Annual Report

September 2006 - August 2007

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 2006/2007 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 2006/07 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 Telecom, the Hungarian National Communications Authority, Antenna Hungária, the Open Society Institute (OSI), and the Organization for Security and Co-operation in Europe (OSCE).

BROADCASTING COMMUNITY:

A Workshop on Policies in Europe

16 – 18 May, 2007; Central European University, Budapest, Hungary

Organizer:
- The Center for Media and Communication Studies (Central European University)

Sponsors:
- Hungarian National Radio and Television Authority (ORTT)
- Annenberg School of Communication (University of Pennsylvania)
- Community Media Forum Europe (CMFE)
- World Association of Community Radio (AMARC) Europe
- Austrian Cultural Forum

In May, 50 community media experts from 25 European countries gathered together in Budapest at Central European University (CEU) for a three day workshop to discuss the growing importance of community media at the state and European level. The event focused on three key areas: the need for state and European-level policy and support for community broadcasting, especially for the newest EU member states; the role of community broadcasting in fostering minority rights and related cultural policies; and the impact of digitization on community broadcasting. This workshop brought together researchers, practitioners and policy makers interested in community broadcasting policy, implementation and impact. There is an expressed need for an exchange of expertise and knowledge across countries and regions, especially where there lacks an enabling environment to support community-based broadcasting.

The conference hosted the following panels:
- Policy In(ter)ventions: case studies across Europe
- Linguistic and ethnic majorities and minorities: broadcasting for peace, rights and reform
- Towards a community-friendly policy environment? Civil society organizing & policy interventions
- Digitize this! Community broadcasting, convergence and the transition to digital
- Research needs and priorities: A sound Eurovision?

Two public events were held within the framework of the workshop:

The first event – "Access, policy & participation: Community broadcasting & the Hungarian media landscape" focused on Hungary, featuring representatives from Budapest community stations *Radio Tilos*, and Roma station *Radio C.* Community media in Hungary benefit from a strong community radio policy, but they require increased support and better licensing for full power community stations. Workshop participants also delivered an open letter to Hungarian regulators and politicians expressing concern that community stations would not exist in the future digital landscape should current draft legislation move forward without revision. This is a growing concern many community media practitioners share in their respective countries.

The second event – "Enabling Europe? Policy futures for citizens' and community media" was a panel discussion about the prospects for European-level policy. Participants included European MP Karin Resetarits from Austria; Representative on Freedom of the Media at the OSCE Miklós Haraszti; and Council of Europe Steering Committee on the Mass Media representative György Ocskó. A lively discussion followed as efforts move forward on the need for formal support of community media in European policy.

For more information, please visit http://cmcs.ceu.hu/events/workshops

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NON-LINEAR AUDIOVISUAL MEDIA SERVICES' AND THE DRAFT AUDIOVISUAL MEDIA SERVICES DIRECTIVE (AVMS)
International Workshop

1st December, 2006; Central European University, Budapest, Hungary

Organizers:
- Center for Media and Communication Studies (Central European University)
- The OSCE Representative on Freedom of the Media

Supported by:
- Rafto Foundation for Human Rights

The workshop brought together international experts on media law to discuss the Audiovisual Media Services Directive which is currently being debated within the European Parliament and which re-defines "media services", includes so-called "non-linear" services and thereby extends broadcast regulations to certain internet services. During this workshop the participants compiled a list of recommendations on the draft Audiovisual Media Services Directive for the European Parliament.

The topics discussed at the workshop included:
- The widening of the scope of the Directive to include "non-linear services"
- Unclear definitions and the concept of "non-linear audiovisual media services"
- The need to distinguish between linear services and non-linear services

The conference hosted presentations by the following participants:
- Magali Lenoel, European Commission, DG INFSOC
- Christian Möller, Office of RFOM
- Péter Molnár, CMCS, CEU
- Prof. Nico van Eijk, Institute for Information Law IViR, University Amsterdam
- Dr. Susanne Lackner, ORF, Austria
- Peggy Valcke, Interdisciplinary Centre for Law & ICT (ICRI), K.U. Leuven
- Russ Taylor, visiting lecturer at CEU, OfcomWatch

For more information, please visit http://cmcs.ceu.hu/events/workshops

FROM SECRET SERVICE TO PUBLIC SERVICE

International Conference
3rd November 2006; Central European University, Budapest, Hungary

<u>Organizers:</u>
- MTV - Hungarian Public Television
- European Broadcasting Union
- Center for Media and Communication Studies (Central European University)
- COST A30 Action

The conference was a meeting of top European and Hungarian media policy makers and outstanding experts. On one hand, the conference explored issues related to the independence of public service media. The question was how national media legislation and European regulations could guarantee true political and financial independence for public broadcasters. This topic deserves special attention not only in the Eastern and Central European region but in all member states of the European Union as well. One of the goals of this conference was to identify opportunities and solutions that ensure independence.

