

Pre-conference

June 15

12.00 Registration for the pre-conference (Lossi 36)

14.00-22.00 boat ride on the river Emajõgi and lake Peipsi

Pre-conference on two topics: "**Media and communication research in CEE countries. Research based teaching**" & "**Analysis of media system in CEE countries**". We would like to hear briefly about these topics from your point of view.

Opening day

June 16

13.00 Registration for the conference (Lossi 36)

16.00 BAMR meeting (Lossi 36 - 205)

18.00-19.00 Registration open again for the conference (Lossi 36)

19.30-00.00 Opening ceremony @ Science Center AHHA (<http://www.ahhaa.ee>)

Day I

June 17

8.30-10.00 Registration for the conference (Lossi 36)

9-10 Keynote EPP LAUK (University of Jyväskylä): "Questions to be asked: Paths of media research in Eastern and Central Europe" (Lossi 36-215 aka the auditorium of Juhan Peegel)

Session Ia 10-12 Room 207 BOGUSLAWA DOBEK-OSTROWSKA	Session IIa 10-12 Room 205 MARTEN JUURIK	Session IIIa 10-12 Room 206 RAGNE KÕUTS	Session IVa 10-12 Room 215 MICHAL GLOWACKI
<p><u>POLICIES AND REGULATIONS</u></p> <p>1. Whose interests do media policies in Central and Eastern Europe serve? A study of selected press and broadcasting legislation in the Czech Republic and Slovakia. Nikola Belakova</p> <p>2. Day After. Position of the Estonian Public Broadcasting after the launch of Russian language television channel ETV+. Andres Jõesaar</p> <p>3. Mapping the radical right populism and their discourses in public spheres Gabriella Szabó, Cristian Norocel and Marton BENE</p> <p>4. NGOs and Their Media Relations in Turkey: How to Bridge EU through</p>	<p><u>MEDIA, ARTS 1</u></p> <p>1. Discourse Analysis on Femicide in the Printed Media in Turkey. Dilek Keleş</p> <p>2. RURALITY (S)NAILED DOWN: THE PORTRAYAL OF ESTONIAN VILLAGE LIFE IN AFANASJEV'S POETRY COLLECTION. Kerli Kirch Schneider</p> <p>3. Political use of art in political content in Polish media on example of The Ida movie. Analyze of content of political discourse in two weeklies magazine: "Newsweek" and "W Sieci". Mateusz Harzowski</p> <p>4. Estonian Art Museum. Identity reinvented in press communication Johannes Saar</p>	<p><u>COMMUNICATION AND HISTORY STUDIES</u></p> <p>1. Past or Future Framing? Estonian French students on the representation of Estonia in French newspapers. Marge Käsper.</p> <p>2. Looking back: Recollection of international teamwork on writing a cross-cultural media history. Epp Lauk</p> <p>3. Social/political polarization and the media in Ukraine. Natalya Ryabinska</p> <p>4. Collective memory and cinematic representations of the post-1989 transition in Bulgaria. Antonina Anisimovich</p> <p>5. Understanding as a methodological bridge in comparative media</p>	<p><u>POLITICAL ECONOMY AND REGULATION</u></p> <p>1. Media freedom in Lithuania: economic dimension. Deimantas Jastramskis</p> <p>2. 'Berlusconization of the Czech press' and its positive consequences. Jan Miessler</p> <p>3. Individual ethics vs. corporate governance: the image and economic effects of the Volkswagen "Dieselgate" crisis. Łukasz Przybysz</p> <p>4. The transformation of the two polish TV channels TVN CNBC and Polsat Business as a case study of the tabloidization of the media. Paweł Bednarz</p>

