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# ERMIScom Conference

Hosted by Entrepreneurship and Social Economy Group (EKO)

The first Conference organized in the context of [ERMIScom project](https://ermiscom.media.uoa.gr/) will be hosted on April 6 and 7, 2022, at [Stanley Hotel](https://www.hotelstanley.gr/) in Athens, Greece. This two-day event aspires to bring a multidisciplinary audience of relevant stakeholders, to initiate a vivid discussion about the contemporary challenges of mass-media education, with special focus on the existing skills-gaps that undermine effective, objective, and responsible media representation of vulnerable social groups and hence, contribute to the perpetuation/exacerbation of labelling, stereotypes and other polarizing phenomena.

# Wednesday, April 6, 2022

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| 10:00 – 10:30 | Registration |
| 10:30 – 10:45 | Opening Statements from the project’s Coordinator-NKUA and EKO |
| 10:45 - 11:15 | Summary of the Programme |
| 11:15 – 11:45 | Stereotypes and prejudices: “Xenophobia and racism” (IO1)Assist. Prof. Sinan Aşçı, *Bahçeşehir University, New Media Department* |
| 11:45 – 12:00 | Break |
| 12:00 – 12:30 | Fake news and hate speech: “Representation of vulnerable groups in the Media” (IO2)  Prof. Dr. Diana Kopeva, *University of National and World Economy, Business Faculty*  Dr. Ani Arutyunyan, *University of National and World Economy, International Relations and Politics Department* |
| 12:30 – 13:30 | Panel Discussion: “Mass Media and Vulnerable Groups: An educational challenge”  Prof. George Pleios, Dr. Giorgos Georgarakis, Dr. Alexandros Minotakis, *National Kapodistrian University of Athens, Communication and Media Department*  Dr.Ani Arutyunyan, *University of National and World Economy, International Relations and Politics Department* |
| 13:30 – 14:30 | Light Lunch |
| 14:30 – 15:30 | Expert talk: “Hate Speech & Fake News: Vulnerable communities and the media”  Prof. Caroline Elias, *American University of Cairo, Journalism and Mass Communication Department - representative of MAAT for Peace* |
| 15:30 – 16:00 | Social Entrepreneurship and vulnerable social groups (IO3)  Claudia Alba, PhD(c), *Vrije Universiteit Brussel, Business Department (BUSI)* |
| 16:00 – 16:30 | Break |
| 16:30 – 17:00 | Vulnerable groups and Trauma (IO4)  Dr. Mike Tastsoglou & Dr. Alexandros Minotakis, *National Kapodistrian University of Athens, Communication and Media Department* |

# Thursday, April 7, 2022

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| 10:00 – 10:30 | Registration |
| 10:30 – 11:00 | Presentation of Development Progress of Intellectual Outputs (IOs) 5 “Social Policies for Vulnerable Groups” and 6: Funds & Grants: social integration and rights related projects”  Dr. Savvatou Tsolakidou, *National Kapodistrian University of Athens, Communication and Media Department, Coordinator of the Project.* |
| 11:00 – 11:30 | Insights from IOs development and Piloting Results -Working methods and Challenges  Dr. Savvatou Tsolakidou, *National Kapodistrian University of Athens, Communication and Media Department*  Prof. Diana Kopeva, *University of National and World Economy, Business Faculty*  Assist. Prof. Figen Algül, *Marmara Üniversitesi, Communications & Media Studies* |
| 11:30 -12:00 | Transformative Methodological Approach - Teaching, Training, Learning in Media Education (IO7)  Prof. Aura Kaarivuo*, Helsinki Metropolia University of Applied Sciences, Mass Media Department* |
| 12:00 – 12:15 | Break |
| 12:15 – 12.45 | Presentation of ERMIScom Addendum  Elisavet Vasileiou, *Entrepreneurship and Social Economy Group* |
| 12:45 – 13:30 | Non-formal education principles in Media Education: Evaluating Media Information in the representation of Vulnerable Social Groups in the Media  Elisavet Vasileiou & Alicia Vidal, *Entrepreneurship and Social Economy Group* |
| 13:30 – 14:30 | Light Lunch |
| 14:30 – 15:30 | Experiential learning methods in Media education: Understanding Discriminative Discourse  Elisavet Vasileiou & Alicia Vidal, *Entrepreneurship and Social Economy Group* |
| 15:30 – 16:00 | Closing statements - Evaluation and Feedback Forms |

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ENTREPRENEURSHIP AND SOCIAL ECONOMY GROUP

<https://ekogreece.com/>

Context

The Conference is organized by the Entrepreneurship and Social Economy Group (EKO) in the context of the Erasmus+ - Strategic Partnerships for Higher Education project “Common curricula for diversity: education in media and integration of vulnerable groups - ERMIScom” (2020-1-EL01-KA203- 078981)

<https://ermiscom.media.uoa.gr/>

Conference Contributors

*ERMIScom Project Coordinator:*

NATIONAL KAPODISTRIAN UNIVERSITY OF ATHENS

*ERMIScom Project Co-Beneficiaries:*

1. BAHCESEHIR UNIVERSITESI FOUNDATION
2. ENTREPRENEURSHIP AND SOCIAL ECONOMY GROUP
3. METROPOLIA AMMATTIKORKEAKOULU OY
4. UNIVERSITY OF NATIONAL AND WORLD ECONOMY
5. VRIJE UNIVERSITEIT BRUSSEL

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*ERMIScom Associated Partners:*

1. MAAT FOR PEACE, DEVELOPMENT AND HUMAN RIGHTS (EGYPT)
2. HUMANRIGHTS360 (GREECE)

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