On the other hand, the intention was to investigate future dilemmas of European public service media. How could public media become successful in the digital environment of the 21st century, when traditional mass media and new media converge and develop new, interactive communication services? How can taxpayers' support of public media be maintained? How can citizens access archival materials in the context of digital convergence? These questions are of particular importance these days, when European policy makers are revising the Television Without Frontiers Directive, the core element of European audiovisual regulation.

The speeches and presentations held at the conference included:
- The Role of Public Service Broadcasters in a Vibrant and Pluralist Digital Media
- Landscape
- Why Do Public Media Deserve Independence?
- Today's Myths, Future's Perils in Public Broadcasting
- The Requirements for the Independence of Public Service Television
- Hungary Going Digital: Current Plans on Media Reform
- Europe Going Digital: the Current Revision of the Television without Frontiers Directive

The conference hosted the following panels:
- Protecting Public Value – How Public Media Could Survive
- Fighting for Independence – How Public Media Could Escape from Political Pressure
- Legislation and Culture – How Can We Make Our Laws Work in a Digital Media World

The participants were: Yehuda Elkana, Central European University (CEU) President and Rector; Katalin Szili, President of the Hungarian Parliament; Viviane Reading, EU Commissioner for Information Society and Media; Fritz Pleitgen, President of European Broadcasting Union; Miklós Haraszti, Organization for Security and Co-operation in Europe, Freedom of the Media Representative; Zoltán Rudi, President of MTV; Werner Rumphorst, Director of Legal Department, European Broadcasting Union; Anna Herold, Directorate General of Information Society and Media of the European Commission; Karol Jakubowicz, Chairman, Steering Committee on the Media and New Communication Services, Council of Europe; Miklós Sükösd, Associate Professor, Department of Political Science of CEU; Academic Director, Center for Media and Communication Studies, CEU

For more information, please visit: http://www.mtv.hu/ebu/index.php?lang=en

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 kick-off Management Committee and Working Group meeting 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: Joke Hermes, InHolland University and University of Amsterdam,)

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 Management Committee and plenary WG meeting took place on June 22-24, 2007, at the University of Milan, hosted by the Action Vice-Chair, Gianpietro Mazzoleni.

In 2007, a COST A30 publication "Finding the Right Place on the Map: Central and Eastern European Media Change in Global Perspective" edited by Professor Karol Jakubovicz and Professor Miklos Sukosd, received the ECREA Annual Book Award. Following the award, ECREA (the European Communications Research and Education Association) undertook the publishing procedure and costs of the book. In addition, the COST A30 WG2 (Democratic Theory and Democratic Performance of the Media) has finalized the manuscript of a book project on "Nationalism, Media and European Identity." Several individual articles of the network members have been published in international journals. The COST A30 (Media Regulation and Policy) has prepared 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: www.costa30.eu

CIVICWEB

CMCS is partner in an international consortium that is conducting extensive research on the topic of "Young people, the Internet and Civic Participation". The project, founded by the European Commission's 6th Framework Programme, started in September 2006 and will be completed in August 2009. Civicweb analyses the potential contribution of the Internet to promoting civic engagement and participation among young people (aged 15-25). It focuses specifically on the currently emerging youth-oriented civic sites. It considers the role such sites play in constructing youth identities in relation to civic participation, paying particular attention to intergenerational relations, culture, gender and nationality (including European identities).

The research focuses on three key dimensions of this phenomenon:
- the **production** of such sites, including the motivations, working practices and economic models of the producers (primarily moderators and web workers)
- the **nature and characteristics** of the sites, both in terms of their content and their formal features (design, mode of address, structure)
- the **uses and interpretations** made of such sites by different social groups of young people, and the relationship between this online activity and their civic participation 'offline'.

