Program
Department for Civic Education

19. International Conference on Political Communication
Hashtag: #IKPK21

November 14th – 15th, 2021; hybrid via Zoom and at the Academy of the Konrad-Adenauer-Stiftung
VA-Nr.:

All times mentioned are GMT+1, Berlin time

Sunday, November 14th, 2021

Official welcome by Dr. Sandra Busch-Janser

13.00 h The Communication Landscape in Transition: New Trends and old Challenges
Prof. Dr. Andreas Jungherr, Universität Bamberg

13.30 h Encounter and Cohesion instead of Division? How to reach out to people despite of dividing lines
Laura Krause, More in Common

13.45 h Hate as an occupational risk: How digital violence is changing political discourse
Anna-Lena von Hodenberg, HateAid

14.00 h Panel: Electoral success for the Center despite polarized Discourse: what Challenges do we have?
Prof. Dr. Andreas Jungherr, Universität Bamberg
Laura Krause, More in Common
Anna-Lena von Hodenberg, HateAid
14.45 h  **Coffee break**

15.15 h  #btw21: retrospective view on the campaign

  Dr. Stefan Hennewig, CDU Germany

15.45 h  Local Election Campaign 2021: New Talent for Lower Saxony

  Christian Meyer, CDU Niedersachsen

16.10 h  Talent Academy for Christian Democracy in the Czech Republic

  Marcel Ladka, Konrad-Adenauer-Stiftung Tschechische Republik

16.30 h  The Public Arena of the Future: A new communication for the digital age

  Juri Schnöller, Cosmonauts & Kings

17.00 h  Negative Campaigning: New Trend or what is it about?

  Simon Kruschinski, Universität Mainz

17.30 h  Campaign Success in Saxony-Anhalt 2021: strategy, message and channels

  Christian Zinke, PXN Digital Campaign Strategies

17.45 h  Panel: State Elections 2022 - Trends and Issues with:

  André Chahoud, CDU Nordrhein-Westfalen,
  Philipp Despot, CDU-Connect
  Christian Zinke, PXN Digital Campaign Strategies

18.30 h  Summary and Outlook

  Dr. Sandra Busch-Janser, Konrad-Adenauer-Stiftung

  Get-Together
Monday, November 15th, 2021

09.00 h  How Social Media and Messengers helped shaping pro-democracy movement in Belarus. Challenges and Opportunities.
          Franak Viacorka, Senior Advisor to Sviatlana Tsikhanouskaya

09.45 h  The Future of Democratic Citizenship: Creating Digital “Safe Spaces” while Preserving the Public Sphere
          Prof. Dr. Marko Skoric, City University of Hongkong

10.15 h  Coffee break

          With Representatives from Latin America, Africa and Australia

11.45 h  Die49 or "Mini-Germany": How Zeit Online is trying to understand Germany a little better in the year of the federal election
          Ileana Grabitz, ZEIT ONLINE

12.15 h  Panel: Society on the move: which formats do still work?
          with
          Ileana Grabitz, ZEIT ONLINE
          Sophie Petschenka, Konrad-Adenauer-Stiftung
          Anne-Kathrin Gerstlauer, Publizistin

13.00 h  Lunch break

14.00 h  France 2022: Confusing political situation before the presidential election
          Pascal Thibaut, Radio France International
14.45 h  #TheFutureIsYours: More Citizen Participation for the European Union Project
Christian Mangold, Europäisches Parlament (requested)

15.15 h  America, Divided: Understanding the Political, Geographic, and Demographic Divides Shaping US Politics ahead of the Midterm Elections in 2022
Kristen Soltis Anderson, Echelon Insights

16.00 h  Summary and Good bye
Dr. Sandra Busch-Janser, Konrad-Adenauer-Stiftung

Moderation:  Jens Henning Fischer, besserreden.com

This is the most recent version of the program. Changes might occur. Most parts of the conference will be held in German with simultaneous translation into English.

Conception:  Dr. Sandra Busch-Janser, Taylan Engin

Organization:  Elke Gensch
Konrad-Adenauer-Stiftung e. V.
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Location:  Online via Zoom and Academy of the Konrad-Adenauer-Foundation
Tiergartenstraße 35, 10785 Berlin
Please register: