



SALZBURG
GLOBAL
SEMINAR

70TH ANNIVERSARY

SALZBURG GLOBAL MEDIA ACADEMY

Re-Imagining Journalism: News and Storytelling in an Age of Distrust

SESSION BROCHURE

Media Academy XII

DATE

July 14 to August 5, 2018

LOCATION

Schloss Leopoldskron, Salzburg, Austria

PROGRAM DIRECTOR & FACULTY CHAIR

Paul Mihailidis

ACADEMY INFO

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GENERAL INFO

Please visit:

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OVERVIEW

As trust in media organizations continues to decline amidst cries of fake news, journalists and public communicators have to respond to attacks on their core mission while continuing to provide information for democracies to function. In 2018, the Salzburg Global Media Academy will analyze this fast-moving landscape and experiment with new approaches to reporting and storytelling that combine rigor and engagement to combat the age of distrust.

In many parts of the world, objective and balanced voices are coming under attack from increasingly polarizing politics, uncivil discourse in mainstream media, and a digital culture that liberates vitriolic and hateful expression and is easy to manipulate. Conventional news organizations struggle to compete with online communities that initiate and share sensational content, making it ever harder for the public to distinguish truth from fiction. This is compounded by the central role that extractive and value-neutral algorithms now play in the digital platforms from which most people get their news, creating customized coverage that reflects individual preferences and reinforces confirmation bias.

In 2018, the Salzburg Global Media Academy will explore core challenges and opportunities for journalism, storytelling and public communications in an ever more dominant digital culture. We will critically assess the role of media organizations, large technology companies, and political processes in order to better understand the emergence of “post-truth” currents around the world. Through interactive seminars, intimate dialog, and hands-on workshops, Academy participants will draw on their personal experience to create approaches, technologies and designs for more dynamic and robust journalistic practice. Bridging divides between cultures and geographies, this highly-international group will work together to develop a series of multi-media outputs for wide dissemination. These tools will aim to help emerging journalists, media organizations and public communicators re-imagine how they share information and interact with their audiences to support dialog and meaningful engagement in their communities.

Since its establishment in 2007, the Academy has built a global network of partner universities and leading faculty, supported by an expanding number of visiting scholars representing key perspectives and sectors. Its independence, diversity and research expertise are critical assets that support open exchange on controversial topics to generate concrete outcomes for impact.



PARTNER SCHOOLS

American University of Beirut (Lebanon), **American University of Sharjah** (UAE), **Bournemouth University** (UK), **Chinese University of Hong Kong** (Hong Kong – SAR China), **Chulalongkorn University** (Thailand), **Daystar University** (Kenya), **Emerson College** (USA), **Florida International University** (USA), **Furman University** (USA), **Hofstra University** (USA), **Iberoamericana University** (Mexico), **Jordan Media Institute** (Jordan), **Lebanese American University** (Lebanon), **Makerere University** (Uganda), **Nevada State College** (USA), **Polytechnic University of Namibia** (Namibia), **Pontificia Universidad Catolica** (Argentina), **Pontificia Universidad Catolica** (Chile), **Quaid-i-Azam University** (Pakistan), **Southwest University of Political Science and Law** (China), **Stellenbosch University** (South Africa), **Tsinghua University** (China), **University of Colorado** (USA), **University of Maryland** (USA), **University of Miami** (USA), **University of Nairobi** (Kenya), **University of Southern California** (USA), **University of St. Cyril and Methodius, Trnava** (Slovakia), **University of Texas** (USA), **Zayed University** (UAE).



PARTICIPANT PROFILE

PROGRAM DIRECTOR & FACULTY CHAIR



PAUL MIHAILIDIS
Associate Professor,
Emerson College, USA

The Salzburg Global Media Academy brings together young media makers and aspiring communication entrepreneurs, innovators, and activists to harness creative media to inform global problem-solving.

The Academy is open to students from all disciplines, including aspiring journalists, media makers, storytellers, artists, international relations specialists and scientists, and to community stakeholders. Graduate and Ph.D. students who participate will gain first-hand structured teaching experience and learn about transformative approaches to pedagogy from a world class faculty.



PROGRAM FORMAT

The three-week Academy uses a mix of pedagogical approaches to build expertise and maximize ways in which every participant can share and learn.

