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Higher Education Symposium organized by
the Institute of Communication Studies and IREX
under USAID's Media Literacy Project YouThink

KEEPING UP THE PACE: MEDIA LITERACY EDUCATION IN AN ACCELERATING AGE

FEBRUARY 3-4, 2022



11:00 – 15:00 PM (CEST)



ZOOM REGISTRATION LINK:
<https://bit.ly/3qJ35rM>



03 Thursday

11:00 – 15:00 pm (CEST)

11:00 – 11:15

OPENING SPEECH:

Zaneta Trajkoska,

Director of the Institute of Communication Studies

Mihajlo Lahtov,

Project Director of USAID's Media Literacy Project
YouThink, IREX

Dawn Carmin,

General Development Office Director, USAID
North Macedonia

11:15 – 12:30

PANEL I:

BRAVE NEW WORLD:

DIFFERING APPROACHES

TO MEDIA LITERACY EDUCATION

SPEAKERS:

- **Renee Hobbs**, Professor, University of Rhode Island, Harrington School of Communication and Media; Founder, Media Education Lab, USA
 - **Paul Mihailidis**, Professor of Civic Media and Journalism, School of Communication, Emerson College, USA
 - **Lauri Palsa**, Senior adviser and media literacy team leader at the National Audiovisual Institute, KAVI Finland
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12:00 – 12:30

Q&A

MODERATOR:

Maarit Jaakkola, Co-Director at the Centre for Nordic Media Research Nordicom at the University of Gothenburg in Sweden

13:00 – 15:00

PANEL II:

BACK TO THE DRAWING BOARD:

REVIVING MEDIA LITERACY EDUCATION

IN NORTH MACEDONIA

SPEAKERS:

- **Sead Dzigal**, Researcher of ICS and Teaching Assistant at the International Balkan University in Skopje, North Macedonia
 - **Vladimir Trajkovikj**, Professor at the Faculty of Computer Science and Engineering, University of Ss. Cyril and Methodius, Skopje, North Macedonia
 - **Demush Bajrami**, Associate Professor and Dean of the Faculty of Languages, Culture, and Communication at South East European University, North Macedonia
 - **Vesna Horvatovikj**, Professor at the Pedagogical Faculty, University of Ss. Cyril and Methodius, Skopje, North Macedonia
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14:00 – 14:30

Q&A

14:30 – 15:00

CLOSING OF DAY 1

AND ANNOUNCING THE OPEN CALL
FOR UNIVERSITIES

MODERATOR:

Jasna Bacovska Nedikj, Professor at the Faculty of Law, University of Ss. Cyril and Methodius, Skopje, North Macedonia

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Friday

11:00 – 15:00 pm (CEST)

11:00 – 12:30 **PANEL III:**
**INSIGHTS FROM THE NEIGHBORHOOD:
MEDIA LITERACY PERSPECTIVES
IN THE WESTERN BALKANS**

SPEAKERS:

- **Lejla Turcilo**, Professor and Head of the Department of Journalism at the Faculty of Political Science, University of Sarajevo, Bosnia and Herzegovina
- **Danka Ninkovikj - Slavnikj**, Assistant professor at the Faculty of Political Sciences, University of Belgrade
- **Emiljano Kaziaj**, Program Manager for the Learn to Discern (L2D) program in Albania
- **Viktorija Car**, Professor at the Faculty of Political Science at the University of Zagreb, Croatia

12:00 – 12:30 Q&A

MODERATOR:

Aleksandra Temenugova, Programme Coordinator
at the Institute of Communication Studies, Skopje

13:00 – 15:00 **PANEL IV:**
**YOUTH MIL CHAMPIONS: CHARTING
THE PATH TOWARDS A BETTER FUTURE**

SPEAKERS:

- **Nikola Donev / Iva Naskova**, University Student Assembly, University of Ss. Cyril and Methodius, North Macedonia
- **Elena Gjurcinovska**, Student at the Pedagogical Faculty, University of Ss. Cyril and Methodius, Skopje, North Macedonia
- **Dorentina Hysa**, Project Coordinator at the Albanian Institute of Media (AMI)
- **Stefan Janjikj**, Fake News Seeker, Serbia

14:00 – 14:30 Q&A

14:30 – 15:00 CONCLUSIONS AND CLOSING

MODERATOR:

Monika Aksentievaska, Programme Assistant
at the Institute of Communication Studies, Skopje



ABOUT THE SPEAKERS

Keynote panel

Panel I: Brave new world: Differing approaches to media literacy education

Renee Hobbs is an internationally recognized authority on digital and media literacy education. Through community and global service and as a researcher, teacher, advocate, and media professional, Hobbs has worked to advance the quality of digital and media literacy education in the United States and around the world. Author of 11 books and more than 200 scholarly articles and curriculum resources on media literacy education, Hobbs is a full professor at the University of Rhode Island's Harrington School of Communication and Media and the Founder of the Media Education Lab.

Paul Mihailidis is a professor of civic media and journalism, and assistant dean in the school of communication at Emerson College (Boston, USA). He is founding program director of the MA in Media Design, Senior Fellow of the Emerson Engagement Lab, and faculty chair and director of the Salzburg Academy on Media and Global Change (Austria). He has a doctorate in journalism and media studies from the University of Maryland.

