



CENTRAL EUROPEAN UNIVERSITY



CENTER FOR MEDIA AND COMMUNICATION STUDIES

Budapest, Hungary

Annual Report

September 2005 - August 2006

The **Center for Media and Communication Studies (CMCS)** at CEU is a center of excellence for promoting media and communication studies throughout the Central and Eastern European region. Its declared aim is to foster novel approaches to media and communication research and policy, both as a wider approach in relevant disciplines, such as political science, sociology and legal studies, and as a theoretical attempt to better understand problems of innovation, meaning, sovereignty, and cultural processes. The Center offers a unique opportunity to combine innovative media and communication studies with participation in joint research projects engaging the most important media departments and experts in Europe. CMCS takes advantage of existing resources at CEU, including its global network of top academic and research institutes, existing faculty interests, policy-making experience and project-management capacities. It combines an expressed global focus on the subject, with an emphasis on media and communication's specific relevance and history in the region.

In the 2005/2006 academic year CMCS implemented a wide range of projects, featuring:

- International conferences and public events capturing current trends in media and communication studies,
- Innovative research projects involving European and American scholars and professionals,
- Academic programs of excellence,
- Professional training to journalists and NGO representatives,
- Leading expertise and consultancy to media regulators and telecoms.

In the 2005/06 academic year the programs of CMCS were generously supported by the European Science Foundation, the European Union, the Annenberg School for Communication at the University of Pennsylvania, Magyar Telekom, the Hungarian Ministry of Informatics and Telecommunication, the Hungarian National Communications Authority, Antenna Hungária, the Open Society Institute (OSI), and the Organization for Security and Co-operation in Europe (OSCE).

International Events

RE: ACTIVISM

International conference on the fate of activism in the digital age

14 – 16 October 2005

Organizers:



- The Center for Media and Communication Studies (Central European University)
- The Center for Media Research and Education (Budapest University Of Technology and Economics, Department of Sociology and Communications)
- Open Society Institute (OSI)
- Annenberg School of Communication (University of Pennsylvania).

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The aim of Re:Activism was to open communication between academics and professionals, the east and the west, Europe and North-America, and groups and individuals involved in exploring social and political activism in the novel paradigm of new media and communication. The two day conference focused on two closely related subjects: 1) the new dynamics of culture production and 2) the fate of local and global activism in the context of new media. In regards to cultural production, the conference looked at the effects of large-scale cooperation of individuals with diverse motivational backgrounds, political economy of peer production networks, and the effects of regulation in a post-Westphalian order, the potential conflicts between peer networks and contemporary social, economic, and legal institutions, and the relationship between tradition and open archives documenting. In relation to the fate of activism, the conference analyzed anti-globalization activist networks and their urban battleground, conceptual frameworks that help describe the emergence of local civic engagement and the civic uses of new media technologies, and forces that change contemporary political systems, with a focus on democratic elections.

The conference hosted the following eight panels:

- Political economy of peer production networks
- State intervention and regulatory issues in the Information Age
- Digital culture jamming
- Digitalized memory: new forms of archiving and journalism
- Civic uses of new media technologies
- New media and global civil society
- New media and democratic elections
- New media activism and the urban fabric



The participants included:

This large-scale international conference gathered world famous scholars, professionals and activists in the field of new media, such as the free culture ideologist Lawrence Lessig (Stanford School of Law), copyrighter and cultural theorist Kembrew McLeod (University of Iowa), Saskia Sassen (University of Chicago), Yochai Benkler (Yale Law School), Michael Delli Carpini (Dean, Annenberg School for Communications, UPenn), Jimmy Wales (founder of Wikipedia), and Rick Prelinger (Prelinger Archives).

The event enjoyed a great success in strengthening and creating solid institutional and individual networks between its participants and raising issues that continue to be bring discussion and debate nearly one year after the event.

For more information, please visit <http://www.re-activism.net/>

Hate Speech from the Street to Cyber-space: Cases and Policies in Contexts

31st of March - 1st of April 2006

Organizers:

- Center for Media and Communication Studies (Central European University)
- The Floersheimer Center for Constitutional Democracy (Cardozo School of Law, New York)
- Annenberg School for Communication (University of Pennsylvania)
- Stanhope Center for Communications Policy Research (London)
- The OSCE Representative on Freedom of the Media
- Open Society Justice Initiative (Open Society Institute)
- The Hungarian Ministry of Informatics and Telecommunications (IHM).

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A kick-off academic meeting was held at the Cardozo School of Law in November 2005 (http://www.cardozohatespeech.com/Fall_2005_Symposium.htm) and as a follow-up, CMCS organized a two-day conference at the Central European University in Budapest. Building on the presentations and discussions of the Fall 2005 Cardozo conference, the CEU event was predominantly policy oriented.

