



ВИСОКА ШКОЛА ЗА НОВИНАРСТВО
И ЗА ОДНОСИ СО ЈАВНОСТА



Conference: „Media Literacy as a prerequisite for active citizenship “

27th September, 2016 10.00-14.30 h.

Hotel „Holiday Inn“ Skopje (hall Millenium 1)

10.00-10.30 Registration

10.30-10.45 Introduction:

Aleksandra Temenugova, School of Journalism and Public Relations

Jaromír Levíček, Head of Section Economic Issues, Institution Building and Cross-Border Cooperation, Delegation of the European Union

10.50 – 12.15 First Session: Media Literacy in the country

Moderator: Tamara Kupeva, teacher at the „Orce Nikolov“ gymnasium in Skopje and co-author of *the Report on Media and Information Literacy in Macedonia*

10.50-11.05 Key findings presentation from the research report *“Media Literacy in Macedonia through the Prism of Secondary Education, the Civic Sector and the Media”* - **prof. Vesna Sopar**, Co-author and Editor of the Report

11.05-11.15 „Promotion of media literacy as an obligation of the national media regulator“ - **Emilija Petreska Kamenjarova**, Agency for Audio and Audiovisual Media Services

11.15-11.25 „The media and media literacy: examples of practice“ – **Marijan Veleovski**, Deputy Editor-In-Chief of „Nova Makedonija“ daily

11.25-11.35 „Formal VS. Informal media education“- **Ivana Krstic**, a high school student at the „Orce Nikolov“ gymnasium in Skopje

11.35-12.15 Discussion

12.15-12.30 Coffee break



The Project „Media Literacy in an Age of Overabundance: Creating a Media and Information Literacy Coalition“ is funded by the European Union

12.30 – 14.00 Second session: Media literacy as a prerequisite for active citizenship and accountable media

Moderator: Aleksandra Temenugova, School of Journalism and Public Relations

12.30-12.40 „Media and information literacy – (un)known tool for building trust in Balkans’ media“ – **Tatjana Ljubic**, Communication and Information Department at UNESCO, Paris (via Skype)

12.35-12.45 „Professional journalism as an imperative for critical-minded public“ - **Biljana Spaseska Georgievska**, „TV 21“ Skopje

12.45-12.55 „Proactive civil society for active citizenship“ - **Ivana Jelaca**, Media Diversity Institute London, Great Britain

12.55-13.05 „Film literacy as an alternative“ – **Kirijana Nikoloska**, „Makedox“

13.05-13.15 „New media, the powerful tool for youth activism“ - **Angel Dimitrievski**, youth activist

13.15-13.45 Discussion

13.45-14.00 Conclusions and recommendations

14.00-14.30 Cocktail



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