

Keynote: Killing journalism? TECHNOLOGY The economics of media convergence. INCREASING COMPANIES Where is advertising heading – and what is the future for journalistic media as an advertising vehicle while media convergence progresses? FORCE Media consumers, cooperatives, tax-payers, foundations – which business models have future potential for journalism? RESEARCH DEVOTED WORLD

How will public relations develop in the converging media world – and what will be the impact for journalism? DIGITAL JOURNALISTS

Social networks and search engines – how are they developing further and what are the consequences for journalism? ADVERTISING Citizen

Journalism, swarm intelligence and crowdsourcing – to what extent does the so-called Internet force journalists to rethink? MEDIA

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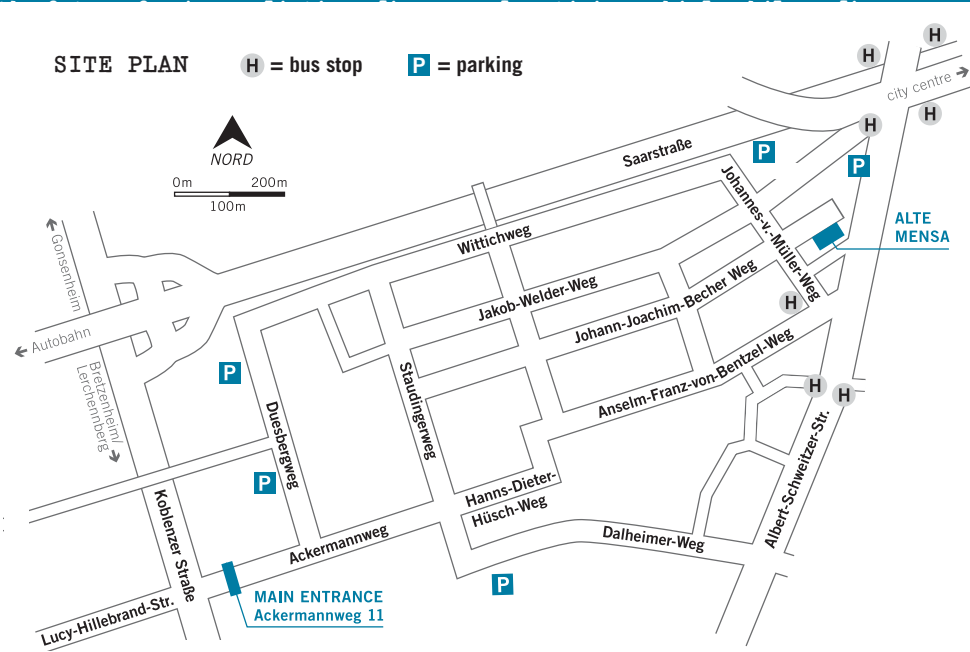
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DATE:
Friday/Saturday,
October 21/22, 2011

LOCATION:
„Linke Aula“ in the „Alte Mensa“
Johannes Gutenberg University Mainz
Johann-Joachim-Becher-Weg 5
55128 Mainz

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Workshop October 21/22, 2011

Today, various forms of media are converging in the digital world with increasing speed. In many ways, the course for the future of journalism is being set. Decisions are made not only by journalists and publishers within media organizations, but also by external forces – advertising agencies and PR professionals, technology companies and audiences – which may play active roles in determining the outcome for journalism as we know it. Media Convergence & Journalism, an international workshop taking place on October 21st and 22nd, 2011, is devoted to examining these external forces.

HOW DOES MEDIA CONVERGENCE AFFECT JOURNALISM?

This question will guide our workshop hosted by the Research Unit Media Convergence at the University of Mainz.



medienkonvergenz



JOHANNES GUTENBERG UNIVERSITÄT MAINZ

Media Convergence & Journalism
Research Unit Media Convergence at the Johannes Gutenberg University of Mainz in cooperation with:



EJO

European Journalism Observatory



DIE SCHWEIZER JOURNALISTENSCHULE



Forschung und Weiterbildung

FRIDAY, OCTOBER 21

10:30

Introduction

Univ.-Prof. Dr. Stefan Aufenanger, Dean, Faculty 02: Social Sciences, Media, and Sports, JGU, Germany /// Univ.-Prof. Dr. Stephan Füssel, Representative and Coordinator, Research Unit Media Convergence, JGU, Germany /// Univ.-Prof. Dr. Stephan Ruß-Mohl, Gutenberg Research College-Fellow, JGU, Germany, EJO, Lugano, Switzerland

11:00

Keynote: Killing journalism? The economics of media convergence

Prof. Dr. Robert G. Picard, University of Oxford, Reuters Institute for the Study of Journalism, UK /// Mod.: Univ.-Prof. Dr. Heinz-Werner Nienstedt, JGU, Germany

PANEL 1

11:45

Where is advertising heading – and what is the future for journalistic media as an advertising vehicle while media convergence progresses?