The work plan is structured to examine these three dimensions in relation to each other and in relation to the current European context. The workpackages are structured each to address a specific objective and finally to draw the findings together to give an overall picture of the nature of the relationship between these components (producers perspectives, analyses of the sites and research into how young people use the web for civic participation) so as to inform policy in relation to civic engagement and education. The central aim of CIVICWEB is to examine empirically questions about the potential of the internet for providing European youth with social capital and civic literacy that can stimulate civic commitment and involvement. In this first reporting period the project has made substantial strides towards completing its overall objectives. The state of the art report Young People, the Internet and Civic Participation addresses existing research and knowledge thematically; key concepts; the internet as a medium; youth and the internet; young people, politics and the internet; government, political parties and the internet; activism and the internet; Civic Learning: Political Socialization and Citizenship Education; the European Context. The second scientific workpackage, now nearing completion, is enabling the project to gain an overall view of the types of sites available and to begin the process of selecting case studies for producer interviews and site analyses. Both these WPs are under way and on schedule. Data gathering on young users of civic websites will take both quantitative and qualitative approaches. The survey of users is under way and, focus group interviews will be discussed and planned at our next project meetings (October 2007 and February 2008). Meanwhile the scientific work has been supported by the creation of the project website (www.civicweb.eu), by a project intranet, 3 project and 3 management committee meetings, establishing advisory committees and regular e-mail contact between researchers and between the co-coordinator and contractors by phone and e-mail. Dissemination is in the early stages but has begun in the form of conference presentations, journal articles, contacts with youth organizations and an initial project briefing paper for the press.

The following research institutions take part in CIVICWEB:
- Centre for the Study of Children, Youth and Media, Institute of Education, University of London, UK (coordinator)
- Centre for Media and Communications Studies, Central European University, Hungary
- Media and Communications Studies Unit, Lund University, Sweden
- Amsterdam School of Communications Research, University of Amsterdam, Netherlands
- Facultad de Ciencias de la Comunicacion, Universidad Autonoma de Barcelona, Spain
- Social Communication Research Centre, University of Ljubljana, Slovenia
- Istanbul BILGI University, Turkey

For more information, please visit: http://www.civicweb.eu

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Research Fellows

<u>Péter Molnár</u>, PhD, Senior Research Fellow in Communications Law

Péter Molnár is a distinguished media lawyer and former member of the Hungarian Parliament. He has largely contributed to CMCS' strong expertise in issues of press freedom, freedom of expression, content policies and community media.

In December 2006 Peter Molnar co-organized an international workshop at CEU on the draft audiovisual directive of the EU, lectured at the workshop and co-drafted the recommendations of the workshop that were sent to all members of the European Parliament. In February 2007 Peter co-organized a seminar in the European Parliament on the draft audiovisual directive of the EU and lectured at the seminar. He also helped to organize and raised funds for the international community media conference that took place at CEU in May 2007, and he communicated the open letter - re the situation of the community media in Hungary - signed by the participants to relevant decision-makers in the Hungarian government. Since the conference he has been doing follow up work on behalf of CMCS to implement the suggestions of the conference in relevant Hungarian legislation. In June 2007 he co-organized a conference on the new Hungarian draft law on state secrets, and successfully initiated follow up negotiation between the government and the participating and other free speech organizations. He has been representing CMCS at the negotiations.

Since 2006 Peter has been preparing a Comparative Defamation Law Project in cooperation with the following partners: Media Freedom Representative of the Organization for Security and Cooperation in Europe, Cardozo School of Law, Media Law Resource Center, American Civil Liberties Union, Hungarian Civil Liberties Union In 2007 he wrote comments to the National Audiovisual Media Strategy on behalf of CMCS.

<u>Kate Coyer</u>, Research Fellow

Kate Coyer is Post-Doctoral Research Fellow and visiting lecturer with the Center for Media and Communication Studies (CMCS) at Central European University (CEU) and the Center for Global Communication Studies (CGCS) at the Annenberg School for Communication at the University of Pennsylvania. Kate has also taught at the University of California, Berkeley, and Goldsmiths College, University of London where she received her PhD in Media and Communications and MA in Transnational Communications and Global Media.

Her research interests include: comparative media policy, political economy of the mass media, alternative and community-based media, radio studies, civil society and media reform movements, and media for development. Her current research project is a study of community broadcasting practices and policies among European Union member states, with specific focus on Central and Eastern Europe. Relatedly, she coordinated a multi-day event with the CMCS in May 2007 entitled 'Broadcasting Community: a workshop on policies across Europe.' Additionally, she is working on research related to the question of how measure the impact of internationally funded development projects.

