

International Politics in the Modern Information Age

March 12, 2004

Ukrainian journalist Mykola Veresen' delivering his presentation at the conference on Journalism as a Subject of Study



The conference "International Politics in the Modern Information Age" was held March 12, 2004 at the Institute of Journalism of the Kyiv Shevchenko National University.

This relatively short 4-hour conference had a substantial impact on its primary audience of journalism students. Its objective was to review international politics and the role of the media as seen by individuals with authority and experience in the field. The Fulbright-Ukraine conference addressed the following topics:

- What happens to foreign policy and foreign investments in a country when the international media pays little attention to them?
- What are the possibilities for maintaining an international media presence and coverage in countries where elections take place? When is the media reporting and informing, and when is it intruding in domestic affairs?
- Do different media outlets (including non-traditional information sources) rely on each other in covering both domestic and international affairs?

Opening remarks were made by former Minister of Foreign Affairs Anatoliy Zlenko whose keynote speech focused on the role of mass media in forming foreign policy and the media's influence on international diplomacy.

The conference continued with two panels in which speakers critically discussed many of the ideas. This format proved to be effective in engaging journalism stu-



Taras Shevchenko University in Kyiv

dents: they were given an opportunity to compare the ideas of an official representative with those of his intellectual and political opponents — high-profile members of Ukraine’s mass media.

The first panel included Mykola Veresen; a public personality well-known for his outspokenness, and Volodymyr Skachko, editor of Ukraine’s Russian-language weekly “Kievsky Telegraph.” Participants discussed the role of journalism in forming international opinion. Mr. Skachko was strongly opposed to the so-called speculation and profit-to-be-made on artificially improving Ukraine’s international image. The second panel theme was Political Modeling which covered non-traditional sources of information and concluded that even the Internet was becoming a traditional source of information. The panel was moderated by the historian and journalist Danylo Yanevsky, Director of the Institute for Political Modeling. Producer and program director of Hromadske Radio Roman Vybranovsky

and Ihor Soldatenko spoke to students about the importance of understanding the audience and delivering news which was relevant, timely and accurate.

The conference presented many divergent views showing students that a journalist’s responsibility is to present as many aspects as possible. Journalist Nataalka Feduschak, a current Fulbright scholar in Ukraine and lecturer at the Institute of Journalism who organized the conference called on students to focus on ethics in journalism. This appeal was supported by all of the guests. The conference presented opportunities for international educational exchanges to many students and junior faculty members who might never have considered a Fulbright grant.

The conference was an opportunity for the Fulbright Program to gain additional visibility with the general public and students. Students have already responded with inquiries, applications and written responses to this conference.



St. Volodymyr hill in Kyiv overlooking a frozen Dnipro