



Association
of European
Businesses

Webinar
Languages: RUS, ENG

2 July 2020
15:00-16:30

Open meeting of the AEB PR & Communications Committee

GLOBAL INFORMATION AGENDA IN DIGITAL ERA

AGENDA

Moderator: **Marina Tatarskaya**, Chairperson of the AEB PR & Communications Committee, Corporate Communications Director, Ferrero Russia

15:00-15:10 **INTRODUCTORY REMARKS**

Marina Tatarskaya, Chairperson of the AEB PR & Communications Committee, Corporate Communications Director, Ferrero Russia

15:10-16:00 **GLOBAL INFORMATION AGENDA IN DIGITAL ERA**

Andrei V. Manoilo, PhD in Political Science, Professor at Lomonosov Moscow State University

- Modern media space as an interface of globalization. The role of new media in the development of global economic and political processes
- Fake content in the media: global integrated digital communications technology, digital media, Internet services, social networks, and messengers as channels for spreading viral content
- Fake news as a negative potential for socio-economic and political destabilization and reformatting the reality in special conditions
- Viral content as a threat to economic and information security, an instrument of influence on political and economic processes and conducting information warfare

16:00-16:30 **Q & A SESSION, DISCUSSION**

Working languages: **English and Russian.** Simultaneous interpretation is provided.

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