

DIACOMET

Dialogue expands horizons



**Funded by
the European Union**

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What is DIACOMET?

EU-funded Horizon Europe project under Cluster 2 'Culture, Creativity and Inclusive Society' (Call/topic: Media for democracy – democratic media)

*Fostering capacity building for civic resilience and participation: **Dialogic communication ethics and accountability***

Project coordinator: Vytautas Magnus University, Lithuania

Project duration: June 2023 – May 2026

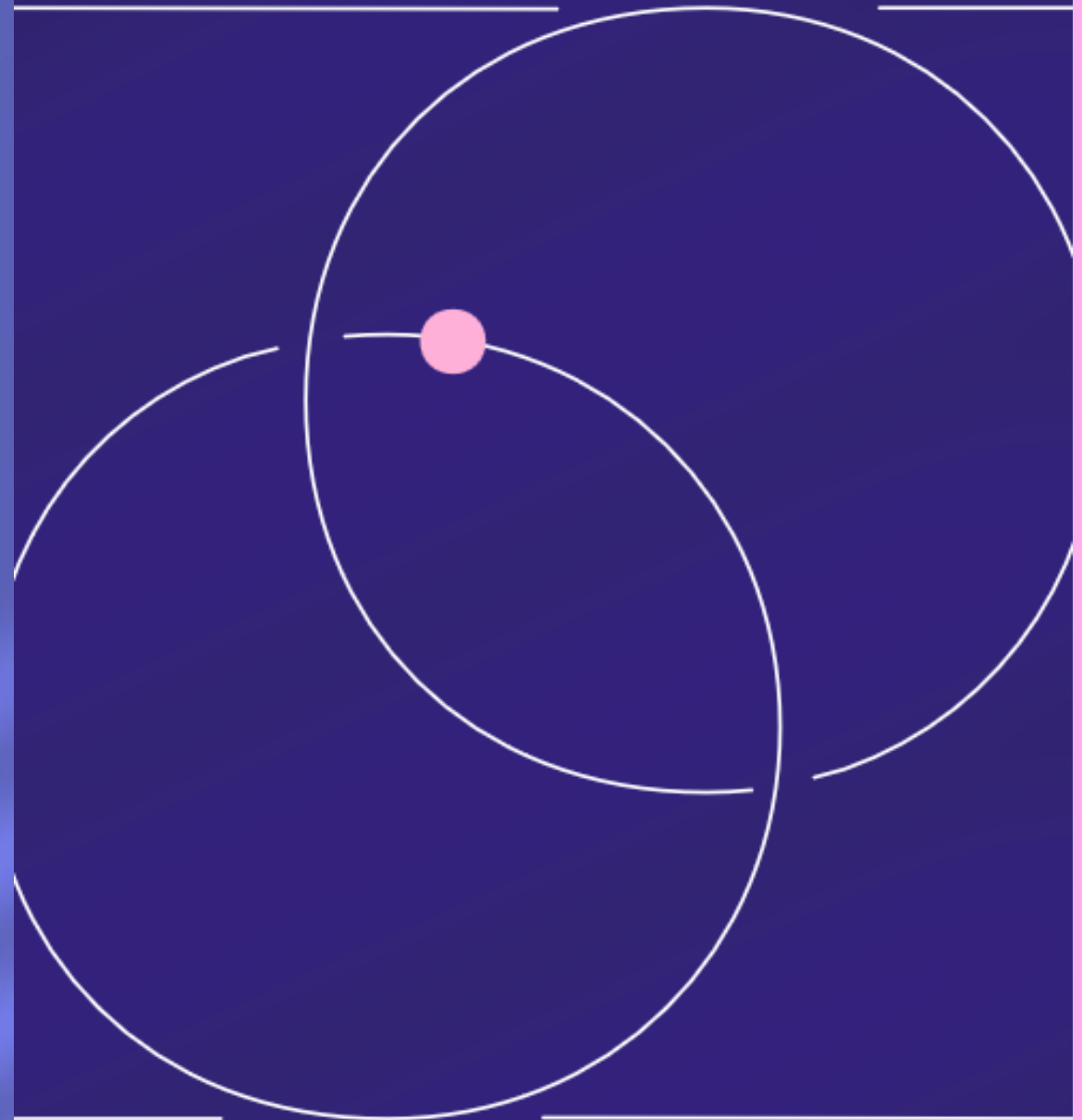


What is the problem? Why do we need to talk about the practice of public communication ethics?

