



EXPERT CONFERENCE



MEDIA LITERACY IN WARTIME: NEW CHALLENGES AND TRANSFORMATIONS



June 29, 10:00-14:00



ONLINE

Working languages: Ukrainian,  English
(simultaneous translation)**Speakers' speeches:** 5–10 minutes

10:00-10:10

OPENING REMARKS

**Speakers:**

- **Oleksandr Tkachenko**, minister of culture and information policy of Ukraine (TBD)
- **Diana Dutsyk**, executive director of the NGO "Ukrainian Institute for Media and Communication"
- **Valeria Kovtun**, head of the National Media Literacy Project "Filter" (MCIP)
- **Gunta Sloga**, executive director, Baltic Center for Media Excellence (BCME)



10:10-11:00

Session 1.

MEDIA LITERACY AS AN INTEGRAL PART OF NATIONAL SECURITY



Questions for discussion:

- How did the war change the role of media literacy in building a system of effective information protection of citizens?
- How should media literacy be integrated into the national security system?
- Should media literacy remain part of post-war security policy?



Moderator: **Andriy Kulykov**

journalist, editor, co-founder of the Hromadske Radio



Speakers:

- **Taras Shevchenko**, deputy minister of culture and information policy of Ukraine
- **Dr. Solvita Denis-Liepniece**, principal media literacy adviser at the Baltic Centre for Media Excellence
- **Leo Pekkala**, deputy director of the National Audiovisual Institute in Finland, head of Media Education and Audiovisual Media Department
- **Nemo Stjernström**, head of StratCom at the Swedish Psychological Defence Agency
- **Daria Zarivna**, advisor to the head of the President's Office for Communications



11:00-12:00

Session 2.

TRANSFORMATION OF THE FIELD OF MEDIA LITERACY AFTER THE FULL-SCALE INVASION OF RUSSIA. LESSONS LEARNED IN UKRAINE.



Questions for discussion:

- How has the work of key actors in the field of media literacy changed since February 24?
- What are the new challenges (ethical, methodological, instrumental) when working with ML and how to respond to them?
- How will the militarization of society and various other sectors affect the field of media literacy?



Moderator: **Andriy Kulykov**

journalist, editor, co-founder of the Hromadske Radio



Speakers:

- **Oksana Maidan**, deputy head of the Media Program in Ukraine, Internews Network
- **Tetiana Karas**, senior manager at L2D program, IREX
- **Iryna Baran**, project coordinator of the Deutsche Welle Akademie in Ukraine
- **Valeria Kovtun**, head of the National Media Literacy Project “Filter”, Ministry of Culture and Information Policy of Ukraine
- **Diana Dutsyk**, director of the Ukrainian Institute for Media and Communication
- **Serhiy Prokopenko**, CEO at Gwara media



12:05-13:00

Session 3.

THE ROLE OF EDUCATION IN THE DEVELOPMENT OF MEDIA LITERACY DURING THE WAR AND IN THE POSTWAR PERIOD.



Questions for discussion:

- What is (or may be) the role of media education during the war and in times of unprecedented disinformation around the world, global polarization and technological progress?
- Given the new reality, should media education be compulsory in secondary school and higher education? should it be enshrined in law?
- What should be the content of media literacy disciplines in the new environment?
- What skills do citizens need to acquire in order to be protected from the aggressive influence of disinformation and other malign information efforts?



Moderator: Olena Taranenko

capacity building manager at Learn to Discern in Education (L2D-Ed) program in Ukraine, IREX



Speakers:

- **Lauri Palsa**, senior adviser and team leader at the National Audiovisual Institute in Finland
- **Raisa Yevtushenko**, chief specialist of the Department of secondary and preschool education of the Ministry of Education and Science of Ukraine
- **Oksana Volosheniuk**, media education manager at the Academy of the Ukrainian Press
- **Vanya Chubukin**, head of the social development program of the Ukrainian Leadership Academy
- **Anna Krasnostup**, director of the Directorate for information policy and information security of the Ministry of Culture and Information Policy
- **Olga Kozel**, winner of the national student competition "Reporter"



13:00-14:00

Session 4.

THE WORK OF JOURNALISTS IN THE INFORMATION WAR



Questions for discussion:

- Experience of Ukrainian journalists in counteracting misinformation. What changes have taken place compared to previous years?
- What role should media (including PSM) play, according to journalists themselves, in promoting media literacy in wartime?
- What safeguards can help journalists to remain journalists and distill propaganda in wartime?



Moderator: **Taras Petriv**

president of the Suspilnist Foundation, media expert



Speakers:

- **Jamie Angus**, former senior news controller and BBC WSG director
- **Roman Kulchynsky**, co-founder, editor-in-chief of Texty.org.ua
- **Yevhen Fedchenko**, founder of StopFake, director of the Mohyla School of Journalism
- **Angelina Kariakina**, head of News, Suspilne
- **Vadym Miskyi**, program director at Detector media
- **Dmytro Koshelnik**, editor-in-chief at Vector



14:00-14:10

CLOSING REMARKS