

6TH AND 7TH DECEMBER 2011
KÁROLYI-CSEKONICS RESIDENCE, BUDAPEST, HUNGARY



IV EAVI INTERNATIONAL CONFERENCE
IN ASSOCIATION WITH
**THE EUROPEAN ASSOCIATION FOR VIEWER'S INTEREST
AND VISUAL WORLD FOUNDATION**
■
MEDIA, EDUCATION AND CITIZEN
CONFERENCE PROGRAMME



08.30–09.00 **DELEGATE REGISTRATION** / Károlyi – Csekonics Residence

09.00–10.15 **CONFERENCE OPENING AND WELCOME ADDRESSES**

- LAJOS AÁRY-TAMÁS, Commissioner for Educational Rights, Hungary
▶ *The Importance of Media Literacy and the Achievements of the Hungarian EU Presidency*
- MARCO RICCERI, vice-president of EAVI
- ZSUZSANNA KOZÁK, president of Visual World Foundation
- VLADIMIR GAI, Chief of Media and Civic Participation Section, UNESCO, Paris
- SZABÓ LÁSZLÓ, Communication director, MTVA

MEDIA, EDUCATION AND CITIZENS

10.15–10.25 ▶ *Audiovisual associations* by • GÁBOR KARCIS Video Jockey

10.25–10.40 ▶ *Epur si MOVIE!* • ANDRÁS LÁNYI PHD, Faculty of Social Sciences of Eötvös Loránd University

10.40–11.15



MEDIA EDUCATION AND MEDIA AWARENESS

11.15–11.45 ▶ *From media education to media literacy development*

- LÁSZLÓ HARTAI, Chairman of the Hungarian Moving Picture and Media Education Association

11.45–13.00 **PANEL**

▶ *Teaching critical use of different media: film, television and internet*

Introduction and chair: • ESZTER ERDÉLYI teacher of media literacy, Deák Ferenc High School, Szeged

- JUDIT BÉNYEI PHD, Moholy-Nagy University of Art and Design, Budapest ▶ *Internet and Children*
- BEÁTA HORVÁTH, teacher of media literacy Miklós Radnóti High School, Budapest ▶ *Television and Children*
- GABRIËL MAASSEN, Head of Cultural Education for Children, KC Muzerie, Zwolle ▶ *Cinema and Children*
- KLÁRA MUHI PHD, film critic, author of textbooks in media literacy, Budapest ▶ *Cinema and Children*

13.00–14.00



MOSAIC

14.00–14.20 ▶ *Where are we? Budapest, 8th district: the place of and for the media* • ANDRÁS TÖRÖK Budapest author and lecturer, policymaker

14.20–14.40 ▶ *WSA for civil participation, Roma integration and inclusion of disadvantaged groups. New Grants.*

- JÁNOS HIDAS, director, Wekerle Sándor Fund.

14.40–15.10

BIG DEALS – SHORT FILMS:

I. 20 years of media production at Szent László High School • LÁSZLÓ PAPP, teacher of media production

II. Short 2

III. Nightfall (9'45 min, 2010), a film by • ANDRÁS SALAMON

15.10–15.30



15.30–17.30



CITIZENSHIP, MEDIA AND HUMAN RIGHTS

• HARVEY THOMAS, Chairman, Fellowship European Broadcasters talks with • PAOLO CELOT, Secretary General, EAVI about *"Citizens and Media"* (30')

▶ *Open Debate*

Chair: • KRISZTINA BOMBERA, journalist (MTVA)

- VLADIMIR GAI, Chief of Media and Civic Participation Section, UNESCO, Paris
- JENŐ BODONOVICH PHD, Media and Communications Commissioner, Hungarian National Media and Info-communications Authority
- LAJOS AÁRY-TAMÁS PHD, Commissioner for Educational Rights in Hungary
- ZSOLT PAPP, teacher of media literacy, Bocskai High School, Hajdúböszörmény