- Although a general agreement exists about the ethical principles of professional journalism, there is no common understanding of what is good communication conduct **outside professional environments**.
- Important to empower civil society by fostering citizens capacities of resilience towards destructive communication acts and false information.
- Main purpose and idea of DIACOMET – **“Fostering capacity building for civic resilience and participation: Dialogic communication ethics and accountability”**
- Main objective: to introduce the concept of civic communication accountability both for media professionals and for the general public, based on communication ethics.

What DIACOMET promises?

DIACOMET contributes to the **advancement of ethical and accountable communication** by fostering capacity building for civic resilience against information distortions and promoting **civic accountability and participation.**



Consortium members from 8 countries:

Vytautas Magnus University, LT
(Coordinator)

University of Tartu, EE

Tampere University, FI

Austrian Academy of Sciences, AT

University of Ljubljana, SI

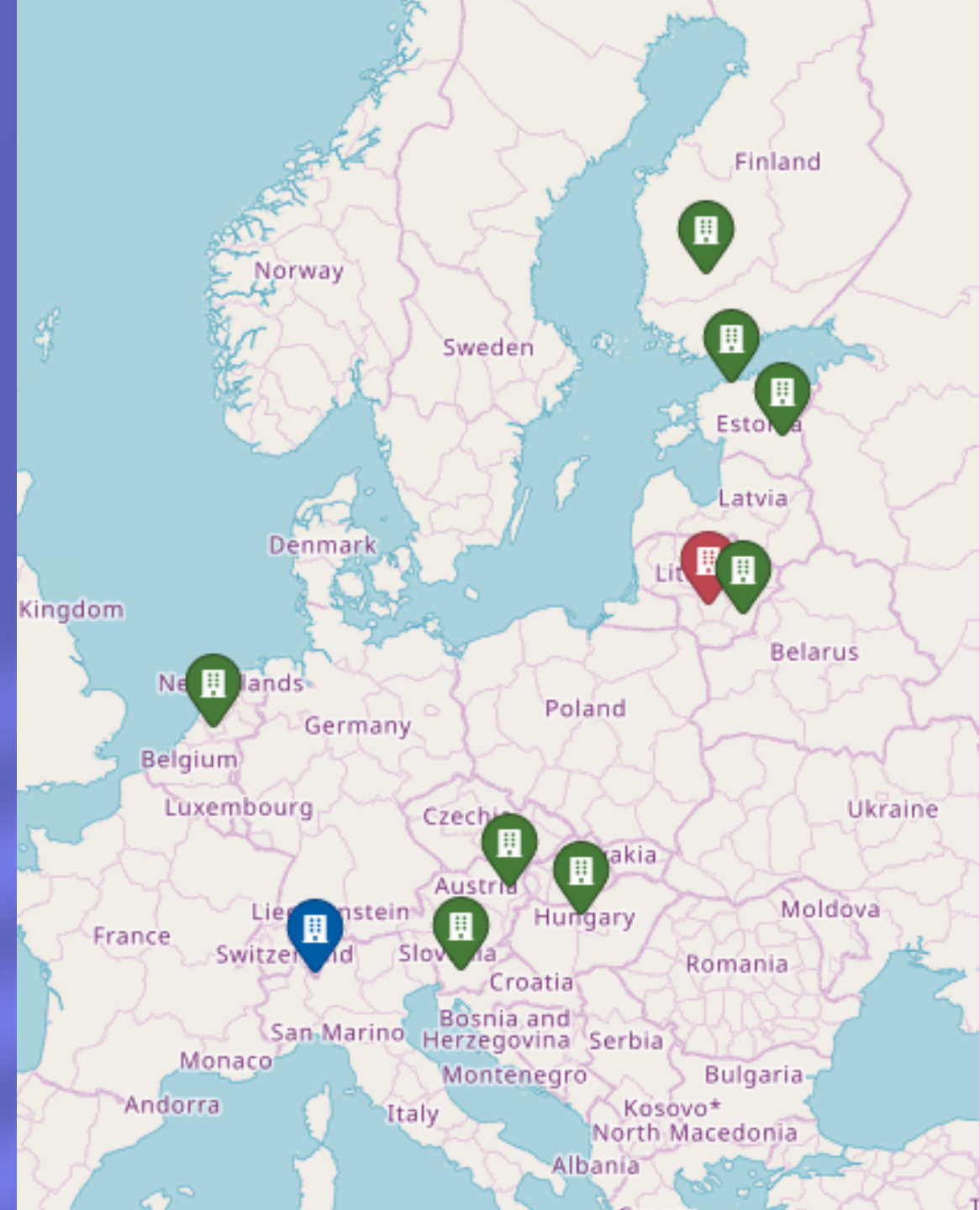
University of Applied Sciences Utrecht, NL

