



RECOGNISED!

**Anniversary Conference
in Eskilstuna
2-4 december 2009**

Programme

Welcome!

Recognised! 3

A major knowledge and cultural event on Sweden's and Finland's national minorities, takes place in Eskilstuna, Sweden, 2-4 December 2009.

Background

The conference and its cultural program take place Wednesday 2 December to Friday 4 December 2009 in Eskilstuna. This is exactly ten years after the recognition in the Swedish Parliament of the five national minorities of Sweden, and it is thus the starting point for a new policy field in Sweden, minority politics, which in addition has an international dimension. 2009 is also the year of the 200th anniversary of the split of the former Swedish kingdom including Finland as a major part of it, 1809-2009. We will include in the program some of these historical background aspects and their impact on the close future for the minority communities in the two countries. In the core of the conference we will concentrate on four themes: minority languages and their young users, in an increasingly technologized world of communication. This is represented first and foremost by television and radio but also other media, which all face great challenges and open up borderless opportunities in the rapidly changing technological era we live in.

The conference is furthermore bilateral in its coverage, including in the first place Sweden and Finland. Through the connection of the minority policies of the two countries to an international, mainly European scene, we also strive for the inclusion of experiences of other language communities and minorities in the program. Other European minorities have shown some interest in the conference in beforehand, and we hope we will be able to welcome representatives of these as well, to the conference. We therefore will provide interpretation between English – Swedish and English – Finnish. This is facilitated by the support from on the one hand The Council of Europe through its Secretariat for the European Charter for regional or minority languages, and on the other, Hanaholmen/Hanasaari – the cultural centre for Sweden and Finland, in Espoo, Finland.

Aims of the conference

Participants from Sweden and Finland aim to discuss their national minorities and their languages. With the contributions of some international commentators we will have a look at how media and technology conditions influence the future of minority languages, also more widely. In the first place we would like to discuss and show how we by either integrating or ignoring the present habits and uses of new media and technology among the young and adolescents, may or may not influence how minority languages are carried into the future. Will they disqualify or support the use of these languages in coming generations?

Programme

Wednesday, 2 December

Time for **early registration: 18–19**, in the Contrast Hall of the city library of Eskilstuna.

This will be followed by a gathering around a minority music event with a buffet, **Café Minority: Contact over the Gulf of Bothnia – Botnia plays**

Time and place: 19–23, Contrast in Eskilstuna stadsbibliotek

Thursday, 3 December

Media – new technology – youth and minority languages

Place: Mälardalen University, Smedjegatan 37, room Filharmonin.

Registration from 8.30 to 9.00

Moderator: *Jarmo Lainio*

- 09.00–9.20** **Opening of conference and introduction**
Welcoming words: Chairman of the Municipality board, *Hans Ekström*, Eskilstuna municipality
- 09.20–9.30** **Council of EUROPE, Secretariat for the European Charter on regional or minority languages**
Director *Alexey Kozhemyakov*, Strasbourg
– A summarized introduction to the situation of the Charter and its impact on minority media
- 09.30–9.50** **Representative of the Ministry of Integration and equality, Sweden**
– **Where are we now, and what role does media play?**
Secretary of Ministry, *Kaisa Syrjänen Schaal*
- 09.50–10.15** **Coffee**
- 10.15–10.25** President *Ingegerd Palmér*, Mälardalen University
- 10.25–11.00** **The multilingualism policy of the EU and its relation to media and minorities**
Member of Cabinet of Commissioner Orban, *Johan Häggman*, Bryssel
- 11.05–12.00** **About Sweden – Finland after 1809**
Professor *Henrik Meinander*, University of Helsinki, member of the Board of Hanaholmen – kulturcentrum för Sverige och Finland, Espoo, Finland
- 12.00–13.15** **Lunch**

13.15–17.00

Towards a minority strategy

Moderator: *Paula Tapiola*, Head of news, Finnish service, SVT (Sveriges television)

Heading of panel presentation:

Three challenging case studies from the world of tv

Participants of panel:

Kai Jaskari, Head of Finnish service, SVT

Jesper Brandt, correspondent, YLE, Finland

Margaret Mary Murray, Head of Service, BBC Alba (Scotland)

