



Media Meets Literacy in Sarajevo

PROPAGANDA LAB

19-20 SEPTEMBER 2017, SARAJEVO

PRE-SEMINAR TO MEDIA MEETS LITERACY CONFERENCE (21-22 SEPTEMBER 2017, SARAJEVO)

Propaganda Lab: Seminars on Contemporary Propaganda

Led by Professor Renee Hobbs (Rhode Island University, USA) & Igor Kanizaj (Foundation of Media Culture, Zagreb University, Croatia). These seminars will raise awareness about the power of contemporary propaganda and introduce practical strategies to promote critical thinking about propaganda. At a time of rampant populism, xenophobia, fake news and stereotyping, the seminar will provide students, educators and other professionals with innovative educational models and resources.

Participants will explore the subject of propaganda by actively engaging in dialogue, interpretation and analysis, and consider strategies for addressing rising nationalism, racism, intolerance and violent extremism.

VENUE: MARRIOTT COURTYARD HOTEL, Skenderija 1

Propaganda Lab: Seminars on Contemporary Propaganda DAY 1

19 September

09.00-14.00 Arrival of participants

13.30-14.00 Registration

14.00-18.00 Propaganda Lab: Seminars on Contemporary Propaganda Part 1

Seminar Part 1A: Contemporary Propaganda

We are subject to a flood of messages, coming from many different channels and in many forms. To be a responsible citizen in the 21st century, we need to be critically aware about propaganda and to understand its intent. But in recent years, teaching about propaganda has diminished in many educational settings.

In this seminar, we explore our current exposure to propaganda, including disinformation, fake news, and partisanship. We take a frank look at the education sector, considering the current capacity of schools, NGOs and other community organizations to address propaganda education.

FORMAT: Video speech by Sait Tuzel (media literacy researcher, Turkey) + panel discussion with Prof. Renee Hobbs, Igor Kanižaj, Aidan White (Ethical Journalism Network, UK) and Prof. Megan Boler (Toronto University, Canada)

Seminar Part 1B: Mind Over Media: Hands-On Workshop

Participants will learn about best practices in teaching about propaganda as a form of media literacy education by exploring a new online educational resource, Mind Over Media: Analyzing Contemporary Propaganda, an online, user-generated content website that helps learners explore the subject of contemporary propaganda. On the website, users can upload, examine and discuss examples of propaganda from around the world.

FORMAT: Workshop with laptop computers

20.00 Dinner in Marriott restaurant

**Propaganda Lab: Seminars on Contemporary Propaganda
DAY 2**

20 September

09.00-13.00 Propaganda Lab: Seminar on Contemporary Propaganda Part 2

Seminar Part 2A: Propaganda, Fake News and Social Media

How does the combination of the economics of online information and the characteristics of human information-processing help increase the viral spread of propaganda? How do clickbait, virality, sponsored content, labeling and personalized algorithms shape people's exposure to and interpretation of contemporary propaganda?

FORMAT: Discussion with **Thomas Myrup Kristensen (Facebook, Belgium)** and **Darko Brkan (Zasto ne?, B&H)**, moderated by **Igor Kanižaj**

Seminar Part 2B: Propaganda Analysis, followed by Video Creation to Demonstrate Skills

In this hands-on learning experience, small teams explore examples of propaganda and then create digital video screencasts to document their critical analysis skills.

FORMAT: Media analysis, media reflection and production

13.00-14.00 Lunch in Marriott restaurant

14.00-17.00 Propaganda Lab: Seminar on Contemporary Propaganda Part 3

Seminar Part 3A: Connecting Past to Present and Future

What about the power of propaganda in previous eras? What are our responsibilities as authors and audiences? How does propaganda thrive in the blurred boundaries between art, journalism and advocacy?

