First International Forum on Media and Information Literacy
15-16-17 June, 2011
Sidi Mohamed Ben Abdellah University,
Faculty of Arts and Humanities Sais-Fes,
Fez, Kingdom of Morocco
With the Collaboration of:
UNESCO, Lead Partner
ISESCO, ABEGS, UNAOC, Key Partners

Program

Date	Time	Event	Theme	Moderator	Speakers
June 15, 2011 Morning	09:30-11:00	Inaugural Ceremony		President of Sidi Mohamed Ben Abdellah University	- Minster of Communication - Minister of Education/Rep - UNESCO Representative: Director of the UNESCO Office in Rabat - ISESCO Representative - ABEGS: Director General - UNAOC Representative - Dean, Faculty of Arts and Humanities, Sais-Fes - Chair, International Forum on Media and Information Literacy (IFMIL) - Organizing Committee: Coordinator
June 15, 2011 Morning	11:00-11:30	Reception			

June 15, 2011 Morning	11:30-13:00	First Plenary Session	UNESCO MIL Curriculum & UAC-MILID	UNESCO: - Vladimir Gai - Alton Grizzle UNAOC: - Jordi Torrent	
	11:30-12:15		Launching of UNESCO Media and Information Literacy (MIL) Curriculum		- **Vladimir Gaï, Ph.D.** Acting Director, Division of Freedom of Expression and Media Development, Communication and Information Sector, UNESCO Headquarters, Paris, France - **Alton GRIZZLE,** Programme Specialist, Division of Freedom of Expression and Media Development, Communication and Information Sector, UNESCO Headquarters - **Ramon Guillermo R. Tuazon, Ph.D.** President, Asian Institute of Journalism and Communication, Senior Liaison Officer to the Philippines, UNESCO Office Jakarta, Philippines - **Carolyn WILSON, Ph.D.** President of the Association for Media Literacy (AML), Ontario, and Instructor, Ontario Institute for Studies in Education, University of Toronto, Canada
	12:15-13:00		Launching of UNITWIN Cooperation Programme on Media and Information Literacy and Intercultural		- Sidi Mohamed Ben Abdellah University, Fez, Morocco - Autonomous University of Barcelona,

			Dialogue (UAC-MILID)		Spain - University of the West Indies, Jamaica - University of Cairo, Egypt - University of Sao Paulo, Brazil - Temple University, Philadelphia, U.S.A - Tsinghua University, Beijing, China
June 15, 2011	13:00-15:00	Lunch			
June 15, 2011 Afternoon	15:00-16:20	Second Plenary Session	Blending Media and Information Literacy: A Unifying Vision	Abdelmajid HAJJI Ph.D. Moulay Ismail University, Meknes, Morocco	- **Drissia CHOUIT, Ph.D.** Moulay Ismail University, Meknes, Morocco **Towards an Integrated Media and Information Literacy Approach** - **Penelope Anne MOORE, Ph.D.** New Zealand **Articulating Media and Information Literacy Policies and Strategies** - **Divina FRAU-MEIGS, Ph.D.** IAMCR **Beaucoup de litératies, une vision partagée : réussir la convergence entre l'éducation à l'Information, à l'Informatique et aux Médias** - **Chido ONUMAH**, Youth Media and Communication Initiative, Abuja, Nigeria **Globalizing Media and Information Literacy: The Case for a Pan-African Centre**
June 15, 2011 Afternoon	16:20-17:00	Discussion			
June 15, 2011 Afternoon	17:00-17:20	Coffee Break			
June 15, 2011 Afternoon	17:20-19:00	Third Plenary Session	Media and Information Literacy Skills	Susanne DING, European Commission,	- **Porntip YENJABOK, Ph.D.** Kasetsart University, Thailand

