

## Agenda Pristina Media Days 2017

*Truth and wisdom in Journalism. Media and social change.*



UNIVERSITETI I PRISHTINËS  
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*Institut für Publizistik und Kommunikationswissenschaft, Universität Wien*

**S · E · E · M · O**  
SOUTH EAST EUROPE MEDIA ORGANISATION

*Pristina, 3-5 May 2017*

**Venue:**

University of Pristina, Faculty of Philology, Small Amphitheater

Mother Teresa Street nn.

10 000 Pristina,

**Contact persons:**

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The event will address the diverse challenges facing contemporary media and journalists and provide a platform for debate and exchange of experiences. It is a multidisciplinary media event designed for students, journalists and public at large. Influential Kosovar and international media academics, experts and journalists will deliver speeches followed by discussions.

The aim is to discuss the new phenomena arising through the developments of the digital technology and how these phenomena are affecting the work of journalists and the social changes. The focus will be on the challenges that journalists are facing on providing reporting for the digital media by respecting the professional standards. Other topics such as the transition from old to new media in SEE, the political communication, the challenges for civic participation in the public sphere, the media literacy will be dealt from the perspective of the truth and wisdom in journalism.

The discussions will be organized in form of panels of four key note speakers and one moderator. The speakers will deliver a 15-minute presentation and based on those the discussions will be developed. The presentations and the results of the conference will be published in a conference book.

The panel themes:

Panel 1. Journalism credibility and journalism as a reference of political and societal trust?

What is happening with the professional standards in the new media age?

Panel 2: The relationship between journalist and its audience. Is a true dialogue through the digital media possible, and how can it be successful?

Panel 3: The transition of the Media in SEE, from “old” to “new”, the challenges and the strategies for handling the transition.

Panel 4: The activism, clicktivism and/or slacktivism, are the new media fostering or degrading a citizen’s public sphere?

Panel 5: The patterns of political communication in the new media age. What are the challenges for journalism regarding the weaknesses of politics? What are the challenges for politics regarding the weaknesses of structural transformation of the media?

Panel 6: Worlds of journalism. Dealing with the past.

Panel 7: The public television in SEE. The multiple transition, ownership, competition and the content.

Panel 8 Opened for public discussion with the broad public (citizens): Media and young generations. Where are we going are we educating active or virtual citizens. The young generations as targeted public of new media technologies. The need for media literacy.

Panel 9: Migration and Integration through Media.

**Day 1, 03. May 2017**

9:00-9:30	Registration University Pristina
9:30-10:00	Welcome Speech Remzie Shahini-Hoxhaj Moderator, University of Pristina Marjan Dema, Rector, University of Pristina Sahadete Limani-Beqa, University of Pristina, Oliver Vujovic, SEEMO Thomas Bauer, University of Vienna, Vienna
10.00-10.15	Key Note: Renate Schroeder, EFJ, Brussels
<b>10:15-11:45</b>	Freedom of Expression in South East Europe Moderator: Oliver Vujovic Speakers: Shkelqim Hysenaj; KJA, Pristina Agron Barjami, Kohad Ditore, Pristina Zrinka Vrabec Mojzec, Nacional; Zagreb Goran Mihajlovski, Skopje Budimir Nicic, Association of Serbian journalists in Kosovo
<b>11.45-12.00</b>	Coffee break
<b>12:00-13:30</b>	Journalism credibility and journalism as a reference of political and societal trust? What is happening with the professional standards in the new media age?

