

<b>Project name</b>	European Xmas Commercial
<b>Details</b>	English November, December
<b>About the project</b>	<p>The project aims to encourage the students from different European countries to think about Christmas from various perspectives (society, religion, family, specific national traditions, etc.).</p> <p>Since many traditional holidays, including Christmas are becoming increasingly influenced by the component of consume we will try to focus on it's basic true meaning.</p> <p>Following each participating school will create a short video in an entertaining way where Christmas is going to be presented in the form of a short TV commercial in the duration of maximum 90 seconds.</p> <p>Each video should focus to present what Christmas actually is about and what it means to the students. They should try to convince the audience, how and why we should/ or also shouldn't celebrate it. The scenario has no limitations, the only requirement is that the conclusion involves the 'Merry Christmas' wish in the national language. A single school can also create more than one video. Since traditions are a part of the cultural heritage our project will nicely conclude the European Year of Cultural Heritage.</p>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Establishing contacts with European schools and dormitories</li> <li>• Improving the foreign language skills</li> <li>• Learning from each other across European borders</li> <li>• Raising awareness of the consumer marketing influence on traditional holidays</li> <li>• Sharing information about activities and events related to Christmas in the own country</li> <li>• Using ICT tools as a part of innovation and creativity in learning</li> <li>• Developing the creativity potential of students on their ability to convey their own impression about Christmas reflected in their video designs</li> <li>• Raising students awareness of cultural diversity in Europe</li> </ul>
<b>Methodology</b>	<p>1. Ice breaking activity – a group photo or a video message from students (and teachers) involved in the project. Students can present themselves, their school (dormitory) and their country. For presenting the messages from all the participants in one place we will use Padlet. (6th of November till 10th of December)</p> <p>2. Whilst the videos are being created also photo materials of the work process and the exchange of ideas are welcome. For publishing them we will use Padlet. For further promotions of the activity each school can use also their Facebook or Instagram account.</p> <p>3. On the 16th of December all the schools publish their videos.</p> <p>4. Till 19th of December we will create the final multinational Christmas promo video.</p>
<b>Expected results</b>	<ul style="list-style-type: none"> <li>• Raised level of knowledge about Christmas traditions in other European countries</li> <li>• Raised awareness about the commercial influences on the traditional Christmas narrative</li> <li>• Developed creativity and skills related to photo and video production</li> <li>• Improved foreign language skills</li> <li>• Students build international friendships and communicate with different cultural partners</li> </ul>