

## **Young journalists discussed culture of tolerance at media forum in Saint-Petersburg**

### **News**

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The Third European Media Forum for Young Journalists Working for Electronic Media 'Dialogue of Cultures' took place from 11 to 12 November 2008 at the State Hermitage Museum in St Petersburg, Russia.

One of the biggest museums of the world representing cultural heritage of the humanity gathered over 180 participants from 15 countries. Both young journalists and leading media professionals engaged in an intense dialogue over the key role of the mass media in overcoming stereotypes and fostering a culture of tolerance. Debates focused on emerging challenges of the modern society as well as possibilities of cultural and social exchange. Screening of the video materials brought by the participants boosted the discussions while visits to selected art exhibitions held in the Hermitage Museum provided a perfect background illustration of the Forum's main theme.

The event was organized by the Eurasia Media Centre, the State Hermitage Museum, the International Confederation of Journalist Unions, and the International Academy of Television and Radio with the support of the Intergovernmental Foundation for Educational, Scientific and Cultural Cooperation (IFESCCO) and UNESCO's Office in Moscow.

Ms Nazarbaeva, Chairwoman of the Eurasian Media Forum, and Mr Piotrovsky, Director of the State Hermitage Museum, were awarded special prizes for having contributed to the dialogue of cultures. The Forum organizers were received by Ms Matvienko, the Governor of St Petersburg, who pledged to support the Forum and make the event an annual one.

The Forum created an open communication environment for the younger generation of journalists working for the electronic media and reiterated the importance of facilitating dialogue between countries, cultures and peoples.