

25th and 26th November 2009
 Palacio del Senado, Madrid, España

III EAVI INTERNATIONAL CONFERENCE

CITIZENS' PARTICIPATION TO PUBLIC LIFE THROUGH THE MEDIA
PARTICIPACION CIVICA A TRAVES DE LOS MEDIOS DE COMUNICACION

CONFERENCE PROGRAMME



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III EAVI International Conference
 25th and 26th November 2009
 Venue: Spanish Senate House
 Plaza de la Marina Española, no.8
 Madrid, Spain

CITIZENS' PARTICIPATION TO PUBLIC LIFE THROUGH MEDIA

Wednesday 25th November 2009

9:00-10:00 Delegate Registration

Spanish Senate Hall

10:00-10:45 Conference Opening and Welcome Addresses

Welcome from Javier Rojo García, President of the Spanish Senate;

Welcome from European Commission;

Welcome from Marialina Marcucci, President of EAVI;

Welcome José Manuel Pérez Tornero, Professor and Director of the Communication and Education Office at the Universidad Autonoma de Barcelona;

10:45-12:15 International Institutions and Media Literacy

Key speech: José Manuel Pérez Tornero, Professor and Director of the Communication and Education Office at UAB;

Chair: Marco Ricceri, Eurispes General Secretary, Rome;

Panel:

Jan Malinowski, Head of Media and Information Society Division, Council of Europe;

Matteo Zacchetti, DG Information Society, European Commission;

Vladimir Gai, Chief of Media and Civic Participation Section, UNESCO.

12:15 – 12:45 COFFEE BREAK

12:45 - 14:15 Active Citizenship, Citizens' Participation through the Media

Key speech: Paolo Celot, Secretary General, EAVI;

Chair: Frank Burgdörfer, Chairman of Citizens of Europe

Panel:

Fiona Lennox, Policy Executive, Ofcom;

Gian Maria Fara, President of Eurispes;

Juan Carlos Gavara, Constitutional Law Professor, UAB;

14:15-16:00 LUNCH

16.00-18.00

Media and Power

Chair: Senator Emelina Fernández Soriano, Spanish Senate;
Key speech: Pere-Oriol Costa, Professor of Political Communication, UAB;

Panel:

Ángel García Castillejo, Adviser at CMT (Comisión del Mercado de las Telecomunicaciones);
Armand Mattelart, Sociologist Université Paris VIII, TBC;
Jorge del Corral (UTECA) TBC;
Josep Carles Rius, President of the Council of Journalists, Catalunya, UAB;

Thursday 26th November 2009

10:00-12:00

Media Education

Key speech: Tapio Varis, Professor and UNESCO Chair in Global e-Learning
University of Tampere, Finland UTA;
Chair: Samy Tayie, Communication Specialist, Professor at the University of Cairo
and President of the Mentor Association

Panel:

Antonio Pérez Sanz, ITE;
Sylvie Urbain, CFWB;
José Fernández Beaumont, Fundación Telefónica, TBC;
Manuel Pinto, Professor at Universidad do Minho and Director of the
Communication and Society Research Centre.

12:00 – 12:30

COFFEE BREAK

12:30-14:00

Minors, Youth and the Media

Key speech: Ulla Carlsson, International Clearinghouse on Children, Youth and
Media at Nordicom, University of Gothenburg
Chair: Lorenzo Vilches, UAB.

Panel:

Gabriel González-Bueno, Portavoz y representante de Plataforma Infancia;
Lucia Gonzalez and Naomi Thompson, EAVI Youth Advisory Group (EYAG);
Ursula Maier-Rabler, Director ICT&S Center, University of Salzburg;
Alejandro Perales, AUC.



Education and Culture DG

'Europe for Citizens' Programme

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INTERESTS

14:00-16:00

LUNCH

16:00-17:30

Looking towards the Spanish EU Presidency: Media Literacy Policies

Chair: Senate representative TBC

Key speech: Andrea Millwood Hargrave, Oxford University;

Panel:

Elisenda Maralet, CAC;

Alberto García Ferrer, Secretary General of ATEI;

Alfonso Morales, Adviser to the State Secretary of Communication;

Juan Montabes, Audiovisual Council of Andalucía, TBC.

17:30-18:30

Main Conclusions

Vice-President of the Spanish Senate, TBC;

Paolo Celot, Secretary General, EAVI;

José Manuel Pérez Tornero, UAB.