Among others, the conference hosted the following workshops and panel discussions:

- Hate Speech Crises in Specific Contexts –focusing on the recent Danish Cartoons crisis
- Hate Speech Against Roma in Central and Eastern Europe
- What Can be Done Against Cyber Hate?
- Alternative Policies to Hate Speech Prohibition
- Universal anti-Hate Speech Policies: Are They Needed and Possible?
- Broadcasted and on-line hate speech - Has the Internet been responsible for facilitating terrorist activities and if so what is the appropriate response?



The conference gathered academics, representatives of international organizations, professionals (writers, broadcasters, etc.), and NGO activists who jointly offered policy-oriented suggestions concerning the regulation/non-regulation of hate speech in various contexts, shared cases of best practice, and launched ideas for innovative empirical research.

The participants included:

Robert Post (Yale Law School), MP Viktória Mohácsi (European Parliament), Law Program Director Toby Mendel (ARTICLE 19), professor Ed Baker (University of Pennsylvania Law School), writer, lecturer and broadcaster Kenan Malik(UK), Miklós Haraszti (OSCE Representative on Freedom of the Media), and 6 OSCE Ambassadors (Russia, Turkey, France, Netherlands, US and Slovakia)

For more information, please visit <http://www.cmcs.ceu.hu:8080/cmcs/Conferences/HSconf/>

Influencing Outcomes: Communications Research and Global and Regional Policy Transformations

***International Communication Association (ICA) 2006 Pre-conference:
June 16-17, 2006***

Organizers:

- Center for Media and Communication Studies (Central European University)
- The Project for Global Communication Studies (Annenberg School for Communication, University of Pennsylvania)
- The COST A30 Action "East of West" European Media Scholars Network

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Organized as a pre-amble to the 2006 Dresden International Communication Association (ICA) Conference, "Networking, Communication, and Research," the Budapest event focused on the interplay between policymakers and the scholarly community. The drive for these groups to work together comes at a time in which globalization and the post-1989 drive towards democratization have magnified the importance of creating sound media policy. Against this background, the pre-conference discussed the relationship between research and policymaking. Namely, how the scholarly community can influence the policymaking institutions and their policy agenda. Participants engaged in a critical dialogue that helped produce an agenda for future research, on issues and questions related to how media laws and policies impact democratization and social transition.



The pre-conference had the additional privilege of welcoming the COST A30 Action "East of West" European media scholars network, coordinated by CEU's Center for Media and Communication Studies. This network had its Working Groups' meeting on June 14-15, before the ICA Budapest pre-conference, and was able to contribute greatly to the understanding of current media policy in the post-communist region.

Among others, the conference hosted the following sessions:

- The Politics of Making Media Policy
- Nationalism, Ethnic Identity, Conflict and the Media
- Media Policy and Democratization
- Making Media Research Relevant in the Public Policy Domain
- European Media Policies

To complete the policy picture in Hungary, participants also visited Hungary's Parliament building in a guided tour with Dr. Péter Molnar, a former member of Parliament and leading figure of Hungary's media law and policy transformation.

The participants included:

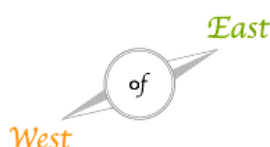
Monroe E. Price (Chair, CEU Center for Media and Communication Studies and Director of the Project for Global Communication Studies, Annenberg School for Communication, UPenn), *Ingrid Volkmer* (University of Otago, New Zealand), the Vice-Chair of the ICA Philosophy of Communication Division), *Michael Delli Carpini* (Dean, Annenberg School for Communication, UPenn), *David Levy* (Public Policy Controller, BBC), *Ivan Nikoltchev* (Media Division, Council of Europe), *Krisztina Rozgonyi* (Hungarian National Communications Authority), and *Christina Slade* (Macquarie University).

For more information, please visit: <http://www.cmcs.ceu.hu:8080/cmcs/Conferences/ICApreconf/>

Research and Consultancy Projects

COST A30 Action:

“East of West: Setting a New Central and Eastern European Media Research Agenda”



CMCS coordinates the COST A30 Action entitled *“East of West: Setting a New Central and Eastern European Media Research Agenda.”* The 4-year long research project (2005 – 2009) has established an outstanding network, bringing together approximately 70 distinguished media and communications scholars and media policymakers in Western and Eastern Europe. The project is also building a network of media studies & communication research centers, higher education programs and departments in Western and Eastern Europe. The European Science Foundation supports the COST A30 Action.

