

European Media, Digitization and Funding

Journalism is a job which has lots of details inside of it. In my presentation, I will provide to some details about the nature of my job.

Firstly, I want to give you some information about the future world. I'm not a futurist; I am talking about the importance of having a vision. What we will see in 2020 or 2030, what about 2040? What is your vision about 2050? We must think about this question and try to answer it. For instance, our cities are becoming smarter. In the next 10 years, everything will change. Our houses will be transformed in a short period of time. We must think about wearable technologies. In these days maybe you have a very smart watch. Is it enough? Today, nearly 600 different wearable devices are produced around the world. *Future Today Institute* made an investigation about wearable devices. They said that, by the end of 2019, 360 million wearable devices would have been sold. Soon, everything will be different. Maybe citizenship will change too. Will you give your vote/approval just like in the Tinder App or you will choose your political party based on Netflix-style system. Who knows?

Will everything change positively? That's one of the most important questions about the future. We're not sure but we will have to live with very difficult situations. Global warming will be one of the biggest glitches. Also, precarization, politics and lots of problem will be knocking our door. Thinking about the future, and acting in a careful manner, makes us stronger. We must ask one of the most important questions: *"What will the future be like?"* Analyzing data, researching very provocatively, thinking about the opposite opinion's ideas are very important for finding an answer to our question. Then you must start again, *"What's your future like?"*, *"What's the better version of your future?"*, *"What's the worse version of it?"* and *"What's it like a very different version of future from your expectation?"*

Secondly, I would like to focus on journalism. Will journalism as we know it come to an end? Newspaper's sell rate is decreasing in recent years. TV news rating has fallen more and more. What's the problem? We could talk about lots of problems but, maybe 4 headlines are enough for this work. Precarization, monopolization, economic problems and politics are the main problems. Then, we must talk about digitization. What's the journalist's challenge when it comes to technology? Only 11% of journalists are using verification systems; 54% of journalists don't have a security system; 52% of newsroom doesn't have any security system. We should change this. Rob Wijnberg who is a founder of De Correspondent said that *"Mainstream news is like fast food. Fast food harms your body, bad news harm your brain"*. We should transform our news, talk about alternative media and, create an economic model for slow, healthy journalism. Towards this direction we have lots of alternatives such as advertising models, premium membership, public funding, and international funding. In the very near future journalism will work with artificial intelligence, virtual/augmented reality, podcasts, newsletter, verification, and data.

Future as we imagine it has pros and cons. Journalism will definitely confront several challenges, but we can change things, we can change our future. To make it possible, the European Union's funding mechanism, Horizon 2020, which is one of the biggest funding projects of the EU provides 80 billion EUR. After 2020 the Horizon Europe will provide even more (approximately 130 billion EUR). These funds are open for everyone from EU to candidate countries such as Turkey and others. It's available for universities, SME's, NGOs and companies. The programme is based on the nexus of excellence science, university-industry partnerships, industrial rivalry and solving public problems.

Funding is crucial if we want to have a positive impact in our future and journalism plays major role in the transformation of our societies.