Hungarian Europe Society, HU

Praxis Centre for Policy Studies, EE

Delfi UAB, LT

Universita della Svizzera italiana, CH



A gap between theory and practice

How to translate universal communication ethics into civic codes of ethical communication, and didactics for advancing moral sensitivity and awareness of citizens?

3 types of knowledge gaps

Problem: Application of dialogic communication ethics

Existing knowledge: theory of dialogic communication ethics

Knowledge gap: How different actors in different communicative roles interpret normative/declared values and principles, and what are their lived experiences of these values and principles in real communication situations?

Missing research: cross-cultural comparison of the shared (universal) values and country specific peculiarities in different communication cultures.

Problem: Comprehensive civic accountability policy and mechanisms

Existing knowledge: studies on media/journalism accountability systems

Knowledge gap: Which values and principles of communication ethics are declared in different codes of professional conduct?

Missing research and practice: No civic accountability policy and mechanisms exist to support dialogic communication ethics.

Problem: Fostering capacity building for civic resilience

Existing knowledge: Didactics for advancing moral awareness

Knowledge gap: didactics and methodology for teaching dialogic communication ethics

Missing research and practice: Application of the didactics of dialogic communication ethics in general and professional education

How to fulfil our promises?

To foster capacity building for civic resilience, the main objective of DIACOMET is to **generate a concept of dialogic communication ethics (DCE)**, which would provide a framework for **an inclusive model of accountability mechanisms** that combine media accountability (the level of organizations) with civic accountability (the level of citizens) and is guided by a **Civic Code of Good Communication Conduct (CGC)** (a new type of code of communication ethics).

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How this could be done?

Communication ethics is applicable to public communication practice

The universal values of communication ethics + dialogic ethics => listening, argumentation, deliberation

An **inclusive model of accountability mechanisms** => improved media accountability (level of organisations) + civic accountability (level of citizens).

Guided by innovative set of **Principles of Good Communication Conduct**.

What about practice?

A novel concept of inclusive civic accountability bodies will be developed => shared accountability, inclusivity, interaction