The Action aims to build knowledge concerning media production, media reception and use, and the political implications of the transformation of the media landscape in the Eastern and Central European context. Furthermore, it hopes to develop an empirically based framework of analysis for specific media problems facing the region. COST A30 has started to develop a European social science research network with a clear focus on emerging problems of Central and Eastern European media in a comparative perspective. By involving both leading scholars and the new generation of young Central and Eastern European researchers, organizing annual academic conferences, workshops and innovative research collaboration, and initiating policy dialogues, the Action will promote a European level cutting-edge media research agenda.

The project stages are the following:

- The production of comparative knowledge about experiences in making and not-making dual media systems. This inquiry involves analysis of public service and commercial broadcasting performance, with major foci on organization, regulation, market performance, media professionals and programming.
- The investigation of media users and consumers in order to provide an innovative understanding of agency in the transforming media landscape. Through achieving this goal, the project seeks to redefine what media use, media consumption, media needs, media impact, media use-as-performance, and media rituals mean and how they have been carried out in the semi-periphery of rich Western media cultures.
- The creation of a comparative conceptual framework for evaluating the political performance of the transforming media landscape in East and Central Europe. The Action wishes to achieve this goal on the following two conceptual levels: (A) Media performance in political communication, policymaking and governance; (B) Media performance in the contexts of citizenship, the public sphere and democracy.
- The re-examination of the usefulness of Western European and American communication research, media studies and normative theoretical traditions to the study of the media and society in Eastern and Central Europe.

The Action Chair is Prof. Miklos Sükösd (Central European University) and its Vice Chair is Prof. Gianpietro Mazzoleni (Milan University).

COST A30's main goals in its first year (2005-2006) were to finalize the project design, establish working groups, and have a Management Committee meeting where scientific agendas and work plans for the coming year could be discussed.

The first working group meetings took place on December 2-3, 2005 at the Central European University in Budapest, hosted by the Action Chair. Four Working Groups have been established:

- WG1- **Comparative Research Methods & New Media Developments** (coordinator: Nicholas Jankowski, University of Nijmegen, Netherlands)
- WG2 - **Democratic Theory and Democratic Performance of the Media** (coordinator: Karol Jakubowicz, National Broadcasting Council of Poland)
- WG3 - **Media Regulation and Policy** (coordinator: Beata Klimkiewicz, Jagiellonian University, Poland)
- WG4 - **Textual Analysis and Media Use** (coordinator: Ferenc Hammer, Eotvos Lorand University, Budapest, Hungary)

As has been emphasized both by the Chair and WG participants, these groups should be seen as overlapping networks, rather than isolated “vessels.” In addition, several sub-group initiatives have been defined, focusing on shared research interests and attainable projects of a smaller scale. The four WGs are necessarily inter-disciplinary in nature, connecting media and communication theory, media law, political science and sociology. Each group has different foci that cover one or more topics suggested by the initiators of the Action in their original proposal. Moreover, the following areas of mutual interest have been identified and addressed: conceptual (self-)reflection; political economy of media (old and new); positioning commercial media culture; qualitative audience studies; nationalism and the media; Europeanization of media discourses; political communication; interactive new media.

The second WG meeting took place on June 14-15, 2006 at the same location. In the second year of the Action (2006/2007), the first meeting of WG3 and a workshop entitled *Popular Media and Cultural Citizenship* (co-organized by COST Action A30 and the Political Science Institute of the Hungarian Academy of Sciences) took place on September 22-23, 2006, at Central European University. All four WGs and the Management Committee will meet again on June 22-24, 2007, at the University of Milan, hosted by the Action Vice-Chair, Gianpietro Mazzoleni.

Regarding the Action’s 1st year publication activity, the COST A30 WG2 (Democratic Theory and Democratic Performance of the Media) is currently preparing two book projects: “Central and Eastern European Media Challenge in Global Perspective” and “Nationalism, Media and European Identity.” Several individual articles of the network members will also be published in international journals. In addition, WG3 (Media Regulation and Policy) is preparing a policy paper on “The European Media and Freedom of Expression Under the New Regulatory Challenges.”

COST A30 has also engaged in close cooperation with other completed or currently running COST Actions. Thus, it is important to highlight the existing links between the A30 (East of West) and the A20 (The Impact of the Internet on Mass Media in Europe) actions – both in terms of overlapping membership and complementary research interests. Further connections have been established with COST A16 (Policy & Regulatory Responses To The Use Of Electronic Communications Technologies By Transnational Communities In Europe), COST 298 (The Broadband Society), the EU FP6 project “CIVICWEB” (Young People, the Internet and Civic Participation), and international organizations (e.g. The International Communication Association). Cooperation with these research networks and projects will ensure that the COST A30 Action remains embedded in a wide and heterogeneous European media research setting.

