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The Policy and Mediation Division of the Department of Political Affairs is pleased to invite you to a Brownbag Seminar on

## **“Making an ‘informed vote’ — will Democracy survive stereotypically-driven news?”**

With

**Roland Schatz**  
Chairman, Media Tenor

*Date: 23 April 2014*

*Time: 16:00 – 17:00*

*Place: United Nations Secretariat, S2726*

Following the close presidential election in 2000, journalists and media researchers discussed the media impact on the perception of candidates and posed the question whether “democracy will survive the media?” Through an analysis of referenda in Switzerland and other elections worldwide, the impact of the media on voter perceptions is found in many instances to correlate with outcomes. Thus a better question might be “Can elections still be called a vote — or are they nothing else but just a reaction to what people perceive in their media?” The presentation will present recent research on subject, and explore whether democracy is enhanced or diminished through today’s media.

Mr Roland Schatz is the founder and CEO of Media Tenor International, the world’s leading provider of ongoing global media content analysis. He opened the first Arab Media Institute in 2007 at Emory University. Together with Prince Ghazi of Jordan he founded [the C1 World Dialogue Foundation](#) in 2009. His interests include media monitoring, organizational development, cultural management, and new methods in education.

This presentation will be followed by an open discussion.

Everyone is welcome. We hope that you can join us.

More information on DPA brownbag seminars is available on the DPA Intranet:  
[http://dpaintranet.un.org/dpaintranet/pages/WebPageDetail.aspx?Page\\_Id=580](http://dpaintranet.un.org/dpaintranet/pages/WebPageDetail.aspx?Page_Id=580)

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