



Tsinghua
International Center for
Communication



United Nations
Educational, Scientific and
Cultural Organization



UNITWIN Cooperation Programme on
Media and Information Literacy and Intercultural Dialogue



United Nations Alliance of Civilizations



Media and Information Literacy and Intercultural Dialogue Week

2014 MILID Week

Conference Agenda

Date: September 27th, 2014

Location: Main Building Reception Hall, Tsinghua University, Beijing

Morning (8:30-12:00)

8:30-9:00 Registration

9:00-9:40 Pre-Opening

-Khoomei - Heavenly Voice from the Grasslands (throat-singing from Inner Mongolia)

-Best Practice Award for Intercultural Dialogue

Presented by & Address from: Li Xiguang, Dean of Tsinghua University International Center for Communication, Chairman of the Conference Organization Committee

- Special Contribution Award for Journalism and Education

Presented by & Address from: Zhai Huisheng, Party Secretary of All China Journalists' Association

Opening Ceremony

9:40-9:50 Opening Remarks

Andrea Cairola, Adviser for Communication and Information, Officer in Charge, UNESCO Beijing Office

9:50-10:30 Conference Announcement



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Moderator: Yan Wenbin, Director of the Department of Home News for Overseas

Consumption, Xinhua News Agency

-Launch of the 2014 MILID Yearbook

Presented by: Alton Grizzle, Programme Specialist for Communication and
Information, UNESCO

-Running a Chinese Newspaper in Rome: Media Information and Intercultural
Communication in the overseas Chinese community

Presented by: Guo Letian, Vice President of Wenzhou Daily Newspaper Group,
Editor-in-chief of Wenzhou Metropolis Daily

-Launch of the UNESCO-UNAOC Online Multimedia and Intercultural MIL Teaching
Resource Tool

Presented by: Johan Holmberg, Swedish Educator on MILID and Thomas Werner,
Parsons The New School for Design

10:30-10:40 Tea Break

10:40-12:00 Sharing of Global Research and Practices on MILID

Moderator: Wang Wen, Executive Vice Dean of Chongyang Institute for Financial
Studies, Renmin University of China

Panelists:

1. Li Xiguang, Professor of Tsinghua University, MILID Chair (China)
2. José Manuel Tornero, Professor of Barcelona University, MILID Chair
(Spain)
3. Samy Tayie, Professor of Cairo University, MILID Chair (Egypt)
4. Sherri Hope Culver, Professor of Temple University, MILID Chair (USA)
5. Abdelahmid NFISSI, Professor of King Abdullah University of Science and
Technology, MILID Chair (Morocco)



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6. Paulette Kerr, Professor of the University of the West Indies, MILID Chair
(Jamaica)
7. Ferdinando Martins, Professor of the University of Sao Paulo, MILID Chair
(Brazil)

Lunch (12:00-13:30)

Buffet in the Unis Plaza

Afternoon (13:30-18:00)

13:30-14:30 【Panel 1】 MIL in the Middle East and North Africa (MENA) Region

Moderator: Samy Tayie, Professor of Cairo University

Panelists:

1. Mei Xinyu , Researcher of The Ministry of Commerce International Trade and
Economic Cooperation Research Institute
Industrial structure, population and education in the mire
2. Abdelahmid NFISSI, Professor of King Abdullah University of Science and
Technology
3. Mohamed Abdelwahab ALLALI, High Institute of Information and
Communication in Morocco
Visions of the media, education and dialogue of civilizations
4. Mustafa Sayed, Executive Director of Pakistan-China Institute

14:30-15:30 【Panel 2】 MIL Development in Ethnic Minority Areas and Intercultural Dialogue

Moderator: Yuan Aizhong, Professor of Tibet Institute for Nationalities

Panelists:



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1. Wang Gaowa, Professor of Huhhot University for Nationalities

Media literacy of audiences in pastoral areas of Inner Mongolia under the influence of false advertising