An interactive dilemma game

A forum for discussion and (self)-learning

Our workplan

WP1: THEORY

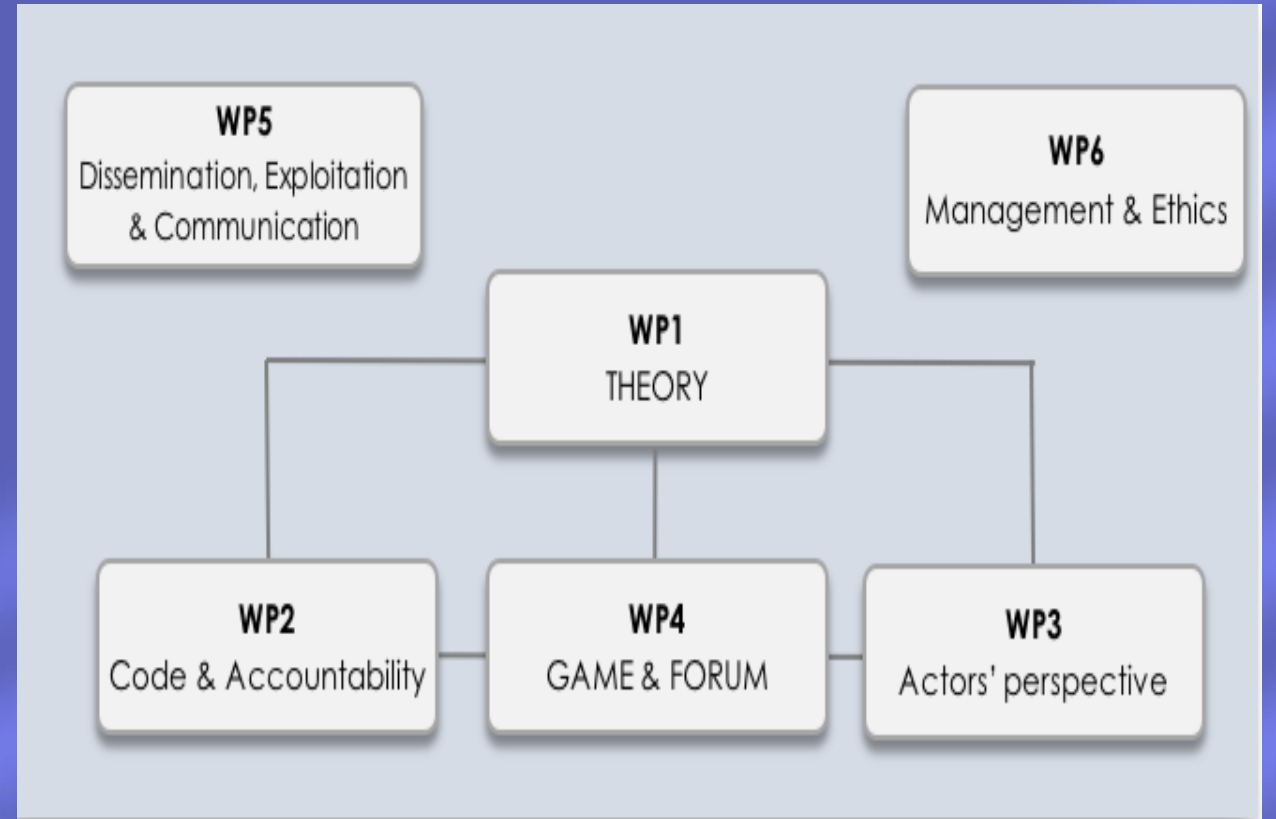
WP2: CODE & ACCOUNTABILITY

WP3: ACTORS' PERCEPTIONS

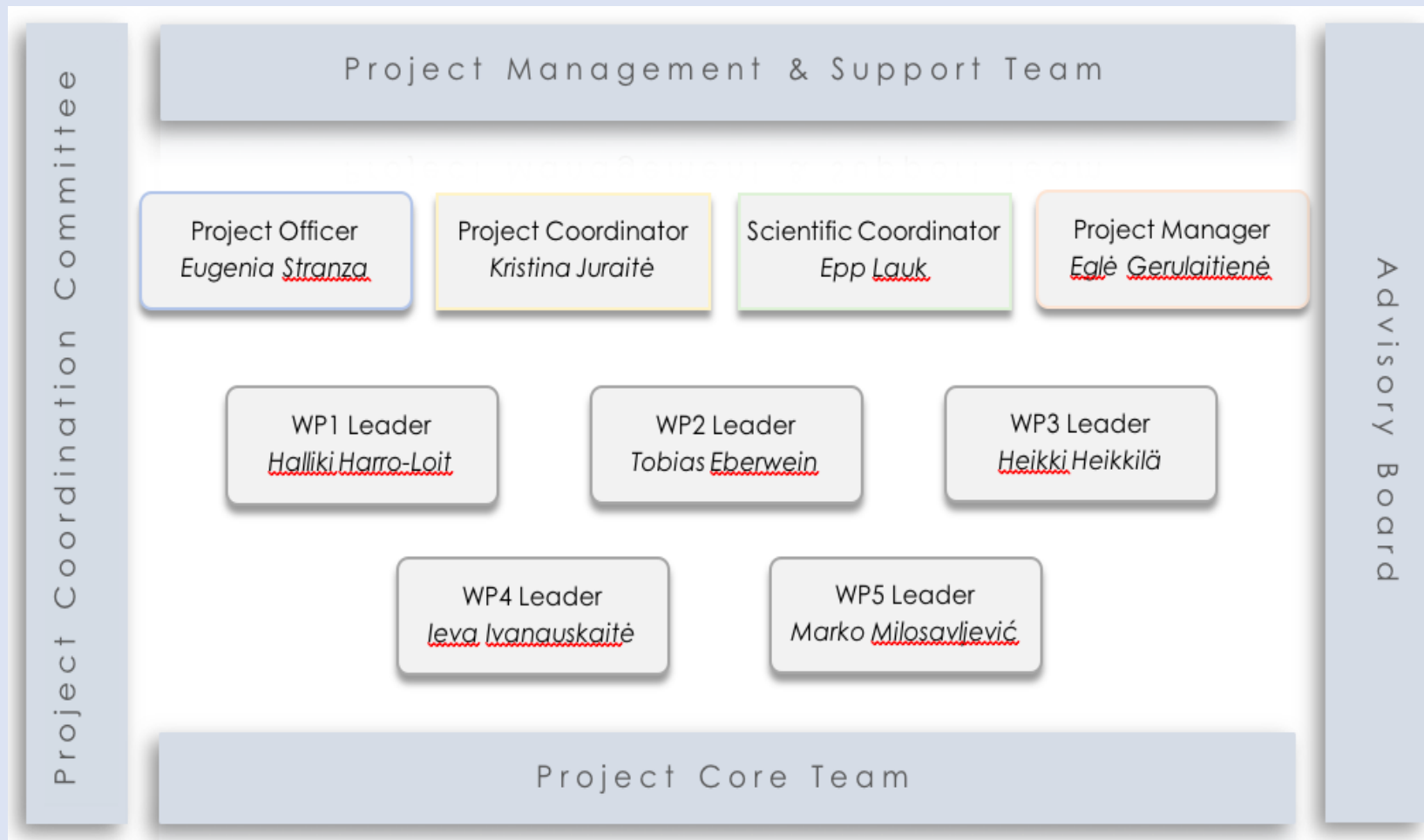
WP4: GAME & FORUM

WP5: DISSEMINATION & EXPLOITATION

WP6: MANAGEMENT & ETHICS



Project governance & structure



DIACOMET Advisory Board members

Aidan White, founder of the Ethical Journalism Network, former General Secretary of the International Federation of Journalists

