



International Association for Media and Communication Research
Asociación internacional de estudios en comunicación social
Association internationale des études et recherches sur l'information et la communication

IAMCR 2016

Emerging Scholars Network Section

Abstracts of papers presented at
the annual conference of the
International Association for Media and Communication Research¹
IAMCR

Leicester, UK
27-31 July 2016



¹ We have endeavoured to ensure that these are the abstracts presented in Leicester. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included. Please advise us of any errors at support2016@iamcr.org. Email addresses have been intentionally altered to prevent harvesting by spammers.

Id: 11940

Title: Archive of Bare Life: Indefinite Detention as Punishment by Forgetting

Session Type: Individual submission

Authors:

Name: Jonathan Henson

Email: jahenson (at) utexas.edu

Country: US (United States)

Affiliation: University of Texas-Austin

Abstract: Punishment by forgetting is a two-step punishment of memory. The first is the restriction of the visibility of the subject, which impels the audience to forget that they exist. And, the second is the re-articulation of the memory of the subject so that it becomes unintelligible outside of the limits of the punishment. Punishment by forgetting in its modern iteration is, by design, difficult to pin down to specific texts. However, it is possible to see the traces and effects of it in testimonials from those who have been punished. Using testimonials and interviews of former inmate and guards, this paper demonstrates how the indefinite detention of inmates at Guantanamo Detention Camp represents a punishment by forgetting that restricts the visibility of the subject, and conflates the subject with the form of punishment within the logics of the archive. The aim of this project is to illustrate how the practice of indefinite detention by the United States affects the subjectivity of both those incarcerated and those outside the camp. To accomplish this, I will argue that indefinite detention functions as a form of punishment that creates a unique type of punishment by forgetting. Using the work done by Judith Butler and Giorgio Agamben on the power relations endemic to indefinite detention and the subject positions they create, I will situate the Guantanamo Bay Detention Camp within a state of exception. Then, I will, using Michel Foucault's *Discipline and Punish* illustrate the concept of punishment by forgetting as a disciplinary technique. Finally, using testimonials and interviews of former inmates, I will show how indefinite detention—as a punishment by forgetting—uses the logics of the archive to restrict the visibility of the subject while making the memory of the subject inextricable from the form of punishment.

Id: 12017

Title: You Fight like a Girl: Female Kurdish Guerrillas and Mediated Gendered Agency

Session Type: Individual submission

Authors:

Name: Caitlin Miles

Email: caitlin.miles (at) tamu.edu

Country: US (United States)

Affiliation: Texas A&M University

Abstract: This paper will be presented at a joint panel of the Gender and Communication Section and the Emerging Scholars Network.

Since the mainstream emergence of the so-called Islamic State (or DAESH) in 2014, the role of women has become a focal point in discussions of resistance against the violent patriarchal modus operandi of DAESH and in challenging gender norms across the region. Specifically, it is the women of the Kurdish resistance who have garnered mainstream media attention for their role in both physically and symbolically battling DAESH advances and in contesting “traditional” modes of gender performance in the Middle East. With this in mind, this paper explores the circulation of specific gendered discourses of the female Kurdish fighter by western, mainstream media. Specifically, what does it signal for these female guerrilla groups as their self-styled discourse of gendered empowerment is absorbed and, to borrow Appadurai’s (1986) term, displaced? In exploring these questions, I do not imply an essentialized gendered identity on the part of the female units (YPJ) of the People’s Defense Force (YPG). Rather, I seek to understand how a gendered notion of empowerment on part of these guerrillas has been absorbed and possibly (mis)appropriated by larger, mostly western powers. My exploration sheds light onto how the reporting of the Kurdish fight against DAESH plays with notions of “gender” and what this signals for the impetus of the women of the YPJ. I argue that the presence of the YPJ’s discourses within and through western media reports and stories and the shift it represents from traditional media coverings of female violence is certainly not the result of some benign solidarity, but emphasizes what Foucault (1982) would call relations and strategies of power. This signals western media’s co-opting of a discourse of resistance into an ideological battle of “west” versus “non-west.”

