



## The Media and Intercultural Understanding: Challenges and Responses

### A Euro-Mediterranean Conference

Federal Foreign Office, Berlin, 11-12 June 2007

*Organised by the Foreign Office of the Federal Republic of Germany, the European Commission and the Friedrich-Ebert-Stiftung, under the German Presidency*

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### **AGENDA**

*(as of 7 June 2007)*

**Opening session:  
Monday, 11<sup>th</sup> June 2007, a.m. (08.30 – 13.00)  
Europasaal**

**08.30 – 09.30**

**Arrival and registration**

**09.30 – 10.00**

**Welcome and introduction**

- **Günter Gloser:** *State Minister for Europe, Federal Ministry for Foreign Affairs, Germany*
- **Benita Ferrero-Waldner:** *Commissioner for External Relations and European Neighbourhood Policy, European Commission*
- **Dr. Roland Schmidt:** *General Secretary, Friedrich-Ebert-Stiftung*

**10.00 – 10.30**

**Keynote address**

- **André Azoulay:** *Adviser to His Majesty King Mohammed VI of Morocco, High Level Group Member for Morocco of the Alliance of Civilisations*

<b>Opening session (continued)</b>
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**10.30 – 11.00****Coffee break****11.00 – 12.45****Panel presentations and Public debate**

**Jürgen Chrobog**, *Former State Secretary at the Federal Foreign Office, Berlin*

**Atef Dalgamouni**, *Mideast Consultant, Al Jazeera, Dubai*

**Fergal Keane**, *Special Correspondent, BBC, London*

**Chair: Victor Kocher**, *Neue Zürcher Zeitung, Limassol*

**12.45 – 13.00**

**Summary and conclusions**  
**Closure of opening session**

<b>13.00 – 14.30</b>	<b>Lunch for working group members and guests</b>
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<b>Working group sessions:</b> <b>Monday, 11<sup>th</sup> June 2007, p.m. (14.30 to 17.30)</b>
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**Working group 1: media landscape – context and mechanisms***Willy-Brandt-Saal*

To cover topics such as media ownership, media control, relative importance of different media, influence of different parties in portrayal of intercultural matters, commercial and political considerations: what effect do these aspects have on intercultural understanding as viewed through the media?

**Working group 2: governance and management***Konrad-Adenauer-Saal*

To cover topics such as the impact of legislation on intercultural matters, basic conditions and norms for freedom of expression and hate speech, regulation of the media (press, broadcast and 'new'), ethical codes: are the basic requisites in place to support intercultural understanding and to deter hatred?

**Working group 3: red lines, taboos, self-censorship, personal threat***Gustav-Stresemann-Saal*

To cover the impact of societal norms in relation to specific subjects, prescribed material, personal beliefs or fear of reprisal: to what extent might these aspects hinder or prevent frank and comprehensive discussion of cultural matters?

<b>Working group sessions (continued):</b>
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**Working group 4: reporting and representing the other**

*Walter-Rathenau-Saal*

To cover examples of positive and negative reporting, best practices for fostering mutual understanding of intercultural differences and sensitivities: to draw conclusions on how to encourage objective and unbiased reporting across all media and countries.

<b>18.00 – 21.30</b>	<b>Dinner cruise through Berlin on the Spree River</b>
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<p><b>Plenary session:</b>  <b>Tuesday, 12<sup>th</sup> June 2007, a.m. (09.30 – 13.00)</b>  <b>Europasaal</b></p>
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**09.30 – 10.45**

**Keynote speech and debate:**

**Experiences of intercultural communication from other regions: the OSCE example**

**Freimut Duve**, *Former OSCE Representative on Freedom of the Media (1998-2003)*

**10.45 – 11.15**

**Coffee break**

**11.15 – 12.30**

**Presentation of Working group results and Concluding debate**

**Chaired by: Mustafa Isaid**

*Head of the Arabic Department, DW-TV Berlin*

- Questions and clarifications
- Conclusions and future strategies

**12.30 – 12.45**

**Closing remarks**

**Dr. Anna Prinz**, *Commissioner for the Media, Department Communication, Public Diplomacy and the Media, Foreign Office of the Federal Republic of Germany*

<b>13.00 – 14.30</b>	<b>Lunch</b>
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<b>15.00 – 17.00</b>	<b>Optional sightseeing programme</b>
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