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Program is subject to change. Modifications will be notified on the Congress web. All activities will take place at Faculty of Communication Studies (UAB) facilities.

Sessions with this badge  will be in English (no simultaneous translation). The rest of the sessions will be in Spanish.

Schedule		Wednesday 11th	
9:00h - 10:45h	<p align="center">Registration (Faculty of Communication Studies Hall)</p>		
11:00h - 12:00h	<p align="center">(AULA MAGNA- Auditorium) Official opening Keynotes: Josep Maria Català (Dean of Fac. Ciencias de la Comunicación, UAB), Manel López Béjar (Vice Chancellor for Research, UAB), Vladimir Gai (Head of Media Section of Communication and Participation, UNESCO), Ali Al-Karni (Director of Oficina de Educación del Golfo, Liga Árabe), Samy Tayie (Mentor Association President), José Manuel Pérez Tornero (Director of Gabinete de Comunicación y Educación, UAB).</p>		
12:00h - 12:30h	<p align="center">Coffee Break</p>		
12:30h - 14:00h	<p align="center">(AULA MAGNA - Auditorium)</p> <p align="center">Round table: Media literacy strategies: challenges and perspectives Chair: José Manuel Pérez Tornero (Gabinete de Comunicación y Educación, UAB). Speakers: Vítor Reia-Baptista (U. Algarve, Portugal), Carolyn Wilson (Association Media Literacy, Canadá), Alberto Parola (MED, Italia), Samy Tayie (Mentor Association).</p>		
14:00h - 15:30h	<p align="center">Lunch</p>		
15:30h - 17:30h	<p align="center">Papers presentations Area 01. Media education (ROOM 6). Area 02. Media education research (ROOM 7). Area 03. Children and media (ROOM 8). Area 04. Intercultural dialogue (SALA DE GRADOS). Area 05. New languages, new narratives (SALA DE JUNTAS). Area 06. ICT Experiences: Journalism and participation (ROOM 13).</p>	<p align="center">(AULA MAGNA - Auditorium)</p> <p align="center">Experiences of cinema and TV for Education</p> <p>PART 01: Pro Documentales (de 15:30h. a 16:30h.). Speakers: Alicia F. Sagüés (Sample Coordinator Pro Documentales), Agustín Furnari Alonso (Director of Cine documental), Nilton Rocha (Univ. Federal de Goiás, Brasil).</p> <p>PART 02: ATEI (16.30 a 17.30) Speakers: Alberto García Ferrer (General Secretary ATEI), José María Perceval (UAB).</p>	
17:45h - 19:00h	<p align="center">(SALA DE JUNTAS)</p> <p align="center">Round table: Active citizenship</p> <p>Chair: Laura Cervi (Gabinete Comunicación Educación, UAB) Speakers: Susan Moeller (Intern. Center for Media), Manuel Pinto (U. do Minho, Portugal), Vladimir Gai (UNESCO), Ismael Peña (UOC).</p>		<p align="center">(AULA MAGNA – Auditorium)</p> <p align="center">Round Table: Social responsibility and new media Chair: Carmen García Galera (Univ. Juan Carlos). Speakers: Luis Núñez Ladevéze (As. Infancia y Comunicación Kids & Com), Elena Sánchez (Viewer defender RTVE), Ángel García Castillejo (Comisión del Mercado de Telecomunicaciones), Lidia Puigvert (Univ. de Barcelona), Pere O. Costa (UAB).</p>
19.00	<p align="center">Cocktail</p>		

