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# MEDIA AS PUBLIC GOOD AND A LEVER OF SUSTAINABILITY

12 DECEMBER (WEDNESDAY), 2018

Institute of Journalism and Social Communication  
University of Wrocław, ul. Joliot-Curie 15, Wrocław  
Sala Kameralna Zachodnia (1<sup>st</sup> floor)

14:00-14:30 Welcome Addresses

- **Professor Arkadiusz Lewicki**, Director of the Institute of Journalism and Social Communication, University of Wrocław
- **Professor Arkadiusz Wójs**, Dean of Faculty of Fundamental Problems of Technology, Wrocław University of Science and Technology
- **Professor Kirsten Drotner**, Chair of the Film, Media and Visual Studies Section of the Academia Europaea

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## KEYNOTE PRESENTATIONS

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14:30-16:00 Chair: Professor Kirsten Drotner

- **Professor emeritus Graham Murdock**, Loughborough University, Minutes to midnight: Communications and environmental crisis
- **Professor Göran Bolin**, Södertörn University, Infrastructures for a common life together: Media as a resource for social progress
- **Professor Johan Fornäs**, Södertörn University, Media and cultural resilience

16:00-16:15 Coffee break

16:15-17:45 Chair: Professor Göran Bolin

- **Professor Iwona Hofman**, Maria Curie-Skłodowska University in Lublin, Serious journalism values
- **Professor Beata Katarzyna Ociepka**, University of Wrocław, Public service broadcasters - Lessons from implementing the PSBs' model in (former) transition countries
- **Professor Mirosław Filiciak**, SWPS University of Social Sciences and Humanities in Warsaw, Whose good? Calculated publics, data extraction and socialized risk

17:45-18:00 Coffee break

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## INTERVENTIONS

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18:00-19:30 Chair: Professor Beata Katarzyna Ociepka

- **Professor Kirsten Drotner**, University of Southern Denmark, Media as means and ends of sustainability
- **Professor Maren Hartmann**, University of the Arts Berlin, Media and temporalities: The short-lived nature of long-term developments
- **Professor Dorota Piontek**, Adam Mickiewicz University, The need to study media populism



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- **Professor Ewa Nowak**, Maria Curie-Skłodowska University in Lublin, Mediatization of everyday life. The structure of mediatized time
  - **Professor Ilya Kiriya**, HSE University in Moscow, Population and paternalism: The social tradition of state oriented media
  - **Doctor Dominika Popielec**, Kazimierz Wielki University, The role and significance of the fact-checking projects in Poland: A comparative analysis