Kate is also on the steering committee of the UK based Radio Studies Network; a participant in the Civil Society Media Policy Consortium; a member of the International Communications Association (ICA), International Association for Media and Communication Researcher

(IAMCR), and OURMedia network; and a past recipient of a Social Science Research Council (SSRC) grant.

Besides her academic work, Kate has been producing radio programs and organizing media campaigns for the past twenty years. She has helped build community radio stations and conducted production workshops with the Prometheus Radio Project in the US, Jordan, and Tanzania, and is actively involved in advocating for expanding 'citizen' access to the airwaves.

Her recent publications include the *Handbook of Alternative Media* (co-edited with Tony Dowmunt and Alan Fountain, 2007), a media policy brief in the journal of *Global Media and Communication*, and chapters in *Global Media, Global Activism*, and *News Inc: Corporate Media Ownership and its Threat to Democracy* (co-authored with Pete Tridish). Her journal account of the station-building project in Tanzania is available at:
www.prometheusradio.org/tanzania.shtml.

Arne Hintz, **Research Fellow**

Arne joined CMCS as a Research Fellow in April 2007. Between April and June, he initiated several new research projects and future academic events. He oversaw CMCS' participation in a consortium responding to an EC tender for a major study on "Indicators for media pluralism in the Member States - towards a risk-based approach" (the consortium won the tender in December 2007). He also represented CMCS at the annual conventions of the International Communications Association (ICA) in San Francisco in May, and of the International Association for Media and Communication Research (IAMCR) in Paris in July. As an internationally-recognized expert in both community media and global media policy, he has strengthened CMCS' emerging focus on these areas of research and expertise. Before coming to Budapest, Arne was based at the Research Centre Media and Politics at the University of Hamburg. He is an active member of international research associations, particularly the IAMCR, and of civil society initiatives, such as the Community Media Forum Europe (CMFE). After the academic year 2006/2007, Arne took over the position of Program Director of the CMCS.

**The "Media, Information and Telecommunications Policy" Stream
of the Master's Program in Public Policy, Department of Public Policy**
Central European University, Budapest

Part of the of the CEU Department of Public Policy Masters Program in Public Policy, 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 Peggy Valke, Russ Taylor, 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.

Four specialist courses were central to the stream - 'Fundamentals of Communications and Media Policy', 'Telecommunication Policy: Liberalization, Privatization and Re-regulation', 'Electronic Communications Regulation in the European Union' and 'Special Topics in Media and Communications'.

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:
- Tsvetomira 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)

In the academic year of 2005/06, nine students had been enrolled and have successfully completed the 'Media, Information and Telecommunications Policy' stream:
-   Linda Austere (Latvia) - Magyar Telekom fellowship
-   Adina Baya (Romania) - Magyar Telekom fellowship
-   Yana Yovcheva, (Bulgaria) - Magyar Telekom fellowship
-   Diana Ursachi (Romania) - Magyar Telekom fellowship
-   Michelle Langhoff (US)
-   Max Fishko (US)
-   Paulo Rebelo (Brazil)
-   Inna Barmash (US) – Semester Program (Fall 2006)
-   Scott Lunt (US) – Semester Program (Fall 2006)

More information on the program: http://www.ceu-budapest.edu/dpp/degree/mit.htm

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"Certificate in Political Communication" at the Department of Political Science
Central European University, Budapest

In collaboration with the Department of Political Science, CMCS offers a Certificate in Political Communication for Master students of Political Science.

The program provides advanced studies at the intersection of media and politics. Major areas include television, the press and politics; public opinion and voting behavior; political marketing and civic communication; the role of media in democratization; and trends in media system development. Special attention is given to cutting edge research areas such as the role of new media (the Internet) and alternative media in political communication; the role of the media in forming national and transnational identities; and environmental communication. Graduates will be well-equipped for working as experts in the mass media, political parties, parliaments, civil service or municipal governments; public relations, consultancy and public opinion polling firms; international and business organizations; and think-thanks covering fields from campaigning and political communication to policy and media analysis. Graduates may also choose doctoral studies and an academic career in political science or media and communication studies.