Daphne Koene, Secretary General of the Netherlands Press Council

Divina Frau-Meigs, Professor in media and ICT sociology at Sorbonne Nouvelle University, EU expert in online disinformation and media literacy

Vaclav Stetka, Senior Lecturer in Communication and Media Studies at Loughborough University

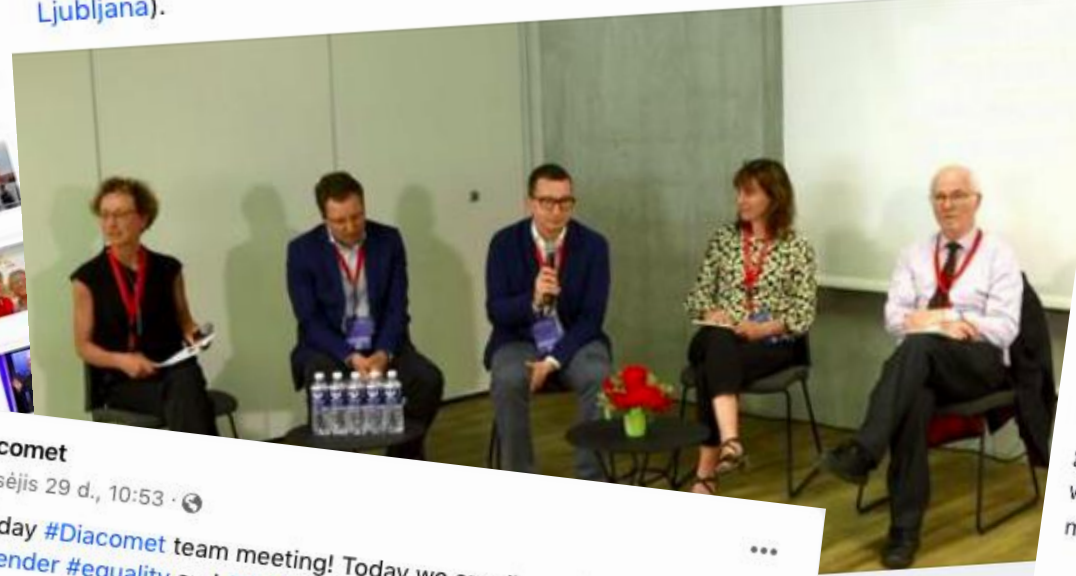
...od communication is under preparation." Slovenian daily **Večer**
ut #Diacomet.
cer.com/.../diacomet-sodeluje-tudi...

