China, France, Hong Kong, Japan, Switzerland and Taiwan.

You will accomplish the student learning outcomes through these experiences.

We will go together on the arranged excursions or on your own excursions. For example, a student could do a project on the transportation system and how it compares to ours on an island. For those of you studying French, how is spoken French in Lille different from Parisian French? If you are interested in PR or marketing, you could analyze and document advertising and communication materials in Lille, such as TV, online or billboard advertising, and do cultural
comparisons with those targeting a U.S. market. You might wish to do this with French cinema, fashion, food and sustainability, music or political campaigns, for example.

You will also reflect on the process of creating your project – gathering information, creating the story, whether it’s written or visual, and presenting it, as well as your cultural interactions with the people of Lille and compare these interactions with American culture and life. What were your greatest challenges? How did you overcome them? We will discuss these questions at our regular meetings.

You will also share your project in the final week with your classmates. You can write a story, or create an Instagram project or blog with a story and photos; or shoot a video or do an audio story. Blog about a field trip, for example. Length: 1,500 - 2,000; 2:30 minutes or 10-15 images with captions.

RUBRIC of LEARNING OUTCOMES

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<tr>
<th>Learning Outcomes</th>
<th>Below expectation</th>
<th>Meets expectation</th>
<th>Above expectation</th>
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<tbody>
<tr>
<td><strong>Demonstrate awareness of your own cultural values and biases and how these impact your ability to work with others.</strong></td>
<td>Does not participate in group meetings to discuss this topic.</td>
<td>Participates in most of the group meetings and has partial participation in the topic.</td>
<td>Actively participates in group meetings, offering reflections and insights.</td>
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<td><strong>Demonstrate knowledge of diversity with a focus on the topic of interest in your Study Abroad Program.</strong></td>
<td>Fails to post story in Google drive or posts unfinished work. No interviews. No visuals.</td>
<td>Story and visuals demonstrate acceptable effort in appropriate format. Interviews 2 people; uses other web and print sources.</td>
<td>Well-developed story and visuals in appropriate format. Interviews more than 2 people; strong project (writing, visuals). Creative.</td>
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<td><strong>Communicate appropriately and effectively with diverse individuals and groups.</strong></td>
<td>Poor participation in field trips and interacting with group members.</td>
<td>Participates in most field trips. Effective interaction with various groups.</td>
<td>Participates in all field trips. Active interaction with various groups.</td>
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<td><strong>Demonstrate an increased capacity to analyze issues with appreciation for disparate viewpoints.</strong></td>
<td>Fails to demonstrate understanding of different perspectives.</td>
<td>Demonstrates in discussions an understanding of different viewpoints on an issue in France.</td>
<td>Demonstrates a strong or unique understanding about French issues.</td>
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