



Retrospect on The European Conference on Media, Communication and Film 2015 visit

Project Baltic Flows communication work package leader Ms. Aija Zučika, from Latvian Environmental Investment Fund, had possibility to attend the European Conference on Media, Communication and Film 2015 „EUROMEDIA2015” from 13. – 16.07.2015. in Brighton, Great Britain.

The conference brought together a range of academics and practitioners to discuss new directions of research and discovery in media, communication and film. Several important lessons were learned that can be used in project activities implementation during the conference:

- Social media role in information disseminations. It has been noticed recently that more active news developers and publishers are citizens. The professional journalism role as the only source of information development is decreasing. Thanks to technology development, citizens have big possibilities to notice and spread information about the things which are important for them and what are happening. It is important to understand these changes and use them in project communication activities.
- Feedback to the citizens interests, opinions, questions. It has been investigated that, if the project home page is developed, it is important to include the section with possibilities to give feedback, ask questions and leave comments. It is important as it allows you to communicate with your audience and find out their concerns, explain your information better, as well as build trust into your target audience.
- Symbols and icons. It has been pointed out that symbol and icons using has to be carefully evaluated to reach the planned message aim. Depending on target audience social and cultural background the same symbols can be translated differently.
- Photography. It is possible to show the importance of the story and it is also possible to show the powerlessness in front of the event by using the photography's. It is important to understand what the aim to use the photography is and will the depicted in the photograph help to reach message aim.

More information about the presentations and conclusions given in the conference can be found at: <http://iafor.org/conferences/euromedia2015/>