For more information, please visit:

http://www.cost.esf.org/index.php?id=233&action_number=a30

<http://www.cmcs.ceu.hu:8080/cmcs/a30cost/>

Research Fellows

Péter Molnar, PhD, Senior Research Fellow in Communications Law

In the last year Péter Molnar has been the co-convener of the Hate Speech Regulation Initiative with Michael Herz from Cardozo. Molnar took part at the initial meeting at Cardozo in November 2005 and organized the program of the following Spring 2006 CEU conference. He gave presentations at both events. Since the conference, he has been editing a book that will contain articles written by the participants and some additional experts. He is also working on a follow-up project on hate speech laws and policies.

Molnar both presented at and assisted in the organization of the Re:Activism conference. His presentation for both the ICA pre-conference and Re:Activism focused on regulatory and policy issues of television, radio and the Internet, using hate speech as an example. After taking part at the first COST meeting, he initiated a discussion on the draft audiovisual directive of the European Commission, on which he led a special session at the second meeting, followed by repeated discussions in the regulatory working group and the plenary session. The discussions resulted in a Budapest Declaration for the Freedom of the Internet, which Molnar drafted and collected the signatures for. He sent the declaration, which strongly criticizes the restrictive measures suggested by the Commission, to all members of the European Parliament, thus instigating a Europe-wide critical discussion on the draft directive. After a request from the Hungarian government, Molnar wrote CMCS' opinion of the directive. Furthermore, he has worked with, among others, the British Embassy in Budapest and the Media Freedom Representative of the OSCE.

As a follow up on the 2004 Electronic Freedom of Information conference that he organized, Molnar put together and moderated a roundtable discussion on the implementation of the new Hungarian regulations in comparative perspective. He took part in the annual "The State and the Individual" conference, organized by Professor András Sajó, as a commentator on a panel about freedom of speech and freedom of religion. Together with the Hungarian Civil Liberties Union, he organized and moderated a half-day conference on the distinction between factual statements and opinions in defamation cases brought to court by public officials, public figures and other plaintiffs. As part of an EU funded journalism training project run by Internews Russia, Molnar lectured 30 Russian journalism teachers on freedom of speech and media law in Moscow. Topics included defamation law and the draft audiovisual directive of the European Commission. Molnar also took part in the Television across Europe conference organized by the Network Media Program and the EUMAP of the OSI. With his extensive experiences in politics and media policy making, Molnar took an active part in introducing the Hungarian political and media institutions to the participants of all events hosted by CMCS. He has also helped in recruiting students for the center's academic programs.

Endre Dányi – "Information Society" Fellow (supported by the Hungarian Ministry of Informatics and Telecommunications)

As a research fellow at the Center for Media and Communication Studies, Endre Dányi was involved in a number of research projects and academic activities, most of which aimed at establishing an organization within CEU that could serve as a connection point between international networks concerned with the political, economic, legal and cultural implications of various media technologies. As one of the initiators of the COST A30 Action, Dányi was involved in the design of the 4-year project and the organization of the kick-off meeting in Budapest (2-3 December 2005). He was also part of a team that initiated, and got the approval, for another important European research project within the Sixth Framework Programme called CIVICWEB. This project will focus on the changing patterns of political participation among young people in seven European countries. On behalf of the CEU, Dányi was a member of a steering committee responsible for the organization of a conference on the future of political activism in the new media environment, called Re:Activism (14-15 October 2005). In the fall, he was involved in the organization of an international workshop entitled Re-thinking Communications Policy for Civil Society, hosted by the London-based Stanhope Centre for Communications Policy Research (9 December 2005).



In the past academic year, Dányi presented the findings of three previous research projects concentrating on the political uses of various communication technologies. A paper he co-authored with Anna Galacz on the characteristics of political websites in the 2004 European Parliamentary elections in Hungary was published in *The Information Polity*, Vol. 10(3-4). A shorter version will come out in a volume edited by Kirsten Foot, Nicholas Jankowski, Randy Kluver and Steve Schneider in 2007. His work on the political uses of photocopy machines in the early 1980s in Hungary appeared in *The Information Society*, Vol. 22(2). A chapter he co-authored with Tamas Bodoky on the challenges imposed by new media technologies in journalism and political activism was published in a volume on Hungarian media history edited by Péter Bajomi-Lázár (in Hungarian). Dányi also presented some of the outcomes of his research at the 2005 International Communication Association conference in New York, and at the first European Communication Conference in Amsterdam. He is currently working on an article focusing on the changing characteristics of political demonstrations in the mobile telephone era, and its conceptual consequences in Western democracies (to be published in 2007).

