



# Media and Foreign Policy in the Digital Age

22 - 24 June 2015 | Bonn, Germany

## Profile

The **Deutsche Welle Global Media Forum** is a congress with international reach. Based on attendance at the most recent conference, around 2,300 people from more than 130 nations are expected to participate in 2015, including hundreds of journalists from all around the world. According to German Foreign Minister Frank-Walter Steinmeier, the Global Media Forum has become a yearly “must-attend” event. The forum draws people from the fields of media, politics, culture, business, development cooperation, academia and civil society. They discuss and design approaches to meeting the challenges of global development in which the media play a central role.

**Deutsche Welle** is Germany’s international broadcaster. It portrays the nation as rooted in European culture and as a democratic state based on the rule of law. Its mission is to promote interaction and understanding between the world’s cultures and peoples. It does this by means of a full range of television, radio and online services in 30 languages.

## Media and Foreign Policy in the Digital Age

New information and communication technologies have now entered the realm of foreign policy, and they have a direct impact on international relations in the 21st century. The reframing of foreign policy affects diplomacy and many key segments related to it, such as business and trade, human rights, security, war and governance and all the various facets of development cooperation.

In the age of globalization and contemporary media, “top-down” communications have changed and become more lateral between people around the world. In global communications, a nation’s government is now just one of many stakeholders. The increasingly uncontrollable flow of information has altered the existing power and social structures of society, calling traditional concepts of diplomacy and foreign policy into question.

How do the new media landscape and active participation by members of civil society influence decision-makers’ scope of action? Is digital diplomacy a harbinger of global media democracy? Should international organizations rethink their diplomatic strategies? Experts from around the world will explore these and related questions at the 2015 Global Media Forum.

### Conference Office

Deutsche Welle Global Media Forum  
 Kurt-Schumacher-Str. 3, 53113 Bonn, Germany  
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### Conference Venue

World Conference Center Bonn (WCCB)  
 Platz der Vereinten Nationen 2, 53113 Bonn, Germany

### Registration fees

Registration starts on 16 March 2015

Registration	3 days	2 days	1 day
If received by April 30 *	€ 150	€ 100	€ 50
Participants **	€ 195	€ 150	€ 100
Students and trainees **	€ 65	€ 45	€ 25
NGOs **		€ 75	
Ticket for boat trip		€ 30	

\* Early-bird registration fees include one boat ticket

\*\* Plus € 30 for the boat trip

All fees are given in euros and include 19 percent value added tax  
 Registration fees are waived for members of the press



## Range of Workshops

### Foreign policy

- Modern terrorism and cyber terrorism – the role of the media
- Is e-democracy a myth? Democratic reform and the limits of civic participation
- Building crisis management capacities in civil society

### Media

- Investigative reporting and the protection of journalists
- Internet freedom: A foreign policy imperative in the digital age
- Speed of pictures vs. methods of foreign policy

### Business and economics

- Branding nations: Image and identity in international relations
- Assessing the European Union's sanctions policy: Are sanctions a useful foreign policy tool?
- The increasing influence of corporations in global governance settings

### Society, culture and values

- From digital divide to digital opportunity: Challenges of participatory culture
- Tweeting the revolution: Potential, challenges and solutions
- The role of arts and culture in foreign policy

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## Key Topics

### Media summit: If it bleeds, it leads – Foreign policy and international crisis reporting

Crises and conflicts are an integral part of international media coverage, with live reports from war and disaster zones broadcast around the clock. The media – and the frequently emotional messages they send – exert significant pressure on policy-makers. Only very rarely can political leaders respond to the steady flow of news with quick fixes, and even more rarely explain the political processes with the brevity demanded of them. In an ever-faster media world, journalists run the risk of neglecting in-depth analysis of current events and favoring a friend-versus-foe mindset.

Does the growing demand for information harbor a danger that news content becomes trivialized? What are the media's responsibilities in this context? Can a commitment to objectivity fend off interest-based intervention? To what extent can foreign policy action be publicly negotiated and influenced by public opinion?

Media and policy experts will discuss these and related questions at the media summit.

### Plenary session: Foreign Policy in 140 characters: How technology is redefining diplomacy

The digital revolution has had a massive impact on the practice of foreign policy, revealing challenges and opportunities for modern diplomacy. The Internet and social media are progressively becoming an essential part of the diplomatic craft.

Where foreign policy decisions were once the result of secret negotiations, new players have now entered the diplomatic stage. An increasingly uncontrollable flow of information and a directional shift in communications have changed social structures. The monopoly of power has moved from states to corporations, small organizations, individuals, and the media. Technological progress makes anyone a potential diplomat. As this brings with it the risk of a loss of control, authoritarian regimes in particular are struggling against their own populations to claim authority of interpretation. Disclosure of diplomatic secrets raises questions about new security requirements and traditional concepts of diplomacy and foreign policy.

Where is the line drawn between confidentiality and transparency? Do international organizations need to rethink their diplomatic strategies? How can new forms of media be integrated into conventional public diplomacy? Media and policy experts will discuss these and related questions at this plenary session. Around 40 workshops will focus on various aspects of the wide conference theme.

Time	Monday	Tuesday	Wednesday
8:30 a.m.	Registration	Registration	
9:30		Plenary session	Registration
10:30	Opening	Coffee break	Plenary session
11:30	Media summit	Workshops	Coffee break
12:30 p.m.			Workshops
1:30	Lunch break	Lunch break	
2:30	Workshops	Workshops	Closing ceremony
3:30	Coffee break	Coffee break	
4:30	Workshops	Workshops	
5:30	Boat trip	Get-together	
6:30			

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