

FoME Symposium 2013

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

10 and 11 October 2013, Robert Bosch Stiftung, Französische Strasse 32, Berlin

Thursday, 10 October 2013

Robert Bosch Stiftung
Repräsentanz Berlin
Französische Str. 32
10117 Berlin

8.45 **Registration**

Seite 2

9.15 **Address of Welcome
Robert Bosch Stiftung**

9.30 **Keynote:**

**Soft Power and Emerging Nations: Media (Development) for
the National Cause**

Mr Daya Thussu

Professor of International Communication
University of Westminster, London, UK

Plenum Discussion

10.15 **Coffee Break**

10.45 **Country Case Russia**

**How Moscow Understands the Role of Media to Achieve
Soft Power**

Mr Alexey Dolinskiy

Director
Ward Howell Institute, Moscow, Russia

Panel Discussion:

**The Russian Approach and its Application and Perception
in Central Asia**

Mr Alexey Dolinskiy

Director
Ward Howell Institute, Moscow, Russia

Mr Ivan Rodionov

Senior Editor
Ruptly Video News Agency, Berlin, Germany

Ms Elmira Toktogulova

Journalist
Media Consult Foundation, Bishkek, Kyrgyzstan

Moderator: Christian Mihr
Executive Director
Reporter without Borders, Berlin, Germany

Seite 3

Plenum Discussion

12.00 **Lunch Break**

13.00 **Country Case South Africa**
Approaches towards Media Development in the Region and Perception of International Media Assistance

Mr Herman Wasserman
Professor of Journalism and Media Studies
Rhodes University, Grahamstown, South Africa

Plenum Discussion

Country Case China

Strategies and Objectives to Attract New Audiences Abroad

Mr Anbin Shi
Professor of Media and Cultural Studies
Tsinghua University, Beijing, China

Panel Discussion:
The Chinese Strategy and its Application and Perception in African Countries

Mr Anbin Shi
Professor of Media and Cultural Studies
Tsinghua University, Beijing, China

Mr Wei Ban
Journalist
Xinhua News Agency, Berlin, Germany

Ms Jillo Kadida
Journalist
The Star, Nairobi, Kenya

Mr Herman Wasserman
Professor of Journalism and Media Studies
Rhodes University, Grahamstown, South Africa

Moderator: Patrick Leusch
Head International Cooperation
Deutsche Welle Akademie, Bonn, Germany

Seite 4

**Plenum Discussion: Comparisons, Similarities, Distinctions
of Russian, Chinese and South African Approaches**

15.00 **Coffee Break**

15.30 **“Breakaway Groups”** – 4 Working Groups discussing:
Media Assistance – Challenges and Changing Expectations
(1st floor)

16.30 **Plenum Discussion: Presentation of Breakaway Groups –
Discussion with Experts and the Audience**

17.30 End of Day One

Friday, 11 October 2013

8.45 **Registration**

9.15 **Country Case India**

Soft Power Made by Bollywood

Mr Daya Thussu
Professor of International Communications
University of Westminster, London, UK

Effects of Indian Soft Power in Egypt

Ms Naila Hamdy
Assistant Professor of Journalism and Mass Communication
American University, Cairo, Egypt

Plenum Discussion

Moderator: Sofie Jannusch
CAMECO, Aachen, Germany

10.30

Coffee Break

Seite 5

11.00

Country Case Brazil

Brazilian Soft Power – Telenovelas in Africa and elsewhere

Mr Joseph Straubhaar

Professor of Communications

University of Texas at Austin, USA

Effects of Brazilian Soft Power in Mozambique

Mr Ouri Pota Pacamutondo

Journalist

Radio Mozambique, Maputo, Mozambique

Plenum Discussion

Moderator: Sofie Jannusch

CAMECO, Aachen, Germany

12:15

**Promoting Alternative Views in a Multipolar World:
Final Statements of Symposium Speakers**

Plenum Discussion

13.00

Lunch Break

14.00

End of Symposium