



PRESS KIT

ECOAR)))

"COMMUNICATION, POWER AND COUNTERAPOWER" CONFERENCES

1.- "COMMUNICATION, POWER AND COUNTERAPOWER" CONFERENCES

The *"Communication, Power and Counterpower" Conferences* it is an initiative of **ECOAR))** which aims to address, from different approaches of professionals and specialists, **communication as a key element in the construction of power and counterpower in today's society.**

"Communication, Power and Counterpower" intend to analyze how networks are woven between transnationals, the media and political power to structure the current system through power relations and the construction of a hegemonic and uniform discourse. At the same time, the aim is to show and examine how people organize themselves in the construction of counterpower through the articulation of an alternative discourse and a new culture; its central point is the transformation of citizenship into an active subject, thanks to the emergence of new tools, new knowledge and a different conception of communication and information from the appearance of the internet.

2.- GOALS

The *"Communication, Power and Counterpower" Conferences* aim to:

- Map the causes and consequences of the communication system in today's society.
- Learn about communicative projects and initiatives that generate alternatives when building societies.
- Learn how people can use communicative tools to rebuild the world.
- Know how to handle infoxication and silence in information.
- Understand the real power of the media.
- Know the diversity in the type of communicative activism.

3.- THE LECTURES

The "**Communication, Power and Counterpower**" Conferences are made up of several **open and free lectures** that will take place in A Coruña, Madrid, Montpellier, Montreal, Santiago de Compostela and Vigo, and which will be interconnected through different digital spaces.

Each of the lectures will consist of two blocks. A first block that will last between 50/60 minutes and in which the speaker will make an expository talk; and a second block in which there will be a moderate final debate of the speaker with the assistants with an approximate duration of 30 minutes.

4.- SPEAKERS

ALEJANDRO BARRANQUERO CARRETERO

Professor and researcher in the Department of Journalism and Audiovisual Communication at the Carlos III University of Madrid. Specialist in Historical Materialism and Critical Theory, Communication and Political Management. He is the author and co-author of several research papers related to communication for development and social change, community, alternative and citizen media, communication / education, environmental communication and critical theory.



ANTONIO CARO

Honorary member of the Latin American Advertising Network, member of the Spanish Association of Communication Researchers (AE-IC) and the Spanish Association of Semiotics (AES). He is a visiting professor at various universities in the Spanish and Latin American states, as well as a researcher specialized in advertising and founder of the magazine "*Pensar la Publicidad*" ("*Think advertisement*"). His main areas of research are advertising, understood as the mechanism of social institution by antonomasia in the current "consumer societies"; the brand as an advertising construct; and capitalism in its present form which it understands under the denomination "capitalism of the sign / commodity", as well as semiotics.



DIMITRI VITALIEV

Expert consultant in digital security and expert educator in human rights and independent media. Dmitri Vitaliev spent the last 15 years working to preserve and defend human rights on the Internet. He is the author of *"Digital Security and Privacy for Human Rights Defenders"* and the original instigator of the *Security-in-a-Box project*. A regular contributor to technology publications, Dmitri has helped create global networks of trainers and security specialists, developing information security strategies and curricula for leading human rights organizations and conducting fieldwork in more than 40 countries. Currently, he manages *eQualit.ie* where defensive technologies are developed to protect freedom of expression and privacy.

**JOSÉ CANDÓN MENA**

Professor of the Department of Audiovisual Communication and Advertising of the Faculty of Communication at the University of Seville. Researcher of the Interdisciplinary Group of Studies in Communication, Politics and Social Change (COMPOLÍTICAS), partner of the Community, Alternative and Participatory Communication Research Network (RICCAP) and the Technopolitical Network; member of the editorial board of the magazine *Redes.com* and coordinator of the *Move.net* Congress on Social Movements and ICT. Doctor of Communication Sciences and Sociology from the Complutense University of Madrid. Degree in Advertising and Public Relations from the University of Málaga, Master in Communication of Public and Political Institutions (UCM) and Master in Teaching and Research for Higher Education (UNED). More than a decade of experience as a journalist in communication cabinets of trade union and political organizations. Currently researches on communication, journalism, social advertising, social movements, technopolitics, social appropriation of ICT, sociology, etc.

**JOSÉ "PEPE" RIBAS**

Founder of the counter-cultural magazine *Ajoblanco*, a publication that accompanied the social explosion that emerged in the late-Francoism and the transition bringing together previously unpublished subjects such as ecology, LGBTI movement, collectivism... Recently, Pepe Ribas, along with collaborators of the old magazine and new faces, launched the magazine again this past June this year with the intention of being a revulsive instrument once again. He also wrote the book *"Los 70 a destajo"*.

