



UNVEILING TOMORROW'S MEDIA

Challenges and Tools
in Communication

9th Thessaloniki International
Media Summer Academy

AGENDA

JULY 4-13, 2025
THESSALONIKI, GREECE

joursummerschool.org

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CHALLENGES AND TOOLS IN COMMUNICATION

JULY 4-13, 2025

Friday, July 4, 2025 | Day 1: Journalism and Ethics

09:00 - 09:15: Opening of The Summer School

- **Nikos Papaioannou**, Deputy Minister of Education, Religious Affairs and Sports, Hellenic Government
- **Dr. Dimitrios Galamatis**, General Secretary of Information and Communication, Hellenic Government
- **Stelios Angeloudis**, Mayor of Thessaloniki, Greece
- **Kyriakos Anastasiadis**, Rector of the Aristotle University of Thessaloniki
- **Dr. Chr. Frangonikolopoulos**, Dean, Professor, School of Journalism and Mass Communications, Aristotle University of Thessaloniki
- **Alexandros Baltzis**, President, School of Journalism and Mass Communications, Aristotle University of Thessaloniki
- **Sotirios Triantafyllou**, President, Panhellenic Federation of Journalist's Unions (POESY)
- **Ioannis Voitsidis**, President, Journalistic Union of Macedonia and Thrace
- **Dr. Nikos Panagiotou**, Professor, School of Journalism and Mass Communications, Aristotle University of Thessaloniki

09:15-09:30: Introduction to THISAM

- **Sherri Hope Culver**, Professor of Instruction, Klein College of Media and Communication, Department of Media Studies and Production, Temple University
- **Aphrodite Salas**, Associate Professor, Department of Journalism at Concordia University

09:30 - 11:00: Media Literacy and Mediality: Morality and Accountability

Remzie Shahini-Hoxhaj, Professor of Communication, Department of Journalism, University of Prishtina

11:00 - 11:30: Coffee Break

11:30 - 13:00: AI and the New Landscape of Media Production

Shin D Kim, Professor and Director, Academy of Film, Hong Kong Baptist University

13:00 - 13:40: Lunch Break

13:50 - 15:00: MELISE: Lifelong Media Literacy for Active Ageing in a Digital Europe

- **Isabel Nery**, Award-winning journalist and researcher, ALPMJ
- **Matteo Scannavini**, Data literacy trainer and freelance journalist, Dataninja
- **Paula Estalayo Bielsa**, Ph.D. in Arts and Education, University of Barcelona and Project Manager, Editorial Octaedro

15:00 - 16:20: Workshop Developing your THISAM project - International Teams Creation

Saturday, July 5, 2025 | Day 2: Approaching AI

09:00 - 10:00: AI Powered News Product Pitch Contest

Ludovic Bletcher, IDation Founder and Partner at WhiteBeard

10:00 - 10:15: Coffee Break



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Saturday, July 5, 2025 | Day 2: Approaching AI

10:15 - 11:15: AI & Journalism: Dangers, Concerns, and Opportunities

Dr. Andreas Panagopoulos, Journalist, Greece

11:15 - 12:15: Should You or Shouldn't You? Test Your Media Ethics

Sherri Hope Culver, Professor of Instruction, Klein College of Media and Communication, Department of Media Studies and Production, Temple University

12:15 - 13:00: Lunch Break

13:05 - 14:30: Beyond the Algorithm: AI, Ethics, and Your Moral Compass

A practical workshop on tools, techniques, and crafting your personal ethics code for an AI-powered newsroom.

"Dr. Bill" Silcock, Emeritus Assistant Dean, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

14:30 - 15:30: The Architecture of Hope: Building Better Stories through Constructive Journalism

Aphrodite Salas, Tena Perisin

14:30 - 15:30: THISAM PROJECT

Troubleshoot story ideas and approaches with various professors

Sunday July 6, 2025 | Day 3: Mobile Journalism/Constructive Approach

09:30 - 11:00: Creative Content Development in Mobile Journalism Constructive Approach

Tena Perisin, Professor at the Journalism and Media Production Department, Zagreb University & **Dejan Oblak**, Teaching assistant, Media and Production Department Journalism Studies Faculty of Political Science University of Zagreb

11:00 - 11:15: Coffee Break

11:15 - 12:00: Audience and Community Engagement in Mobile Journalism Constructive Approach

Tena Perisin, Professor at the Journalism and Media Production Department, Zagreb University & **Aphrodite Salas**, Associate Professor, Department of Journalism at Concordia University

12:00 - 13:00: Lunch Break

13:00 - 14:30: Ethics Lab for Artificial Intelligence – Creating Sustainable Futures 1

Alexandre Le Voci Sayad, Journalist, Professor, Writer, Ph.D. Candidate in AI and Ethics, UAB, Media Literacy Consultant, UNESCO

