

## FoME Symposium 2013

### Promoting Alternative Views in a Multipolar World: BRICS and their Evolving Role in Developing Media Markets

10 and 11 October 2013, Robert Bosch Stiftung, Französische Strasse 32, Berlin

**Thursday, 10 October 2013**

Robert Bosch Stiftung  
Repräsentanz Berlin  
Französische Str. 32  
10117 Berlin

8.45            **Registration**

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9.15            **Address of Welcome  
Robert Bosch Stiftung**

9.30            **Keynote:**

**Soft Power and Emerging Nations: Media (Development) for  
the National Cause**

*Mr Daya Thussu*

Professor of International Communication  
University of Westminster, London, UK

**Plenum Discussion**

10.15          **Coffee Break**

10.45          **Country Case Russia**

**How Moscow Understands the Role of Media to Achieve  
Soft Power**

*Mr Alexey Dolinskiy*

Director  
Ward Howell Institute, Moscow, Russia

**Panel Discussion:**

**The Russian Approach and its Application and Perception  
in Central Asia**

*Mr Alexey Dolinskiy*

Director  
Ward Howell Institute, Moscow, Russia

*Mr Ivan Rodionov*

Senior Editor  
Ruptly Video News Agency, Berlin, Germany

*Ms Elmira Toktogulova*

Journalist  
Media Consult Foundation, Bishkek, Kyrgyzstan

*Moderator: Christian Mihr*  
Executive Director  
Reporter without Borders, Berlin, Germany

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### **Plenum Discussion**

12.00 **Lunch Break**

13.00 **Country Case South Africa**  
**Approaches towards Media Development in the Region and Perception of International Media Assistance**

*Mr. Herman Wasserman*  
Professor of Journalism and Media Studies  
Rhodes University, Grahamstown, South Africa

### **Plenum Discussion**

### **Country Case China**

#### **Strategies and Objectives to Attract New Audiences Abroad**

*Mr Anbin Shi*  
Professor of Media and Cultural Studies  
Tsinghua University, Beijing, China

#### **Panel Discussion: The Chinese Strategy and its Application and Perception in African Countries**

*Mr Anbin Shi*  
Professor of Media and Cultural Studies  
Tsinghua University, Beijing, China

*N.N.*  
Xinhua News Agency, China News for World Service, Beijing, China

*Ms Jillo Kadida*  
Journalist  
The Star, Nairobi, Kenya

*Mr. Herman Wasserman*  
Professor of Journalism and Media Studies  
Rhodes University, Grahamstown, South Africa

*Moderator: Patrick Leusch*  
Head International Cooperation  
Deutsche Welle Akademie, Bonn, Germany

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**Plenum Discussion: Comparisons, Similarities, Distinctions  
of Russian, Chinese and South African Approaches**

15.00 **Coffee Break**

15.30 **“Breakaway Groups”** – 4 Working Groups discussing:  
**Media Assistance – Challenges and Changing Expectations**  
(1<sup>st</sup> floor)

16.30 **Plenum Discussion: Presentation of Breakaway Groups –  
Discussion with Experts and the Audience**

17.30 End of Day One

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**Friday, 11 October 2013**

8.45 **Registration**

9.15 **Country Case India**

**Soft Power Made by Bollywood**

*Mr Daya Thussu*  
Professor of International Communications  
University of Westminster, London, UK

**Effects of Indian Soft Power in Egypt**

*Ms Naila Hamdy*  
Assistant Professor of Journalism and Mass Communication  
American University, Cairo, Egypt

**Plenum Discussion**

*Moderator: Sofie Jannusch*  
CAMECO, Aachen, Germany

10.30

**Coffee Break**

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11.00

**Country Case Brazil**

**Brazilian Soft Power – Telenovelas in Africa and elsewhere**

*Mr Joseph Straubhaar*

Professor of Communications

University of Texas at Austin, USA

**Effects of Brazilian Soft Power in Mozambique**

*Mr. Ouri Pota Pacamutondo (tbc)*

Deputy Program Director

Radio Mozambique, Maputo, Mozambique

**Plenum Discussion**

*Moderator: Sofie Jannusch*

CAMECO, Aachen, Germany

12:15

**Promoting Alternative Views in a Multipolar World:  
Final Statements of Symposium Speakers**

**Plenum Discussion**

13.00

**Lunch Break**

14.00

End of Symposium