

Media Power for Peacebuilding



Workshop organized under the **SPBUILD Initial Training Network** as Training Activity of the **Marie Curie** Actions of the Seventh Framework Programme

October 31st 2011

10:00 am – 18:00 pm

Venue:

Consejo Superior de Investigaciones Científicas (CSIC)

Centro de Ciencias Humanas y Sociales (CCHS)

Instituto de Lengua, Literatura y Antropología (I LLA)

C/Albasanz, 26-28, 28037 Madrid
Sala 1 F8 María Moliner

Foreword

Societies worldwide are increasingly being influenced by new forms of media and communication that intersect with all areas of life and manifest itself in a “growing importance of media power”. In conflict and post-conflict environment the recognition of media power has become visible in peace media and media empowerment projects that are carried out by humanitarian and development actors. The *Media Power for Peacebuilding* workshop will address questions of media power from theoretical and practical points of views, including examples from case studies in conflict/post-conflict environments such as Colombia, Lebanon, and DRC.

Programme

10.00 – 10.15 *Welcome Address*
Francisco Ferrándiz (CCHS, CSIC)

10.15 – 11.15 *Keynote Presentation*
Profesor Xavier Giró (Universitat Autònoma de Barcelona)

Morning Session: Theoretical Aspects of Media Power for Peacebuilding

11:30 – 12:15 *Empowerment through Media*
Sylvia Stoll (CCHS, CSIC)

12:15 – 13:30 *Peace Media: An Agenda of Research, an Agenda of Intervention*
Sofia Jose Santos (Universidade de Coimbra)

Afternoon Session: Practical Examples of Media Power for Peacebuilding

15:00 – 15:45 *Communication for Conflict Transformation: Local Dynamics in Colombia*
Cristina Sala (Universidad de Deusto)

15:45 – 16:30 *The Power of Digital Story: Digital Story-telling in Lebanon*
Sabine Chouhair (The London International School of Performing Arts, Al-Jana)

16:45 – 17:30 *Peace Waves: Media Advocacy for Peace in the DRC*
Elisa García-Mingo (Universidad Complutense de Madrid)

17:30 – 18:00 *Final Remarks*