	<p>Moderator: Sahadete Limani-Beqa</p> <p>Milazim Krasniqi University of Pristina</p> <p>Thomas Bauer University of Vienna</p> <p>Chris Nash Monash University</p> <p>Renate Schroeder, EFJ, Brussels</p>
<b>13: 30-14:30</b>	Lunch Break
<b>14:30-15:30</b>	<p>The relationship between journalist and its audience. Is a true dialogue through the digital media possible, and how can it be successful?</p> <p>Cornelia Wall LMU München</p> <p>Haqif Mulliqi/ Universiteti I Prishtina, Pristina</p> <p>Muhamet Mavraj- Gazeta epoka e Re, Pristina</p>
<b>15:30-17:00</b>	<p>The transition of the Media in SEE, from “old” to “new”, the challenges and the strategies for handling the transition.</p> <p>Moderator: Remzie Shahini Hoxhaj University of Pristina</p> <p>Aleksander Cipa, Journalist Albania</p> <p>Jeta Xharra, Birn Kosovo</p> <p>Adelheid Feilcke, Deutsche Welle, Köln</p> <p>Shpresa Mullqi, OSCE Kosovo</p>
<b>17:00-18.00</b>	Break
<b>18:00-18:30</b>	Registration Hotel Swiss Diamond
<b>18:30-19:30</b>	<p>Welcome speeches</p> <p>Remzije Shahini Hoxhaj (Chair), University of Pristina, Pristina</p> <p>Thomas Bauer, University of Vienna, Vienna</p>

	<p>Oliver Vujovic, SEEMO</p> <p>Key note speaker Erhard Busek, Former Austrian Vice-Chancellor, Vienna</p> <p>Key note and welcome by H.E. President of Kosovo Hashim Thaci</p>
<b>19.30-21.30</b>	Welcome reception

<b>Day 2, 04.May 2017</b>	
<b>9:00-9:30</b>	Registration
<b>9:30-11:00</b>	<p>The activism, clicktivism and/or slacktivism, are the new media fostering or degrading a citizen's public sphere?</p> <p>Moderator: Sahadete Limani-Beqa</p> <p>Oliver Hahn/ Uni Passau</p> <p>Natalia Kudriavtceva/Uni Wien</p> <p>Ibrahim Salleh/Cairo University</p>
<b>11:00-11:15</b>	Coffee Break
<b>11:15- 12:30</b>	<p>Worlds of journalism. Dealing with the past.</p> <p>Moderator: Abit Hoxha</p> <p>Jonila Godole, Tirana University</p> <p>Keneth Andersen, University of Agder</p> <p>Marina Constantinoiu, former editor in chief of Jurnalul National, Bucharest and <a href="http://miscareaderezistent.ro">miscareaderezistent.ro</a></p> <p>Remzije Istrefi, University of Pristina</p>
<b>12:30-13:45</b>	Lunch Break

<b>14:00-15:30</b>	<p>Media and young generations. Where are we going are we educating active or virtual citizens. The young generations as targeted public of new media technologies. The need for media literacy.</p> <p>Lindita Tahiri University of Prishtina</p> <p>Tilia dos Vaconselos Guedes Stingl</p> <p>Nezih Orhon, Uni Anadolu, Eskisehir</p> <p>Hasan Salihu, University AAB, Pristina</p>
<b>15:30-15:45</b>	Coffee Break
<b>15:45-17:30</b>	<p>The patterns of political communication in the new media age. What are the challenges for journalism regarding the weaknesses of politics? What are the challenges for politics regarding the weaknesses of structural transformation of the media?</p> <p>Bajram Kosumi, University of Pristina</p> <p>Mokhtarrudin Bin Ahmad, UMK (University Malaysia Kelantan),</p>

<b>Day 3. 05. May 2017</b>	
<b>9:30-10:00</b>	Registration
<b>10:00-11:00</b>	<p>The public television in SEE. The multiple transition, ownership, competition and the content.</p> <p>Moderator: Thomas Bauer</p> <p>Mentor Shala RTK</p> <p>Boris Bergant, former deputy President EBU and former deputy Director RTV Slovenia, EBU Advisor</p> <p>Rahman Pacarizi, University of Prishtina</p>

<b>11:00- 11:15</b>	Coffee Break
<b>11:15-12:15</b>	Migration and Integration through media Tomas Bauer Istvan Deak, SMART FM
<b>12:15-13:00</b>	Closing ceremony Remzije Shahini-Hoxhaj Oliver Vujovic Thomas Bauer
<b>13:00 - 14.00</b>	Working lunch (for international guests)