

INTERNATIONAL CONFERENCE AND TRAINING ON DIGITAL AND MEDIA EDUCATION

Fulbright ETA Seminar on Media Literacy

PROGRAM

Cluj-Napoca, Romania, October 25-28, 2023

The Fulbright ETA Media Literacy Seminar is organized by the Romanian-U.S. Fulbright Commission together with the Journalism and Digital Media Department of the Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca, as part of the International Conference and Training on Digital and Media Education.

WEDNESDAY, OCTOBER 25

Arrival of ETAs

Venue: Radisson Blu Hotel

1 Aleea Stadionului, Cluj-Napoca, Romania ([map](#))

Check-in after 3:00 p.m.

6:30 pm – 8:30 pm

Welcome Dinner at The Park Restaurant, Radisson Blu Hotel

THURSDAY, OCTOBER 26

8:20 am - Departure by bus from Radisson Blu Hotel

Venue: Babeş-Bolyai University, Aula Magna, floor 2 – 1 Mihail Kogălniceanu Street ([map](#))

9:00 am – 9:30 am

Welcome Address

- Prof. Călin Rus, Vice-Rector, Babeş-Bolyai University, Cluj-Napoca
- H.E. Kathleen Kavalec, Ambassador of the United States of America to Romania
- H.E. Ligia Deca, Minister of Education
- Prof. Mircea Dumitru, Executive Director, Romanian-U.S. Fulbright Commission
- Prof. Călin Hinţea, Dean, Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University, Cluj-Napoca
- Assoc. Prof. Cristina Nistor, Journalism and Digital Media Department, FSPAC, Babeş-Bolyai University, Cluj-Napoca

9:30 am – 10:30 am

Media Education in the Era of Algorithmic Personalization: Facing Polarization, Hate Speech, and Propaganda

- Dr. Renee Hobbs, Professor at Harrington School of Communication and Media, University of Rhode Island, and Co-Director of the Media Education Lab

- 10:30 am – 11:15 am** **Teaching Truth, Misinformation and Accuracy in the Digital Age. Case Studies from the Illinois Media Literacy Coalition and UNESCO’s Media and Information Literacy Alliance**
- Dr. Yonty Friesem, Co-Director of the Media Education Lab and Associate Professor of Communication at Columbia College Chicago
- 11:15 am – 11:30 am** **Networking Coffee**
- 11:30 am – 12:15 pm** **In the Name of Democracy: Civic Empowerment as a Remedy for the Speech Police**
- Dr. Hawley Johnson, Associate Director at Global Freedom of Expression, Columbia University New York
- 12:15 pm – 1:00 pm** **Panel on Enhancing Democracy through Media Literacy**
- Moderator:** Assoc. Prof. Cristina Nistor, Journalism and Digital Media Department, FSPAC, Babeş-Bolyai University, Cluj-Napoca
- Despina Andrei, Communication and Fundraising Manager, UNICEF
 - Ioana Avadani, President of the Center for Independent Journalism
 - Eugen Cojocariu, Director of Radio Romania International and Vice President of EURANET (European Radio Network)
 - Valentin-Alexandru Jucan, Vice President of the National Audiovisual Council of Romania
 - Assoc. Prof. Radu Meza, Head of the Journalism and Digital Media Department, FSPAC, Babeş-Bolyai University, Cluj-Napoca
 - Dragoş Stanca, President of the Romanian Bureau for Transmedia Audit, Initiator of the Ethical Media Alliance
- 1:00 pm – 2:00 pm** **LUNCH**
- Venue: *Casa Universitarilor* Restaurant, 1 Emmanuel de Martonne Street, Cluj-Napoca ([map](#))
- Venue:** Faculty of European Studies, Jean Monnet Room – 1 Emmanuel de Martonne Street ([map](#))
- 2:00 pm – 2:45 pm** **Integrating Technology, Humor and Culture to Withstand Contemporary Disinformation**
- Prof. Alina Bârgăoanu, Dean of the College of Communication and Public Relations, National University of Political Studies and Public Administration; Member of the Advisory Council of the European Digital Media Observatory
- Venue:** The National Bank of Romania, “Ion Lapedatu” Room – 7 Piaţa Unirii, Cluj-Napoca ([map](#))
- 3:00 pm – 4:00 pm** **Culture Jamming: Doing Media Literacy and Critical Thinking Through Subversive Practice**
- Dr. David Gracon, 2023-2024 U.S. Fulbright Scholar, Transilvania University of Braşov
- 4:00 pm – 6:00 pm** **Walking Tour of Cluj-Napoca** (optional)
- 6:00 pm – 8:00 pm** **Reception**
- Venue: *Casa Universitarilor* Restaurant, 1 Emmanuel de Martonne Street, Cluj-Napoca ([map](#))