Id: 12149

Title: The struggle narrative: censorship of media in post-democracy South Africa and the ANC's quest for liberation hegemony.

Session Type: Individual submission

Authors:

Name: Bernadine Jones

Email: bernadine.laura.jones (at) gmail.com

Country: ZA (South Africa)

Affiliation: University of Cape Town

Abstract: During the pre-democracy period, South Africa's "liberation party", the African National Congress (ANC), enjoyed unrivalled support from the English Liberal Press (ELP) and international media. Post-1994, the new government had to very quickly deal with being on the wrong side of the press – a press that demanded the party be held to account on promises, particularly in the run up to the general elections. In 1999, an ANC MP accused the ELP of being "racist and unpatriotic" and "suppressed and distorted the truth, encouraged a negative mood in the country". Later, the ANC said that the media "opposes the government at every turn". ANC politicians often felt "attacked and betrayed" by their once-comrades from the liberation election of 1994, and commented on the language used in the treatment of political issues. In the 1950s, the newly elected National Party experienced the same about-turn from the press, and post-1994, the new ANC government learnt the hard way just how fickle the mob and the media could be. The ANC's history of criticism of the media directly influences the "paranoid self-awareness" of South Africa's journalists as the party attempts to control the media. The ANC's quest for a struggle/liberation narrative hegemony drives its need to quash any opposition in the press. The impact of this control and would-be censorship on the role of the media, particularly during the elections from 1994 through 2014, is the topic of this position paper.

The paper uses a wide-ranging literature review of media policy documents and previous research on media election coverage, to assess how this increased involvement and perceived influence of government has led to a chilling effect amongst press journalists and editors. In 2003, SABC board member Thami Mazwai commented that "old clichés such as objectivity or right of the editor" had little place in the Africanist aspirations of the national broadcaster. Wasserman (2003: 219) agrees that rethinking normative journalistic ethics, media ownership, freedom of speech, and transformation of the media is important, especially in post-apartheid South Africa, but argues that Mazwai "seems to be confusing issues" (2003: 222) because objectivity is a cornerstone of democracy, rather than an attack on media freedom. The drive to maintain the liberation identity of the ANC, thus quashing all opposing critiques, is at the centre of this impasse.

This paper considers the impact of pluralism in the media's role in elections, and outlines

how a free and critical media is paramount to a functioning democracy. South Africa's 20-year old democracy relies on the media acting as a free and critical Fourth Estate, but the extent to which government is involved in mainstream news media affects the public's access to democratic choices. By way of conclusion, this paper assesses South Africa's media landscape and makes recommendations for using alternative media to promote democratic processes during elections.

Id: 12186

Title: Is the Popular or Elite Press More Sexist' News framing of female candidates for top political positions: The popular press compared to the elite press in Israel and the US, 2008-2009

Session Type: Individual submission

Authors:

Name: Gilad Greenwald

Email: gilad.greenwald (at) biu.ac.il

Country: IL (Israel)

Affiliation: Bar-Ilan University

Abstract: This paper presents a comparative analysis of the media coverage of female candidates running for top political positions, in popular and elite print newspapers in Israel and the US.

Despite their weakening over the past few years, print newspapers still play an important role in shaping public opinion. Their social role is even stronger in times of political campaigns, when people tend to use them in order to consolidate their electoral positions. Therefore, in these critical periods the press can reinforce gender stereotypes, especially in regard to female political leaders located in the heart of the public agenda.

Popular newspapers are often described as emotional and sensational, while elite newspapers are more rational, solid and own a social observation. Thus, elite press might suggest an alternative to the known phenomenon of gender-bias in news framing.

A content analysis of more than a thousand news items from four different newspapers, elite compared to popular press, in both countries during 2008-2009 political campaigns, examined coverage of nine gender-oriented news frameworks.

