

## DIGITAL PEDAGOGY challenges & opportunities

Irrespective of subject discipline, we need to be preparing our graduates for the demands that will be made of them in the digital economy. The successful 21st century graduate needs to be a fluent communicator, able to connect with diverse target audiences using a plethora of digital methods. This is not simply a technological requirement. The successful use of digital media requires a comprehensive understanding of digital literacy and an ability to navigate effectively through the rapidly shifting digital landscape.

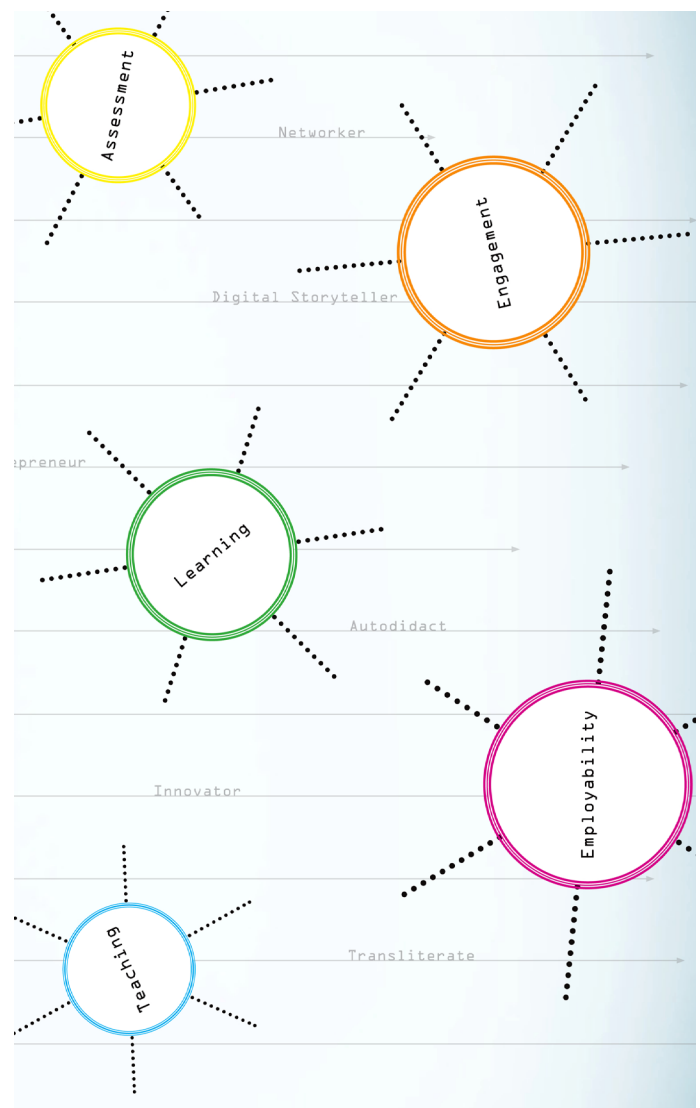
Traditionally, academics have relied heavily on the written word for teaching and assessment. Being able to formally communicate successfully in writing will remain a key graduate attribute, but the lack of development of other increasingly essential literacies will undoubtedly impair the opportunities for Greenwich Graduates to find graduate level employment.

*Transliteracy is the ability to read, write and interact across a range of platforms, tools and media from signing and orality through handwriting, print, TV, radio and film, to digital social networks.*

*Prof. Sue Moore, De Montford University  
<http://suethomasnet.wordpress.com/transliteracy>*

It is tempting to assume that students already know how to use social media tools. In general they are fluent in the use of social media in their personal lives but that does not mean that they necessarily know how best to use these tools for professional purposes: e.g. networking, formal communication, cultivating a reputable digital identity etc. How can we impart this precious knowledge and develop these essential skills in our students if we do not lead by example?

It could be argued that the essential common factors of good communication, irrespective of medium, are awareness of target audience and a developed sense of narrative. Unfortunately, too many students have been in full-time education for 13 or more years and yet they have still not developed a sufficient awareness of how to communicate their ideas effectively in writing to a specific target audience. Just how much improvement can we expect to see in these students if they spend the next three years repeating the same activities? Is it time for a fresh approach?



By encouraging students to carry out research, work collaboratively, create podcasts, video presentations, website et al using digital methods, students will gain the opportunity to demonstrate their understanding of their subject discipline while simultaneously developing essential digital literacies that will stand them in good stead for the future. The possibility also exists that by finding their narrative voice in another medium, students may be able to tap in to this increased awareness when it is time to produce formal, written material.

The ability to communicate persuasively using digital media has become in recent years an essential weapon in the armoury of the budding entrepreneur. Crowd funding websites like indiegogo and kickstarter offer the opportunity for entrepreneurs to easily attract significant financial investment to help them get a fledgling idea or project off the ground. All that is required is a good idea for a project, digital literacy and the ability to tell a compelling, engaging story. That sounds like a Greenwich Graduate, doesn't it?