FORMAT: Sharing 10-minute stories of propaganda, past and present, followed by group discussion. Speakers: **Piotr Pacewicz (OKO.press, Poland)**, **Christian Spahr (Konrad Adenauer Stiftung, Germany/Bulgaria)**, **Tihomir Loza (SEEMPN, B&H/UK)**, **Joanna Krawczyk (Evens Foundation, Belgium/Poland)**

Seminar Part 3B: Building a Network of Propaganda Education Leadership

As we advance in our professional development and analysis of contemporary propaganda, how can we continue learning from each other? What research is most needed to advance the future of this educational practice? What outcomes do we seek?

FORMAT: Small-group discussion

20.30 Networking, with refreshments (venue tbc)

Media Meets Literacy Conference Program

Venue: National Theatre

DAY 1

21 September

08.30 Registration and coffee reception

09.00 **Welcome Addresses**

09.30 **Keynote Speeches** by Evgeny Morozov and Prof. Megan Boler (University of Toronto)

10.20 **The Post-Truth Threat to Democracy: Panel debate + Q&A**

Prof. Megan Boler; Martina Chapman (Mercury Insights); Evgeny Morozov; Jordi Torrent (United Nations Alliance of Civilizations); Aidan White (Ethical Journalism Network). Moderator: Nensi Blažević (Al Jazeera)

11.30 Coffee break

12.00 **Networking Session**

13.00 Lunch

14.30-16.00 **Breakout Sessions: Part 1**

- Visual Literacy in the New Media Age
- Fake News & European public: How to stand up to disinformation?
- Civic and Media Education in the Digital Age. Pedagogical practices to combat discrimination and promote democratic participation
- Media Information/Disinformation & Popular Culture: youtubers, influencers and vloggers and their impact on media (education) world
- Mobile Journalism
- New Media and Technology - Driving and Enhancing Social Change

16.30-18.00 **Breakout Sessions: Part 2**

- How can media literacy contribute to the development of social media?
- The MIL Curriculum and Teaching Critical Skills in Schools
- Building Trust in Media in South-East Europe by increasing media and information literacy
- Building Trust in Journalism: How Ethical Media Can be an Inspiration for Responsible Communications
- Factchecking, IT Tech and Civic Engagement Against Disinformation
- The Future of Media Literacy: Forging a New Generation of Leaders and Changemakers

20.00 **Gala Evening:** Opening Lecture by Dr 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 Part 1

- The Power of Truth in a World of Disinformation by Amanda Bennett, Voice of America, Director, USA
- Reporting Refugees by Tena Perišin, Journalism Department, Faculty of Political Science, Zagreb University, Associate Professor, Croatia
- Who's Messing With My Mind? Media Literacy and Advertising by Agnes Nairn Chair of Marketing, University of Bristol, UK
- Lie-Detectors by Juliane von Reppert-Bismarck, Lie-Detectors, Belgium
- Facebook Algorithmic Factory by Vladan Joler, SHARE Foundation, director, Serbia
- Shadow Channel - A deep stream of counternarratives by Juha van 't Zelfde, Sandberg Instituut, Course director of Shadow Channel: MA Film, Design & Propaganda, Netherlands
- Media Literacy and Children by Jelena Perovic, Communication Officer, UNICEF Montenegro, Montenegro
- Fostering Critical Thinking via Film Education by Jacob Breuning, Danish Film Institute, Denmark

10.30 Coffee break

11.00 Time for Inspiration: 10-min presentations Part 2

- The Dark side of the Web: European and American Extreme Right groups and the Internet by Manuela Caiani, SNS Scuola Normale Superiore (Pisa-Florence), Italy
- FaktabaariEDU - fact-checking as tool to teach critical media literacy to future voters by Mikko Salo, Faktabaari (FactBar), Co-Founder, Finland
- Teaching the Conspiracies by Renee Hobbs, University of Rhode Island, United States
- MIL CLICKS by Alton Grizzle UNESCO, Programme Specialist, France

11.45 Final Thoughts and Recommendations: Panel Discussion

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

12.30 Concluding speech: Prof. Julian McDougall (Bournemouth University, UK)

12.45. Goodbyes and farewell lunch

