

Resolution

**The International-scientific and practical conference
“The Media Studies in the European Dialogue:
Educational and Scientific Discourses”
(November 13-14 2020)
Institute of Journalism
Borys Grinchenko Kyiv University**

The International scientific and practical online conference “The Media Studies in the European Dialogue: educational and scientific discourses” happened on November 13-14, 2020. It took place under the co-organization with the Ministry of Education and Science of Ukraine, the Institute of Journalism of Borys Grinchenko Kyiv University, The International Federation of Journalists, the International Federation of Journalists, The Independent Media Professional Union of Ukraine, The National Union of Journalists in Ukraine, the National News Agency of Ukraine Ukrinform, the Institute of Social and Political Psychology at National Academy of Pedagogical Sciences in Ukraine, the University of Girona, The University of Latvia, Silesian Technological University (Poland) and brought together media researchers, media practitioners, media coaches, media experts, lecturers, PhD candidates, postgraduates and students from Ukraine, Poland, Spain, Croatia (all together more than 120 participants).

During the plenary meeting, the work of 6 sections, 3 round tables, 5 panel discussions, 3 demonstrative sessions in the format of the presentation of scientific editions, it was given 60 speeches. In the discussion of the problems of modern media education and media literacy, 38 Ukrainian experts, including state officials, scientists, journalists, took part.

The International scientific-and practical online conference “The Media Studies in the European Dialogue: educational and scientific discourses” approved:

1. To consider the International scientific and practical online conference “The Media Studies in the European Dialogue: educational and scientific discourses” as the landmark event testifying the buildup and formation of the new school of modern media studies as the perspective direction of the research, integrating theory, practice and expertise of media specialists, representing the constructive and transdisciplinary dialogue in Ukraine.
2. To expand the circle of conference participants and to arrange the closer mutual work of journalists and experts, scientists and representatives of those practical knowledge spheres where the modern media are applied actively or those which study various aspects of sectoral specialization (anthropologists, historians, specialists in didactics, philologists, critics, medical professionals, artists, ecologists, philosophers, pedagogues, psychologists, lawyers, sociologists, comparative studies professionals, historiography specialists, designers, etc). In such a way to testify the trans disciplinarily approach of the media studies in the cross-sectoral specialization in various directions – media didactics, media ecology, media economics, media ethics, media history, media critics, media linguistics, media medicine, media pedagogies, media psychology, media law,

media rhetoric, media sociology, media philosophy, media anthropology, media comparative studies, media historiography, media art, etc. To address the profile chairs of the institutions of higher education with the proposal to cooperate closer in the direction of the modern Ukrainian media studies buildup.

3. To continue the cooperation with the International Federation of journalists with the assistance of The Independent Professional Union of Ukraine, and the cooperation with foreign partners (the University of Latvia and the University of Girona) in the aspect of the search of new its forms. To launch joint projects with the department of applied social research of the Faculty of the organization and management f Silesian Technological University. To involve other European partners more actively in the organization of such conferences (scientists and students from the universities of other countries). To initiate the joint research and projects with them. To unite the efforts of the scientists from leading higher educational establishments of Ukraine (the Ukrainian Academy of printing, Kyiv National University named after Taras Shevchenko, Borys Grinchenko Kyiv University) in the collective research of the development tendencies of the publishing branch and creative industries in Ukraine with the aim of the grant composition and formalization. To intensify the mutual cooperation with community organizations taking care of media standards.
4. To formalize the conference reports as a separate monograph edition and to print it partly in one of the editions of the journal 'Integrated Communications.' The materials of the reports, made at the conference, to use in order to upgrade the working plans of lecturers, to spread among students and lecturers. To give the access to online records of plenary and section meetings, round tables, panel discussions to the participants of the conference.
5. Taking into account the relevance of the theoretic studying of the phenomenon of online journalism and its practical realization: 1) to keep on organizing round tables on online journalism with the participation of bloggers and representatives of its other sectors; 2) to devote to the problems of online journalism and online media landscape of Ukraine a separate chapter in the planned collective monograph with the financial support of the International Federation of Journalists and the Independent Media Professional Union of Ukraine;
3) To develop the methodology of the research of the modern media landscape; 4) To review the educational programs and to focus more attention on the problems of the digital education programs with the application of modern media technologies.
6. To sharpen the ethic aspects of the professional standards because of the dissemination of the toxic content, 'the language of animosity', the media stigmatization practices in the time of the COVID-19 pandemic, the high level of threats brought by the COVID-19 pandemic for the professional journalistic community: 1) to develop (a) the recommendations for media relating to resultant and ethical coverage of events connected with the COVID-19 pandemic, for the effective cooperation with authorities and nonviolent communication with vulnerable walks of life; (b) safety algorithms which would neutralize the challenges in the informational space relating to the generation and dissemination of fakes and deep fakes, hatred and stigmatization of a person or an organization influenced by the COVID-19, and minimize the physical threats for the

representatives of the media working in the topical pandemic area; (c) the techniques of the correct interaction of the media with the vulnerable groups during the COVID-19 pandemic;

2) to spread the practices of fact checking in connection with the COVID-19 and deep fakes, taking into account their powerful impact on the infodemic; 3) to upgrade the social and professional communication relating to COVID-19, especially in the aspect of the information spread, which would inhibit the real picture of the Covid-19 pandemic; 4) to promote the growth of the scientific and popular journalism as the effective means of fight with infodemic; to improve the training of the specialists in this direction; 5) to enhance the attention of the media community to new threats and challenges which became actual in the media space during the pandemic COVID-19; 6) to put into effect the training programs on the informational security, the programs on the psychological support of media employees due to the changes in working conditions during the COVID-19 pandemic.

