

MAKERERE UNIVERSITY

DEPARTMENT OF JOURNALISM AND COMMUNICATION

School of Languages, Literature and Communication

College of Humanities and Social Sciences

ANNUAL MEDIA CONVENTION 2024

September 3rd, 2024

Yusuf Lule Central Teaching Facility (CTF 2) Auditorium

Theme: Harnessing Artificial Intelligence and Social Networks to combat Misinformation in Uganda

PROGRAMME

TIME	ACTIVITY	DURATION	IN CHARGE
SESSION ONE: OPENING			
8:00 - 8:30 am	Arrival, registration of participants and tour of exhibitions.	30 minutes	DJC
8:30 - 8:45 am	Arrival of Guest of Honor - Minister of ICT and National Guidance Anthems; National, East African, Makerere University and prayer.	15 minutes	DJC/Dr. Milton Wabyona
8:45 - 8:55 am	Remarks by the Head, Department of Journalism and Communication (DJC)	10 minutes	DJC
8:55 - 9:00 am	Remarks by the Dean, School of Languages, Literature and Communication (SLLC)	5 minutes	DJC
9:00 - 9:05 am	Remarks by the Principal, College of Humanities and Social Sciences (CHUSS)	5 minutes	DJC
9:05 - 9:15 am	Remarks by the Vice Chancellor, Makerere University	10 minutes	DJC
9:15 - 9:25 am	Speech by the Guest of Honor and opening of the AMC 2024	10 minutes	UCC
9:25 - 9:30 am	Light Entertainment		

	KEYNOTE SPEECHES		
9:30 - 9:50 am	<p>KEYNOTE ADDRESS 1 Executive Director, Uganda Communication Commission (UCC)</p> <p>‘Platform shifts and the impact on news/information generation and distribution’</p> <ul style="list-style-type: none"> The rise of social media and digital platforms has revolutionized news and information generation and distribution. This has accelerated the spread of news and diminished the dominance of traditional media and also led to the faster spread of misinformation, and pressures on journalistic accuracy. 	20 minutes	UCC
9:50 - 10:20 am	<p>KEYNOTE ADDRESS 2</p> <p>Dr. Bruce Mutsvairo, Professor and Chair of Media, Politics and the Global South; Faculty of Humanities at Utrecht University in The Netherlands</p>	30 minutes	DJC
10:20 - 10:25 am	Light Entertainment (Soet)		DJC
10:25 - 11:05 am	<p>HIGH-LEVEL PANEL</p> <ol style="list-style-type: none"> The Minister Of ICT and National Guidance Vice Chancellor, Makerere University Chief Executive Officer, Vision Group Managing Director, Nation Media Group Chief Executive Officer, Next Media 	40 minutes	UCC/ DJC Moderator: Dr. William Tayeewa
11:05 – 11:35 am	TEA BREAK AND ENTERTAINMENT (Dr. Milton Wabyona)		

SESSION TWO: PROPOSITIONS OF ARTIFICIAL INTELLIGENCE FOR UGANDA’S MEDIA AND COMMUNICATION SECTOR

11:35 – 12:15 pm	<p>‘Positioning Uganda’s Journalism, Media and Communication Sector for Artificial Intelligence (AI) and Open Source Intelligence.’</p> <ul style="list-style-type: none"> The rise of digital technologies has led to both the proliferation and mitigation of misinformation, significantly influenced by Artificial Intelligence. AI-powered bots and deep-fakes exacerbate the issue, while algorithmic amplification further entrenches misinformation. AI also offers solutions through detection, filtering, and assisting fact-checkers to improve journalism and communication. Industry practitioners share their experience and discuss projections for Uganda. <p>PANEL:</p> <ol style="list-style-type: none"> Mr. Waiswa Abdu Salam, Head of Legal Affairs, UCC Mr. Solomon Serwanja: Executive Director, African Institute for Investigative Journalism (AIJ) Mr. David Birungi: PR Manager, Airtel Uganda Ms. Sarah Kagingo, Managing Director, SoftPower Communications Mr. Edwin Danze, Chief Marketing Officer, Next Media 	40 minutes	<p>DJC</p> <p>Moderator: Dr. John Baptist Imokola</p>
12:15 -12:30	Question and Answer Session	15 minutes	
12:30 -1:10 pm	<p>‘Identities, Influencer Culture and AI: Perspectives from Gen Z’</p> <ul style="list-style-type: none"> We witness, daily, the interplay between online identities, the rise of influencer culture, and the growing influence of AI in shaping Gen Z's digital landscape. As the first generation to grow up entirely in a world dominated by social media and AI-driven 	40 minutes	<p>Moderator: Ms. Sandra Twinoburyo</p>

	<p>content, Gen Z faces unique challenges and opportunities in defining their identities in a world increasingly shaped by social media influencers and AI algorithms. How do these forces shape self-expression, shape authenticity for young people, influence their perceptions of self and others, and impact interactions with the world?</p> <p>PANEL:</p> <ol style="list-style-type: none"> 1. Ms. Lucy Bunyenyezi (Influencer/ YouTuber) 2. Mr. Kabuulwa Muzafaluh: Host, Out of the Box (X-space) 3. Ms. Hannah Arinaitwe 4. Ms. Agnes Nayebare: 5. Ms. Twine Bella (DJC) 		
	Question and Answer Session	15 minutes	
1:10 - 2:15 pm LUNCH BREAK			
SESSION FOUR: STUDENT EXCELLENCE AWARDS			
2:15 - 2:25 pm	About the Student Excellence Awards – Head, Department of Journalism and Communication		
2:25 - 2:35 pm	Presentation of the Cranmer Mugerwa Photojournalism Award; remarks by a representative from <i>New Vision</i> .	10 minutes	DJC
2:35 - 2:45 pm	Presentation of the Tebere-Mudin Journalism Award; remarks by representative from <i>Daily Monitor</i> .	10 minutes	DJC
2:45 - 2:55 pm	Presentation of the PRAU Communication Award; remarks by representative from PRAU	10 minutes	DJC
2:55 - 3:05 pm	Closing remarks by DVC AA		
3:05 - 3:30 pm	Tea and Entertainment	25 minutes	
3:30 pm DEPARTURE AT LEISURE			

8:00- 9:00 am

Tour of Exhibitions

- AI Exhibition by Exhibitor one: -CoCis AI Lab
- AI Exhibition by DBank Media Initiative
- AI Exhibition by New Vision Media Lab
- AI Exhibition by Daily Monitor