

International Doctoral Summer School
The values of the commons in the digital society

20-22 September 2023,

School of Communication Sciences

Universidade de Santiago de Compostela

VALCOMM

MEDIOS AUDIOVISUALES PÚBLICOS
ANTE EL ECOSISTEMA DE LAS PLATAFORMAS:
MODELOS DE GESTIÓN Y EVALUACIÓN DEL VALOR
PÚBLICO DE REFERENCIA PARA ESPAÑA
PROYECTO I+D+I PID2021-1223860B-I00

 **CÁTEDRA INSTITUCIONAL RTVE-USC**
SOBRE MEDIOS DE SERVICIO PÚBLICO EN EUROPA

Program

Wednesday, 20 September

9:00	Opening of the International Doctoral Summer School “The values of the commons in the digital society”	Auditorium
	Speakers: Pablo Taboada Antelo , Director of the International Doctoral School of the USC (EDIUS), Ana Isabel Rodríguez Vázquez , Dean of the School of Communication Sciences, José Soengas Pérez , Coordinator of the PhD program in Contemporary Communication and Information, Miguel Túñez López , Principal Investigator of VALCOMM, and Marta Rodríguez Castro , organizing committee.	
9:30	Academic ceremony in honour of Professor Bernard Miège	Auditorium
	Speakers: Antonio López Díaz , Rector of the Universidade de Santiago de Compostela, Ana Isabel Rodríguez Vázquez , Dean of the School of Communication Sciences, Professor Juan Carlos Miguel de Bustos and Professor Bernard Miège .	
10:30	Opening Keynote: The impact of digitisation on public space in contemporary society	Auditorium
	Bernard Miège (professor emeritus at Université de Grenoble-Alpes) Moderator: Juan Carlos Miguel de Bustos (Universidad del País Vasco/Euskal Herriko Unibertsitatea)	
11:30	Coffee break	
12:30	Emerging values and counter-values in today's society	Auditorium
	Ruth de Frutos (Universidad de Málaga) Talía Rodríguez Martelo (Universidade de Vigo) Moderator: Marta Rodríguez Castro (Universidade de Santiago de Compostela)	
14:00	Lunch	

16:00	Parallel sessions for the presentation and discussion of student projects
	Group 1A - Seminario 3 (1ª planta)
	Group 2A – Sala de Doutoramento
	Group 3A – Seminario 4 (2ª planta)

19:00 End of the day

Thursday, 21 September

9:30	Public service media and its legitimacy among young audiences	Auditorium
	Madiana Asseraf-Jacob (European Broadcasting Union)	
	Ignacio Gómez (RTVE)	
	Moderator: Martín Vaz Álvarez (USC)	

11:00 Coffee break

11:30	Research session: methods to study the public and the audiences	Auditorium
	Carlos Arcila Calderón (Universidad de Salamanca)	
	Olga Blasco Blasco (Universitat de València)	
	Manuel Goyanes (Universidad Carlos III de Madrid)	
	Moderator: Sara Pérez Seijo (USC)	

13:00 Break

13:15	Transfer of research and dissemination of knowledge	Auditorium
	Paulo Faustino (Universidade do Porto; Conselho de Opinião da RTP – Portuguese Public Broadcaster)	
	Javier Marzal (Universitat Jaume I)	
	Moderator: Valentín Alejandro Martínez (Universidade da Coruña)	

14:45 Lunch

16:00	Parallel sessions for the presentation and discussion of student projects
	Group 1A - Seminario 3 (1ª planta)
	Group 2A – Sala de Doutoramento
	Group 3A – Seminario 4 (2ª planta)

19:00	Tribute to the memory of Óscar Juanatey Boga, researcher at VALCOMM	Auditorium
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Friday, 22 September

09:30 **Masterclass and panel discussion: The use of data, artificial intelligence and metaverse in public service media** Auditorium

Xosé Pereira Fariña (CRTVG – Galician Public Service Broadcaster)

Javier Mosquera (Destino Bergen)

Gregg Young (VRT - Flemish Public Service Broadcaster)

Wesa Aapro (YLE – Finish Public Service Broadcaster)

Moderator: **Roi Méndez** (USC)

12:30 Coffee break

12:45 **New challenges in the regulation of public service media** Auditorium

Carles Llorens (Universitat Autònoma de Barcelona)

Ángel García Castillejo (RTVE)

Ana María López Cepeda (Universidad de Castilla-La Mancha)

Moderator: **Marta Rodríguez Castro** (USC)

14:15 **Closure of the International Doctoral Summer School “The values of the commons in the digital society”** Auditorium

Speakers: **Miguel Túñez López** and **Francisco Campos Freire**, principal investigators of VALCOMM, and **Marta Rodríguez Castro**, organizing committee.

14:30 Lunch