



MEDIA MEETS LITERACY CONFERENCE

21-22 SEPTEMBER 2017, SARAJEVO

Information, disinformation, post-truth ... Media literacy more crucial than ever

We've witnessed in the past few years a tidal wave of fake news, disinformation and propaganda, rapidly disseminated through the Internet and other media. Given the social and political consequences, it is more crucial than ever that our citizens be critical users of the media.

The second Media Meets Literacy (MML) conference, organized by the Evens Foundation and its partners, will be focusing on this crucial question of our time. Gathering in Sarajevo in September 2017, media literacy professionals from all over Europe will explore the huge challenges of our rapidly changing media world.

Purpose of conference

The conference is aimed at reinforcing dialogue, cooperation and partnerships between the education and training sector and the media sector, as well as other relevant stakeholders, including civil society and youth organizations. The Paris Declaration states that it is crucial to strengthen children's and young people's ability to think critically and exercise judgement so that, particularly in the context of the Internet and social media, they are able to grasp realities, distinguish fact from opinion, recognize propaganda, and resist all forms of indoctrination and hate speech. The Internet offers unprecedented, almost limitless opportunities for sharing knowledge and ideas and can have a powerful impact on opinions, attitudes and perceptions. They also offer everyone a platform to create, share and publish content themselves, thus helping to unlock talent, foster creativity and promote innovation. To remain relevant, it is crucial that education and training staff at all levels keep pace with these rapid developments, and provide learners with the competences and values needed to access, interpret, produce and use information and other media content in a safe and responsible manner.

The conference is preceded by the Propaganda Lab: Seminars on Contemporary Propaganda (19-20 September 2017).

Media Meets Literacy in Sarajevo is The Evens Foundation initiative, implemented in partnership with Mediacentar Sarajevo and Konrad Adenauer Stiftung.

Media Meets Literacy Conference Program

Venue: National Theatre

DAY 1

21 September

08.30 Registration and coffee reception

09.00 **Welcome Addresses:** Monique Canto-Sperber (Evens Foundation), Paolo Cesarini (European Commission), Christian Spahr (Konrad Adenauer Stiftung)

09.15 **Keynote Speeches** by Evgeny Morozov and Prof. Megan Boler (Ontario Institute of Studies in Education, University of Toronto)

10.15 **The Post-Truth Threat to Democracy: Panel debate + Q&A** with Prof. Megan Boler; Martina Chapman (Mercury Insights); Marijana Matovic (University of Belgrade); Evgeny Morozov; Jordi Torrent (United Nations Alliance of Civilizations); Aidan White (Ethical Journalism Network). Moderator: Nensi Blažević (Al Jazeera)

11.15 Coffee break

11.30 **Networking Session**

12.30 Lunch

14.00-15.30 **Breakout Sessions: Part 1**

- **Visual Literacy in the New Media Age** - discussion with Bojana Piskur (Moderna Galerija Lubjana, Slovenia); Christine Vidal (LeBal, France); Rene Glas (Utrecht University, the Netherlands), Torsten Arni Caleb Andreasen (Copenhagen University), moderated by Katarzyna Bojarska (View, Foundation for Visual Culture, Poland) *Venue: National Theatre*
- **Fake News & European public: How to stand up to disinformation?** - discussion with Marta Orosz (Corrective, Germany); Galyna Schimansky-Geier (StopFake, Ukraine); Martina Chapman (Mercury Insight, Ireland); representative of NATO, moderated by Christian Spahr (Konrad Adenauer Stiftung) *Venue: National Theatre*
- **Civic and Media Education in the Digital Age. Pedagogical practices to combat discrimination and promote democratic participation** - workshop with Prof. Maria Ranieri (Firenze University, Italy) *Venue: Networks*

- **Media Information/Disinformation & Popular Culture: youtubers, influencers and vloggers and their impact on media (education) world** - workshop with John Leek (Sound & Vision, the Netherlands) *Venue: Networks*
- **Do-it-yourself training in Mobile Journalism (MoJo)** - workshop with Igor Kanižaj & Tena Perisin (University of Zagreb, Faculty of Political Science, Croatia) and Sally Reynolds (Media & Learning Association, Belgium) *Venue: Networks*
- **New Media and Technology - Driving and Enhancing Social Change** - project pitching session: Veronique de Leneer (Maks, Belgium), Sara Wall (Fanzingo, Sweden), Karoliina Leisti (Digitalents, Finland), Karolina Śmigiel & Marta Biatek (Association of Creative Initiatives E) *Venue: Kino Meeting Point*