Media expert *Elin Haf Jones*, University of Aberystwyth, Wales

Birgitta Laszlo, responsible for the Minority Survey for Swedish Television

15.00–15.20 **Coffee**

16.30–17.00 Programme will continue with contributions from the audience, and media expert *Elin Haf Jones*, University of Aberystwyth, Wales

19–24 **Club Minority – a buffet tuning up with Süperstar Orkestra**
Mälardalen University, Smedjegatan 37, room Studion

Friday, 4 December

Place: Mälardalen University, Smedjegatan 37, room Filharmonin

9.00–12.00

Radio, voices and roots

Moderator: *Nadja Nieminen Mänty*, Producer, SR Sisuradio

9.00–10.30 Participants:
Päivi Tompuri, Head of service, SR Sisuradio
Sofia Taavitsainen, Producer, SR Sisuradio
Ida Brännström, editor, SR Sisuradio/Meänraatio
Micaela Röman, Producer, Radio X3M, Finland: “Max 500... med mer än hela målgruppen under samma tak.”

10.30–10.50 **Coffee**

10.50–11.10 **Finland and media for majority and minority**
Director Gunvor Kronman, Hanaholmen – kulturcentrum för Sverige och Finland, Espoo, and, the Board of YLE

11.10–11.40 International comment to the radio and media presentations

Dr *Josu Amezaga*, Department of Communication Studies,
University of the Basque Country

Elin Haf Jones, University of Wales, Aberystwyth

11.40–12.15 On the Swedish, Finnish and international media development

Professor *Tom Moring*, University of Helsinki

12.15–13.15 Lunch

13.15–16.00

From outcast to podcast – minorities step out in the media space

Adolescents have the word:

Coordinator, *Markus Lyyra*, Secretary general, Sweden Finnish Youth organisation

Languages in a new way – for web-based learning (Best M-learning at Swedish E-learning Awards, 2009)

Presentation, *Stephan Palmgren*, Vocab Tool

Digital spaces for art and contact

Erkki Vuonokari, Director of Sweden Finnish Archives & *Markus Lyyra*, Secretary general, Sweden Finnish Youth organisation

With contributions from the audience, young voices

Coffee and sandwiches, followed by:

– *Alar Kuutmann*, Diversity in the Arts, County Council of Sörmland, about the aftermath of Recognised! 3

– *Elin Haf Jones* or representative of Wales, Aberystwyth, closes the conference and welcome to the conference Linguistic Diversity and Media Convergence, 19–20 May 2010 in Wales.

Conference fee

The conference fee is 550 SEK (incl. VAT 110 SEK) for the whole conference We-Fri; 350 SEK (incl. VAT 70 SEK) one day. Students (valid student ID to be shown at registration) up to 26 years pays 250 SEK (incl. VAT 50 SEK). Conference fee includes coffee during two days, the cultural evening programme and the two buffet receptions (lunches not included). Registration on the attached leaflet. Invoice will be sent after registration. Last date of invoice is 25 November. For questions regarding the registration and invoice, contact *Maire Dahlman*, Eskilstuna Kultur: maire.dahlman@eskilstuna.se or +46-(0)16-710 23 76, +46-(0)70-2167692.

For stay, contact the following hotels:

City Hotell, 10 58 50, www.cityhotell.se

Best Western Plaza, 016-15 00 00, www.plazahotel.nu

Eskilstuna Hotell, 016-51 04 10, www.hotelleskilstuna.se

Clarion Collection, 016-16 78 00, www.choice.se

Vilsta sporthotel, 016-51 30 80, www.vilstasporthotell.se

Organisers and coordinators

Jarmo Lainio, Centre for Finnish Studies, School of education, culture and communication, Mälardalen University,

Alar Kuutmann, Mångkultur i Sörmland, County Council of Sörmland

Maire Dahlman, Eskilstuna kultur/culture

Christopher Ekströmer, Sörmlands Musik & Teater

Markus Lyyra, Sweden Finnish Youth Organisation

Irene Alajukuri, Finnish Club in Torshälla

Sponsors and support

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Rekarne sparbanksstiftelse

Eskilstuna municipality

Mälardalen University

Diversity in the Arts, County Council of Sörmland

Kraft & Kultur

Uusi Teatteri, the Sweden Finnish bilingual theatre

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