During the academic year of 2006/07, CMCS was involved in the development of the following courses specializing in political communication at the CEU Political Science Department:

-   "Democratization and the Media", Miklós Sükösd
-   "Environmental Politics and Communication", Miklós Sükösd
-   "Nationalism and the Media" Miklós Sükösd
-   "Global Media, Power and Resistance", Kate Coyer

Public Events

"Publishing in Scholarly Journals. Procedures and Practices" (22 September, 2006)

by Nicholas W. Jankowski, Associate Professor at the Department of Communication, University of Nijmegen; Visiting Fellow, Virtual Knowledge Studio, Royal Netherlands Academy of Arts and Sciences Amsterdam; Co-Editor New Media & Society; Working Group leader, COST A30 Action

> *Workshop presented by COST A30 Action "East of West - Setting a New Eastern and Central European Media Research Agenda" and the CEU Center for Media and Communication Studies (CMCS)*

<u>Discussant:</u> **Marsha Siefert**, Professor at the History Department of CEU; former editor of the Journal of Communication.

The aim of this interactive workshop was to review the procedures followed by a number of journals in the field of communication studies for processing articles submitted for publication.

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"The Contributions of Empirical Research to Policy" (October 26, 2006)

by Dr Leslie Haddon, Professor at London School of Economics

Dr Leslie Haddon has been researching how people experience information and communication technologies (ICTs) for the last 20 years. In this lecture he drew on his own research and his review of other material in the field to indicate the various ways in which empirical research can inform policy.

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"American Culture in a Multicultural World" (14 November, 2006)

by Francis G. Couvares, E. Dwight Salmon Professor of History and American Studies at Amherst College

> *Jointly organized by the CEU Center for Media and Communication Studies in co-operation with the CEU Center for Arts and Culture and the Embassy of the United States to Hungary*

The lecture explored notions of "cultural imperialism," especially in regard to American popular culture's appeal around the world.

Francis G. Couvares is E. Dwight Salmon Professor of History and American Studies, Amherst College, USA. Previously he served as Program Director of the Fulbright Summer Institute for the Study of the United States; Amherst-Doshisha Visiting Professor, Doshisha University, Kyoto, Japan; Dean of New Students, Amherst College.

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"Making News on the Read/Write Web: What Citizen's Media Can – and Can't – Do to Democratize Journalism" (15 November, 2006)

by Ethan Zuckerman, Fellow, Berkman Center for Internet and Society at Harvard Law School, Founder, Geekcorps

Co-organized by the CEU Center for Media and Communication Studies (CMCS) and OSA Archivum

<u>Chair:</u> **Miklós Sükösd**, Associate Professor, Department of Political Science, and Academic Director, CEU Center for Media and Communication Studies.

There's a new burst of commercial interest in the Internet, centered on the idea that there's money to be made in letting users create content online as well as consuming it. But the real power of the read/write web is much grander and more subversive - it gives individuals the power to tell their stories, make news, and "commit acts of journalism." Ethan Zuckerman, co-founder of global blogging community Global Voices (globalvoicesonline.org) talked about the citizen's media movement, its potentials and its limitations.

Ethan Zuckerman is a fellow at the Berkman Center for Internet and Society at Harvard Law School. His research focuses on the distribution of attention in mainstream and new media, and on the use of technology for international development. With Rebecca MacKinnon, he co-founded the international blogging project, "Global Voices", which focuses on using weblogs around the world to close gaps in mainstream media coverage. In 2000, Ethan founded Geekcorps, a technology volunteer corps that sends IT specialists to work on projects in developing nations, with a focus on West Africa.

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"Doing Citizenship: the Cultural Foundations of Civic Agency" (17 January, 2007)

by Peter Dahlgren, Professor of Media and Communication at Lund University

Jointly organized by the CEU Center for Media and Communication Studies (CMCS), the OSI Information Program, and the CEU Political Science Department

<u>Chair:</u> **Miklós Sükösd**, Associate Professor, Department of Political Science, and Academic Director, CEU Center for Media and Communication Studies

<u>Discussant:</u> **Kate Coyer**, Visiting Professor - Political Science Department, CEU Center for Media and Communication Studies

The lecture explored issues such as the horizon of political theory: republicanism and active citizenship; becoming citizens: everyday life and civil society; public spheres as interactive practices; deliberative democracy and its limits; and practices, skills, and civic identities, all based on empirical references from civic media, social movements, activist networks.