Each day is anchored by a plenary presentation in the morning, followed by an interactive, immersive workshop on the day's topic. Afternoons are reserved for ideation and creation sessions, where participants work in cross-border groups to create prototypes for media interventions. Workshops on design thinking, reading groups, sessions on dance and movement, and the human library project are also an integral part of proceedings.



SELECT FACULTY

CECILIA BALBIN

Catholic University,
Argentina

SANJEEV CHATTERJEE

University of Miami, USA

MEGAN FROMM

Colorado Mesa University,
USA

ROMAN GERODIMOS

Bournemouth University, UK

ISABEL GIL

Aura Design, Canada

ERIC GORDON

Berkman Center, Harvard,
USA

MANUEL GUERRERO

Iberoamericana University,
Mexico

CHRIS HARRIS

Nevada State College, USA

ANTHONY IOANNIDIS

IAsquare, UK

HENRY JENKINS

USC Annenberg, USA



SELECT FACULTY (CONTINUED)

CLAUDIA KOUZMAN

Lebanese American
University (LAU), Lebanon

PABLO MARTINEZ ZARATE

Iberoamericana University,
Mexico

JAD MELKI

LAU, Lebanon

SUSAN MOELLER

University of Maryland –
College Park, USA

ROSEMARY NYAOLE

Daystar University, Kenya

STEPHEN REESE

University of Texas – Austin,
USA

JENNIFER ROSALES

Georgetown University, USA

DAN RUSSELL

Google, USA

STEPHEN SALYER

Salzburg Global Seminar

CLARE SHINE

Salzburg Global Seminar

SANGITA SHRSETHOVA

USC Annenberg, USA

MOSES SHUMOW

Florida International
University, USA

CLEMENT SO

Chinese University of Hong
Kong, Hong Kong SAR

EWALD VOLK

St Poelten University, Austria

KEY QUESTIONS

Throughout the three-week Academy, students will address the following questions:

- What are the main challenges to journalism and public communication in today's digital culture?
- How could new approaches build awareness of the role of algorithms and big data in shaping the information people receive through digital platforms?
- What can news organizations do to restore public trust in and demand for objective and balanced reporting?
- Which technologies, platforms and tools can be used to combat the fake news, post-truth narrative?
- How can we re-imagine storytelling to bridge divides and bring people together in the name of truth and inclusion?



OUTCOMES AND IMPACT

The 2018 Salzburg Global Media Academy aims to accomplish the following results:

- A multimedia online publication that offers new models for experiential and transformative storytelling
- A series of practices, technologies and designs that will help journalists and journalism organizations re-imagine pathways to effective storytelling and engagement in digital spaces
- A report from a global cohort of faculty on the program's topic of "Re-Imagining Journalism: News and Storytelling in an Age of Distrust"
- The training of graduate students in media and journalism to be transformative teachers and experimental storytellers for the digital age.

Impact will be achieved through the development and dissemination of media texts that explore issues of global concern and help to create dynamic media storytelling and engagement across borders, across cultures, and across divides.



RECENT REPORTS



The *RE:ACTION* playbook – created by students and faculty at the 2017 *Salzburg Global Media Academy* – collects stories, actions, challenges, opportunities, and voices on how this generation can help the world become a better place.

↳ <http://reaction.community>



MOVE is a digital publication that aims to educate readers on the social, political, and cultural impacts of global migration. All stories were created at the 2016 *Salzburg Global Media Academy* by students and faculty from around the world.

↳ <http://move.community>



ABOUT SALZBURG GLOBAL SEMINAR

Salzburg Global Seminar is an independent non-profit organization founded in 1947 to challenge present and future leaders to solve issues of global concern. Our multi-year programs aim to bridge divides, transform systems and expand collaboration.

We convene outstanding talent across generations, cultures and sectors, and have brought over 30,000 people from 170 countries together through our work. Salzburg Global inspires new thinking and action on critical issues, connecting local innovators and global resources. We foster lasting networks and partnerships for creative, just and sustainable change.

Our secluded home at Schloss Leopoldskron in Salzburg, Austria – built in 1736 by the Archbishop of Salzburg, restored by the Salzburg Festival’s co-founder Max Reinhardt, used by Hollywood for sets in *The Sound of Music*, and now an award-winning hotel – allows us to welcome all participants in conditions of trust and openness.

SESSION INFO

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