

**Baltic International Summer School 2018**  
**Media Literacy and Democracy: Baltic Perspective**  
June 19 – 30, 2018, Valmiera, Latvia, <http://biss.va.lv>  
Intensive program at Vidzeme University of Applied Sciences in partnership with  
University of Minnesota - Morris

Our values, attitudes, and behavior are constantly tested by disinformation, fake news, attempts of spinning and twisting the reality and defining normality. They are often difficult to grasp and their relationship to various political, economic, or personal agendas initially may seem unclear. The aim of this intensive program is to make students more perceptive media users and content producers, able to take an analytical and critical approach towards their media use. During this course, students will improve their civic online reasoning skills and become better equipped to critically analyze media messages, understand how propaganda and disinformation are built and spread among various media audiences, and create their own stories about how to strengthen people's resistance towards disinformation campaigns and hostile information operations. The course also focuses on issues of cultural diversity and media representation of marginalized groups.

The course credits: 3 ECTS (4 US credits or 6 ECTS for US students).

The requirements: attendance of all lectures and seminars, and participation in the group project (four individual and collaborative blog postings, production and presentation of a short video).

Grading: pass/fail.

### Pre-program

#### Saturday, June 16

22:00 Shuttle bus RIX-Valmiera driver will wait UMM participants with the sign BISS2018 at RIX arrival section

#### Sunday, June 17: Experiencing traditional handicrafts (for early arrivals)

8:00 Breakfast

13:00 Lunch

14:00 Leaving for Vaidava ViA Main building, 4 Cēsu Street, Parking lot

#### Monday, June 18: Teambuilding

8:00 Breakfast

13:00 Lunch

15:00 Teaching staff meeting ViA Main building, 4 Cēsu Street, Staff Lounge, 1<sup>st</sup> floor

-16:00 Last int. students arrive

18:00 Teambuilding Auditorium, Student Dorms, 25A Ausekļa Street, 1<sup>st</sup> floor

20:00 International Snack Party

## Program

### **Tuesday, June 19: Opening ceremony at Concert Hall “Valmiera”, 10 Leona Paegles Street**

8:00 Breakfast at “Bastions”

10:00 Representatives from US Embassy in Latvia meet with instructors and students from US

Welcome notes by BISS 2018 organizers, partners and friends:

- 11:00
- a. Dr.hist. Gatis Krūmiņš, Rector of Vidzeme University of Applied Sciences
  - b. Jānis Baiks, Council Chairman of Valmiera City Municipality
  - c. Paul Poletes, Deputy Chief of Mission, United States Embassy in Latvia
  - d. Dr. Neville Bolt, Director of King’s Centre for Strategic Communications at King’s College London

Keynote speeches:

- 12:00
- a. “EU's strategic communications vis-à-vis it’s Eastern Neighbourhood”, Jānis Rungulis & Anneli Kimber, EU's East Stratcom Task Force
  - b. "Media literacy as a key component for fame and fortune? Analysis of Estonian micro-celebrity practices”, PhD Andra Siibak, Professor of Media Studies, University of Tartu

13:30 Lunch

15:00 Valmiera orientation game with active tourism centre “Eži”

### **Wednesday, June 20: Strategic Communication**

8:00 Breakfast

9:00 Workshop “Strategic communication in practice”, Jānis Rungulis & Anneli Kimber, EU's East Stratcom Task Force

13:00 Lunch

14:30 Workshop “Strategic communication in practice” continued

16:00 Workshop “How manipulative audio-visual content is built”, Dr. sc. comm Solvita Denisa-Liepniece, Assistant professor at Faculty of Society and Science, Vidzeme University of Applied Sciences

### **Thursday, June 21: Populism, propaganda, and disinformation**

8:00 Breakfast

9:00 Workshop “Populism and media”, Associate professor, Dr. Renata Matkeviciene, Head of Corporate Communication Research Department, Faculty of Communication, University of Vilnius

13:00 Lunch

14:30 Workshop “Disinformation paradoxes and media. Critical thinking for journalists.”, Dr. sc. soc. Anda Rožukalne, Associate professor and Head of the Department of Communication Studies at Riga Stradiņš University

