

EVENT REPORT

Konrad-Adenauer-Stiftung e.V.

MEDIA PROGRAM

SOUTH EAST EUROPE
MANUELA ZLATEVA

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Media literacy becomes more relevant in times of fake news

AT THE CONFERENCE „MEDIA MEETS LITERACY“ IN SARAJEVO, 250 EXPERTS FROM EUROPE AND THE USA DEBATE NEW PROJECTS AGAINST DISINFORMATION

On 21st and 22nd September 2017, media experts from all over Europe and the USA got together to discuss the latest media developments and challenges such as fake news and propaganda. The conference was organised by the Evens Foundation (Belgium) in cooperation with the KAS Media Program South East Europe and Mediacentar Sarajevo.

The aim of the event was to strengthen the dialogue and cooperation between the education and the media sectors in order to withstand disinformation and propaganda. The hosts emphasised that it was crucial to further develop citizens' ability to think critically and to distinguish facts from opinions. This applies especially to the younger generation.

The conference was opened by **Christian Spahr**, Director of the KAS Media Program South East Europe, **Paolo Cesarini**, Head of Unit at the European Commission (DG CONNECT) and **Monique Canto-Sperber**, Director of the Evens Foundation. In his opening speech, Spahr underlined that media competence was not just a pedagogic or technological issue, but an important political question in the context of increasing disinformation.

On the first day of the conference, a well-visited panel discussion took place on the subject of "Fake News and European public: How to stand up to disinformation?". The panel was organised by the KAS Media Program South East Europe. **Marta Orosz**, journalist at the German investigative

newsroom Correctiv, **Galyna Schimansky-Geier**, editor at StopFake.org in Kyiv and **Paolo Cesarini** from the European Commission took part in the discussion. The debate was moderated by **Christian Spahr**.

Marta Orosz explained how new forms of disinformation differ from propaganda in the past. She presented main elements of propaganda strategies, especially in the field of social media, and spoke about experiences of her organisation in a joint project with Facebook. Galyna Schimansky-Geier gave concrete examples of Russian disinformation campaigns during the war in Donbass and the annexation of the Crimea. In addition, she explained how her platform debunks fake news. Paolo Cesarini talked about approaches of the EU to analyse fake news and to publicly explain their mechanisms.

A series of workshops on propaganda took place in the run-up to the conference. Participants were students, lecturers, journalists and media experts. During the workshops practical strategies against disinformation and fake news were discussed and evaluated. Innovative educational models were also presented. Christian Spahr contributed to the discussions from the side of the KAS Media Program South East Europe by presenting current KAS studies and events on the topic.



Imprint

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