<p>Democratic Participation? Ekmel Gecer</p> <p>5. Social media in educational marketing of universities - the global context. Anna Zięty</p>	<p>5. Exposure and roles of women in TV current affairs programmes during the elections of 2014-2015 in Poland. Karolina Brylska</p>	<p>studies. Sergey G. Korkonosenko ja Marina A. Berezhnaia</p>	<p>5. The use of social media in the activities of political parties and new socio-political movements. Katarzyna Kamińska-Korolczuk</p>
<p>Keynotes 12-14 Room 215</p>	<p>1. PEETER TOROP (University of Tartu): “Methodological translatability and transdisciplinary media research” 2. Rauno Thomas Moss (University of Tartu)</p>		
<p>Lunch 14-15 Room 204</p>			
<p>Session Ib 15-16.45 Room 207 BOGUSLAWA DOBEK-OSTROWSKA</p>	<p>Session IIb 15-16.45 Room 205 MARTEN JUURIK</p>	<p>Session IIIb 15-16.45 Room 206 MARJU HIMMA-KADAKAS</p>	<p>Session IVb 15-16.45 Room 215 RAGNE KÕUTS</p>
<p><u>PANEL</u> <u>Political communication culture. Computer discourse analysis of the Parliamentary debates</u> Sergei Kruk, Ilva Skulte, Vija Štīle, Vents Štīlis and Tomass Tomševics</p>	<p><u>POLITICAL ECONOMY & REGULATION 2</u> 1. The EU Digital Single Market and the ‘impossible’ challenges that it presents for audiovisual policy making in Estonia. Indrek Ibrus. 2. How the sharing economy undermines audiovisual policymaking: Empirical investigations in North-Eastern Europe. Indrek Ibrus ja Ulrike Rohn.</p>	<p><u>SCIENCE COMMUNICATION & MEDIATIZATION 1</u> 1. Responsible Research and Innovation: Formal and informal education as an instrument of promoting a scientific career among young people. Justyna Wojniak 2. Barriers to water protection behaviour among Baltic citizens. Arko Olesk and Esta Kaal 3. Mediatization as a process of transformation of</p>	<p><u>CONFLICTS - BUSINESS</u> 1. Exit, Voice, and the ‘liar press’. Explaining the publicly voiced loss of trust in journalism in Germany and Europe. Christian Schäfer-Hock ja Martin Rachuj 2. Communicating about the asymmetrical threats in Germany, Great Britain, Poland and Russia. Coverage of the terrorist attacks in Paris – a case study. Waldemar Sobera and Róża Smolak</p>

	<p>3. Comparing media clusters: Between East and West. Michal Glowacki and Lizzie Jackson.</p> <p>4. Changes in the Romanian Media Business. Brindusa Armanca</p> <p>5. 'Adaptive journalism'? The most recent devices in the competition for attention. Epp Lauk and Turo Uskali</p>	<p>society. Barbara Brodzińska-Mirowska, Aleksandra Seklecka and Łukasz Wojtkowski</p> <p>4. Self-mediatization and Its Effects in Representatives' Use of Social Networking Sites. Norbert Merkovity</p> <p>5. The perceived role of media in influencing Estonian research policy. Arko Olesk</p> <p>6. Internet memes in a modern political campaign - communication, language, recipient. Agnieszka Weglinska</p>	<p>3. Comparing Populisms: Finland and Hungary. Robert Imre</p> <p>4. How the anti-piracy policy makes the pressure on cultural industries in Russia. Ilya Kiriya</p> <p>5. Traditional media's activity in Social Network Sites during 2014 European Election in Poland - practical usage of internet research tool. Bartłomiej Lodzki</p>
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PAUSE (15 min)

<p>Session Ic 17-18.30 Room 207 RAGNE KÕUTS</p>	<p>Session IIc 17-18.30 Room 205 MARIA MURUMAA-MENGEL</p>	<p>Session IIIc 17-18.30 Room 206 SIGNE IVASK</p>	<p>Session IVc 17-18.30 Room 215 BOGUSLAWA DOBEK-OSTROWSKA</p>
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<p>PANEL <u>Agents of Media Accountability – CEE Perspectives</u> Michal Glowacki, Halliki Harro-Loit, Bissera Zankova, Auksė Balčytienė, Epp Lauk</p>	<p><u>SOCIAL MEDIA AND MEDIATIZATION</u> 1. Constructing the image of internally displaced persons by opinion leaders on Ukrainian Facebook. Olena Churanova 2. Local political communication via</p>	<p><u>FAIR OF IDEAS</u></p>	<p><u>CONFLICT in/with RUSSIA/Eastern Europe</u> 1. Reconceptualizing The Concept of Alternative Media In Russian Context: A Case of Rain Tv-Channel. Anna Shpyntova</p>
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	<p>social media. Ewelina Kancik-Koltun</p> <p>3. Internet instruments of community integration and participation in Polish local governments online media. The communication contexts. Case studies. Krzysztof Kowalik</p> <p>4. Social media as a tool for defense of democracy in Poland – an example of the Committee for the Defence of Democracy (polish: KOD). Marta Du Vall and Marta Majorek</p>		<p>2. The first attempt – repeated failure? Implementation of media literacy conception in media policy documents of Latvia. Anda Rozukalne</p> <p>3. Social significance of transnational Russian television broadcasts in Latvia and Estonia in the context of Russian-speaking audiences' media literacy and media-related perceptions. Triin Vihalemm, Janis Juzefovics and Marianne Leppik</p> <p>4. Activism of Ukrainian journalists after Euromaidan. Halyna Budivska</p> <p>5. Construction of "Eastern Europe" in refugee crisis. Sigrid Kaasik-Krogerus</p>
<p>Book presentation: "Democracy and Media" (BOGUSLAWA DOBEK-OSTROWSKA) Lossi 36 - 215</p>			

