How will public relations develop in the converging media world – and what will be the impact for journalism? ADVERTISING Citizen journalism, swarm intelligence and crowdsourcing – to what extent does the social Internet force journalists to rethink? MEDIA Keynote: Killing journalism?

Where is advertising heading – and what is the future for journalistic media as an advertising vehicle while media convergence progresses? FORCES Media consumers, cooperatives, tax-payers, foundations – which business models have future potential for journalism? DIGITAL JOURNALISTS Socialnetworks and search engines – how are they developing further and what are the consequences for journalism? The economics of media convergence - and what is the future for journalistic media as an advertising vehicle while media convergence progresses? RESEARCH DEVOTED WORLD

Panel Discussion, 17 July 2015, 16:00, JGU (RW 2)

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Information and registration (till 16 July 2015)
WWW.MEDIENKONVERGENZ.UNI-MAINZ.DE/MAINZMEDIAFORUM
Issues related to cybersurveillance and "big data" have assumed increasing importance in recent years with the Snowden revelations which show that the U.S. National Security Agency (NSA) is running a massive cybersurveillance operation. Increasingly, private corporations are collecting "big data" about citizens, and using that information to target potential consumers. The importance of the issue is underscored by the fact that the EU has been struggling with its digital agenda since 2011, with a strong focus on cybercrime, e-privacy, and data protection. On 8 April 2014, the EU Court of Justice (ECJ) delivered a milestone decision (Digital Rights Ireland), ruling that the EU-mandated mass surveillance "entails an interference with the fundamental rights of practically the entire European population". This case and the Google Spain case about the right to be forgotten demonstrate the urgent need of the European reform of data protection, which could be agreed in the first half of 2016. In that context and due to the fact that the internet is a global communication tool, a key issue will also be to bridge the different concepts of privacy prevailing in the U.S. and Europe.

Ladies and Gentlemen, Dear Students,

Issues related to cybersurveillance and «big data» have assumed increasing importance in recent years with the Snowden revelations which show that the U.S. National Security Agency (NSA) is running a massive cybersurveillance operation. Increasingly, private corporations are collecting «big data» about citizens, and using that information to target potential consumers. The importance of the issue is underscored by the fact that the EU has been struggling with its digital agenda since 2011, with a strong focus on cybercrime, e-privacy, and data protection. On 8 April 2014, the EU Court of Justice (ECJ) delivered a milestone decision (Digital Rights Ireland), ruling that the EU-mandated mass surveillance «entails an interference with the fundamental rights of practically the entire European population». This case and the Google Spain case about the right to be forgotten demonstrate the urgent need of the European reform of data protection, which could be agreed in the first half of 2016. In that context and due to the fact that the internet is a global communication tool, a key issue will also be to bridge the different concepts of privacy prevailing in the U.S. and Europe.

LOCATION: Johannes Gutenberg University Mainz, RW 2, Neues ReWi-Gebäude, Jakob-Welder-Weg 9, 55128 Mainz

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Prof. Russell L. Weaver
Louis D. Brandeis School of Law, Louisville

MODERATION
Prof. Dr. Tobias O. Keber
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