



Shusha Global Media Forum themed
“Unmasking False Narratives: Confronting Disinformation”

Shusha, Azerbaijan

CONCEPT NOTE



GENERAL DESCRIPTION

The rapid spread of disinformation in the modern information environment can be considered one of the most important threats to development and global stability. Along with the numerous opportunities created by technologies for each field, the increase in the volume and channels of information brings to the fore new approaches, tools and mechanisms related to both the formation of systems to properly inform the society and the identification of reliable information by consumers.

The 2nd Shusha Global Media Forum will serve as a platform for discussions and joint actions for officials, media and civil society, state and business representatives, defenders of media freedom, representatives of international organizations, media experts from various countries to form a comprehensive understanding of disinformation in the modern world, to analyze its large-scale negative consequences and to identify the most effective solutions to combat this issue.

The Forum encourages all guests to explore innovative methods and proactive strategies to address the challenges posed by disinformation in the digital age, simultaneously supporting the establishment and strengthening of mutual cooperation in this regard.

Over 200 international guests and local media representatives are expected to take part in the Forum.

PANEL DISCUSSION TOPICS OF THE FORUM

Within the framework of the Forum, the following panel discussions will be organized to exchange ideas on approaches to combating disinformation and find answers to pressing questions:

Panel 1 Impact Assessment: Understanding the Reach of Disinformation;

Panel 2 Policy and Initiatives to Build More Resilient Society to Disinformation;

Panel 3 AI's Impact on Reality, Media and Disinformation: Promoting Media Literacy;

Panel 4 Climate Action and Media:

Presentation on "Solidarity for the Green World – COP29"

1st panel discussion

IMPACT ASSESSMENT: UNDERSTANDING THE REACH OF DISINFORMATION

In the modern era, when the forms of information dissemination and means of communication are changing rapidly, the availability of information has become much easier. At the same time, in recent years, the widespread transmission of fake news on a global scale, consciously or unconsciously, as well as the negative impact of such information on various social processes has become especially noticeable. Although it is methodologically challenging, an analysis of the patterns of dissemination and extent of disinformation can now be considered essential to implement the effective approach to countering disinformation.

Taking into account the latest innovations in the context of the panel session's topic, it is planned to hold discussions on the analysis of the concept of disinformation, the study of the dynamics, sources and types of disinformation in the new media, as well as the determination of the spread of disinformation on modern information platforms.

1st panel discussion

IMPACT ASSESSMENT: UNDERSTANDING THE REACH OF DISINFORMATION



MODERATOR:

GHIDA FAKHRY

HOST AND EXECUTIVE PRODUCER, TRT WORLD

SPEAKERS:



JAFFAR HASNAIN

PRESENTER AND CORRESPONDENT,
TRT WORLD



MIKHAIL GUSMAN

PROFESSOR; FIRST DEPUTY DIRECTOR
GENERAL, TASS NEWS AGENCY



MONTASER MARAI

MANAGER OF MEDIA INITIATIVES,
AL JAZEERA MEDIA INSTITUTE



VALERIA GIANNOTTA

ACADEMIC AND SCIENTIFIC DIRECTOR
OF THE OBSERVATORY ON TÜRKIYE,
CESPI (CENTRE STUDIES OF
INTERNATIONAL POLITICS)



CHARLES VELEY

FOUNDER, MTP
(MOST TRAVELED PEOPLE) CLUB

2nd panel discussion

POLICY AND INITIATIVES TO BUILD MORE RESILIENT SOCIETY TO DISINFORMATION

The ability to critically evaluate, use, and create information is a key skill that enables people to make right choices regarding news in the information environment. It also encourages their non-interference and responsible participation in various social processes, thereby shaping society's approach to combating disinformation and ensuring the circulation of reliable information. In modern times, many issues, such as transparency, verification and trust, open sources of information in the media, are of particular importance to prevent disinformation and to apply proactive strategies in this regard. The implementation of proactive policies and initiatives in relation to the information environment and mechanisms to inform the society, both locally and globally, directly leads to the formation of a disinformation-resistant society and information security. A significant part of such initiatives on preventing the spread of disinformation in the digital age is related to the educational role and ethical obligations of the media.

In the second panel session, experts will exchange views on strategies and initiatives to build a more resilient society and online media ecosystem on a global scale against disinformation, the dependence of the spread of disinformation on various types of media platforms, as well as on the issue about how the media can play a more active role in countering disinformation.