				Brussels, Belgium	**Knowledge on Media and Information Literacy: Lessons learned in Thailand** - **Najia ABDALLAOUI MAAN, Ph.D.** Ecole des Sciences de l'Information (ESI), Rabat, Morocco **Higher –Order Thinking Skills for Media and Information Education** - **Jose Reuben Q. ALAGARAN II, Ph.D.** Miriam College, Philippines **Media and Information Literacy (MIL) Practices in the Philippines and Competency Framework for MIL for Teachers** - **Vincent COPPOLA, Ph.D.** Université Paul Sabatier, Toulouse, France **Prévention et Captation : des liaisons dangereuses. De quelques effets de l'évènementialisation du Sida dans la presse généraliste**
June 15, 2011 Afternoon	19:00-19:50	Discussion			
June 16, 2011 Morning	09:00-10:40	Parallel Panels	- Panel 1: Arab Region Consultation on the MIL Curriculum - Panel 2: Media and	Vladimir Gaï, Ph.D. UNESCO Rotimi Williams	- UNESCO Opening Remarks - Expectations and Setting Up Ground Rules - An In-depth Review of Selected Modules of the Curriculum - **Eylem Yanardağoğlu, Ph.D.** Bahçeşehir

			Information Systems Worldwide: Critical Analysis (I)	OLATUNJI, Ph.D. Lagos State University, Nigeria	University, Istanbul Turkey and University of Westminster, United Kingdom **The Changing Dynamics of International News Media: The Challenges for the BBC World Service** **- B.K. RAVI, Ph.D.** Bangalore University**,** India **Information Literacy and the Theory of Out-of-Reach** - **Nataliya Ikonnikova, Ph.D.** Higher School of Economics, Moscow, Russia **Forced Globalization and Move to Internet for the Lack of Local Traditional Public Media** - **Kishwar Sultana**, Institute of Hazrat Mohammad SAW, Dhaka, Bangladesh **Frame Building: An Important Responsibility of Today's Media**
			- Panel 3: Media and Information Literacy Education (I)	Steven John Thompson, Ph.D. Towson University, Baltimore, United States	- **Kostas VOROS,** University of London**,** United Kingdom **Developing Media Literacy: Teaching and Learning Moving Image Media Language in Greek Primary Schools** - **Chelysheva Irina, Ph.D.** Taganrog State Pedagogical Institute, Taganrog, Russia **Democratization and Humanization of Russian Media Education**

					- **Elhoucine OUAZZANI IBRAHIMI, Ph.D.** Sidi Mohamed Ben Abdellah University, Fez, Morocco **Information Literacy and Scientific Research** - **Elsbeth D. Asbeek Brusse,** Amsterdam School of Communication Research *ASCoR,* University of Amsterdam, Netherlands **Persuasion Knowledge in Entertainment-Education: Effects of Timing and Content of Disclosure Messages**
			- Panel 4: New Media and Information Systems, Culture and Society (I)	Mahmoud EID, Ph.D. University of Ottawa, Canada	- **Ahmed MAKHOUKH, Ph.D.** Moulay Ismail University**,** Meknes, Morocco **The Need for 'Social Intelligence' Literacy** - **Dobrinka PEICHEVA, Ph.D.** SWU "N. Rilski"-Bulgaria **New Written Communication and Culture** - **Mohamed NFISSI,** Moulay Ismail University, Meknes **Media and Global Culture Market** - **Jide Peter JIMOH,** Lagos State University, Nigeria **Internet Acronyms Literacy Among**

					Parents in Lagos Metropolis
June 16, 2011 Morning	10:40-11:00	Coffee Break			
June 16, 2011 Morning	11:00-13:00	Parallel Panels	- Panel 5: Arab Region Consultation on the MIL Curriculum - Panel 6: Media and Information Systems Worldwide: Critical Analysis (II) - Panel 7: Media and Information Literacy Education (II)	Alton Grizzle, UNESCO Najia Abdallaoui Maan, Ph.D. Ecole des Sciences de l'Information (ESI), Rabat, Morocco Jose Reuben Q. Alagaran II, Ph.D. Miriam College, Philippines	Country Presentations: Status of MIL in Teachers Curriculum Development and its implications - **Jacinta Mwende Maweu,** University of Nairobi, Kenya **Our or Their Media? Critical Media Literacy, Corporate Media and the Promotion of the Dominant Ideology in Kenya** - **Bouziane ZAID, Ph.D.** Al Akhawayn University, Ifrane, Morocco **Audience Reception Analysis of Moroccan Public Service Television Audiences** - **Elena Muryukina, Ph.D.** Taganrog State Pedagogical Institute, Taganrog, Russia **Media Education of Students on the Basic of Cinema and Press** - **Kadri Ugur, Ph.D.** University of Tartu, Estonia **Media Education as Cross-curricular Theme in Estonian Schools: Reasons of Failure** - **Rotimi Williams OLATUNJI, Ph.D. and Omoye AKHAGBA,** Lagos State