Besides organizing conferences and public events and being involved in international research projects, Dányi was also responsible for establishing institutional ties with leading media and information technology research centers and departments in Europe, particularly in the United Kingdom. These include institutes at Cambridge University, City University, Goldsmiths College, Lancaster University, London School of Economics, Oxford University, Surrey University, University College London, and Westminster University.

Éva Simon - “Information Society” Fellow (supported by the Hungarian Ministry of Informatics and Telecommunications)

As a research fellow at the Center of Media and Communication Studies, Éva Simon worked on her research topic: the legal aspects of media and communication - understanding constitutional rights in context of new media. As part of her research activity, Simon presented at several conferences in Hungary, namely the Workshop on Electronic Freedom of Information (CEU), Reklámhét (Corvinus University), Internet Hungary (Tihany), Média Hungary (Tihany), the Third International Conference on the Effect of Media on Youths (Balatonalmádi), DAT 2005 Conference (Budapest Magyar Telekom). She took part in applied researches as well. In cooperation with the UK communication's regulator (OFCOM) and working jointly with Monica Arino (former professor for CEU's Master in Public Policy program), she elaborated on the critiques of EU Television without Frontiers Directive draft proposal and presented in Tihany annual Media Hungary Conference (paper will be published in 2007). On behalf of CMCS and in cooperation with the University of Pécs Faculty of Law and Political Science, the Research Center for Information and Communications Technology Law, and Corvinus University of Budapest, she submitted a study on the effect of convergence of media and telecommunication regulation for the National Telecommunication Authority. She also took part in a research examining the effect of media on criminal justice and prisoners under the age of 18 for National Crime Prevention Board (paper will be published in 2007).

Besides her research activity, Simon was involved in organizing international conferences that aimed to establish international networks for media and communication research centers and universities. As part of her CMCS activity, she was involved in organizing the COST A30 Action kick-off meeting in Budapest (2-3 December 2005) and the second meeting in Budapest (14-15 June 2006). On behalf of the CMCS, she was a member of the steering committee responsible for the organization of the Re:Activism conference (14-15 October 2005). In the fall, she was also involved in organizing the ‘Hate Speech’ conference, hosted by CEU and jointly launched by the Floersheimer Center for Constitutional Democracy at the Benjamin N. Cardozo School of Law, OSCE Representative on Freedom of the Media, Annenberg School for Communication, and the Open Society Justice Initiative.

Tamás Dávid - “Information Society” Fellow (supported by the Hungarian Ministry of Informatics and Telecommunications)

Tamás Dávid's research focus was the relationship between the global economic processes. In particular, he looked at the integration of the emerging economies in the world economy and the spread of new technology, namely media and communication technologies.

The research led to the hypothesis that the global economic activity is focused in a core set of economies, rather than a set of individual hubs. Dávid used both time series analysis on trade data of the world economy (1981-2005, trade network analysis) and simulations in his research. The calculations' results supported his hypothesis. Furthermore, there is evidence that the complexity of the core of the global economy also increased substantially in this time period, while the core itself has expanded, including a growing number of emerging economies. He found evidence suggesting that the changing size, composition and complexity of the core of the global economy is linked to technological changes. However, the technology set includes societal management techniques, as well as the more traditional notion of production technology.

The two sets of results (core rather than hubs and increasing complexity of the core linked to technology development and spread) suggest that (1) the communication technologies have had an increasing role in the emerging global economy, and (2) that this role itself has gone through a substantial change. The implication in regards to emerging economies consists of three points: (a) there is a potential for convergence, which does not seem to be limited in either geographical scope or number of countries; (b) the spread of communication technologies in the broad sense is essential in unlocking this potential; and (c) the traditional narrow view on the technology set could overlook the changing role of communication technologies and thus, policies focused on the narrow definition could result in policy misjudgments.

Omran Kadhim Atea, Baghdad University, Iraq - Visiting Fellow

Omran is enrolled in a PhD program at the College of Communication, Baghdad University, Iraq and serves as Manager of Information and Public Relations at the Kerbala University. He joined CMCS as UNESCO Fellow between March - June 2006 and conducted research in the field of his PhD topic "The American Communication Model in Iraq."

Timothy R. Holbrook, Assistant Professor of Law, Chicago-Kent College of Law - Visiting Fellow

While at CMCS (March – May 2006), Tim Holbrook was focusing on two aspects of his ongoing research project. First, he was studying the extraterritorial application of U.S. patent law to activities occurring outside of the U.S. Second, he was examining the changes in the Hungarian intellectual property law in the context of the country's integration in the European Union. He explored what changes were introduced and whether cultural sacrifices were made in the laws in the name of harmonization with the EU regulation. As the pressure for global harmonization of intellectual property laws often overlooks the risk of losing important variances, he intended to use the case of Hungary in order to investigate this potential.



