



**Public Service Broadcasting.
A German-Ukrainian Exchange of Opinions**
October 20th 2010,
Alter Senatssaal, University of Cologne
Albertus-Magnus-Platz, 50923 Cologne, Germany

9.00 - 9.15 Welcome Remarks

Part 1: The General Situation of the Media in Ukraine

9.15 - 9.40 Mass Communications of Independent Ukraine in the Context of Development of Normative Theories and as an Evidence of Modernization Theory.
Prof. Dr. Sergiy Kvit, Kyiv-Mohyla Academy, President

9.40 - 10.05 The System of Media Ownership in Ukraine: Who Owns What?
Dr. Diana Dutsyk, "Glavred magazine", Editor-in-chief

10.05 - 10.35 Discussion

10.35 - 10.50 Coffee Break

Part 2: Introduction of Public Service Broadcasting in Ukraine

10.50 - 11.15 Public Broadcasting in Ukraine: New Government Approach.
Ruslan Deynychenko, Kyiv-Mohyla School of Journalism, Director

11.15 - 11.40 Public Service Broadcasting: Will It Become an Answer to Freedom of Speech Challenges in Ukraine?
Dr. Alexander Belyakov, APD Ukraine

11.40 - 12.10 Discussion

12.10 - 13.10 Lunch

13.10 - 13.35 Legal Component of Public Broadcast.
Nataliya Petrova, Kyiv-Mohyla School of Journalism, Senior Lecturer, Media Law Expert

13.35 - 14.00 Comparative Analysis of Approaches to Public Service Broadcasting Implementation in Ukraine: Historical Perspective.
Oleksandr Voitko, Kyiv-Mohyla School of Journalism, PhD Student

14.00 - 14.30 Discussion

14.30 - 14.45 Coffee Break

Part 3: Challenges of the Ukrainian Media Landscape

14.45 - 15.05 From State Censorship to Pressure of Money: New Challenges for Media Transparency in Ukraine.
Anastasiia Grynko, Kyiv-Mohyla School of Journalism, Senior Lecturer, PhD Student

15.05 - 15.25 Standards of Media Coverage of Elections in Ukraine.
Dariya Orlova, Kyiv-Mohyla School of Journalism, PhD Student

15.25 - 15.45 Influence of the Russian Media on the Ukrainian Media Discourse.
Daria Taradai, Kyiv-Mohyla School of Journalism, PhD Student

15.45 - 16.15 Discussion

16.15 - 16.30 Coffee Break

16.30 - 17.15 Final Discussion.
Dr. Alexander Belyakov, Ruslan Deynychenko, Prof. Dr. Hans J. Kleinsteuber (University of Hamburg), Prof. Dr. Sergiy Kvit, Prof. Dr. Peter Schiwy (German University of Administration Sciences Speyer), Nataliya Petrova

Conference Language: English