14:30 - 15:30: The Use of Arts-Based Research in Communication and Media Studies

Nico Carpentier, Professor, Charles University

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Monday, July 7, 2025 | Day 4: Innovating Through Podcasting

09:30 - 11:00: Ethics Lab for Artificial Intelligence – Creating Sustainable Futures 2

Alexandre Le Voci Sayad, Journalist, Professor, Writer, Ph.D. Candidate in AI and Ethics, UAB, Media Literacy Consultant, UNESCO

10:30 - 10:50: Coffee Break

10:50 - 12:20: Beyond the Mic: Creative Techniques in Podcast Production

Matevž Pucer, Teaching assistant and researcher, University of Maribor

12:20 - 13:10: Lunch Break

13:15 - 14:30: Interviewing Techniques for Podcasts and Vlogs

Peter Cacks, Teaching Assistant, and Researcher at Media and Communication, University of Maribor

14:30 - 16:00: Workshop - Mojo, Podcasting, AI elements "Crafting Compelling Stories: Techniques for Engaging and Empowering Audience"

Tena Perisin & "Dr. Bill" Silcock

Tuesday July 8, 2025 | Day 5: Beach Day

Wednesday July 9, 2025 | Day 6: Global Threats and Disruptions in Media and Journalism

09:30 - 11:00: Spectrum of Tech Regulation: What Works, What Doesn't, and Future Directions

Devika Shanker-Grandpierre, Managing Partner and Founder, Shanker-Grandpierre Consulting, United Kingdom

11:00 - 11:15: Coffee Break

11:20 - 12:30: How the European Parliament Fights Disinformation and Information Manipulation

Stavros Aristeidis Samouilidis, Press Officer, Directorate-General for Communication European Parliament Liaison Office in Greece

12:30 - 13:15: Lunch Break

13:15 - 14:30: The Discourse of AI vs Emotional Intelligence

Dejan Pralica, Professor, Department of Media Studies, Faculty of Philosophy, University of Novi Sad

14:30 - 16:00: Workshop - From Idea to Impact: Think Like a Designer, Act Like a PM

Paraskevi Dekoulou, Assistant Professor in Media Management, Aristotle University Thessaloniki, Greece & **Stella Tsiarvoulou**, Creative Cultural Expert, Greece

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Thursday, July 10, 2025 | Day 7: Storytelling in Crisis: Impactful Narratives for Change

09:30 - 11:00: Visual Representation & Narrative of War, Conflicts & Humanitarian Crisis

Dimitris Bouras, Freelance Photographer, Anthropologist

11:00 - 11:15: Coffee Break

11:15 - 12:45: Visual Representation & Narrative of War, Conflicts & Humanitarian Crisis

Dimitris Bouras, Freelance Photographer, Anthropologist

12:45 - 13:45: Lunch Break

13:45 - 14:50: Grassroots Journalism: Rise and Usage of Oral History Projects for Journalists

Holger Briel, Professor of Media Studies, Beijing Normal University-Hong Kong Baptist University-UIC

14:50 - 16:00: Presentation of pitch ideas

Ludovic Bletcher, IDation Founder and Partner at WhiteBeard

Friday July 11, 2025 | Day 8: Leadership and Innovation

09:00 - 10:30: Tech Talk: Elevating Your Podcasting Production Skills

Peter Cacks, Teaching Assistant, and Researcher at Media and Communication, University of Maribor & **Dr. Tanja Oblak Crnic**, Professor, Faculty of Social Science, University of Ljubljana, Slovenia

10:30 - 10:45: Coffee Break

10:45 - 12:00: Leadership in Journalism: Navigating Management in a Globalized World

Christoph Schmidt, Professor Dr, Director Education and Training DW Akademie

12:00 - 12:50: Lunch Break



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Friday July 11, 2025 | Day 8: Leadership and Innovation

12:50 - 14:00: Attacking Our Pleasures - How Propaganda Uses Pop Culture to Spread Hate and Discrimination. Current Options of Resistance

Wolfram Gernot, Professor, Macromedia University, Germany

14:00 - 15:30: Workshop - Do You Speak Gen Z?

Diana Filimon, Co-founder, Gen Zette, President, Forum Apulum, Romania

Saturday July 12, 2025 | Day 9: Journalism Ethics

09:30 - 11:00 The Global Me: Career Networking, Entrepreneurship, Leadership Skills, and My Future in the Era of AI

“Dr. Bill” Silcock, Emeritus Assistant Dean, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

11:00 - 11:15: Coffee Break

11:15 - 12:30: Workshop - Preparations For The Final Presentations

12:30 - 13:30: Lunch break

13:30 - 15:30: Workshop: Democracy and Advocacy Through Media: Active Youth in the Digital World

Martha Papadopoulou, Charalambos Xatzimalis

Sunday July 13, 2025 | Day 10: Final Day

10:00 - 12:00: Final Project Presentations by Participants

12:00 - 13:00: Graduation Ceremony and Closing Remarks