Consultancy

Regional Media support program in Russia

In partnership with Internews, the Reuters Foundation, the World Association of Newspapers, and the Stanhope Centre for Communications Policy Research, the Center for Media and Communication Studies participates in a two-year regional media support program in Russia. The training project, supported by the European Union, is designed to improve the professional skills of media owners, editors and journalists in six selected regions of the country. In the first phase of the program two CMCS experts trained Russian media professionals and educators. In June 2006 Éva Vajda conducted a four-day workshop for local journalists in Novgorod. The sessions tackled the principles of fact-based reporting, developing story ideas, and improving journalistic techniques. In the same month CMCS fellow Péter Molnár ran a seminar on freedom of speech and media law for journalism teachers in Moscow.

Consultancy in the field of media and convergence

The Hungarian National Communications Authority (NHH) has contracted CMCS for a study on media convergence regulation. The research was delivered by CMCS in cooperation with the University of Pecs Faculty of Law and Political Science, the Research Center for Information and Communications technology law and Corvinus University, Budapest. The study focuses on the new role of communications authorities in the convergence era. It investigates international solutions in the field of digitalized media and attempts to find the best solution in order to help the Hungarian regulatory bodies to re-think their roles and responsibilities.

Academic Programs

The “Media, Information and Telecommunications Policy” Stream of the Master’s Program in Public Policy, Department of Public Policy Central European University, Budapest

The media stream was designed to train the new generation of policy-makers and advisors in the field of telecommunications and media development in public, private and non-profit sectors. The courses taught by professors Monica Arino, Szabolcs Koppányi and Alex Fischer discussed the technological, economic and political reasons for the regime shift and provided a thorough understanding of the institutional framework in which policies and decisions are made. The program also addressed the architecture of regulatory frameworks and procedures of decision-making both at the European and national level. The curriculum was complemented with comparative case studies on policy formulation and the improvement of the regulatory process, especially in emerging democracies. The stream combined legal, economic and public policy perspectives.



Two specialist courses were central to the stream - 'Fundamentals of Communications and Media Policy', and 'Telecommunication Policy: Liberalization, Privatization and Re-regulation'. The course 'Fundamentals of Communications and Media Policy' provided participants with a thorough understanding of EU policy and regulation in the area of media and electronic communications. Students were introduced to EU policy objectives, instruments and actors in the communications arena. The course explored the conflicting interests and tensions between and within the European institutions, as well as the conflicts between policy objectives. Finally, the EU strategies to influence national policies were analyzed and their impact assessed. The course was structured in two modules: EU Media and Broadcasting Policies and EU Electronic Communications Law and Policy. Guest Lectures by experts from the European Commission, national regulators and visiting professors complemented the seminars. The course 'Telecommunication Policy: Liberalization, Privatization and Re-regulation' complemented the first course by focusing on political, economic and social aspects. The course started with the common features of the whole network utility sector from an economic perspective. It continued with the reasons for the worldwide policy shift away from public monopolies and toward liberalization, privatization and the regulatory state. Current regulatory dilemmas also played a major role in this course: symmetric versus asymmetric regulation, sector specific versus general competition regulation and service versus infrastructure competition. The course ended with three sessions dedicated to political goals in the electronic communications market: the chances of technological public policies, problems related to the universal service, and strategies to overcome the digital divide.

In the academic year of 2005/06, six students had been enrolled and have successfully completed the 'Media, Information and Telecommunications Policy' stream launched by CMSC as part of the Master's Program in Public Policy at CEU:

- Tsetomira Gancheva (Bulgaria) - Magyar Telekom fellowship, awarded 'Best Student of the Media Stream'
- Roland Müller (Romania) - Magyar Telekom fellowship
- Stefan Cibian (Romania) - Magyar Telekom fellowship
- Rasma Rozenberga (Latvia) - Magyar Telekom fellowship
- Mischa Beitz (US)
- Jonathat Ozarow (US)

For more information on the program, please visit: <http://www.ceu.hu/mpp/degree/mit.htm>



Certificate in Political Communication

During the academic year of 2005/06, CMCS was involved in the development of the following courses specializing in political communication at the CEU Political Science Department:

- “European Publics and the Media” - by Nick Jankowski, Gianpietro Mazzoleni, Colin Sparks, Miklos Sükösd
- “Alternative Media”, Miklos Sükösd
- “Nationalism and the Media” Miklos Sükösd
- “Discourses and Contemporary Political Analysis”, Carol Harrington
- “Media and War”, Aida Hozic

After the completion of the requirements six MA students (Eka Imerlishvili, Ivan Molochko, Angelina Penkova, Beloslava Stoycheva, Margus Valdre, and Gonzalo Torres) received a Certificate in Political Communication.