19:00 Leaving for Turaida for celebrating Summer Solstice

### **Friday, June 22: Critical thinking and information quality**

- 11:00 Brunch
- 13:00 Lecture “The blurred line between journalism and PR”, PhD Barbara Ruth Burke, Associate professor at Communication, Media and Rhetoric Department, University of Minnesota-Morris
- 15:00 ViA Graduation Ceremony at Valmiera Culture Center, 10 Rīgas street (optional)
- 18:00 Workshop “Fact-checking: the process and tools”, Lote Lārmāne, Multimedia editor at the Baltic Center for Investigative Journalism Re:Baltica & Elga Sīle, Freelance multimedia journalist

### **Saturday, June 23: Mastering audio-visual equipment, script and production**

- 8:00 Breakfast
- 9:00 Workshop at multimedia laboratory (C008), PhD Barbara Ruth Burke, Associate professor at Communication, Media and Rhetoric Department, University of Minnesota-Morris, Lote Lārmāne, Multimedia editor at the Baltic Center for Investigative Journalism Re:Baltica, and Elga Sīle, Freelance multimedia journalist
- 13:00 Lunch
- 14:30 Workshop “Conceptualizing the project: script writing and video production planning”, Fulbright Specialist Helen de Michiel, producer, director and writer at Thirty Leaves Production

### **Sunday, June 24: Free time**

Out-door activities upon individual choice

### **Monday, June 25: Media, integration and participation**

- 8:00 Breakfast
- 9:00 Lecture “Social media as a space for propaganda”, Dr.sc.comm. Jānis Buholcs, Assistant professor at Faculty of Society and Science, Vidzeme University of Applied Sciences
- 11:00 Lecture “Access, interaction and participation - understanding the role of digital in developing democracy”, PhD Pille Pruulmann-Vengerfeldt, Professor at Faculty of Culture and Society, Malmö University
- 13:00 Lunch
- 14:30 Workshop “Open space new media documentary”, Fulbright Specialist Helen de Michiel, producer, director and writer at Thirty Leaves Production
- Social program

**Tuesday, June 26: Study visit to Ministry of Foreign Affairs (MFA) of the Republic of Latvia at Riga**

7:30	Departure from Valmiera	
9:30	Arrival at Ministry of Foreign Affairs	3 K.Valdemāra street, Riga
	Coffee and snacks	
10:00	Introduction, Juris Bone, Ambassador-at- Large for Regional Cooperation, MFA	
10:05	Address, Andrejs Pildegovičs, Secretary of State, MFA	
10:40	Presentation, Viktors Makarovs, Head of Communications Project Group, MFA	
11:30	Coffee brake	
11:45	Presentation “StratCom Challenges: Changing Information Environment and Weaponization of Social Media”, Nora Biteniece, NATO Strategic Communication Center of Excellence	
12:30	Presentation, Gunta Sloga, Baltic Media Center	
13:15	Departure from MFA	
13:30	Lunch at LIDO Leisure Centre	76 Krasta street, Riga
15:00	Departure for Saulkrasti beach	

**Wednesday, June 27- Friday, June 29: Scenarios, video shooting, and editing**

Multimedia group works and tutoring sessions  
Social program

**Friday, June 29: Celebration of the achievements**

8:00	Breakfast	
9:00	Practicing for the final presentation	
13:00	Lunch	
20:00	BISS 2018 proudly presents “10 short stories on media literacy”. Diploma awarding ceremony.	Conversation festival “Lampa”, Castle Park, Cēsis

**Saturday, June 30: Closing ceremony**

11:00	Brunch	
13:00	Reflection and evaluation workshop	
After 14:00	Departure to Riga	

Breakfast and brunch is always 45 min and lunch – 1h 15min long. Both take place at cafe “Bastions”, 24 Bastiona Street. Lectures are always 1h 30 min long. Workshops are 2 x 1h 30 min long, if not indicated otherwise. Lectures and workshops take place at ViA Main building, Cēsu Street, Auditorium C301, 3<sup>rd</sup> floor or Multimedia Lab, Auditorium C008, ground floor. Organized transportation for attending the listed social events will usually leave from the parking lot in front of the ViA Main building with the stop at student dorms.

Contact information for further inquiry about the program content:

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**BISS**  
BALTIC INTERNATIONAL  
SUMMER SCHOOL



**VIDZEME UNIVERSITY**  
OF APPLIED SCIENCES

UNIVERSITY OF MINNESOTA  
**MORRIS**



U.S. Embassy Riga

