

## **Mass-Media Culture and Education for European Citizenship**

**November 3, 2007, Cluj-Napoca**

9.30-10.00 Arrival of participants

**10.00 – 10.15 Opening of discussions.** *Public discourse on European themes in Romanian media,*  
Mr. Mircea Toma, Media Monitoring Agency.

**10.15 – 11.45 Session I.** *Public Communicators on European issues. Adapting initial and continuous training at university level.*

10.15 – 10.30 Mr. Christophoros Christophorou. Cyprus experience.

10.30 – 10.45 Mr. Jean Perlein. France's experience (EMECE program, IUFM activities etc.)

10.45 – 11.00 Mrs. Evelyne Bevort (France).

11.00 – 11.15 Mr. Levente Salat, Babes-Bolyai University, Department of Political Science.

11.15 – 11.45 Q&A. Mrs. Nicoleta Fotiade, Moderator.

11.45-12.00 Coffee break

**12.00 – 13.30 Session II.** *Public Communicators on European issues. Adapting initial and continuous training at university level.*

12.00 – 12.15 Mr. Florin Moisa, Faculty of Political, Administrative and Communication Sciences, Department of Journalism.

12.15 – 12.30 Mrs. Ide Pottinger. Formal training in Communication, Journalism and Media Pedagogy in Germany.

12.30 – 12.45 Mr. Yves Beernaert. Present challenges in the European Union educational system.

12.45 – 13.00 Mrs. Eleonora Salvadori. Italy's experience.

13.00 – 13.30 Q&A. Conclusions. Mr. Mircea Toma, Moderator.

13.15 – 15.00 Lunch break

**15.00 – 16.00 Workshop 1:** *Institutional solutions to improve university programs and continuous training of communicators on European issues.*

16.00 – 16.15 Coffee break

**16.15 – 17.30 Workshop 2:** *Institutional solutions to improve university programs and continuous training of communicators on European issues.*

Conclusions; Drafting recommendations.

Moderators: Mr. Mircea Toma and Mr. Catalin Baba.