Public Events

LEGAL PROBLEMS OF ACCESS IN NETWORK INDUSTRIES – international workshop (22 November, 2005)

Jointly organized by the Center for Infocommunications Law in the Institute for Legal Studies, Hungarian Academy of Sciences in partnership with the CEU Center for Media and Communication Studies (CMCS)

The workshop addressed such issues as: access in network laws from a competition law perspective; new forms of access in a converging electronic communications environment; regulation of access to networks: a policy perspective; institutional divide of competences with regard to access; the Commission's practice in access issues and access in the private sector.

The participants included: Philip Lowe (Director General Competition, European Commission); Monica Arino (OFCOM); Gábor Szörényi (Hungarian Energy Authority); Prof. Dr. Christian Koenig (ZEI, Germany).



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"COMPETITION POLICY IN THE MEDIA SECTOR: Current Issues and Future Challenges" (November 22, 2005)

by PHILIP LOWE, Director General of Competition, European Commission

Co-organized by the Center for Policy Studies (CPS) - Master's Program in Public Policy (MPP) and the CEU Center for Media and Communication Studies (CMCS)

The session tackled how the competitive process in the media sector could be undermined by abusive behavior of firms or by unfair state subsidy to media activities. The lecturer emphasized that the Commission's policy was aimed at ensuring fair competition, diversity and consumer choice. He noted that, given technological developments and media convergence, it became more important than ever to ensure that media companies compete fairly and that consumers had access to a wide range of services at competitive prices.

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WHO CARES ABOUT TELEVISION? - GEORGE GERBNER and the Enduring Legacy of the 20th Century Communication Research (9 March, 2006)

Co-organized by the CEU Center for Media and Communication Studies (CMCS) in co-operation with the Hungarian Communication Studies Association and the CEU Students' Media Society

Panel Discussion with:

Chair: MIKLOS SÜKÖSD, Department of Political Science, Central European University; Academic Director, CEU Center for Media and Communication Studies

Panel Members:

- **MARSHA SIEFERT** - Department of History, CEU; Co-Editor with Gerbner of *Ferment in the Field* (1983) on critical communication research, *World Communication: A Handbook* (Longman 1984) and *The Information Gap: How New Communications Technology Affects the Social Distribution of Power* (Oxford University Press 1989)

- **ANDRÁS SZEKFŰ** - Media Sociologist, Managing Director of Szignum Media Consulting, Board Member of the Hungarian Communication Studies Association
- **JOLÁN RÓKA** - Professor and Vice General Director of Research and International Programs, Budapest School of Communication

The panelists presented Gerbner's communication theory, research and activities as a public intellectual in light of what they meant in the age of digital media with a focus on his influence in Hungary. They also discussed how concepts like the cultural environment, the media as storyteller, and "happy violence" helped to understand media and communications in the age of globalization in the 21st century.

GEORGE GERBNER (1919-2005) was born in Budapest and left Hungary in 1939. He re-entered Budapest in 1945 as a member of the Office of Strategic Services, US Army. Returning to the US after WW2, Gerbner embarked on a 50-year career developing a broad-based theory on the social effects of television and a structural critique of the global media marketplace. During those years, 25 of which he spent as Dean of the Annenberg School of Communication at the University of Pennsylvania (1964-1989), Gerbner was the public face of research on television.

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SHARING? - INTELLECTUAL PROPERTY AND COPYRIGHT IN CYBERSPACE (4 April, 2006)

Co-organized by the CEU Students' Media Studies Society and the Center for Media and Communication Studies

Panel discussion with:

- **Istvan Szakadát**- engineer and sociologist at Budapest Technical University, Member of Copyright Experts' Pool
- **Péter Benjamin Tóth**- legal counsel at the Hungarian musical collecting society, Artisjus
- **Zsolt Kézdi-Kovács**- film director, member of Copyright Experts' Pool
- **Balázs Bodó**- spokesperson of Creative Commons Hungary and Re:Activism conference promoter

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THE GLOBAL FAMILIAR: OLD QUESTIONS IN NEW GUISES (10 April, 2006)

By David Morley, Professor of Communications at Goldsmiths College, London University

The presentation addressed the relationship between debates about globalization and issues around cultural imperialism.

