

MEDIA LITERACY CONFERENCE
WARSAW, FABRYKA TRZCINY
17.06.2009

Registration: 9.30 – 10.30

10.30 – 11.15

1. Why is Media Literacy so important in modern society? Speakers:

- * Dr Piotr Drzewiecki - Cardinal Stefan Wyszyński University in Warsaw
- * Prof. Ryszard Kluszczyński - Department of Media and Audiovisual Culture, University of Łódź
- * Prof. Tadeusz Kowalski - The National Film Archive

11.15 – 11.45

2. Media Literacy – The EU regulatory framework. Speaker:

- * Mateo Zacchetti - European Commission Media Programme / Media Literacy

11.45 – 12.15 COFFEE BREAK

12.15 – 13.15

3. Current trends and approaches to Media Literacy in Europe. Hosted by Cary Bazalgette

Speakers: Members of Media Literacy Expert Group:

- * J.M. Perez Tornero - Universidad Autonoma Barcelona
- * Irene Andriopoulou - Hellenic Audiovisual Institute
- * Paolo Celot - Eavi
- * Zsuzsanna Kozak - Budapest Institute of Education (tbc)
- * Susanne Krucsay - Federal Ministry of Education and Cultural Affairs in Austria

13.15 – 14.15 LUNCH

14.15 – 15.15

4. Why should Media industry be interested in development of Media Literacy? Hosted by Prof. Stanisław Jędrzejewski - Koźmiński University. Speakers:

- * Jacek Piotrowski - Polish Radio
- * Paweł Paluch - National Polish Television TVP
- * Karol Smoląg - ITI Group
- * Agora S.A. (tbc)
- * Florian Fels (Axelspringer) (tbc)

15.15 – 15.45

5. “Not only critical reception – digital media and new opportunities to participate in the culture”

- * Dr Mirosław Filiciak - Warsaw School of Social Sciences and Humanities
- * Dr Marcin Składanek - Department of Media and Audiovisual Culture, University of Łódź

15.45 – 16.15 COFFEE BREAK

16.15 – 17.00

6. What prospects are there for the development of media education/literacy in Poland in the foreseeable future? Hosted: Andrzej Wojnach (Animation and New Media Institute). Speakers:

- * Piotr Boroń (The National Broadcasting Council) „A need of National Media Literacy Program in Poland”
- * Dr Piotr Sitarski – University of Łódź
- * Dr Grzegorz Łęcicki – Warszawska Wyższa Szkoła Humanistyczna im. Bolesława Prusa

17.00 – 18.00

7. What are the initiatives promoting access and understanding to audiovisual content, participation of viewers and other media literacy related issues.

Introduction: dr Piotr Sitarski

Case studies presentations:

* Film Library for Schools - Polish Film Institute - Agnieszka Odorowicz

* Media kindergarten / Interactive Playground / Small WRO - Agnieszka Kubicka - Dzieduszycka

* Program of media literacy „Media Starter” CANAL+ Cyfrowy - Dorota Zawadzka

* National Film Archive / Arthouse Cinemas Network / Kino Iluzjon - Andrzej Goleniewski

18.00 – 18.15

8. The idea of the social campaign “ Media Active”. Creating a working group. Speakers:

* Dr Piotr Drzewiecki - Cardinal Stefan Wyszyński University in Warsaw

* Joanna Wendorff - Media Desk Poland

18.15 – 22.00 RECEPTION