2nd panel discussion

POLICY AND INITIATIVES TO BUILD MORE RESILIENT SOCIETY TO DISINFORMATION



MODERATOR:

EZZEDDINE ABDELMOULA

PHD; MANAGER OF RESEARCH, AL JAZEERA
CENTRE FOR STUDIES

SPEAKERS:



MOHAMED ER-RAJI

PHD; HEAD OF MEDIA STUDIES,
AL JAZEERA CENTRE FOR STUDIES



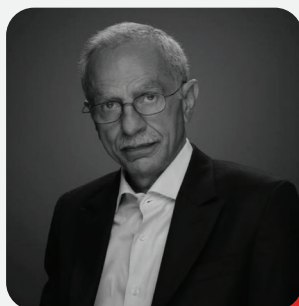
AMR ELKAZAZ

HEAD OF DIGITAL NEWS GATHERING &
VERIFICATION, AL JAZEERA'S "SANAD" AGENCY



THEMBISA FAKUDE

CHIEF EXECUTIVE OFFICER (CEO), MAIL
AND GUARDIAN NEWSPAPER (M&G)



SALAH NEGM

DIRECTOR, AL JAZEERA ENGLISH
NEWS CHANNEL

3rd panel discussion

AI'S IMPACT ON REALITY, MEDIA AND DISINFORMATION: PROMOTING MEDIA LITERACY

Constant changes in the processes of creating and transmitting information as well as a sharp increase in the number of information transmitters, resulting from the technological progress, make technology, disinformation and media literacy the main concepts of the modern media environment. Thus, the widespread use of technologies in the field of data creation and transmission makes the digital media environment particularly complex, significantly expands the scope of disinformation, and gives users the status of both producers and consumers of information. It is in this context that analysing the impact of technology on reality, media and disinformation as well as promoting the education of media-literate consumers can be considered one of today's priorities.

This panel session will discuss technologies that play a role in disseminating and combating disinformation, the impact of artificial intelligence on reality, media and disinformation, the significance of increasing the media literacy level of consumers as a counter-solution to the conditions created by artificial intelligence for the creation and spread of disinformation in the digital age, effective models of cooperation in this direction with the participation of representatives from the science, technology and media fields.

3rd panel discussion

AI'S IMPACT ON REALITY, MEDIA AND DISINFORMATION: PROMOTING MEDIA LITERACY



MODERATOR:

SAYNUR TEZEL

TV ANCHOR, HABER GLOBAL

SPEAKERS:



HAMZA AZHAR SALAM

EDITOR, THE PAKISTAN DAILY



GI WOONG JUNG

PHD; VICE HEAD, HK PROFESSOR, HK+ NATIONAL STRATEGIES
RESEARCH PROJECT AGENCY, CENTER FOR INTERNATIONAL
AREAS STUDIES, HANKUK UNIVERSITY OF FOREIGN STUDIES



PAOLO LIEBL VON SCHIRACH

PRESIDENT, GLOBAL POLICY INSTITUTE (GPI);
PROFESSOR, POLITICAL SCIENCE AND INTERNATIONAL
RELATIONS, BAY ATLANTIC UNIVERSITY (BAU),
WASHINGTON D.C.



LESLIE RICHER

DIRECTOR OF INFORMATION & COMMUNICATION,
INFORMATION AND COMMUNICATION DIRECTORATE,
AFRICAN UNION COMMISSION

4th panel discussion

CLIMATE ACTION AND MEDIA

Media plays a special role in preventing climate change in the world, creating environmental stability and balance, promoting sustainable development and achieving significant results in this direction. For this reason, the proper use of the media and communication tools in existing processes, the transmission of effective messages to target audiences and the formation of mass consciousness and a sense of responsibility are necessary for the adoption of collective preventive measures against climate change or the enhancement of such measures.

The fourth panel session will discuss the role of the media in the climate action, the development of effective mechanisms to inform the public for the sake of a green world, the importance of the media in shaping the public agenda for the prevention of climate change and elimination of its consequences.

4th panel discussion

CLIMATE ACTION AND MEDIA



MODERATOR:

ANSIS BOGUSTOVS

HOST/PRODUCER, RIGA TV24 AND RADIO LATVIA

SPEAKERS:



FRANCIS MARTIN KANE

EDITOR AT LARGE, ARABIAN GULF BUSINESS INSIGHT



HOLGER FRIEDRICH

MANAGING DIRECTOR, BERLINER ZEITUNG



NIGAR ARPADARAI

UN CLIMATE CHANGE HIGH-LEVEL CHAMPION FOR COP29



JOHN ROBERTS

ENERGY SECURITY SPECIALIST, METHINKS, SCOTLAND, UK

PRESENTATION ON “SOLIDARITY FOR THE GREEN WORLD – COP29”

Within the framework of the fourth panel session, participants will be informed about the events and preparatory work carried out in connection with the 29th session of the Conference of the Parties to the United Nations Framework Convention on Climate Change (COP29) to be held in Azerbaijan, the country-level response to the effects of climate change, as well as the sustainable approach demonstrated in the process of restoration and reconstruction of the liberated territories.



ELNUR SOLTANOV

DEPUTY MINISTER OF ENERGY OF THE REPUBLIC
OF AZERBAIJAN, CHIEF EXECUTIVE OFFICER OF
COP29 AZERBAIJAN