

COST Action IS0906
Transforming Audiences, Transforming Societies

**Programme for the meeting in Belgrade
18-20 September, 2013
University of Belgrade**

GENERAL PROGRAMME

DAY 1: September 18 (Wednesday)

<i>Time</i>	<i>Room</i>	<i>Meeting</i>
9.00-12.00	1*	Co-authoring / project writing meetings (self-organized)
12.00-12.45		Lunch (self-organized)
12.45-13.45	Lobby	Registration and coffee
13.45-14.15	1	Opening With Miroljub Radojkovic (University of Belgrade), Ilija Vujacic (Dean of the Faculty of Political Sciences, University of Belgrade) and Biljana Stojanovic (COST National Coordinator for Serbia)
14.15-15.45		Plenary session: "Bringing the outside in: The significance of stakeholders' activities for academic audience research" With Sara Elias (Research & Learning Group, BBC Media Action), Andreea M. Costache (Association of Consumers of Audiovisual Media in Catalonia/TAC) and Muriel Hanot (Studies & Research, Conseil Supérieur de l'Audiovisuel/CSA) Chair: François Heinderyckx
15.45-16.15	Lobby	Coffee-break
16.15-18.15	2, 3, 5,6	WG parallel sessions See details on pp.4-5

*Additional rooms will be provided on the spot

DAY 2: September 19 (Thursday)

Time	Room	Meeting	
8.45-9.00	Lobby	Signature of attendance list	
09.00-11.00	1, 4, 5, 6	WG parallel sessions: Discussing the “Building Bridges” reports with stakeholder representatives See details on pp.6-7	
11.00-11.30	Lobby or Terrace	Coffee-break	
11.30-13.00	1, 4	Cross-WG interest group: <i>Generations and media</i> (coord. Andra Siibak and Nicoletta Vittadini) ROOM: 1	Cross-WG interest group: <i>Global protests: Active audiences' voices and their alternative media</i> (coord. Miri Gal-Ezer and Hillel Nossek; with presentations by Viktorija Car, Şirin Dilli, Lilia Raycheva and Miguel Vicente-Marino) ROOM: 4
13.00-14.00	Faculty restaurant	Lunch	
14.00-16.00	1	Management Committee meeting See agenda on pp.8-9 All COST participants are invited	
16.00-16.30	Lobby or Terrace	Coffee-break	
16.30-18.00	1	Plenary session: Cross-WG research projects: Update and future directions <i>Media and Audiences</i> (coord. Klaus Bruhn Jensen) <i>Twitter and the public sphere – The European elections in 2014</i> (coord. Pieter Verdegem, Cédric Courtois, Peter Mechant, Jakob Linde Jensen and Stine Lomborg; presentation by Pieter Verdegem) Chair: Helena Bilandzic	

19.30 - COST social dinner

Restaurant Kovač, <http://www.restorankovac.com/>

See the map on the last page of the programme

Registration needed on 18 September. Price: 25 EUR (cash payment in Euros, at the registration desk)

DAY 3: September 20 (Friday)

<i>Time</i>	<i>Room</i>	<i>Meeting</i>	
8.45-9.00	Lobby	Signature of attendance list	
09.00-10.30	1	Plenary session: Reporting on the “Building Bridges” WG discussions With Göran Bolin (WG1 rapporteur), Manuel José Damásio (WG2 rapporteur), Stanisław Jędrzejewski (WG3 rapporteur) and Dafna Lemish (WG4 rapporteur) Chair: Geoffroy Patriarche	
10.30-11.00	Lobby or Terrace	Coffee-break	
11.00-12.30	1	Cross-WG interest group: <i>Cross-media repertoires as democratic resources: Cross-cultural research project</i> (coord. Hanna Adoni, Hillel Nossek and Kim C. Schrøder)	
12.30-12.45	1	Farewell (plenary)	

14.00- ...	Project meeting 1: <i>Audience across media</i> (coord. Klaus Bruhn Jensen) ROOM: 1	Project meeting 2: <i>Twitter and the public sphere</i> (coord. Pieter Verdegem, Cédric Courtois, Peter Mechant, Jakob Linnaa Jensen, and Stine Lomborg) ROOM: 4	Project meeting 3: <i>Media education policy</i> (coord. Divina Frau-Meigs) ROOM: 5
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WG parallel sessions on September 18, 16.15-18.15

Working Group 1 “New media genres, media literacy and trust in the media”:

Room: 2

1. Presentations of WG1 members' research

Chair: Kim C. Schrøder

The ethics and limits of interpretation: Audiencing the offense in 'offensive' television

Ranjana Das

Brands, media literacy and pre-teens' expressions of identity

Conceição Costa

2. Ideas for continued networking in WG1 and/or the Action as a whole after the TATS Action ends

Brainstorming discussion

Introduction: Viktorija Car

Discussing the possibilities, for instance an easy-to-use interactive website to use for networking and as a resource base for uploading relevant curricula, CfPs, info on conferences, joint researches, calls for collaboration, to share ideas and other content (papers, blogs).