Thursday 12th

10:00h - 12:00h	<p><u>Papers presentations</u> Area 01. Media education research (ROOM 6). Area 02. Critical thinking (ROOM 13). Area 03. Children and media (ROOM 12). Area 04. ICT and education (SALA DE GRAUS). Area 05. Intercultural dialogue (AULA MAGNA). Area 06. Active citizenship (ROOM I-120). Area 07. New languages, new narratives (ROOM 16).</p>	<p>(SALA DE JUNTAS - BOARDROOM)  Round table: <u>Media Literacy in the Arab World</u> Chair: Samy Tayie (Mentor Association). Speakers: Ali Al-Karni (General Director, Arab Bureau of Education for the Gulf States), Khalid Al Awwad (Member of the Saudi Parliament and General Director of Dar Masarat for Studies and Research), Foad Helmy (Professor, Faculty of Education, Consultant to Dar Masarat for Studies and Research).</p>
<p>Coffee Break (AULA MAGNA - Auditorium)</p>		
12:30h - 14:00h	<p><u>Critical reading and media literacy</u> Introduction of Programa Leer.es del Ministerio de Educación de España. Chair: Santiago Alcoba (UAB). Speakers: Pilar Pérez Esteve (Director of Centro Virtual Leer.es), Fabio Tropea (UAB), José Manuel Pérez Tornero (Gabinete de Comunicación y Educación, UAB).</p>	
<p>Lunch</p>		
15:30h - 17:30h	<p>(AULA MAGNA-Auditorium) Round table: <u>Research in Communication, Education and Youth: future guidelines</u> Chair: Antonio García Jiménez (Univ. Rey Juan Carlos). Speakers: Alejandro Perales (President of As. Usuarios de Comunicación), Juan Menor (Univ. Rey Juan Carlos), Carmen Fuente (Procotin), Cristina Pulido (Gabinete Comunicación y Educación, UAB).</p>	<p>(SALA DE JUNTAS) Round table <u>The educational challenge of intercultural communication</u> Chair: Mireia Pi (UAB). Speakers: Susan Moeller (Intern. Center for Media), Sirkku Kotilainen (Finland), Samy Tayie (Mentor Association), Luciano di Mele (MED, Italia).</p>
17.45h - 19.00h	<p>(AULA MAGNA - Auditorium) Round table: <u>Educational responsibility of the media in society</u> Chair: Enrique Martínez Salanova (Grupo Comunicar). Speakers: José Ignacio Aguaded (Grupo Comunicar, España), Juan Carlos Gavara (UAB), Xavier Martorell (Miembro equipo proyectos educativos Televisió de Catalunya), Natalia Bernabeu (Instituto Formación de Profesorado, Ministerio de Educación, España), Mar de Fontcuberta (PUC, Chile).</p>	<p>(SALA DE JUNTAS – Boardroom)  Round table: <u>Good practices of media education</u> Chair: Maria Ranieri (MED, Italia). Speakers: Alberto Parola (MED, Italia), Irma Hirsjarvi (Finland), Carolyn Wilson (Ass. Media Literacy, Canadá).</p>

Friday 13th

09:30h.	<p><u>Paper presentations</u> Area 01. Children and media (ROOM 6). Area 02. ICT and education (ROOM 13). Area 03. Intercultural dialogue (ROOM 12). Area 04. Active citizenship (SALA DE GRADOS). Area 05. Media literacy training (SALA DE JUNTAS). Area 06. ICT in the classroom (CLASSROOM). Area 07. On Line centres and digital inclusion (CLASSROOM 11).</p>	
10:00h - 12:00 h		<p>(AULA MAGNA - Auditorium) Round table: <u>High quality in publishing Communication: Reviews and publications</u> Chair: José Ignacio Aguaded (Grupo Comunicar). Speakers: Lluís Pastor (UOC), Maria Ranieri (MED), José Manuel de Pablos (Revista Latina de Comunicación Social), Rosario Lacalle (Revista Anàlisi).</p>
12:00h - 12:30h	Coffee Break	
12:30h - 14:00h	<p>(AULA MAGNA - Auditorium) <u>Keynote</u> “Reading and writing” - Eduardo Mendoza Winning writer in 2010 Premio Planeta de Novela with the work <i>Riña de Gatos. Madrid, 1936.</i></p>	
14:00h - 15:30h	Lunch	
15:30h - 17:30h	<p>(SALA JUNTAS - Boardroom) Round table: <u>Creation and management of collective knowledge in organizations</u> Chair: Joaquín Gairín (UAB). Speakers: Jesús Martínez Marín (Dep. Justicia de Catalunya), Daniel Giménez Roig (Agencia de Protección de la Salud), Miren Fernández de Álava (UAB), Martín Gómez Silva (CIESS, México).</p>	<p>(AULA MAGNA - Auditorium) Round table: <u>Media literacy in Latin America</u> Chair: Santiago Tejedor (Gabinete de Comunicación y Educación, UAB). Speakers: Luis Cisneros (Infoplazas, Panamá), Vítor Reia-Baptista (U. Algarve), Alberto García Ferrer (ATEI), Mar de Fontcuberta (PUC, Chile), Vivian Sundset (From First Lady Dominican Republic Office).</p>
17.30h - 19.00	<p>(AULA MAGNA - Auditorium) Closing Ceremony: CONCLUSIONS AND FUTURE CHALLENGES Speakers: José Manuel Pérez Tornero (Director of Gabinete Comunicación y Educación UAB) and Samy Tayie (Mentor Association).</p>	
19:00h	Celebration -Cocktail	