					University, Nigeria **A Study of the Level of Advertising Literacy among Children in Selected Schools in Lagos, Nigeria** - **Uraiwan Rattanapan,** Rajamangala University of Technology Krungthep, Thailand **Myths in Whitening Advertisements for Thai Women** - **Obong Martins AKPANK**, Media Literacy Educator Across Schools in Nigeria **The Role of Media Literacy and 21ST Century Education in the Development of Education in Africa**
			- Panel 8: New Media and Information Systems, Culture and Society (II)	Ahmed MAKHOUKH, Ph.D. Moulay Ismail University, Meknes, Morocco	- **Youssef BENABDERRAZIK**, Ph.D. Sidi Mohamed Ben Abdellah University, Fez, Morocco **Cyberspace and Illiteracy: The Case of Morocco** - **Maritza Sobrados León, Ph.D. and Lic. Patricia Muñoz Chacón,** Universidad de Sevilla, Spain **Learning from Social Journalism: Other views of the world for active citizenship** - **Mahmoud EID, Ph.D.** University of Ottawa, Canada **Social Change in the United States: A Government-Citizen Use of Social**

					Networks during National Crises **- Samy TAYIE, Ph.D.** University of Cairo, Egypt **Children and the New Media: An Egyptian Case Study**
June 16, 2011	13:00-14:45	Lunch			
June 16, 2011 Afternoon	15:00-17:00	Fourth Plenary Session	World Experiences in Media and Information Literacy (I)	Penny Moore, Ph.D. Educational Research Consultant, New Zealand	- **Abdelhamid NFISSI**, Ph.D., Sidi Mohamed Ben Abdellah University, Fez, Morocco **Media and Information Literacy in Morocco: Realities and Perspectives** - **Susanne DING**, European Commission, Brussels, Belgium **Media Literacy Policy in the European Union: Background and Current Trends** - **Rosemary Okello Orlale,** African Woman and Child Feature Service, Gender Links, Nairobi, Kenya **Media and Information Literacy and Women** - **Kasititorn POOPARAD, Ph.D.** National Science and Technology Development Agency, Thailand **Information and Media Literacy in Policy Context: Thailand Case Study**

June 16, 2011	17:00-17:20	Coffee Break			
June 16, 2011 Afternoon	17:20-19:30	Fifth Plenary Session	World Experiences in Media and Information Literacy (II)	Abdullah Abo Ras, Ph.D. Director General of the Gulf Radio and Television Riyadh, Saudi Arabia	- **Malika Merabet,** Regional Moroccan Radio and Television, Laayoune, Morocco **ثقافة الاعلام الجهوي بالصحراء و دوره في التعريف بالقضية الوطنية** - **Michael Hoechsmann, Ph.D.** McGill University, Montreal, Canada **From Media Literacy 1.0 to Media Literacy 2.0: The 7 C's of Contemporary Youth Media Engagement** - **Khalid al-Awwad, Ph.D.** Arab Bureau of Education for the Gulf States (ABEGS), Saudi Arabia **برنامج الثقافة الإعلامية في مكتب التربية العربي لدول الخليج** - **Gladys SAADE, Ph.D.** Faculté d'Information et de Documentation Beyrouth, Liban **La maîtrise communicationnelle et informationnelle: une chance pour l'université et la bibliothèque dans le secteur public?** - **Celot Paolo**, European Association for Viewers Interests, Brussels, Belgium **Presentation of the EAVI Study**