- 08.30–09.00 **NEW DELEGATE REGISTRATION** / Károlyi – Csekonics Residence
- 09.00–10.00 ▶ *Teaching media awareness. Results and new tendencies in Europe and the world*
• DAVID BUCKINGHAM PHD ACSS, Professor of Education at the Institute of Education, London University, founder and director of the Centre for the Study of Children, Youth and Media
- 10.10–11.15 **GOOD PRACTICES ON “RAISING MEDIA AWARENESS FROM EUROPE”: SHORT PRESENTATIONS**
▶ *Two good practices* • LUCIANA GROSU, Romania and • DAVID MCCALL, Ireland, representatives of EYAG, EAVI Youth Advisory Group
▶ *Internet hotline: opportunities on the internet to protect human dignity* • NÉMETH GÁBOR PHD, Head of Hungarian Internet Hotline, Hungarian National Media and Infocommunications Authority
▶ *The potential of developing democratic values through media in early childhood* • KRISZTINA NAGY and • JÁNOS TÍMÁR, project leaders, Televele Association
▶ *Teaching social competences through film literacy* • ANDRÁS SALAMON, film director, Roma Film School
- 11.15–11.35 
- 11.35–12.20 **EDUCATION THROUGH MEDIA TO MAKE POSITIVE SOCIAL CHANGES — PARALLEL WORKSHOPS I.**
■ WORKSHOP 1 ▶ *Finding and supporting talents — The potential of the Hungarian National Media Literacy Competition*
Moderator: • ZSUZSANNA KOZÁK, CEO of the competition • LÁSZLÓ HARTAI, president of the jury
• ESZTER ERDÉLYI • BEÁTA HORVÁTH • ZSOLT PAPP, media educators • DÁNIEL MOLNÁR, finalist student student
- MAGYAR TELEKOM PRESENTS... ■ WORKSHOP 2: ▶ *Roma inclusion through social production – Debate of methods*
Moderator: • KRISZTINA BOMBERA, journalist, MTVA • ANDRÁS KALMÁR, Media School in Mezőcsát, • KRISZTA BÓDIS, Bódis-Project • HAJNALKA KISS, Social Transport • MÁRIA BODNÁR, Cicsero (Roma) News Agency
- 12.20–13.15 
- 13.15–14.00 **EDUCATION THROUGH MEDIA TO MAKE POSITIVE SOCIAL CHANGES — PARALLEL WORKSHOPS II.**
■ WORKSHOP 3 ▶ *Involving volunteer media professionals in training citizen organizations and at-risks groups (disabled) on using basic media tools*
Moderator: • ÁGNES BRUSZIK, EAVI • TAMÁS LILING, Nézőpont Váltás (Changing Point of View) Film Review and Sign TV • IMRE SZŰCS, psychologist (With online media against discrimination project)
- WORKSHOP 4 ▶ *Video journalism – a teachable way of active citizenship?*
Moderator: • TIBOR NAGYISTÓK, MTVA • JÁNOS HAVASI, MTVA • KRISZTINA BOMBERA • MÁRIA BODNÁR
- 14.00–14.10 **BREAK**
- 14.10–14.40 **NEXT STEP**
▶ *Further Development of media education in Hungary* • GYÖRGY JAKAB, Hungarian Institute for Educational Research and Development
- EXPLORATION OF PROJECT IDEAS AND FIELDS OF COOPERATION WITH THE OPEN SPACE TECHNIQUE**
▶ *Sharing ideas:* choosing the topics to be discussed, the ideas, projects to be developed
- 14.40–15.30 DISCUSSION OF THE FIRST 4 TOPICS
15.30–15.40 Break. Notes to be copied and put on the wall
15.40–16.30 DISCUSSION OF THE FIRST 4 TOPICS
16.30–16.50 Sharing experiences (in one big circle)
- 16.50–17.00 **CONCLUSIONS** • EAVI REPRESENTATIVES



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