Working Group 2 “Audience interactivity and participation”:

Room: 3

Panel: Histories and Participation

Chairs: Nico Carpentier and Peter Dahlgren

For a genealogy of online participatory literary writing: Hypertext fiction as a crossroad between social informatics and post-structuralism

Francesca Pasquali

Wrong Turns towards Revolution? Grassroots Media and Political Participation in Italy (1967-2012)

Fausto Colombo (presented by Piermarco Aroldi)

Reconstructing public perceptions of the Soviet media: an oral history perspective

Kristina Juraite

The influence of political propaganda on the citizen participation of the former Yugoslavia

Aleksandar Vranjes

Digital cities as mediated participation, a comparative and historical analysis

Peter van den Besselaar (presented by Dennis Beckers)

Followed by brief WG2 business meeting

Working Group 3 “The role of media and ICT use for evolving social relationships”:

Room: 5

1. WG3 parallel Task Force sessions

TF “Old” & “New” Media: Theoretical and Technological Perspectives

Chairs: J. Ignacio Gallego, Brian O’Neill

TF New media, new methodological approaches

Chairs: Jakob Linde Jensen, Klaus Bredl

TF Generations and Mediated Relationships

Chairs: Andra Siibak, Nicoletta Vittadini

2. Ideas for continued networking in WG3 and/or the Action as a whole after the TATS Action ends.

Brainstorming discussion

Discussion/ideas from TFs

Working Group 4 “Audience transformations and social integration”:

Room: 6

1. Panel: Recent and ongoing international research on children, youth and media

Chair: Sascha Trültzsch

Communicating With Children: A UNICEF Resource Package

Dafna Lemish

*Community web radio and including young people through media education:
problematizing before changing*

Maria José Brites & Ana Jorge

Discussant: Ingrid Paus-Hasebrink

2. Ideas for continued networking in WG4 and/or the Action as a whole after the TATS Action ends

Brainstorming discussion

WG “Building Bridges” sessions on September 19, 9.00-11.00

Working Group 1 “New media genres, media literacy and trust in the media”:

Room: 1

Discussing the Building Bridges report with stakeholders

1. Presentation of the WG1 report about building bridges between academic audience research and the interests of external stakeholders

Jakob Bjur, Lars Nyre, and Göran Bolin

2. Panel

Chair: Kim C. Schrøder

Respondents:

- Sara Elias (Research & Learning Group, BBC Media Action)
- Leo Pekkala, Director, Finnish Centre for Media Education and Audiovisual Media (MEKU)

Working Group 2 “Audience interactivity and participation”:

Room: 4

Building Bridges on Media, Participation and Interaction

Chair: Nico Carpentier

Panel:

- Francesco Diasio, General-Secretary AMARC-Europe
- Stefan Lazarevic, state secretary for communication, information society within the Serbian ministry for telecommunications
- Gabriella Velics, board member of Community Media Forum Europe
- Julie Uldam, assistant professor at Copenhagen Business School and chair Network on Civic Engagement and Social Innovation

Working Group 3 “The role of media and ICT use for evolving social relationships”:

Room: 5

Discussing the Building Bridges report with stakeholders

1. Presentation of the WG3 Task Forces’ reports about building bridges between academic audience research and the interests of external stakeholders

Jakob Linaa Jensen, J. Ignacio Gallego/Brian O’Neill, Nicoletta Vittadini
(each presentation/TF approximately 10 min)

2. Panel

Chair: Stanislaw Jędrzejewski

Respondents:

- Andreea M. Costache, Association of Consumers of Audiovisual Media in Catalonia/TAC
- Muriel Hanot, Directrice des études et recherches, Conseil supérieur de l’audiovisuel (CSA), Brussels

- Karol Malcuzyński, TVP (public television), Head of International News and Current Affairs of TV News Magazine on Channel One and former BBC correspondent in Warsaw
- Marius Dragomir, Senior manager/Publications editor, Open Society Foundations - London

Working Group 4 “Audience transformations and social integration”:

Room: 6

Building Bridges on Audience Transformation and Social Integration

Chair: Dafna Lemish

Panel:

- Michele Arlotta, head of Strategy, Marketing & Sales – TV Channels of DeAgostini, previously Strategy & Research Manager of MTV Italia/Nickelodeon/Comedy Central.
- Jadranka Milanovic, UNICEF Belgrade, expert on media and children's rights
- Dragan Kremer, Media Program Coordinator, Open Society Foundations - Serbia

Agenda

Management Committee Meeting



Belgrade, Serbia

September 19, 2013

0. Welcome to participants
1. Reports on achievements (fourth year and entire period of the Action)
 - a. Report of the Steering Group
 - b. Report of the Working Groups
 - d. Report on affiliated events
 - e. Report of the Coordinators
 - STSM
 - Website
 - Newsletter
 - Project Applications
 - ECREA Doctoral Summer School
 - g. Report of the cross-WG initiative leaders (research projects and interests groups)
2. Report of the Grant Holder (fourth year and entire period of the Action)
 - a. Membership status (including gender balance and Early Stage Researchers)

- b. Financial report
- 3. Report of the COST Office
- 4. Last events of the COST Action
 - a. Lisbon conference “(New) Audience Practices”
 - b. Istanbul conference “New Media and Participation”, November 22-23, 2013
 - c. Action Final Conference, Ljubljana, February 5-7, 2014
 - d. Doctoral workshop, Ljubljana, February 8, 2014
- 5. Evaluation of the Action (preparation of the COST Final Evaluation Panel to be held in Ljubljana, on February 7, 2014)
- 6. AOB
- 7. Closing

Host:

Faculty of Political Sciences, University of Belgrade, Jove Ilica Str.165
(www.fpn.bg.ac.rs)

Local organizing team:

Miroljub Radojkovic, Jelena Kleut, Ana Milojevic, Gordana Ristić and
Miross Travel Agency

COST SOCIAL DINNER (Sept. 19, 19.30)

Restaurant Kovač, <http://www.restorankovac.com/>

Address: Bulevar Oslobođenja 221

Few minutes walking distance from the Faculty of Political Sciences and Hotels M and N.

Spot "A" is the Faculty of Political Sciences

Spot "B" is the restaurant Kovač