					"Assessment Criteria for Media Literacy Levels in Europe"
June 17, 2011 Morning	09:00-10:40	Parallel Panels	- Panel 9: Arab Region Consultation on the MIL Curriculum - Panel 10: **وسائل الإعلام والإتصال: دراسات تحليلية نقدية** (I) - Panel 11: Information,	UNESCO: Alton Grizzle, Misako Ito, George Awad Hakima HATRI, Ph.D. Al Quaraouiyine University, Fez, Morocco	Working Groups on Various Modules - **Azzam ELANANZA, Ph.D.** Yarmouk University, Irbid, Jordan **الإشكاليات الأخلاقية للصحافة الالكترونية الأردنية** **- Ahmed SHARRAK, Ph.D.** Sidi Mohamed Ben Abdellah University**,** Fez, Morocco **الإعلام والقيم الجديدة** - **Fathiah Hussain Alqurashi, Ph.D.** King Abdul Aziz University, Makkah, Saudi Arabia **أثر الإعلام على مفهوم حقوق الإنسان بين الأجيال** - **Aymen Sheikh, Ph.D.** كلية الدعوة والإعلام – جامعة القرآن الكريم والعلوم الإسلامية – السودان: **أخلاقيات العمل الإعلامي ودورها في تعزيز التقارب الدولي : دراسة مقارنة ونماذج مختارة**

			Communication et Société	Vincent COPPOLA, Ph.D. Université Paul Sabatier, Toulouse, France	- **Mohammed FAOUBAR, Ph.D.** Sidi Mohamed Ben Abdellah University, Fez, Morocco **Jeunesse et communication au Maroc** - **Youssef SIMOU** Faculté des Sciences de l'Education, Rabat, Maroc **La presse scolaire au Maroc : un moyen d'éducation aux média ou un auxiliaire pédagogique** - **Hanane SEKKAT, Ph.D.** Sidi Mohamed Ben Abdellah University Fez, Morocco **Le supermarché de la fatwa : fatwas sur commande** - **Ahmed Idrissi,** Sidi Mohamed Ben Abdellah University Fez, Morocco **Le journalisme indépendant et ses responsabilités sociales**
			- Panel 12: Media and Information Literacy as Platform for Intercultural Dialogue and Improvement of Life Quality	Elhoucine OUAZZANI IBRAHIMI, Ph.D. Sidi Mohamed Ben Abdellah University, Fez, Morocco	- **Mustapha NAOUI KHEIR,** Moulay Ismail University, Meknes, Morocco **Faith Literacy, Intercultural Dialogue and the Translation of Holy Scriptures** - **Samira CHAKROUNE,** Sidi Mohamed Ben Abdellah University, Fez **The Role of the Media in the Moralization of the Public Life**

					- **Duangporn Kamnoonwatana,** Mahidol University, Thailand **Local Health Communication**
June 17, 2011 Morning	10:40-11:00	Coffee Break			
June 17, 2011 Morning	11:00-13:00	Parallel Panels	- Panel 13: Arab Region Consultation on the MIL Curriculum - Panel 14: **وسائل الإعلام والإتصال: دراسات تحليلية نقدية** (II)	UNESCO: Alton Grizzle Ahmed SHARRAK, Ph.D. Sidi Mohamed Ben Abdellah University, Fez, Morocco	- Group Presentations - Summary, Recap and Way Forward - **Jamila ZIAN, Ph.D.** Sidi Mohamed Ben Abdellah University, Fez, Morocco **الإعلام ودوره في التواصل الديني** - **Majda KARIMI, Ph.D.** Sidi Mohamed Ben Abdellah University, Fez, Morocco **الإعلام والإنحارف السياسي للشباب: قراءة تحليلية** - **Hakima HATRI, Ph.D.** Al Quaraouiyine University, Fez, Morocco **الإعلام الأسري : الواقع و المأمول** - **Driss Makboul, Ph.D.** Ecole Normale Supérieure, Meknes, Maroc **الإعلام وتسطيح الوعي في زمن الأزمات**

