



IAMCR Special Sessions

1. Roundtable

Monday, July 19

14:30 – 16:00 / CP2 – B1

Mapping Global Media Policy: Connecting initiatives

Different IAMCR members who have contributed to the GMP Mapping Project and have been involved in similar initiatives will discuss the role of “mapping” in making sense of global media policy. Scenarios of use in mapping the field will be considered in areas like education and training (connecting people), scientific analysis (connecting knowledge), and policy-oriented interventions (connecting stakes), in view to foster collaboration between institutions and existing initiatives.

Chair

Claudia Padovani

University of Padova, Italy

Invited speakers

• **Sandra Braman**

University of Wisconsin-Milwaukee, USA

• **Kate Coyer**

CMCS, Central European University, Hungary

• **Hopeton Dunn**

University of the West Indies, Jamaica

- **Bruce Girard**

Fundación Comunica, Uruguay

- **Meryem Marzouki**

CNRS/Université Pierre et Marie Curie, France

- **Helena Sousa**

Universidade do Minho, Portugal

2. Roundtable

Tuesday, July 20

14:30 – 16:00 / CP2 – B1

**Confronting Issues of ICTs, the Environment and Citizenship:
A Round Table Discussion hosted by IAMCR's Task Force on Global
Media Policy**

Chair

- **Robin Mansell**

The London School of Economics, UK, former IAMCR President and Co-Chair of IAMCR's Global Media Policy Task Force

Participants

- **Einar Thorsen**

The University of Bournemouth, UK, and co-editor of 'Citizen Journalism Global Perspectives'

- **Hopeton Dunn**

The University of the West Indies, Acting Secretary General of the IAMCR and Co-Chair of the Global Media Policy Task Force

- **Barbie Zelizer**

The Annenberg School of the University of Pennsylvania and President of ICA

3. ECREA/IAMCR Roundtable

Wednesday, July 21

14:30 – 16:00 / CP2 – B1

The Future of Audience Research

Convenor

Nico Carpentier

Vrije Universiteit, Brussels

Participants

● **Brian O'Neill**

Dublin Institute of Technology, Ireland

● **Virginia Nightingale**

University of Western Sydney – video

● **Paula Cordeiro**

ISCSP, Technical University of Lisbon, Portugal

● **Birgit Stark**

Austrian Academy of Sciences, Austria

● **Annette Hill**

University of Westminster, UK

4. ICA Panel

Thursday, July 22

11:00 – 12:30 / CP2 – B1

ICA, Communication and Citizenship

Chair

Barbie Zelizer

University of Pennsylvania, USA

Participants

● Andrew Calabrese

University of Colorado, USA

A Critique of Pure Civility: Repressive Norms of Civil Discourse

Civility is treated widely as a virtue in liberal-democratic theory and in everyday norms of communicative practice. Underlying numerous contemporary discussions about civil society is the idea of civility, a subject that became somewhat of a cottage industry in the United States during and since the 1990s. Generally, the discourse on civility is inadequate because it tends to neglect how imbalances of power can make civility a means to exclude some voices while privileging others. In other words, civility can be used as a blunt political instrument to discipline and silence the weak, a manifestation of what Herbert Marcuse called “repressive tolerance.” This essay explores the concept of civility through examinations of the thought of Antonio Gramsci, Norbert Elias and Pierre Bourdieu. Drawing from case studies about civil disobedience and identity politics, I illustrate how asymmetrical power relationships shape an arbitrary distinction in liberal theory between uncivil and potentially offensive “expression,” on the one hand, and harmful “conduct,” on the other. Moreover, I argue that this distinction neglects how a veneer of civility can conceal injustice. The essay concludes by assessing the value and limits of non-legal norms to judge and regulate expression that may be deemed harmful under specific conditions.

● Nico Carpentier

Free University of Brussels, BELGIUM

Enhancing Cultural Democracy: The Czechoslovak Kinoautomat as an Example of Spectator Empowerment

At the 1967 world exhibition, the Czechoslovak pavilion featured the interactive film *Kinoautomat*, where spectators could influence the story line of the film by voting for one of two possible story lines on a number of occasions. In order to enable this early form of audience participation, the armchairs in the film theatre were equipped with voting facilities, and a computer was installed to process the voting results. After each vote, the results were projected on the screen, the decision was announced and the film continued. Through these participatory technologies the audience was allowed to co-decide on the storyline of the film, which had up to then (but also in the years to come) been the privilege of the producers of the film.

The experiment is fed by the ambition to shift citizenship and participation beyond the realm of institutionalized politics and to deepen our cultural democracy by altering the power relations within the film theatre, where the interaction with the film text is traditionally limited to the abilities of spectators to generate different readings. Paradoxically, the film was produced within/by a totalitarian regime which was keen to show its cultural and technological achievements, and disappeared from the screens shortly after the end of the Prague spring. This paper wants to investigate how the film's participatory potential was inscribed into the used technology, but also how the political context, the way the technology was actually put to use, and how the entire event was framed also foreclosed the possibilities of a more structural impact.