Peter Dahlgren is Professor of Media and Communication, Lund University. Much of his work pivots around notions of the public sphere and the democratic character of late modern society. He makes use of current strands of thought from contemporary social and cultural theory. In the past he has done qualitative studies of media output, particularly television journalism. More recently he has been engaged in doing depth interviews with people in the their roles as citizens and as media audiences.

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**"Ersatz: Vienna, Cincinatti, Budapest and the Search for my Autobiographical Truths"
(30 January, 2007)**

**by Professor Monroe E. Price, Director of the Project on Global Communication Studies
(PGCS) at the Annenberg School for Communications, University of Pennsylvania,
professor of law at the Benjamin N. Cardozo School of Law at Yeshiva University, Chair
of the Center for Media and Communication Studies at the Central European University**

> *Organized by the CEU Center for Media and Communication Studies in partnership with
> the CEU Center for EU Enlargement Studies and the Embassy of the Republic of
> Austria to Hungary*

Opening remarks by His Excellency **Dr. Ferdinand Mayrhofer-Grünbühel**, Austrian
Ambassador to
Hungary

<u>Chair:</u> **Dr. Péter Balázs**, Director, CEU Center for EU Enlargement Studies; Professor,
Department of International Relations and European Studies; former member of the European
Commission

<u>Discussant:</u> **Dr. Anna Gács**, Professor, Eötvös Loránd University (ELTE), Budapest

The lecture was based on the autobiographical publication "A Vitrine from Vienna and Other
Memories: The Making of an American in the 1950s" by Monroe E. Price - published in Austria
as "Born in Vienna. Versuch einer Annäherung" by Drava Publishing House.

Professor Monroe E. Price, who was dean of Cardozo School of Law from 1982 to 1991,
graduated magna cum laude from Yale University. He was a professor at UCLA Law School
from 1967-1982 and founding director of the Program in Comparative Media Law and Policy at
Wolfson College, Oxford. He has been a member of the school of social science at the Institute
for Advanced Study in Princeton and a fellow of the Media Studies Center in spring 1998.
Professor Price is the director of the Stanhope Centre for Communications Policy Research in
London, the Director of the Project on Global Communication Studies (PGCS) at the University
of Pennsylvania, professor of law at the Benjamin N. Cardozo School of Law at Yeshiva
University and Chair of the Center for Media and Communication Studies of the Central
European University in Budapest.

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**"Radio Revolutionaries: Fighting Media Consolidation in the United States" (13 March,
2007)**

by Pete Tridish, Co-Founder of the Prometheus Radio Project, US

<u>Discussant:</u> **Ágota Kovács**, Station Manager for Radio Tilos (Hungary) and board member of
the World Association of Community Radio (AMARC)

The "Prometheus" Radio Project is a US-based NGO that helps start low power, community
radio stations for farm-workers, human rights organizations, environmental groups and
neighborhood associations. In 2003, they successfully sued the Federal Communications
Commission (FCC) in a lawsuit that prevented the biggest media companies from getting
bigger. Pete Tridish, a founder of the organization, spoke about their work and the media
reform movement in the US.

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"Journalism Transformed? Researching the Impact of Citizen Journalism on the Professional News Media: Observations, Trends, Research Methods" (28 March, 2007)

by Ansgard Heinrich, PhD candidate, Department of Communication Studies, University of Otago, New Zealand

Supported by the spread of new technologies, the development of so-called 'citizen journalism' has challenged the Global News Media Scene over the course of the last few years and imposed questions of reshaping the process of 'making the news'. Mainstream journalists started to make use of these 'amateur newsies' and their material. This development indicates some decisive changes in today's news space: a growing cycle of information in- (and over-) flows, and the creation of a multi-channeled, multi-layered information network fed by an uncountable number of sources, amateurs included. Ansgard Heinrich researches the impacts of these developments in the global news space. In this lecture she addressed central ideas of her ongoing PhD project, research methodologies and the question of developing analytical models that pay tribute to paradigm shifts in journalism.

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"Free Thinking Weaves Social Media in China" (9 May, 2007)

by Isaac Mao, co-founder of CNBlog.org, blogger, software architect, entrepreneur and researcher in learning and social technology

Jointly organized by the CEU Center for Media and Communication Studies (CMCS) and DEMOS Hungary

<u>Chair:</u> **Miklós Sükösd**, Associate Professor, Department of Political Science, and Academic Director, CEU Center for Media and Communication Studies

The lecture explored issues such as: thinking models of the Chinese society and the role of blogging in improving free thinking; New Social Media - the Chinese grassroots fabric; the role of New Media in reorganizing social structure; and politics and media control: effects on free thinking, free speech and free access.

