

**The College of International Management and Business
at the Budapest Business School University of Applied Sciences
and**

the Euromedia Research Group

cordially invite you
to a conference on

**Media in Third Wave Democracies
Southern and Central/Eastern and Europe in a Comparative Perspective**
at the Budapest Business School (1055 Budapest, Markó utca 29-31.)
on 15 April 2016 at 15–19 hrs

After the political transformations in 1989–1991, the countries of Central/Eastern Europe began to adopt, in an effort to join the European Union and under the impact of multinational investments, the political, economic and media institutions and cultures of established Western European democracies. Yet the former communist countries still have a long way to go: they evince poorer democratic and economic performance, as well as relatively low levels of media freedom compared with the rest of Europe.

In fact, Central and Eastern Europe as a region continues to differ in multiple ways from Western Europe as a region, key differences including, among other things, a lesser density of population, belated industrialisation and technological development, unconsolidated political systems and fragile economies in the ‘East’ as opposed to the ‘West.’ At a closer look, though, the countries of Central/Eastern Europe also share a number of similarities with some of the Western European countries, and particularly those in the southern part of Europe such as Portugal, Spain, and Greece. The countries of both Central/Eastern Europe and Southern Europe are listed among third wave democracies, albeit democratisation of politics and of the media began in the mid-1970s in Southern Europe and only in the late 1980s in Central/Eastern Europe. Importantly, the countries of Central/Eastern Europe had, unlike those of Southern Europe, planned economies prior to the political transformation. And, unlike Southern Europe, Central/Eastern Europe has evinced sudden and dramatic political changes and a legacy of foreign domination, as well as successive waves of political instability and permanently changing legislative frameworks.

Where are the third wave democracies of Southern and of Central/Eastern European countries to date, particularly as regards their media systems? And where are they heading for? How does the transfer of media institutions and cultures from more established democracies—including public service broadcasting and journalistic professionalisation—work in formerly non-democratic countries, if at all? Given the similarities between Central/Eastern Europe and Southern Europe, what lessons do the Southern European countries offer to students of the media in both younger and older democracies? What are the lessons of different levels of political and media democratisation in a comparative perspective? The purpose of the open conference is to look into the nature of ‘media transfers’ and to compare the media landscapes of Southern Europe and Central/Eastern Europe. Speakers will focus on the following issues and questions:

- How did the transfer of media institutions and cultures from first and second wave democracies work in third wave democracies, particularly as regards the concepts and practice of public service broadcasting and of the Anglo-American standards of journalism?
- What is the current status of media deregulation and commercialisation across Europe?
- What is the current status of state (or, in some cases, government) intervention in the media across Europe?
- What is the current status of media freedom in third wave democracies?
- What are the major media policy challenges in third wave democracies to date?

Conference programme:

Section 1 (moderator: Péter Bajomi-Lázár, Budapest Business School)

15⁰⁰ **Tamás Szemlér (Dean of the College of International Management and Business at the Budapest Business School):** Opening remarks

15¹⁰ **Miklós Sükösd (University of Copenhagen):** Media, (De-)Democratisation and Neo-Authoritarianism in Third Wave Democracies (Keynote)

15³⁰ **Hannu Nieminen (University of Helsinki):** Why European Democracy Needs Strong Public Service Media

15⁵⁰ **Judit Bayer (University of Miskolc):** European Union and Media Pluralism

16¹⁰ **Stylianos Papathanassopoulos (University of Athens):** Nothing is More Permanent than the Provisional: Media and Politics in Greece

16³⁰ questions and answers

16⁵⁰ coffee break

Section 2 (moderator: Péter Krasztev, Budapest Business School)

17¹⁰ **Laura Bergés (University of Lleida):** Media system in Spain: traces of the authoritarian past or signals of a Western neo-authoritarian future?

17³⁰ **Helena Sousa (University of Minho):** Media and Politics in Portugal: How Thick is the Third Democratic Wave?

17⁵⁰ **Miklos Haraszi (Central European University):** Hungary: full-blown illiberal media governance with a fiasco where it matters most: how foreign ownership prevented broadcast pluralism from disappearing

18¹⁰ **Aukse Balcytiene (Kaunas University):** Professionalism Reconsidered: Understanding, Appreciating and Preserving Journalism in Central/Eastern Europe

18³⁰ questions and answers

18⁵⁰ **Josef Trappel (University of Salzburg):** Closing remarks

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