● Patricia Moy

University of Washington, USA

Making Sense of (Pop) Politics: Exploring the Effects of Infotainment on Citizenship

Often seen as society's whipping boy, television has been blamed for a number of shortcomings in the U.S. – a disheartening level of political knowledge, rising levels of apathy, and low voter turnout. In particular, criticisms have been lodged against “soft” television content – content that ostensibly has

no inherent value other than entertainment. “Making sense of (pop) politics” addresses shifting normative concerns about citizens, takes a revisionist perspective to longstanding views of television, and illustrates the conditions under which shows like “The Late Show with David Letterman” and “The Daily Show” can have profound political effects.

- **Peter Lunt**

Brunel University, UK

Mediated Public Participation in Popular Culture: The Democratization of Feeling, Governmentality and the Politics of Recognition

This paper addresses a number of questions arising from the increasing visibility of the public in popular TV programmes. Genres such as Talk Shows, Reality TV and Lifestyle TV sit alongside more traditional entertainment genres such as game shows, talent shows and participation in documentary and current affairs providing a plethora of occasions on which the public participate in popular broadcasting. Although mediated public visibility has a long history more recent genres such as Talk Shows and Reality TV put the actions, thoughts, voices and feelings of participants at the centre of the programme allowing the public to constitute themselves as participants in a mediated public culture through their performance rather than standing as representative of public opinion or reaction. These programmes also combine the seriousness of intent of factual broadcasting with the dynamic and populism of entertainment. Academic commentary on this increasing visibility of the public includes debates over public sphere theory in the case of talk shows and questions of identity and governance in the case of Reality TV. When citizens appear as participants in this popular, mediated public sphere their actions can be interpreted either as an engagement in the mediation of the lifeworld, in a new kind of public life or as enrolment in subtle forms of governance through confessional self reflection. In contrast to this debate I consider an alternative way of analyzing the mediated visibility of the public as part of the politics of recognition. Drawing on the work of Fraser and Honneth I analyse examples from talk shows and reality TV as attempts to gain recognition in terms of empathy or love, respect and esteem. Participatory programmes emerge not as a problematic formulation of the sovereign public or the means of social control through the ethics of the self but as expressions or conflicts over intimate recognition which stand as examples of ways of living that demand public recognition and redress.

- **Toby Miller**

University of California – Riverside, USA

Speech Must Be Limited – Now

The media are participants in climate change, pollution, declining biodiversity and habitat decimation, because they are made from and contain toxic substances that pervade sites and environs of their manufacture, use and disposal, poisoning people, soil, air and water, while innovation and planned obsolescence accelerate production of new electronic hardware and accumulation of electronic waste. Comprehending the historic role of media technologies in the ecological crisis poses new and intriguing challenges for ideas of citizenship and political participation. What if setting limits to growth means setting limits to expression? It's something democratic theorists have barely touched on.

5. Roundtable

Thursday, July 22

14:30 – 16:00 / CP2 – B1

Roundtable on contemporary citizen activism: the “Greens” and the “Reds”

The past year has seen the emergence of fierce citizen-based struggles for rights and participation in many countries. Especially unexpected and dramatic have been embryonic socio-political movements inside the Islamic Republic of Iran – the ‘Green Movement’ - and inside Thailand – the ‘Reds’ - with both processes contending with political regimes that are widely thought by their citizens to be illegitimate. This panel brings activists from these two popular struggles to explain the political concerns of the two movements, to compare the forms of political and communicative practices used to mobilize support and to explore possible future developments.

Chair

Annabelle Sreberny

President of the International Association for Media and Communication Research

Participants

Shadi Sadr (Iran)

Shadi Sadr is an Iranian lawyer who has successfully defended women activists and journalists from execution. She is also a notable Iranian woman's rights activist. She was director of *Raahi*, a now-closed legal advice center for women, and founded the website *Women in Iran* to showcase women's rights efforts in Iran. Shadi Sadr has campaigned to eradicate the [capital punishment of women by stoning](#), one of several campaigns launched by *Meydaan* (Women's Field), a women's rights group of which she is a member. She was one of three Iranian women awarded the Lech Walesa prize in September 2009 for their promotion of “human rights, freedom of expression and democracy in Iran”. On May 8 2010, she was [sentenced in absentia to 6 Years in Prison and 74 Lashes](#) for assembly and conspiring to disturb the national security, disturbing the public order and resisting the authorities, for events dating back to March 2007. She is currently living in Europe.

Pokpong Lawansiri (Thailand)

Pokpong Lawansiri is a World Bank scholar at the Department of Political Science, University College London. Prior to receiving the scholarship, he was a staff member of the Asian Forum for Human Rights and Development (FORUM-ASIA), a Bangkok-

based regional human rights organization with consultative status to the UN. Prior to that, he worked at the Chulalongkorn University Social Research Institute in Bangkok, assessing the role of the FAO after the tsunami disaster in Southern Thailand in 2004. At FORUM-ASIA, Pokpong was involved in engaging with governments, the UN, human rights movement to promote and protect human rights particularly in Southeast Asia countries, providing regular briefings to government officials and EU missions in Bangkok.

Pokpong has been active in the democracy and human rights movement in Thailand. He has written op-ed pieces regularly for the Bangkok Post, the Jakarta Post, the Philippine Daily Inquirer, and the Irrawaddy. Pokpong has also appeared on the BBC, Press TV, CNN, and France 24, commenting on the political situation in Southeast Asia, especially in Thailand.

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