3RD SHUSHA GLOBAL MEDIA FORUM

**3rd Shusha Global Media Forum themed
"Digital Pathways: Strengthening Information and Media
Resilience in the Age of AI"**

Shusha, Azerbaijan

CONCEPT NOTE

GENERAL DESCRIPTION:

In a globalizing world, the profound transformation of the media landscape, the increasing influence of open data sources on the information flow, the differing consumer behaviors towards various media platforms, and the formation of algorithm-based tools for influencing public opinion make it essential to promote responsible citizenship, uphold ethical standards in the consumption and production of media products, and apply effective approaches in the fight against disinformation. Against this backdrop, it is crucial to keep the concept of "media literacy" under special focus and fully utilize its power in today's information environment.

The 3rd Shusha Global Media Forum will serve as a platform for discussion and joint action for officials, media and civil society, state and business representatives, defenders of media freedom, representatives of international organizations, and media experts from different countries. The Forum will focus on studying innovative approaches to delivering accurate, transparent, and reliable information to the public, raising society's vigilance against disinformation, which is considered a global threat today, highlighting the responsibility of all parties involved in the information circulation process, exploring methods of seeking and protecting the truth, ensuring information security, investigating the role and power of media literacy in these processes, and addressing issues related to social media and public trust.

The Forum invites all participants to explore the role of media literacy in ensuring information security and strengthening public trust, as well as innovative approaches to this concept, and supports the establishment and reinforcement of collaborative efforts in discussing strategies to build a more informed and responsible society.

PANEL DISCUSSION TOPICS OF THE FORUM:

The following panel discussions will be organized at the Forum with the aim of analyzing global trends and finding answers to pressing questions:

Panel 1

Innovative Approaches: Media Literacy in the Digital Age

Panel 2

Media Literacy as the Guarantee of Information Security

Panel 3

How Social Media Evolution Affects Public Trust: Embracing Media Literacy

HOSTS OF THE FORUM

JANE WITHERSPOON
Euronews

GUY SHONE
AnewZ

Panel 1

INNOVATIVE APPROACHES: MEDIA LITERACY IN THE DIGITAL AGE

Today, technological progress enables the automation of information creation and transmission processes, as well as the verification of information and its sources through the use of artificial intelligence and other technologies. At the same time, this progress offers users diverse opportunities to enhance communication processes.

The development of individuals' critical thinking skills towards information, i.e. increasing media literacy and strengthening the ability to use modern technologies correctly, is considered a key factor in shaping a healthy and reliable information environment on a global scale. These skills are crucial for people to distinguish between correct and incorrect information, to prevent manipulation as well as disinformation, and to demonstrate ethical and responsible behavior on social networks and other digital platforms.

As a solution to the realities created by artificial intelligence in the generation and spread of disinformation, one of the main concepts of modern media, enhancing consumers' media literacy level and applying innovative approaches in this direction are key steps in establishing mutual trust and confidence within the complex media ecosystem.

SPEAKERS:

FERNANDO SOARES
Chief of Staff to the Chairman
of Euronews; CEO, Euronews Baku

ALEXANDRU GIBOI
Secretary General, The European Alliance
of News Agencies (EANA)

MODERATOR:
ANDREA SANKE
Host of The Newsmakers,
TRT World

AINA ZADABEK
Chairperson of the Management
Board of "Qazcontent" JSC

OUBAI SHAHBANDAR
Correspondent, AnewZ

Panel 2

MEDIA LITERACY AS THE GUARANTEE OF INFORMATION SECURITY

The modern and dynamic information space, while creating various opportunities for information producers and consumers, also brings with it significant challenges in ensuring information security on both local and global scales.

The impact of mass information, which is spread across different platforms and channels, on a wide audience, together with the public opinion it shapes, has made ensuring information security a key priority for every state, media entity, and other relevant parties. This influence not only shapes individual mindsets and social relations but also significantly impacts political, economic, and cultural dynamics. As a result, the accuracy, transparency, and ethical conformity of information, as well as the management of its public impact, have become of strategic importance to states and media entities in the modern information environment, necessitating the application of effective collaboration, regulation, and educational approaches.