VEČER
Diacomet, sodeluje tudi ljubljanska fakulteta za družbene vede: V pripravi državljanski kodeks dobrega komuniciranja

Nov projekt Diacometa, ki ga financira EU in vključuje deset evropskih univerz, medijskih podjetij, nevladnih in raziskovalnih organizacij, se je začel z uvodnim srečanjem na Univerzi Vytautasa Magnusa (VMU) v Litvi.

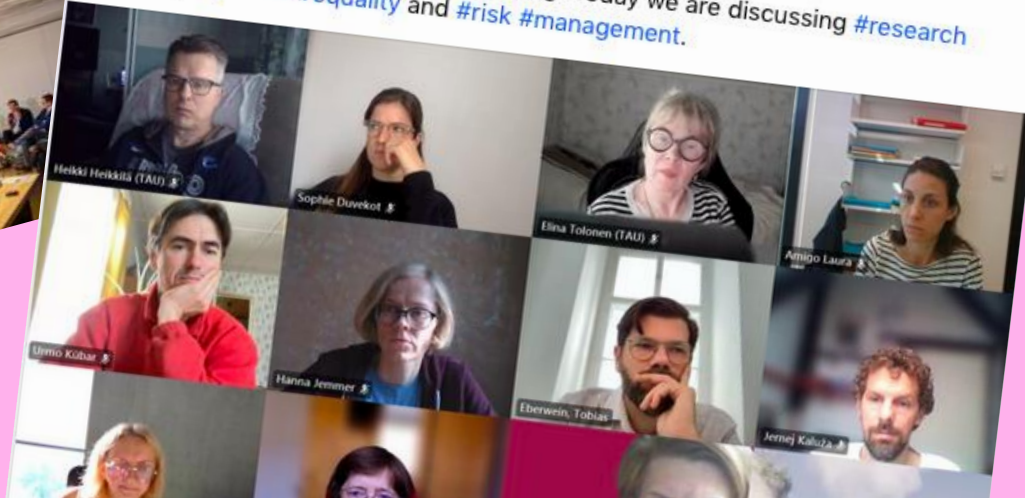
Diacomet
Birželis 26 d.

Our panel discussion titled Towards Inclusive Civic Accountability Framework is also online, with Aidan White ([Ethical Journalism Network](#)), Daphne Koene (Netherlands Press Council), Krisztina Rozgonyi ([Österreichische Akademie der Wissenschaften](#)), Dainius Radzevičius (Lithuanian Union of Journalists) and Marko Milosavljević ([Univerza v Ljubljani / University of Ljubljana](#)).



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Rugsējis 29 d., 10:53

Another Friday #Diacomet team meeting! Today we are discussing #research #ethics, #gender #equality and #risk #management.



DIACOMET
July 26, 2023

A new EU-funded project was launched with a kick-off meeting in Kaunas, Lithuania.



We are honoured and proud to have officially launched DIACOMET – a new EU-funded project, involving ten European universities, media companies, non-governmental and research organizations. The project, which will run for three years, started with a kick-off meeting at Vytautas Magnus University (VMU).

VMU is joined by nine other project partners: University of Tartu (Estonia), University of Tampere (Finland), Austrian Academy of Sciences (Austria), University of Ljubljana (Slovenia), Utrecht University of Applied Sciences (Netherlands), UAB Delfi (Lithuania), Hungarian Europe Society (Hungary), Center for Policy Studies "Praxis" (Estonia) and associated partner Università della Svizzera Italiana (Switzerland).

