



Invitation

Robert Bosch Stiftung and the
»Forum Media and Development« (FoME)
have the pleasure to invite you to the

FoME Symposium 2013

Promoting Alternative Views in a
Multipolar World:
BRICS and their Evolving Role
in Developing Media Markets

October 10–11, 2013, Berlin



In the course of their economic expansion, the emergent powers around the globe have also recognized the value of soft power in international relations. Especially the BRICS countries, Brazil, Russia, India, China, and South Africa, are no longer leaving the field of global communications to Western nations, but, on the Internet and on television screens, are taking an active role in controlling the sovereignty of interpretation over political and social discourses. Different approaches can be observed here:

The media are a critical factor in making a country's national perspective known, influencing the quality of international relations, and asserting national interests:

- :: As part of their public diplomacy, the Chinese and Russian governments pursue the targeted expansion of information broadcasting stations in countries that are of strategic interest to them.
- :: China is additionally involved, particularly in Africa, in media development cooperation in the form of media training and collaboration, journalistic informational tours, and technological investments.
- :: The film and television industries of India and Brazil have gained a firm position in the programming of many national television networks – especially in developing and transition nations – influencing the media and public-opinion market and, by way of their cultural products, impinging on societal debates.



The 2013 FoME Symposium illuminates aspects of these more recent developments:

- :: On what premises do the rising global powers – some of whom are themselves still recipients of international media assistance – become active in the media markets in developing and transition countries?
- :: What are their strategies and concepts, what journalistic standards are imparted, and how are new actors perceived in the target countries?
- :: How do the national media of the target nations, Western governments, and civil society organizations react to the increasingly competitive environment of media development cooperation?

Distinguished academics and journalists, representatives from media companies and NGOs will participate in the debates, including

Alexey Dolinskiy (Russia, Ward Howell Institute),
Naila Hamdy (Egypt, American U),
Anbin Shi (China, Tsinghua U),
Joseph Straubhaar (USA, U of Texas at Austin),
Daya Thussu (GB/India, U of Westminster),
Herman Wasserman (South Africa, Rhodes U),
Zheng Yu (China, Xinhua News Agency)

For further information on the symposium please visit the following website:

www.forum-medien-entwicklung.de

We look forward to welcoming you in Berlin!

FoME Symposium 2013

Thursday, October 10, 2013; 9 h–17.30 h

Friday, October 11, 2013; 9 h–14 h

Venue: Robert Bosch Stiftung,
Französische Strasse 32, 10117 Berlin

Please register here until Monday, September 30, 2013:
www.forum-medien-entwicklung.de

Follow us on Twitter:

@fome_symposium

#fomesym13

The conference language will be English.

Contact at the Robert Bosch Stiftung:

Christiane Käsgen

Heidehofstrasse 31

70184 Stuttgart

Tel: +49(0)711/460 84-684

Fax: +49(0)711/460 84-10684

christiane.kaesgen@bosch-stiftung.de

www.bosch-stiftung.de

Contact for organisation and logistics:

Nina Otte-Witte

fomesymposium2013@gmail.com

The »Forum Media and Development« is a network of institutions active in the field of media development cooperation: Catholic Media Council (CAMECO), Deutsche Welle Akademie, Evangelische Akademie im Rheinland, Fachhochschule Winterthur der Universität Zürich, Friedrich-Ebert-Stiftung (FES), Intajour – International Academy of Journalism, Konrad-Adenauer-Stiftung (KAS), Media in Cooperation and Transition (MICT), newthinking communications, n-ost Netzwerk für Osteuropa-Berichterstattung e.V., Reporter ohne Grenzen, Robert Bosch Stiftung