7. To form national unity, to unite the population, to provide them with well-understood interpretations of events (explanation of the events), to realize the effective scientific support of strategic communications, which is possible only with theoretical training of specialists in strategic communications, media communications in Ukraine, because it shapes the ability to think critically and to evaluate the processes taking place in society. To enter some separate theoretical modules in the curriculum.
8. Taking into account the realities of the introduction of new media in the librarian and informational sphere and the objectives set by them before librarian specialists: 1) to develop and introduce into the educational process and include new standards into the plans of professional development of library specialists training in the aspect of shaping their media competences; 2) to develop educational and methodical materials (programs, courses) which would include chapters (modules) forming media competences; 3) to conduct online master classes on digital and media culture as well as media literacy and then the certified programs for the specialists in the librarian and informational spheres.
9. Taking into account the disorder and inconsistency of Ukrainian media terminology (mostly loaned from English), the absence of the systematic description of the conceptual framework of modern media studies and the incorrect formulation of definitions of some media studies concepts (reflecting the uncertainty of the subject area) the versatility of the problems and the multifaceted study of the metalanguage of modern media studies as a new research school: 1) to compose a complex dictionary of media term definitions and to compile the definition basis of main media concepts on this base; to implement it in the educational process at the Institute of Journalism of Borys Grinchenko Kyiv University for lecturers and students; 2) to put more emphasis on the problem of the harmonization of Ukrainian media studies terminology; 3) to arrange cooperation in the sphere of media linguistics with the specialists in this sphere from other higher educational establishments of Ukraine and at the international level; 4) in the journal 'Integrated communications' to activate the column of terminological consultations on the problems of media terminology usage, especially in the aspect of the search of national (Ukrainian) equivalents to English terms used in a massive and sometimes

groundless way; 5) to introduce the course of the professional culture of the Ukrainian language at the Institute of Journalism for future media specialists.

10. Taking into consideration the demand and the relevance of introducing the systematic approach to the issues of media education and media literacy in Ukraine: 1) to draw up the joint document about the cooperation of state and public structures in the sphere of media education (standards of education, forms, tools etc), a broad target audience (school children, students, media specialists, senior people, volunteers etc); 2) to outline the subject field of the modern media education on Ukraine and submit to the working groups of the Ministry of Education and Science of Ukraine, the Ministry of Digital Transformation of Ukraine, the Ministry of Culture and Informational policy of Ukraine the proposals on the prospects of the development of all-Ukrainian media education project; 3) to submit proposals for the consideration of the working groups on the preparation of Parliamentary hearings 'Facts and Fakes' and recommendations to the President of Ukraine, the Cabinet of Ministers of Ukraine, Verkhovna Rada of Ukraine on the buildup of the system of media education of Ukrainian citizens; 4) to use actively in teaching the recommendations and conclusions of the Commission on Journalistic Ethics, the Independent Media Council, the Institute of Mass Information on how to cover the provoking.
11. To contact the Ministry of Education and Science of Ukraine with the proposal to implement the integrated course 'Media Studies Fundamentals' in the programs of higher educational establishments with the possibility to teach its different modules by lecturers of different media studies specializations and to introduce such specialization as 'Media Studies.'
12. Information about the conference and its result to make public in the journal 'Integrated communications', in traditional mass media and social networks. The resolution and the photo report about the conference to post on the website of the Institute of Journalism and the University. To discuss the results of the conference at the faculty meetings. To arrange local topical discussions and small round tables outside the conference framework during the year.
13. To timely inform the scientific community about the present-day research in the fields of journalism, advertising and PR, publishing, librarian and archival affairs, and to promote the Institute / University as a scientific and creative hub: 1) to organize and conduct a press conference in early February 2021 devoted to the publishing achievements of the scientific and pedagogical staff at the Institute of Journalism, to create a powerful informational stimulus, to invite colleagues from other higher educational establishments of Ukraine; to involve not only journalists but also students writing diploma works on related topics to promote the results of the conference; 2) to survey regularly the topical editions of the scientific literature and to set up the column 'Scientist's bookshelf' on the website of the Institute of Journalism in the informational section to post the reviews of the speeches-presentations made on the conference.
14. To intensify the involvement of young researchers to Media Studies through the spreading of the relevant topics for bachelor's and master's themes. To encourage students to write joint articles and reports together with lecturers for the participation in the following international conferences.

15. In future to conduct a conference every two years on the basis of the Institute of Journalism of Borys Grinchenko Kyiv University. The next conference will be held in November 2022. To launch its wider advertising campaign in social networks.
16. To express gratitude to all members of the Organizational Committee of the conference for its organization, preparation and successful conducting.
17. To take the resolution in two languages – Ukrainian and English.