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WEB: Diacomet.eu

DIACOMET lessons learnt & in process

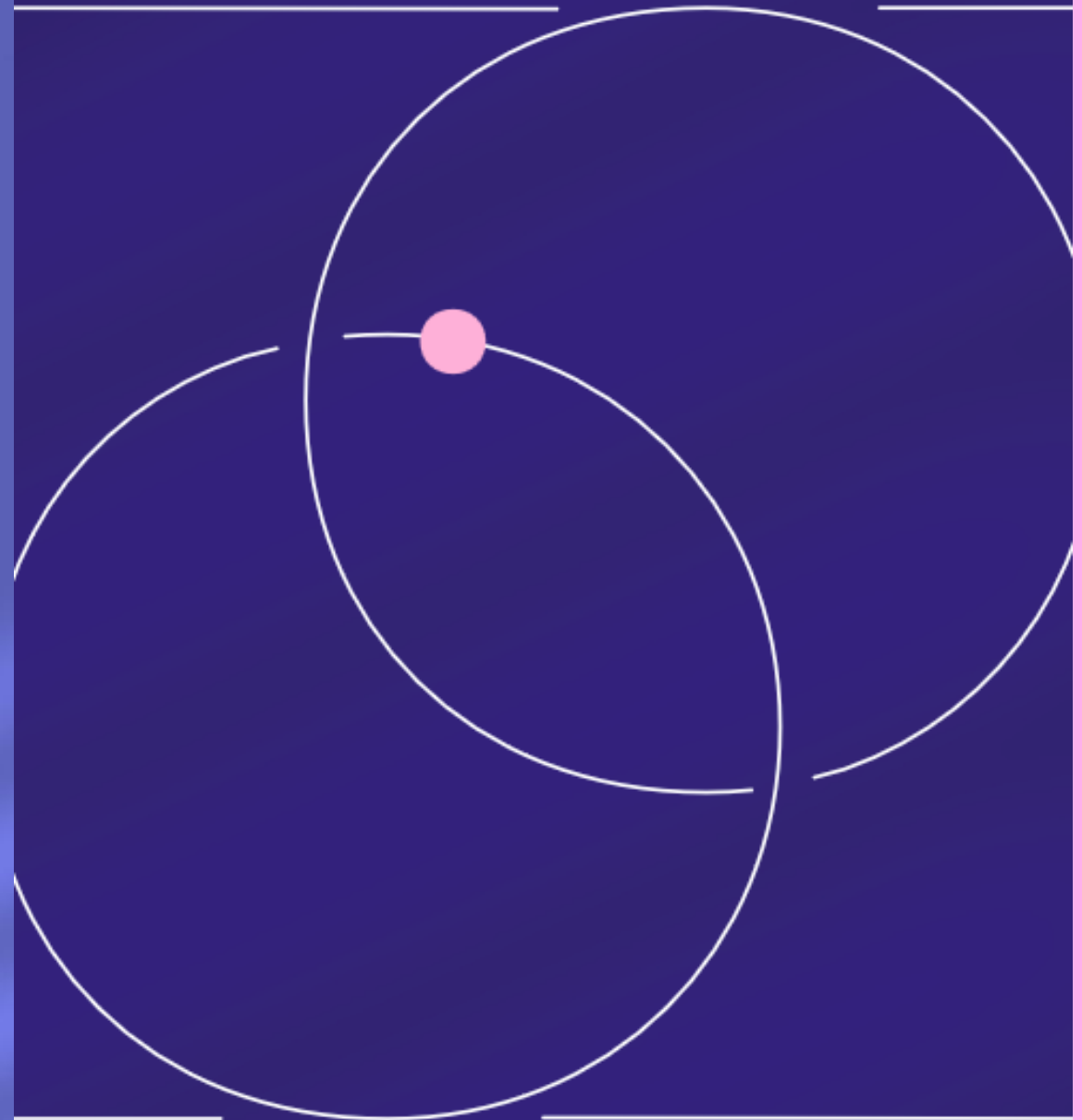
- Proposal stage:
 - Important, relevant and innovative idea
 - Building a consortium and research team
 - Time resources and planning of the writing process
 - Partners' contribution to the writing process
 - Information collecting, processing, structuring
- Implementation stage:
 - Agreement on project policies and rules
 - Clear division of the roles and responsibilities
 - Ongoing internal and external communication
 - Team building on the basis of trust, respect and understanding
 - Monitoring, quality assurance, research ethics, gender equality, risk assessment, data management and other questions

Thank you!

kristina.juraite@vdu.lt

egle.gerulaitiene@vdu.lt

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A photograph of two dolphins swimming underwater in clear blue water. The dolphins are dark grey with lighter patches on their sides. They are swimming towards the right of the frame. The water is a deep, vibrant blue, and the surface of the water is visible at the top of the image, showing ripples and light reflections.

Let's dive into dialogue!

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