

 <p>ASIA-EUROPE FOUNDATION</p>	<p>4th Asia-Europe Editors' Roundtable</p> <p>22/10– 23/10/2008 Beijing, China</p> <p><i>On the occasion of the 7th ASEM Summit</i></p>	
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Concept Paper

BACKGROUND

On the occasion of the 7th ASEM Summit in Beijing, China (24-25 October 2008), the **4th Asia-Europe Editors' Roundtable** will bring together up to 25 editors and eminent senior journalists of leading print or broadcast media for two days to exchange perspectives on current affairs that are of pertinence to both Asia and Europe.

The seminar's agenda focuses on salient and current issues of Asia-Europe relations, some of which may be discussed at the Summit itself. Day One would consist of a welcome reception. The programme proper commences on Day Two which is made up of two sessions. Each session would have a moderator, and would start off with several panelists presenting in-depth perspectives on the agenda. The panelists presentations would form the basis for the debate and discussion among the larger group in the session. As further fodder for the seminar, a luncheon talk with a high-profile speaker from the government or academia is envisaged.

The Editors' Roundtable Series aims to:

1. enrich the exchange of ideas and opinions among media organisations from Asia and Europe
2. create and strengthen links between Asian and European journalistic networks through closer personal interactions

ASEF had organised the first such Roundtable in Luxembourg in 1997. The 2nd Editors' Roundtable was held in Seoul in 2000, in collaboration with the Korea Press Foundation, as part of the ASEF programme of events for the 3rd ASEM Summit. The 3rd Asia-Europe Editors' Roundtable was held on the occasion of the 6th ASEM Summit in Helsinki, Finland.

CONCEPT FOR THE 4th EDITORS' ROUNDTABLE

Globalisation has had a profound effect on media. On one hand, the media, bolstered by the rise of communication and information technologies, is regarded as one of the major motors of globalisation. Conversely however, the media is itself also shaped by the forces of globalisation.

The **4th Asia-Europe Editors' Roundtable** is targeted at both of these aspects of "media globalisation". The discussion sessions aim to debate the impact on, and the role of Asian and European media organisations within the context of enhanced global interconnectedness.

Morning session – "Globalised Media: The Unification/Fragmentation Paradox"

Globalisation has led to a concentration of mass media ownership. The rise of global media conglomerates is seen to have generated the standardisation of news assembly and dissemination. At the same time, the media landscape was also shaped by a second development, namely the rapid growth of new media technologies. This has resulted in the growth of localised and specialised media organisations and agencies.

The morning session of the Editors Roundtable addresses these seemingly paradoxical media trends. Potential questions which could be raised are:

- How does the growth of global mass media conglomerates influence journalistic professionalism and news quality?
- How have journalism professionals in Asia and Europe responded to the conditions and challenges of media globalisation?
- How is traditional media affected by the rise of new media technologies?

Afternoon session – "The Media's Role in Promoting Environmental Awareness: A Global Role for the Media?"

The environment has become a major issue in the global agenda, with Asia and Europe being significant stakeholders. Correspondingly, there has been an increase in the media's coverage of environmental issues, especially on climate change. With the media playing an important role in setting the agenda for public debate and shaping opinion on the related social and political arenas, the afternoon session could deal with the following questions:

- How can the media address environmental issues in an accessible manner, given the complexities and conflicting views inherent in the topic? Is there a danger of over-simplification and sensationalism?
- Could the media play an important role in environmental education and promoting environmental awareness? To what extent does the media coverage in Asia and Europe carry different emphasis when reporting on

environmental issues such as climate change, the relation between economic progress and environment pollution and the like?

The afternoon session could also serve to explore possibilities for potential co-operation between Asian and European media organisations to enhance understanding of the diverse environmental issues among audiences in both regions.

EXPECTED DELIVERABLES

The final report of this meeting will be disseminated widely to ASEM Governments, ASEF partners and other interested parties. The final report will also be posted online on ASEF's website www.asef.org

TARGET PARTICIPANT GROUP

Participation is by invitation¹. The project will bring together up to 25 participants comprising professional news editors, senior columnists, and journalists working full-time for renowned print or broadcast media.

As no translation will be provided, participants are expected to possess good spoken English skills.

CONTACT INFORMATION

Up to date information of the project is available online:

http://www.asef.org/index.php?option=com_project&task=view&id=24

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¹ Please be in touch with the project contact point to indicate your interest in this project.

ABOUT THE ORGANISERS



The Asia-Europe Foundation (ASEF) advances mutual understanding and collaboration between the people of Asia and Europe through intellectual, cultural, and people-to-people exchanges. These exchanges include conferences, lecture tours, workshops, seminars and the use of web-based platforms, leading to the establishment of permanent bi-regional networks.

Established in February 1997 by the partners of the Asia-Europe Meeting (ASEM)², ASEF reports to a Board of Governors representing the ASEM partners. ASEF is the only permanent physical institution of the ASEM process. Since 1997, the Foundation has initiated more than 350 projects engaging 15,000 individuals from Asia and Europe. ASEF works in partnership with other public institutions and civil society actors to ensure its work is broad-based and balanced.

For further information, please visit www.asef.org



The All-China Journalists Association (ACJA), a nationwide journalists' organisation, was founded in 1937. With more than 700,000 members, it is the largest media organisation of its kind in China and acts as a bridge between the media and the Government. The association consists of four departments, namely 1) Domestic Department, 2) International Department, 3) the Department for Hongkong, Macao & Taiwan and 4) the General Office.

The Domestic Department promotes professional principles and guidelines among local media practitioners and advocates the legitimate rights of journalists in China. The International Department and the Department for Hongkong, Macao & Taiwan are responsible for journalists' exchanges and the communication between mainland China and the world. The General Office co-ordinates the logistics for the Association. ACJA's Board of Directors is elected every 5 years.

For further information, please visit www.zgjx.cn

² **ASEM** (the Asia-Europe Meeting) is an informal process of dialogue and cooperation. It brings together Austria, Belgium, Brunei, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, Pakistan, the Philippines, Poland, Portugal, Romania, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, United Kingdom, Vietnam, the ASEAN Secretariat and the European Commission.
<http://www.aseminfoboard.org>