			- Panel 15: **التربية الإعلامية والمعلوماتية**	Majda KARIMI, Ph.D. Sidi Mohamed Ben Abdellah University, Fez, Morocco	- **Said MAGHNAOUI, Ph.D.** Sidi Mohamed Ben Abdellah University, Fez, Morocco **واقع وآفاق الصحافة المهتمة بقضايا الهجرة والجالية المغربية بأوربا** - **Abdelaziz ENNMIRATE , Ph.D.** Sidi Mohamed Ben Abdellah University, Fez, Morocco **أثر تكنولوجيا المعلوميات في المجال التربوي والتعليمي** **- Jawad RAMI,** Radio MFM Sais, Fez, Morocco **من أجل الحاجة إلى إعلام تربوي** - **Hosni Mohamed, Nassr, Ph.D.** Sultan Qaboos University, Muscat, Oman **إعادة إنتاج الرقابة في العالم العربي دراسة في القيود المفروضة على وسائل الإعلام الجديدة في ضوء تجربة وسائل الإعلام التقليدية** - **Noureddine RAIS, Ph.D.** Sidi Mohamed Ben Abdellah University, Fez, Morocco **تأثيرلغة الصحافة على العربية المعاصرة**
			- Panel 16: Media and Information Literacy for Social and Economic Development	Jordi TORRENT, UNAOC	- **Rachid Boumashoul, Ph.D.** Tampere

					University, Finland **Information Literacy and Social Change in the Arab Region** - **José Manuel-Perez TORNERO, Ph.D.** Universidad Autonoma de Barcelona, Spain **Media Literacy: A Tool to Economic and Social Progress** - **Catherine Fleming Bruce,** University of South Carolina, United States **Harmonizing National and Global Public Spheres in the Face of Revolution: The Place of Media Literacy in Media and Information Policy Reconstruction** - **Amara THIHA,** Uppsala University , Sweden **Countering in Cloud : Counter Insurgencies Strategies on Online Participations**
June 17, 2011	13:00-14:45	Lunch			
June 17, 2011 Afternoon	15:00-17:30	Sixth Plenary Session	Media and Information Systems and New Literacies for Full Citizenship	Chido Onumah, Youth Media and Communication Initiative, Abuja, Nigeria	- **Ulla Carlsson, Ph.D.** University of Gothenburg, Sweden **Young People in the Digital Media Culture:** **Good institutions, Public spaces and Media literacy**

					- **Asif Kabani,** International Sustainable Development-Resource Centre, Geneva (ISD-RC) **Digital Revolution Opening Channels through E-Learning for Sustainable Development: Paradigm and Strategy** - **Mohammed Dali, Ph.D.** Département de l'Enseignement Scolaire, Ministère de l'Education Nationale, de l'Enseignement Supérieur, de la Formation des Cadres et de la Recherche Scientifique, Rabat , Maroc **La réforme du système de formation initiale des enseignants au Maroc** - **Steven John Thompson, Ph.D.** Towson University, Baltimore, United States **Endless Empowerment and Existence: From Virtual Literacy to Online Permanence in Presence** - **M. Abbabou, Ph.D.** Sidi Mohamed Ben Abdellah University, Fez, Morocco **Les modes de communication modernes et leur impact sur la religiosité des jeunes**
June 17, 2011	17:30-17:50	Coffee Break			
June 17, 2011 Afternoon	17:50-19:00	Seventh Plenary	- General Report - Fez Declaration on	Dean of the Faculty of Arts and Humanities,	- General Rapporteur

		Session	MIL - Recommendations - Dates of the Second Edition of the Forum - Video on the UNESCO Power of Peace Network - Video on PLURAL+ Youth Video Festival - Closure of the Forum	Sais-Fes, Sidi Mohamed Ben Abdellah University	- Closing Address of UNESCO, Lead Partner - Closing Address of Chair of the Forum
June 17, 2011	20:30-	Gala Dinner			