FRIDAY, OCTOBER 27

9:00 am - Departure by bus from Radisson Blu Hotel

Venue: Faculty of Political, Administrative and Communication Sciences – 85 Minerilor Street ([map](#))

PARALLEL TRAINING WORKSHOPS

- 9:30 am – 11:00 am** **GROUP A: Imagining the Future of Media Literacy at the Intersection of Quality and Context – Design Studio Workshop with Renee Hobbs**
Room T1, ground floor
- **Trainer: Dr. Renee Hobbs**, Professor at Harrington School of Communication and Media, University of Rhode Island, and co-director of the Media Education Lab
- GROUP B: Beyond Accessibility: Deepening the Inclusive Practices of Media Literacy**
Room T2, ground floor
- **Trainer: Dr. Yonty Friesem**, Co-director of the Media Education Lab and Associate Professor of Communication at Columbia College Chicago
- 11:00 am – 11:15 am** **Networking Coffee**
- 11:15 am – 12:45 pm** **GROUP A: Beyond Accessibility: Deepening the Inclusive Practices of Media Literacy**
Room T1, ground floor
- **Trainer: Dr. Yonty Friesem**, Co-director of the Media Education Lab and Associate Professor of Communication at Columbia College Chicago
- GROUP B: Imagining the Future of Media Literacy at the Intersection of Quality and Context – Design Studio Workshop with Renee Hobbs**
Room T2, ground floor
- **Trainer: Dr. Renee Hobbs**, Professor at Harrington School of Communication and Media, University of Rhode Island, and co-director of the Media Education Lab
- 1:00 pm – 2:00 pm** **LUNCH @ Cafeteria**
- Venue:** 71 Traian Moşoiu Street, Room 101, Floor 1
- 2:00 pm – 2:45 pm** **Why the Digital Media Ecosystem Is Broken. And What We Can Do to Try to Fix It**
- Dragoş Stanca, President of the Romanian Bureau for Transmedia Audit, Initiator of the Ethical Media Alliance
- 2:45 pm – 3:30 pm** **What Seven Years of Media and Information Literacy Have Taught Us – The Romanian Experience in CEE Context**
- Ioana Avadani, President of the Center for Independent Journalism
- 3:30 pm – 4:15 pm** **Community-Based Media Education: Navigating the Intersection of Local and Global Partnerships**
- Nicoleta Fotiade, President of Mediawise Society, President of the International Association for Media Education
- 4:15 pm – 4:30 pm** **Closing Remarks**
- 6:00 pm – 8:00 pm** **Dinner**
Venue: *Panoramic Cetățuie* Restaurant, 1 Șerpuitoare Street ([map](#))

SATURDAY, OCTOBER 28

8:30 am – 4:00 pm

Optional Cultural Trip

Departure by bus from Radisson Blu Hotel at **8:30 am**

- **Visit to Turda Salt Mine**
- **Guided tour of the Citadel of Alba-Carolina, Alba Iulia**
- **Lunch**

Return to Cluj-Napoca