Lauri Palsa (Ph.D.) is a Senior advisor and media literacy team leader in the National Audiovisual Institute, KAVI, in Finland. He has several years' experience in researching, developing, and promoting national media education in Finland. He is the co-author of the Media literacy in Finland. National media education policy. He is interested in developing contextualized literacies in the digital mediated world. In his doctoral dissertation Palsa explores conceptual contextualization, multiliteracies, and competence-based education.

Maarit Jaakkola is a Doctor of Social Sciences (Journalism) working as Co-Director at the Centre for Nordic Media Research Nordicom at the University of Gothenburg in Sweden. She is also an Associate Professor at the Department of Journalism, Media and Communication (JMG) at the University of Gothenburg. Jaakkola's research is located at the intersection between media, culture, and learning. In her research, Jaakkola is searching for connections between professional and non-professional media production, public and informal pedagogies, as well as cultural-studies approaches, preferring comparative studies in the Nordic region.

Panel II: Back to the drawing board: Reviving media literacy education in North Macedonia

Sead Dzgal is a Ph.D. in Political Communications. He is currently working as a professor at the International Balkan University Skopje within the Faculty of Communications and is teaching the following courses: New Media Theory, Intercultural Communication, History of Media and Communications, Visual Communication, and Ethics of Communication and Media. He has been participating in various projects in the field of media education including media literacy, media reporting during elections, work of the public service "Macedonian Radio and Television", online education resources, and several others.

Vesna Horvatovikj has a Ph.D. in pedagogy, which she earned with the dissertation: "The treatment of speech development and communication skills in children of preschool and early school age" at the Institute of Pedagogy, Faculty of Philosophy, University of Ss. Cyril and Methodius from Skopje. She is employed at the Faculty of Pedagogy "St. Kliment Ohridski", University of Ss. Cyril and Methodius where she teaches the subjects: Media culture, Public relations of libraries, Strategies and techniques of work of professional services in schools, Methodology of educational work in a culture of speech. In the period from 2006 to 2017, she was the director of the Bureau for Development of Education of Macedonia. During this period, the BDE in cooperation with the civil sector made the first efforts for introduction of media literacy in the formal education in North Macedonia.

Vladimir Trajkovikj works as a professor at the Faculty of Computer Science and Engineering, University of Ss. Cyril and Methodius in Skopje, North Macedonia. He has published 4 books as author or editor, 16 chapters in different books published by international publishers, as well as more than 80 respectable journals and more than 200 conference papers. His research interests focus on two areas: Connected Health and ICT in Education. He is a co-founder or partner in four ICT companies and has been a mentor of nine ICT companies in the last 15 years. He is the co-founder of two NGOs that promote digital education and the usage of ICT in education.

Demush Bajrami is an Associate Professor and Dean of the Faculty of Languages, Culture, and Communication at South East European University, North Macedonia. He received a doctorate in Social Sciences, with the dissertation: "The role of social media in politics". His fields of interest include political sciences (basis, theory, methodology, history) as well as communication and mass media. He is also a Senior Researcher at the Media Literacy & Disinformation Research Cluster, MVDSI, SEEU.

Jasna Bacovska Nedikj is a full-time professor at the Faculty of Law "Iustinianus Primus" at the University of Ss. Cyril and Methodius in Skopje in the field of theoretical legal sciences. From 2009 to 2018 she was the head of the Institute for Journalism, Media, and Communications at the Faculty of Law. From 2000 to 2005 she was an assistant researcher at the Center for Strategic Research at the Macedonian Academy of Sciences and Arts. The focus of her interest is the sociology of law, sociology of communications, and methodology of legal and political research. She specializes in political propaganda, precision journalism, public relations, media law, and media literacy. She is the author of scientific papers, professional articles, and handbooks in the field of law, media, and communications, and public relations.



Panel III: Insights from the neighborhood: Media literacy perspectives in the Western Balkans

Lejla Turčilo is a full professor at the Department of Communication / Journalism, Faculty of Political Science, University of Sarajevo. She underwent professional training at the University of Oxford, UK (Annenberg-Oxford Media Summer Institute) and through the International Visitors Program of the Government of the United States of America and was an International Fellow of the Government of the United Kingdom. She teaches Media Theory, TV Journalism, and Online Journalism at the bachelor studies, Media and Politics at the master studies, and the course Shaping New Publics and PR at the doctoral study at the Faculty of Political Science, University of Sarajevo. At the Faculty of Islamic Sciences, University of Sarajevo, she teaches the subject of Modern Communication at the master's degree. She is the head of the Department of Communication / Journalism at the Faculty of Political Science, University of Sarajevo.

Danka Ninkovik - Slavnikj is an assistant professor at the Department of Journalism and Communications at the Faculty of Political Sciences, University of Belgrade, Serbia. Her doctoral dissertation "Digital Media Audience: Informing on the Internet", explores the changes in the media audiences caused by the large increase in the use of the Internet as a means of information. She has published several research papers in the field of digital media and media literacy.