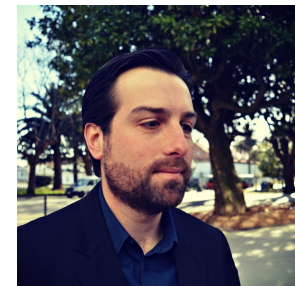


MAGDALENA BANDERA

Journalist and writer with extensive experience (*La Vanguardia*, *Público*, *La Sexta...*). She was editorial coordinator of "*La Marea*" magazine since its foundation in 2012 and is currently its director since 2015. She holds a degree in Journalism from the Autonomous University of Barcelona and a postgraduate degree in Digital Journalism from the UOC. She is also specialized in the communicative treatment of gender violence, being the promoter and coordinator of several conferences and a decalogue addressing this issue.

**MARCOS PÉREZ PENA**

Journalist in "*Praza Pública*". He previously worked in *Diario de Ferrol*, *La Voz de Galicia*, *Tempos Novos* and in the digital newspaper *Vieiros.com*. Doctor in Journalism at the University of Santiago de Compostela, with a thesis on the press during the Political Transition. He published different researches on cyberpolitics, digital journalism and the history of journalism. Coordinator of the volume on 15M in Galicia, "*A praza é nosa*" ("The square is ours") (2.0 Editora).

**PHILIPPE CORCUFF**

Professor of Political Science at the Institute of Political Studies of Lyon and professor of Sociology at *Paris Descartes University*, member of *CERLIS* laboratory as well as member of the Scientific Council of *Attac*. His areas of research are sociological theory, the epistemology of social sciences, cross-border dialogues between sociology, philosophy and ordinary cultures, exploration of a general theory about the role of individualities in contemporary individualist and capitalist societies.



5.- PROGRAM

❖ A CORUÑA

- **Thursday 11/23/2017 - MARCOS PÉREZ** *"Every journalist has his/her own truth. War of stories in a fragmented world"*, Casares Quiroga House Museum (Panaderas St, 12) at 7:30 p.m.
- **Friday 11/24/2017 - ANTONIO CARO** *"Advertising as an instrument of power"*, Alexandre Bóveda Cultural Association (Olmos Street, 16) at 8:00 p.m.

❖ MADRID

- **Thursday 11/30/2017 - ALEJANDRO BARRANQUERO** *"Strategies for media reform. Is it possible to subvert the media system?"*, CSA Playa Gata (Cardenal Herrera Oria ave., 80B) at 8:30 p.m.

❖ MONTPELLIER

- **Friday 12/08/2017 - PHILIPPE CORCUFF** *"Criticism of media and emancipation in today's world"*, Espace Martin-Luther-King, (27 boulevard Louis-Blanc, 34000) at 7:00 p.m.

❖ MONTREAL

- **Friday 12/08/2017 - DMITRI VITALIEV** *"Manipulating the net, stories of censorship and defensive security"*, McGill University (3480 McTavish St, Montreal, QC H3A 1X9 [Room 203A, 2nd Floor]) at 7:00 p.m.

❖ SANTIAGO DE COMPOSTELA

- **Friday 11/17/2017 - JOSÉ CANDÓN** *"A cage with windows: Risks and opportunities for digital activism"*, Gentalha do Pichel (Santacalara St, 21) at 9:00 p.m.

❖ VIGO

- **Saturday 11/18/2017 - JOSÉ "PEPE" RIBAS** *"Does free press exist?"*, De Catro a Catro (Girona St, 16) at 8:00 p.m.
- **Saturday 11/25/2017 - MAGDA BANDERA** *"Myths about the supposed digital revolution in the media"*, O Serán (Manuel Núñez St, 29, Bajo) at 8:00 p.m.

6.- FINANCING

The "Communication, Power and Counterpower" Conferences are financed by a crowdfunding campaign that is developed through the Pepa Loba Association:

<https://pepaloba.org/en/campanas/conferences-comunication-power-and-counterpower/>

The total budget of the conferences amounts to 2,100 euros, which were fully achieved through the crowdfunding campaign, for lodging expenses and displacement of the speakers, as well as the material needed to carry them out.

7.- COMMUNICATION

Video: <https://www.youtube.com/watch?v=o3bIY1PcVw4&t=12s>

Web: <https://comunicacioncontrapoder.ecoarglobal.org/en/>

Facebook Events

- A Coruña
 - Marcos Pérez: <https://www.facebook.com/events/276740742834833>
 - Antonio Caro: <https://www.facebook.com/events/125672974808879>
- Madrid
 - Alejandro Barranquero: <https://www.facebook.com/events/182632802283749>
- Montpellier
 - Philippe Corcuff: <https://www.facebook.com/events/818699528333702/>
- Montreal
 - Dimitri Vitaliev: <https://www.facebook.com/events/1742466839119173/>
- Santiago de Compostela
 - José Candón: <https://www.facebook.com/events/489601301408486/>
- Vigo
 - Pepe Ribas: <https://www.facebook.com/events/471467333238710/>
 - Magda Bandera: <https://www.facebook.com/events/123104765043751/>

Hashtag: #CommunicationCounterPower

8.- CONTACT

Email: comunicacion@ecoarglobal.org

Facebook: [Ecoar Global EN](#)

Web: <http://ecoarglobal.org/es/>

Youtube: [Ecoar Global](#)