19.00 Banquet @ Lossi 36

21.00 Old observatory of Tartu

Day 2

June 18

9-10 Keynote **BOGUSLAWA DOBEK-OSTROWSKA (University of Wroclawski): “25 years after communism: Four models of media and politics in Central and Eastern Europe.”** (Lossi 36-215 aka the auditorium of Juhan Peegel)

Session Ia 10-12 Room 207 HALLIKI HARRO-LOIT	Session IIa 10-12 Room 205 MARTEN JUURIK	Session IIIa 10-12 Room 206 EPP LAUK	Session IVa 10-12 Room 215 MICHAL GLOWACKI
<p>PANEL Presentations of the Political: Exploring Conflict and Self-Expression through Viral Texts and Internet Memes in Social Networks Andrew Asher, Anastasia Denisova, Olga Rodak</p>	<p><u>MEDIA & BUSINESS MANAGEMENT 1</u> 1. Startups in e-culture processes. A case study of Warsaw. Jacek Mikucki 2. Keyword ‘Sharing Economy’: How an increasing sharing culture influences TV business models. Ulrike Rohn and Mats Nylund 3. Facebook as an information platform of portals. Analysis of Facebook’s websites of onet.pl, wpolityce.pl and gazeta.pl in 2010-2016. Kamil Pluta and Bartosz Wujec 4. Influence of journalism awards on violation of professional practices. Marju Himma-Kadakas, Allan</p>	<p><u>AUDIENCE AND CONSUMPTION STUDIES</u> 1. SOCIAL MEDIA USERS IN ESTONIA – UNDERSTANDING USES AND MOTIVATIONS. Pille Pruulmann-Vengerfeldt 2. News activity of professional and non-professional social media users in Poland. Comparative perspective. Jacek Nożewski 3. Media as an agent of lifestyle politics. Representations of tacit understandings about social problems in Polish, Estonian, Hungarian, Slovenian and Romanian media. Triin Vihalemm and Margit Keller</p>	<p><u>SOCIAL MEDIA AND DEMOCRACY</u> 1. Activity of the Republic of Poland embassies on the Internet. Julia Trzcińska and Sandra Wolna 2. Bonded by interactions: polarizing factors and integrative capacities of the media. The case of Hungary. Gabriella Szabó and Marton Bene 3. Developments of e-democracy in Poland: limitations and challenges. Michał Jacuński 4. Government communication in hybrid media systems: Journalist-mediated or press-secretary-media</p>

	<p>Rajavee, Kadri Salamäe, Signe Ivask.</p> <p>5. Global transmedia story for Generation Z - case study of Nexo Lego Knights. Anna Jupowicz-Ginalska</p>	<p>4. Pets, toys and technology – children’s gift wishes as a reflection of their admires. Kristiina Kruise.</p> <p>5. The dialectics of care. Communicating ethical consumerism in Poland. Kinga Polynczuk-Alenius</p>	<p>ted channel? Elena Johansson</p> <p>5. European Journalism Observatory migration crisis study – how the short research can hit media agenda. Michal Kus and Adam Szynol</p>
<p>Session Va 10-12 Room 204 MARIA MURUMAA-MENGEL</p>			
<p><u>MEDIA LITERACY AND EDUCATION</u></p> <p>1. Autoethnography as a Pedagogy for Critical Media Literacy. Natalija Mažeikienė and Kristina Juraitė</p> <p>2. Significance of Media Studies in Pakistan. Muhammad Tarique</p> <p>3. Why news literacy matters: Understanding and appreciating journalism in the 21st century. Auksė Balčytienė, Kristina Juraite, Audronė Nugaraitė and Romas Sakadolskis</p> <p>4. Rethinking opera-performance in/and/as media/medium. Silja Lani</p> <p>5. The library-like civic institutions: new Renaissance of a book in Estonia. Mai Põldaas</p>			

<p>Closing session Keynotes 12-14 Room 215</p>	<ol style="list-style-type: none">1. MARE AINSAAR (University of Tartu): “Communicating social studies to public. The example of open databases like European Social Survey and cooperation with journalists. Popularizing science, supporting journalistic content with data based knowledge”2. TARMO SOOMERE (President of the Estonian Academy of Sciences): “Synergy of scientists and editors as a tool to communicate sparkling science to saturated audience”
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15.00 Bogshoe hike at Rubina swamp & lunch.

20.00 Closing ceremony @ Vilde. Band Anett’s Garden.