2. Zhao Lifang, Associate Professor of Minzu University of China

From pastoral areas, farming areas to urban areas: media awareness of Tibetans

3. Jun Sakamoto, Professor of Hosei University

MIL development in multi-races and cultures

4. Li Na, Lecturer of Tibet Institute for Nationalities

New media and strategies for external communication among inhabitants in Tibet

15:30-15:45 Tea Break

15:45-16:45 【Panel 3】 Formulating National MIL Policies and Strategies

Moderator: Alton Grizzle, Programme Specialist for Communication and Information, UNESCO

Panelists:

1. Sirkku Kotilainen, Professor of the University of Tampere

Media literacies and information literacies as MIL

2. Shi Lei, Professor of Sichuan Normal University

Media literacy education in the media society

3. Wang Yongmei, Associate Professor of Shandong University

Survey research on professional and ethical practice of journalists in Shandong province



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4. Pia-Marie Wehring, Swedish Media Consultant

Strategic work of MIL in the society and municipalities

5. Gao Ping, Associate Professor of Beijing Institute of Graphic

Communication

Analysis of the contemporary media literacy dial gauge

16:45-17:45 【Panel 4】 MIL in Education

Moderator: Andrea Cairola, Adviser for Communication and Information, UNESCO
Beijing Office

Panelists:

1. Zhang Haibo, Children's MIL Education Research Center, China National
Youth Palace Association

*Study and practice on children's media literacy education in the "Apple
generation"*

2. Wang Tiande, Professor of Zhejiang University of Media and
Communications

*Pursuit of Goal; Construction of Meaning; Finding a Way - Thoughts on MIL
Education for Contemporary College Students*

3. Masato Wada, Professor of Tokyo Gakugei University

*A pre-service teacher's production of Digital Storytelling increased MIL
Competency*

4. Milica Pesic, Executive Director of the Research Institute of Media
Differences, Vitoria Center for Philanthropy

*Media Diversity Institute: Inclusive Journalism Curricula Development
Experience*



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17:45-18:00

Summary

Li Xiguang, Dean of Tsinghua University International Center for
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Welcoming Banquet and Concert (18:30-20:30)

Aobao Hui • Ordos Cultural Restaurant Date: September 28th, 2014



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Date: September 28th, 2014 (8:30-12:00)

Location: Conference Room 416, School of Life Sciences and Medicine,

Tsinghua University

Registration 8:30-9:00

9:00-10:00 【Panel 1】 MIL in the Age of Big Data

Moderator: Guo Xiaoke, Associate Professor of the Southwest University of
Political Science and Law

Guests:

1. Xia Qiong, Professor of Wuhan University

*The change of media literacy education paradigms in the new media
environment*

2. Hui Dongpo, Professor of Beijing Union University

Public discourse rhetoric in the age of new media

3. Cai Fei, Associate Professor of the Southwest University of Political
Science and Law

4. Han Yongqing, Associate Professor of Chongqing University of Arts and
Sciences

From the rights to access media to the media environment

10:00-11:00 【Panel 2】 MIL and Visual Communication

Moderator: Xiang Debao, Associate Professor of Shanghai International Studies
University



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Guests:

1. Zhang Wenhong, Professor of Beijing Institute of Graphic Communication

Media and Information Literacy Education

2. Song Hongyan, Associate Professor of Zhejiang University of Media and Communications

A Study on new media usage and social identity of rural workers in the Yangtze River Delta

3. Wei Chao, PLA Nanjing Institute of Politics

The influence of new media technology on internet public opinion information work

4. Du Tao, China Youth University For Political Sciences

Describe the theory atlas of the media frame study

11:00-11:50

Keynote Speech

How to Teach “Slow Journalism”

——Proposal to Establish a ‘National Network of Caravan Classrooms’

Li Xiguang, Dean of Tsinghua University International Center for Communication, Chairman of the Conference Organization Committee

11:50-12:00

Summary

Li Pei, President of School of Global Journalism and Communication, South West University of Political Science and Law

Lunch (12:00-14:30)

Jinchun Garden Restaurant, Tsinghua University



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UNESCO-UNAOC MILID UNITWIN Chairs Meeting

(17:30-18:30)

Xiangyangtun Restaurant

Dinner

(18:30-20:00)

Xiangyangtun Restaurant



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