

UNESCO CHAIR

LISBON | ESCS AUDITORIUM
30 OCTOBER 2024 | 2.30 PM

communication, media information literacy and citizenship

PROGRAMME | UNESCO CHAIR LAUNCH

2.30 pm **Reception of the Guests**

3.00 pm **Opening Remarks**

President of Polytechnic University of Lisbon

President of the School of Communication and Media Studies

Secretary General of the Portuguese National Commission for UNESCO

3.15 pm **Keynote Speech: Communication and Citizenship**

Maria Augusta Babo

PhD in Semiotics and Professor in Theory of Culture (ICNOVA / Nova University)

3.45 pm **Cultural Moment**

Performance by “Música na Comunidade” (Music in the Community)
from Polytechnic University of Lisbon

4.00 pm **Keynote Speech: Global Connection - Media Information Literacy and Citizenship**

Paolo Celot (EAVI – Media Literacy for Citizenship)

4.30 pm **Presentation of the UNESCO Chair in Communication, Media Literacy, and Citizenship**

Chair Fernanda Bonacho and Co-Chair João Abreu

School of Communication and Media Studies

5.00 pm **Exhibition Visit & Cocktail**

Visit to the “Landscape Museum/Between Mountains” exhibition with a cocktail at Foyer -1