Deutsche Welle

Global Media Forum 2024

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sef: Session

Countering Populism via Media Literacy? Eastern European Approaches

17 June 2024, 15:30-16:30 hrs

World Conference Center Bonn (WCCB), Germany

Language: English

#GMF24

BACKGROUND

Weak media literacy fuels disinformation and populism worldwide, yet discourse on the topic usually centers on western democracies. Our session broadens the scope of the discourse by exploring both Eastern Europe's challenges and media literacy solutions.

Featuring insights from Lithuania and Ukraine, we showcase two exceptional projects working to promote media literacy to dismantle populism, reinforce journalism, and enhance civic participation. Attendees will explore actionable, innovative strategies and best practices, offering insights and inspiration for improving media literacy worldwide.

WELCOME

Dr Marcus Kaplan
Executive Director, Development and Peace Foundation (sef:), Bonn, Germany

PANELLISTS

Viktor Pichuhin
Journalist, Research and development director the Kharkiv media „Nakypilo", Ukraine

Laima Venclauskienė
Senior Analyst at debunk.org, Lithuania

CHAIR

Kristin Zeier
Head of Content Pool, Deutsche Welle, Bonn

SPEAKERS

Viktor Pichuhin

Viktor Pichuhin from Kharkiv, Ukraine, has been working as a journalist for ten years and has been training media literacy for nine years. He studies and dissects the disinformation campaigns spreading in the eastern part of Ukraine, the erosion of civil society that arises as a result of such campaigns. Also, as director of development of the Kharkiv media "Nakypilo", he combines and implements new formats of information transmission that reduce the impact of manipulation on society.

Laima Venclauskienė

Laima Venclauskienė, a historian by education, has nearly 15 years of experience in the media monitoring and analysis field. As a Senior Analyst at Debunk.org since 2020, she's been conducting high-quality data and narrative analyses. These included monthly disinformation analysis reports on COVID-19 and monthly round-up reports of disinformation trends in the Baltics and Poland. Current Laima's focus is on the Kremlin's strategic narratives related to its war against Ukraine and their adaptation in the social media.

Kristin Zeier

Kristin Zeier has been a journalist at DW for more than 20 years. She has headed editorial departments in online, radio and social media. In her current role as a member of the editor-in-chief's council, quality issues and journalistic ethics are at the forefront of her work. Over the past year her department has expanded DW's verification and fact-checking network.