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HOME TERRITORIES: MEDIA, MOBILITY AND IDENTITY (11 April, 2006)

By David Morley, Professor of Communications at Goldsmiths College, London University
Chair: Annabelle Littoz-Monnet, Visiting Professor, International Relations and European Studies, CEU

The lecture tackled the transformations in ideas of home, place, belonging and identity in the context of the transnational patterns of communication and mobility, which increasingly characterize our contemporary, destabilized (or, according to some, de-territorialized) world. The lecture examined the cultural significance of the transgression of borders (of various sorts) arising from these forces, and investigated how these transgressions were regulated in different circumstances. These issues were explored at both micro and macro levels, in relation to the household, the nation and the local or transnational community as spaces of belonging

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"IS THE WORLD FLAT?" (6 May, 2006)- Workshop based on the book by three-time Pulitzer Prize winner and New York Times columnist, **THOMAS FRIEDMAN)**

Co-organized by Central European University, the Center for Media and Communication Studies, and the CEU Open Century Project

The workshop started with a presentation by Friedman on his theses on globalization. As a response, John Gray (University Professor at the London School of Economics, author, among other books, of *False Dawn: The Delusions of Global Capitalism*) offered a different view on globalization challenging Friedman's theses on the flat world. Then, a number of leading thinkers from a wide range of perspectives debated contemporary challenges of a globalized world.



Thomas Friedman is one of the worlds most respected and influential journalists, renowned for his expertise on international affairs and economic issues. Educated in Boston, Jerusalem, Cairo and Oxford, he joined The New York Times as a reporter in 1981. Since then he has won the Pulitzer Prize three times for his work there and has traveled all over the globe. His latest book, *The World is Flat: The Globalized World in the Twenty-first Century*, has sold 1.5 million copies worldwide so far, and has recently been translated into Hungarian: *És mégis lapos a föld. A XXI. század rövid története*.

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THE WRITER AND ETHNIC HYSTERIA (10 May, 2006)

Co-organized by the CEU Center for Media and Communication Studies and the Australian Embassy in Budapest

by **Thomas Keneally**, *Australian writer, winner of the Booker Prize for "Schindler's List" 1982*
Chair: **András Török**, *Writer and lecturer in urban history*

Thomas Keneally spoke from his perspective as a writer and member of PEN writers' association on that favorite area of exploitation by writers, the fault lines of hostility and mistrust between cultures.

Thomas Keneally has been nominated four times for the celebrated Booker Prize in London, winning once with his book *Schindler's Ark*. Stephen Spielberg filmed his version of the book under the title *Schindler's List* in 1993 and the book was later published as *Schindler's List* as a tie-in with the Spielberg's film. He has also twice won the top Australian literary award, the Miles Franklin, which goes to literary works on life in Australia.

Roundtable discussions on Hungarian media

- **Electronic Freedom of Information workshop (30 March, 2006)**

The Center for Media and Communication Studies organized a workshop on Electronic Freedom of Information on the 30th of March 2006. The law on the electronic freedom of information came



into force in Hungary in January 2006. Hungarian experts discussed how the provisions on the new form of freedom of information are being implemented. Presentations and comments were held by Attila Péterfalvi (Commissioner on Freedom of Information and Protection on Personal Data), László Majtényi (president of the Károly Eötvös Institute, and former Commissioner on Freedom of Information and Protection on Personal Data), Kálmán Kovács (minister, Ministry of Informatics and Telecommunications), Éva

Simon (Center for Media and Communication Studies) and Ádám Földes (Hungarian Civil Liberties Union). The roundtable discussion was moderated by Péter Molnár (Center for Media and Communication Studies).

- **'Opinion (View?) or Fact: Border-Law-Cases' (21 June, 2006)**

The Center for Media and Communication Studies and the Hungarian Civil Liberties Union (Társaság a Szabadságjogokért) organized a public event on freedom of expression: 'Opinion (View?) or Fact: border-law-cases' on 21st of June, 2006. CEU faculty members, judges, journalists and lawyers participated in a discussion moderated by Péter Molnár of CMCS. The discussion focused on the practice of Hungarian courts in the light of the decisions in freedom of expression cases. The invited lawyers presented two cases of their own practice and tried to find the proper test for the limits of speech. The purpose of the public event was to draw a line between opinions and facts and to find proper answers for the vague arguments presented in court decisions.

Photo Exhibition

"ISTANBUL - NEW YORK via TIMISOARA: Connecting cities, Connecting Civilizations" (December 12, 2005)

By **Roland Müller**, Master's student, Program in Public Policy (Media, Information and Telecommunications stream) at the Central European University.

About the project: The photo exhibition of 75 pictures (25 from Istanbul, 25 from Timisoara and 25 from New York) revealed three different cities located in diverse cultural and geographical areas. Most of the pictures captured the architectural styles of these urban environments, but they also unveiled the fingerprints left by the human presence on the metropolitan setting.



Roland Müller has a BA in Journalism and English Language from the West University of Timișoara, Romania. He has also studied Communication and Public Relations in the United States of America. In 2005-2006 he completed a Master's Program in Public Policy (Media, Information and Telecommunications stream) at the Central European University.

Staff / collaborators

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