Emiljano Kaziaj is the program manager for the Learn to Discern program in Albania. He is responsible for program implementation, strategy, and oversight. The program is adapting IREX's Learn to Discern approach into a massive open online course for Albanians. Emiljano was a full-time lecturer from 2017 to 2019, teaching courses in media and communication at New York University in Tirana. From 2016 to 2017, he served as an advisor to the minister of social welfare and youth, a role that included advocating for an updated code of broadcast for Albanian media to improve protections for children in the media. Emiljano holds a PhD in communication from Ghent University in Belgium. He also holds a master's in public relations and a bachelor's in journalism from the University of Tirana.

Viktorija Car is an associate professor in media and communication at the University of Zagreb, Croatia, at the Faculty of Political Science. She is the head of the Media and communication department. She is a Research Fellow of the Social Science Research Center at Mississippi State University, USA. In the focus of her scientific research are public service media, visual culture and visual media, media narratives, digital activism, gender and media, media and human rights, media, and minority studies. She is the leader of the Digital Data and Security project (University of Zagreb). She was the founding Editor-in-Chief of the Media Studies journal (www.mediastudies.fpzg.hr) 2010-2017. She was also a member of the HRT Program Council (Croatian public service radio-television) 2011-2012. Previously she worked as a journalist and a screenwriter for the Croatian Public Service Television (HTV).

Aleksandra Temenugova is a Project Coordinator at ICS and a former TV journalist who, in 2005, continued her career in the media civic sector. Since 2011, she has had key roles in several media literacy projects. Aleksandra managed a three-year EU-funded project "Media Literacy Coalition", which was recognized as one of the 10 best media literacy projects in Europe and was presented in Brussels during the Media Literacy Week in Brussels in February 2019. From 2008 - 2018, Aleksandra was the Head of Journalism Study Program at the School of Journalism and Public Relations (SJPR) in Skopje, Macedonia, taking part in the design of the undergraduate studies' curriculum in journalism and lecturing basics of journalism, TV journalism, and ethics in media. She is also the lead coordinator of ICS within the YouThink project.

Panel IV: Youth MIL champions: Charting the path towards a better future

Iva Naskova is a student at the Political Science department at the Faculty of Law "Iustinianus Primus" in Skopje. Current Intern at Institute for Democracy "Societas Civilis" in Skopje, at the Center for Parliamentary Support Programme. She is also a Young European Ambassador which is an EU Regional Communication Program for the Western Balkans that started in January 2020.

Nikola Donev is currently enrolled in a master's program for International Public Law at the Faculty of Law "Iustinianus Primus" - Skopje at Ss. Cyril and Methodius University in Skopje, North Macedonia. He currently serves as the Vice President for Science of the University Student Assembly at Ss Cyril and Methodius University in Skopje. He also works as the project assistant at the Refugee Law and Migration Center at the Faculty of Law "Iustinianus Primus" - Skopje. Previous professional experiences include working with the National Democratic Institute (NDI) in North Macedonia, and Peace Corps North Macedonia.

Stefan Janjic completed his bachelor studies in journalism in 2014 as the best student of the Faculty of Philosophy in Novi Sad. He has been hired as project coordinator and media literacy trainer at the Novi Sad School of Journalism, as editor of the Fake News Seeker portal, and an assistant in the Media Studies Department at the Faculty of Philosophy in Novi Sad. He is a double winner of the Outstanding Senate Award of the University of Novi Sad for scientific work, the recipient of the Faculty of Philosophy Award for the best young researcher in the field of social sciences, "The Being and Language" Award of the Radomir Konstantinovic Foundation for "The Conservation and Thoughts" essay, as well as NIN Literary Scholarships. He has published more than 20 scientific papers in the field of discourse analysis, media literacy, and the deconstruction of misinformation, as well as the novel "Nothing Happened."

Dorentina Hysa is a communication expert, currently working as a Project Coordinator at the Albanian Media Institute (AMI). As part of AMI's team, she is coordinating MIL-related projects, in particular "Building Trust in Media in South East Europe, Phase II", which aims to enhance youths' Media and Information Literacy (MIL) skills through the incorporation of MIL curricula in the formal educational system in Albania. Dorentina works as part-time teaching assistant at the Faculty of Social Sciences, University of Tirana. Prior to that, she has been working as a Program Specialist at the Prime Minister's Office of Albania. She is graduated with distinction both at the University of Tirana, Albania, in the field of Communication for Social Behavior Change and at the University of Haifa, Israel, in the field of Developmental Psychology.

Monika Aksentievskaja is a program assistant and social media manager at the Institute of Communication Studies. She was the project coordinator of the project "News and Digital Literacy Project: Where Fake News Fails" and editor of the website www.stopdezinformacii.mk. From 2016-2018, Monica was a project assistant of the project "Media Literacy Coalition" which was recognized as one of the 10 best media literacy projects in Europe and was presented in Brussels during the Media Literacy Week in Brussels in February 2019. In 2017 Monica participated at the UNESCO Youth Forum 2017 and the 39th Session of the General Conference (presenting the conclusions from the Youth Forum).