Isaac Mao is a venture capitalist, blogger, software architect, entrepreneur and researcher in learning and social technology. He divides his time between research, social works, business and technology. He is now Vice President of United Capital Investment Group and Director to Social Brain Foundation, advisor to Global Voices Online and several web 2.0 businesses. Isaac is also a global bridge in blogosphere. He is regular speaker/keynote to Wikimania, Chinese Internet Conference and other global internet cultural events. As a trained software engineer, he has a long history leads developing both business and consumer software. Isaac Mao was listed as the people of "2006-2016, Map of the Decade", by Institute for the Future.

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"Access, Policy and Participation: Community Broadcasting and the Hungarian Media Landscape" (16 May, 2007)

This event was part of "Broadcasting Community: a workshop on policies in Europe"

<u>Chair:</u> **Balázs Weyer**, Association of Hungarian Content Providers, community radio producer

<u>Panelists:</u>
Péter Molnár, Center for Media and Communication Studies, CEU
Péter Muszatics, Rádió C
Gábor Valyi, Tilos Rádió
Gergely Gosztonyi, ELTE University

The panelists of the discussion presented the Hungarian community broadcasting situation which was followed by a vivid discussion on Hungarian community media policy and the problem of commercials.

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"ENABLING EUROPE? Policy Futures for 'Citizens' and Community Media" (17 May, 2007)

This event was part of "Broadcasting Community: a workshop on policies in Europe" .

<u>Chair:</u> **Miklós Sükösd**, Associate Professor, Department of Political Science, and Academic Director, CEU Center for Media and Communication Studies

<u>Panelists:</u>
Karin Resetarits, Member of the European Parliament, Austria
Miklós Haraszti, Representative on Freedom of the Media, OSCE
Helmut Peissl, Board Member, Community Media Forum Europe
Steve Buckley, President, World Association of Community Radio (AMARC)
Dr. György Ocskó, Member of the Media and New Communication Services (CDMC), Council of Europe

Panel discussion about the possibilities and prospects for European-level media and cultural policy in support of minority access and community-based broadcasting.

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"The Law of Libel and the Boundaries of Free Speech" (31 May, 2007)

by David E. McCraw, Counsel, New York Times Company

> *Co-organized by the CEU Center for Media and Communication Studies and the Embassy of the United States to Hungary*

<u>Chair:</u> **Péter Molnár**, Senior Research Fellow, CMCS, CEU

The lecture focused on the law of libel and the boundaries of free speech - stressing on how the U.S. legal system tries to protect the right of free expression while also protecting a person's reputation, comparing the U.S. system to those of other nations, and looking at the legal issues that are of greatest concern today in U.S. libel law.

David E. McCraw is Counsel, The New York Times Company (May 2002 - present). He serves as First Amendment and litigation attorney for The Times, The Boston Globe, and the Company's other media and Internet properties, including eight broadcast stations, 16 regional dailies, and About.com.

Staff / collaborators

- Monroe E. Price, Chair

- Viktor Bőhm, CEU Deputy-Chief Operating Officer

- Miklós Sükösd, CMCS Academic Director; Professor, Political Science Department, CEU

- Sándor Orbán, Project Manager

- Laura Ranca, Program Coordinator

- Péter Molnár, Senior Research Fellow

- Peggy Valcke, Visiting Professor, Department of Public Policy

- Russ Taylor, Visiting Professor, Department of Public Policy

- Alex Fischer, Assistant Professor, Department of Public Policy

- Kate Coyer, Visiting Professor, Department of Political Science / CMCS Research Fellow

- Szabolcs Koppányi, Visiting Professor, Department of Public Policy

- Ansgard Heinrich, CMCS Research Fellow

- Erich Schwarz, Project Coordinator

Contact Details

CENTER FOR MEDIA AND COMMUNICATION STUDIES

Website: www.cmcs.ceu.hu

Location: Central European University

Nádor u. 9, 1051 Budapest, Hungary

Tel: (36-1) 327-3000 2607

Fax: (36-1) 235-6168

E-mail: cmcs@ceu.hu

Contacts: Arne Hintz: hintza@ceu.hu
Laura Ranca: rancal@ceu.hu