

**National Research University**  
**Higher School of Economics**  
**School of Media**  
Faculty of communication, media and design

**THE SECOND INTERNATIONAL SCIENTIFIC-PRACTICAL CONFERENCE**  
**«MEDIA LITERACY AND MEDIA EDUCATION:**  
**DIGITAL MEDIA FOR THE FUTURE»**



**26-28 November 2015**

**Moscow, 2/8 Khitrovsky Pereulok, Building 5**

**Media Education and Media Literacy is one of the most important parts in the life of a modern society, in which Media is understood as a «public benefit» and institution for the development of citizens. The Russian Ministry of Communications included Media Education in the list of priorities in the development of the media space. Media Literacy should be part of the media ecosystem and education, and News Literacy (a new concept for Russia and the direction of education) should help to develop "critical thinking" and "critical autonomy" of the audience.**

In 2013, for the first time in Russia the Faculty of Media Communications (National Research University “Higher School of Economics”) created and included as a compulsory program the News Literacy Course (attended in 2013-2014 by about two hundred undergraduate students). In March 2014 the First Conference on this area was organized and held with a great success and

attracted a large number of Russian and foreign participants from the USA, France, Brazil, India, Poland, Armenia, Ukraine. A year has passed since the first conference and the condition of the Media Space in the world and in the country, as well as global and local information conflicts has made the subject of the Conference extremely acute.

The field of Media Literacy is located at a crossroad of many academic disciplines and it has multidisciplinary characteristics. The conference in Moscow will bring together scholars and educators, engaged in research in different fields of Media and Education, and also media professionals (who work with educational content), to discuss new trends in Media Literacy.

The main target of the Conference is to continue the cooperation between different universities all over the world, studying the problems of Media Ecology, Media Literacy, Media Education and Media Culture.

**The main sections of the conference:**

- News Literacy
- Media Ecology of modern information space
- Education and Media
- Arts and Media
- Technologies and Media

**Roundtable Discussions:**

- Internet aggression and Digital Ethics: new heroes, old morality and educational role of Internet (with Russian State University for the Humanities/ RSUH)
- Gamification of media and education: potential of computer games, animated documentary, transmedia projects (with RSUH)
- “Newspaper In Education” (WAN) and the experience of government programs of Argentina, Finland, Denmark and Russian Alliance of Independent Publishers («Alta Press», Barnaul)

**Special events:**

- Scientific-popular entertainment scripts: educational media projects experience
- Media Art, digital museums and educational space
- Internet educational platforms and Media Literacy
- Media Literacy for charity and volunteering on- and off-line

- Cinematographic visualization of data in Media education

**The program of round tables and special events can be specified depending on suggestions and applications.** All applications undergo expertise and pre-selection. Extra sections, roundtables and special events will be organized according to theme expertise of applications.

**Working languages:** Russian and English

The Conference Organizing Committee can assist the participants with accommodation.

Sincerely,

**on behalf of the Conference Organizing Committee,**

**Anna Kackaeva**, Professor: Faculty of Communications, Media and Design, HSE

**The Conference Organizing Committee contacts:**

**e-mail:** [MediaConf2015@hse.ru](mailto:MediaConf2015@hse.ru)

*The link of the web site of the Conference will be sent separately.*