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Summary:

Given by vice counselor of Salford University, in charge of: Media and Digital future, Private Partnerships in Manchester and the whole UK, Educational and commercial aspects.

While BBC is working on a commercial motive Salford university is focused on research, commercialization, continuing professional development, and developing educational methods for better teaching and learning habits .

All the different dimensions of the contemporary university and logical social change are "playing out" at media city, leading to a social change throughout the whole Manchester Area.

Initial motivation:

In one level the motivation from the city and university point of view is regeneration; To take an area of Salford which has been going through a post industrial change, based around the docks and turn it into a massive social and technological changing process.

At the heart of the development stands the BBC. Political logic is supporting the BBC in exchange of the use of its massive media power to teach and research throughout the university.

At the heart of it for Salford University is the opening of a new building at the university, which will combine a wide variety of teaching & learning methodologies to take group activity one step forward into the future creating an innovational new way of learning.

Question:

Andrew talked about projects creating a new integrated work environment between animators Audio specialists editors etc.

What tools and aids are there to help these groups forming this new common language in a project such as this; in terms of structure, workforce, and facilities?

Answer:

There are a number of different ways: facilities, activities, physical aspects;

Opportunity of special space designed to fit their professional needs.

Creating a better connection between different Research Labs & facilities working on the same project.

Encouraging integrated work between different people, with different specialties.

All of which planned will be well connected.

On the one hand all of the participants will have solid knowledge in their main area of work discipline, once you have that base; you try to enhance each participants involvement in the whole project opening them to other disciplinary methods and ways of thinking, slowly creating a much more communicative group able to reach higher standards.

The aim is to have better connectivity between different labs, but moreover having a facility which will support interdisciplinary work methods, which will greatly support this developing concept.

Question:

What is the economical motivation?

Answer:

Obviously from university's POV: using the opportunity to generate revenues through research and innovation. To use a particular type of professional language, positioning the university at a certain level which defines higher standards.

To Generate official activity with media companies, Attracting students and increasing the university's demand among applicants.

Basing Partnerships with organizations which could be in future assist to Salford's goals.