SPEAKERS:

JAFFAR HASNAIN
Presenter & Correspondent,
TRT World

ZIPHORA MAUBANE
Head of Communication and Advocacy, Office of the CEO of African Union Development Agency

WANG DELU
First Deputy Editor-in-Chief, Eurasian Bureau, China Media Group

SHAFAG MEHRALIYEVA
Faculty, Communication and Digital Media Program, ADA University

MODERATOR:
NADIRA TUDOR
International News
Anchor & Journalist

HOW SOCIAL MEDIA EVOLUTION AFFECTS PUBLIC TRUST: EMBRACING MEDIA LITERACY

Social networks, which possess advantages in terms of accessibility and interactivity and are distinguished by a large user base and the ability to share information in real time, have become a primary resource for information exchange and discussion.

Digital platforms with millions of active users and a significant role in the circulation of information direct public discourse, thereby contributing to the emergence of new behavioral models and significantly impacting the formation of trust and confidence in the media.

The sharp increase in the volume of information, users' occasional involvement in the dissemination of misleading or deceptive content, algorithm-based content filtering, and selective content recommendations make it necessary to enhance cooperation among the state, society, media, and digital platforms and to establish systematic relationships.

Given the role of social media in shaping political and social narratives, discussions on preserving public trust and confidence in the media, promoting responsible behavior in the digital environment, establishing ethical standards, analyzing the impact of artificial intelligence on content flow, and enhancing social media literacy are of exceptional importance.

SPEAKERS:

DR. KAREN SUTHERLAND
SFHEA, Senior Lecturer - Public Relations,
Social Media Educator & Researcher, School of
Business and Creative Industries, UniSC

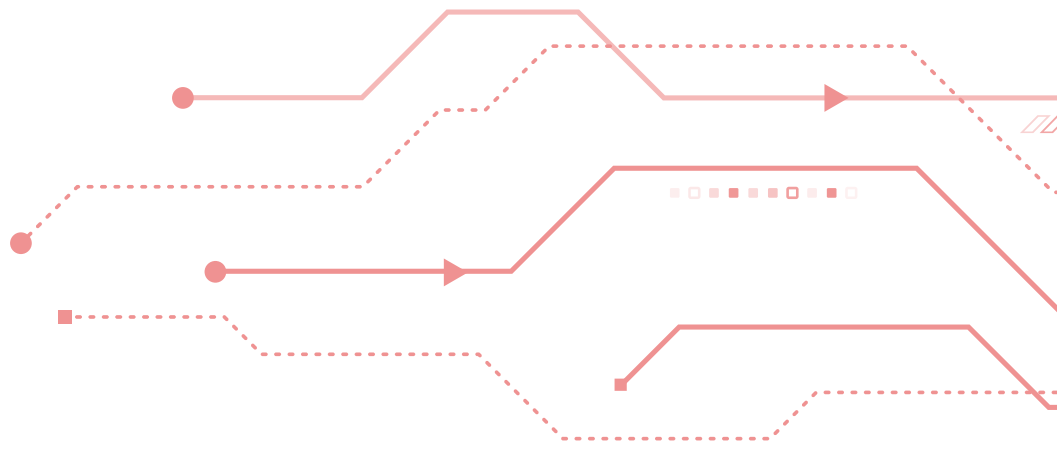**DENNIS YU**
Google and Youtube expert;
CEO, BlitzMetrics

MODERATOR:
MARIAM ZAIDI
News Anchor, TRT World

SEAMUS CLANCY
Head of Public Sector,
Healthcare & NFP Sales at LinkedIn
EMEA & LATAM

SERGUEI SOKOLOV
Director, Head of Public Policy and Government
Affairs, Russia, Eastern Europe, Central Asia and
Mongolia, TikTok / ByteDance

ONE-ON-ONE DISCUSSION

one-on-one

JOURNALISM IN THE AI ERA: PRESERVING TRUTH AMID AUTOMATION

MODERATOR:

KATIE WILSON

TV News Anchor and
Presenter, AnewZ

SPEAKER:

CLAUS STRUNZ

CEO, Euronews