Prof. Sebastian Turner, Founder/Former Partner, Scholz & Friends, Germany /// Jens Erichsen, Managing Director, Carat, Wiesbaden, Germany /// Univ.-Prof. Dr. Gabriele Siegert, University of Zurich, Switzerland /// Mod.: Univ.-Prof. Dr. Heinz-Werner Nienstedt, JGU, Germany



13:15

LUNCH

PANEL 2

14:30

Media consumers, cooperatives, taxpayers, foundations – which business models have future potential for journalism?

Univ.-Prof. Dr. Heinz-Werner Nienstedt, JGU, Germany /// Konny Gellenbeck, Director of the Cooperative, taz, Berlin, Germany /// Prof. Dr. Robert G. Picard, University of Oxford, Reuters Institute for the Study of Journalism, UK /// Prof. Harry Browne, Dublin Institute of Technology, Ireland /// Dr. Joachim Meinhold, Chairman of the Management Board, Saarbrücker Zeitung, Germany /// Mod.: Prof. Dr. Marlis Prinzing, Macromedia Hochschule Köln, Germany



16:00

COFFEE BREAK

PANEL 3

16:30

18:00

How will public relations develop in the converging media world – and what will be the impact for journalism?

Prof. Dr. Klaus Kocks, CATO Sozietät für Kommunikationsberatung, Horbach, Germany /// Univ.-Prof. em. Dr. Barbara Baerns, Freie Universität (FU) Berlin, Germany /// Marcello Foa, CEO Timedia & Co-Founder, European Journalism Observatory EJO, Lugano, Switzerland /// Mod.: Univ.-Prof. Dr. Stephan Ruß-Mohl

18:30

Guided tour of Mainz

19:30

Dinner at the "HEILIGGEIST"



SATURDAY, OCTOBER 22

PANEL 4

9:00

Social networks and search engines – how are they developing further and what are the consequences for journalism?

Ahmet Emre Açar, Institute for Internet and Society, Humboldt University of Berlin, Germany /// Prof. Dr. Christoph Neuberger, University of Munich, Germany /// Corinna Milborn, Deputy Editor-in-Chief, NEWS, Austria /// Mod.: Alexandra Stark, MAZ – Die Schweizer Journalistenschule, Lucerne, Switzerland



10:30

COFFEE BREAK

PANEL 5

11:00

Citizen journalism, swarm intelligence and crowdsourcing – to what extent does the social internet force journalists to rethink?

Prof. Peter Laufer PHD, Journalist, James Wallace Chair in Journalism, University of Oregon School of Journalism and Communication, USA /// Univ.-Prof. Dr. Oliver Quiring, JGU, Germany /// N.N. /// Mod.: Dr. Daniela Kraus, Forum Journalismus und Medien Wien, Medienhaus Wien, Vienna, Austria

12:30

12:45

Closing remarks

Univ.-Prof. Dr. Stephan Ruß-Mohl

Conference Organization:

Univ.-Prof. Dr. Stephan Ruß-Mohl, Gutenberg Research College-Fellow, Collective GRC-Fellowship of the Research Unit Media Convergence (JGU), Professor at the Faculty of Communication Sciences Università della Svizzera italiana (USI), Director of the European Journalism Observatory (EJO), E-Mail: stephan.russ-mohl@usi.ch /// Univ.-Prof. Dr. Heinz-Werner Nienstedt, Professor at the Institute of Media Studies and Communication: Media Management (JGU), E-Mail: hw.nienstedt@uni-mainz.de /// Bartosz Wilczek, PhD-Student at the Faculty of Communication Sciences Università della Svizzera italiana (USI), E-Mail: bartosz.wilczek@usi.ch /// Angelina R. Breithaupt M.A., Managing Director Research Unit Media Convergence, E-Mail: breithaupt@uni-mainz.de /// Lena Mosel and Marlene Sturm, Student Assistants