16.00-17.30 **Breakout Sessions: Part 2**

- **The MIL Curriculum and Teaching Critical Skills in Schools** - discussion with Alicja Pacewicz (CEO, Poland); Tijana Femic Bumbic (Novi Sad School of Journalism, Serbia); Carole Helpiquet (Clemi, France); Manuel Pinto (University of Minho, Portugal), moderated by Kari Kivinen (European School Network, Finland) *Venue: National Theatre*
- **Building Trust in Journalism: How Ethical Media Can be an Inspiration for Responsible Communications** - discussion with Agron Bajrami (Koha Ditore, Kosovo), Zoran Sekulic (Media Association, Serbia), Aleksandra Temenugova (School of Journalism and PR, Macedonia), moderated by Aidan White (Ethical Journalism Network, UK) *Venue: National Theatre*
- **Partner session with the European Commission: How can media literacy contribute to the development of social media?** - World cafe with experts from Facebook, Google and other social media platforms, and European Commission officials, moderated by Adam Watson Brown (European Commission, DG CONNECT) *Venue: Networks*
- **Building Trust in Media in South-East Europe by increasing media and information literacy** - workshop with Tatjana Ljubic, (UNESCO) *Venue: Networks*
- **Factchecking, IT Tech and Civic Engagement Against Disinformation** - workshop with Darko Brkan (Zašto ne?, B&H) *Venue: Networks*
- **The Future of Media Literacy: Forging a New Generation of Leaders and Changemakers** - project pitching session: Andy Demeulenaere (StampMedia, imec - Mediawijs, Belgium), Boris Bakal (Frooom, Shadow Casters, Croatia), Jordi Torrent (PluralPlus17/PeaceApp, UNAOC), Mary Berkhout (MediaMasters, Mediaweijzer, the Netherlands) *Venue: Kino Meeting Point*

19.30 **Gala Evening: Opening Lecture by Professor John Potter, Evens Prize for Media Education Award Ceremony and Dinner Reception**

Media Meets Literacy Conference Program

Venue: National Theatre

DAY 2

22 September

08.30 Coffee reception

09.00 Time for Inspiration: 10-min presentations on Contemporary Media & Journalism - The Crucial Issues

- „Facebook Algorithmic Factory” by Vladan Joler from SHARELab, Belgrade, Serbia
- Six Types of "Fake News” by Prof. Renee Hobbs from Rhode Island University, USA
- War and Media Literacy by Prof. Jad Melki from American University in Beirut, Lebanon
- Media Literacy, Disinformation and Advertising by Prof. Agnes Nairn, Bristol University
- Euroscepticism, Democracy and the Media by Manuela Caiani from SNS Scuola Normale Superiore, Pisa-Florence, Italy
- Media Literacy and Children by Jelena Perovic from UNESCO, Montenegro

10.15 Coffee break

10.30 Time for Inspiration: 10-min presentations on Approaches & Solutions

- Shadow Channel - How New Media, Technology & Games Can Help Us Understand Truth by Juha van 't Zelfde from Sandberg Institute, the Netherlands
- Helping Schoolchildren Understand Facts, Fakes and Bias in the Media by Juliane von Reppert-Bismarck from Lie Detectors, Belgium
- Fostering Critical Thinking via Film Education by Jacob Breuning from Danish Film Institute
- Reporting Refugees by Tena Perišin from Zagreb University, Croatia
- Bringing Accuracy to the Public Election Debate by Mikko Salo from Faktabaari (FactBar), Finland
- Thinking Critically and Clicking Wisely is Media and Information Literacy by Alton Grizzle from UNESCO

11.45 Final Thoughts and Recommendations: Panel Discussion

Igor Kanižaj (Zagreb University, Croatia); Tim Verbist (Porticus, Belgium); Mary Berkhout (Mediaweijzer, Netherlands); Paolo Cesarini (European Commission). Moderator: Sally Reynolds (Media&Learning Association / ATiT, Belgium)

Concluding speech: Prof. David Buckingham (Loughborough University, UK)

13.00 Farewell lunch