The analysis revealed that while both types of press emphasized gender-oriented frameworks, the popular newspapers were more gender-biased, especially in the Israeli case and particularly in highlighting the politicians' appearance and sexuality.

This study's conclusions demonstrate a strong relationship between media coverage of female candidates for top political positions and the different types of press, as well as specific gender-oriented elements that are more likely to be found in popular newspapers. It also demonstrated that stereotypical coverage of female politicians is contextual and relative; thus, the creation of more gender-balanced news coverage is possible albeit demanding broader socio-cultural change.

Id: 12205

Title: The Challenge for Building the Sense of Solidarity with the Other in the New Media Environment: focusing on the Japan-Korea Solidarity Movement

Session Type: Individual submission

Authors:

Name: MISOOK LEE

Email: misook.lee (at) ihs.c.u-tokyo.ac.jp

Country: JP (Japan)

Affiliation: The University of Tokyo

Abstract: Social movement scholars have increasingly demonstrated the importance of media practices to social and political change. Activist media practices (Mattoni, 2012) are a focal point in the framing processes of social movements, as media offer political spaces of struggle over the production and mobilization of ideas and meanings. For activists, the New Media environment can be an opportunity for broadening their movement, but it is also a challenge to adapt to new media practices. This paper examines the tensions between the Old and New Media in Japan by showing how a transnational solidarity movement that once successfully used print publications is facing challenges in the age of digital technology today. In the 1970s and 80s, Japanese intellectuals and activists used print media to build solidarity with the South Korean democratization movement. In particular, the monthly magazine *Sekai* and the weekly magazine *Asahi Journal* were actively utilized by solidarity activists as political discursive spaces. Japanese intellectuals and activists defined solidarity as a process of self-reformation and initiated a movement for alteration of Japan's foreign policy toward South Korea. By communicating with various actors, including the Japanese government and mass media, solidarity activists articulated the fundamental problem between Japan and South Korea as located in the unsettled colonial past, and they initiated a movement for reconciliation with South Korea from the mid-1980s. However, the legacy of the Japan-Korea solidarity movement is now challenged in the New Media environment. Right-wing activists have adapted to New Media technology, whitewashing the crimes of the colonial era and spreading hate speech vilifying the *Zainichi* (Korean residents in Japan), while solidarity activists have not been able to create a strong counter discursive space in the New Media. This paper aims to understand media practices in transition by analyzing established activists' encounter with New Media technology. This research is still in progress.

Id: 12238

Title: Towards a social-justice oriented approach to cultural diversity: Canada's domestic cultural policy and the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

Session Type: Individual submission

Authors:

Name: Sylvia Blake

Email: sylviamayblake (at) gmail.com

Country: CA (Canada)

Affiliation: Simon Fraser University

Abstract: This paper will be presented at a joint panel of the Law Section and the Emerging Scholars Network.

In most ostensible ways, Canada has been a strong supporter of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (CDCE). Canada, with support from France, was the driver behind the Convention as a “cultural counterbalance to the WTO” (Graber 2006) that could assist in protecting distinct national voices in the face of industry globalization and a free-trade paradigm. It was the first state to ratify the Convention, and in its first quadrennial report, stated that its compliance with the instrument was easily achieved since it deeply “identifies with the objectives of the Convention due to its pursuit of similar, national goals” (Canada 2012). Canada has a large number of policies in its “cultural toolkit” to promote its domestic cultural industries, including subsidy programs, scheduling quotas, national ownership requirements, spending rules, and competition policies (Grant and Wood 2004).

However, Canada has been inconsistent in its diversity objectives, and its discussions about diversity of cultural expressions in the global field have been treated as a separate series of dialogues from those regarding domestic policies. While Canada advocates internationally for cultural exemptions in trade, the federal government has directed the broadcasting and telecommunications regulator to seek market-based solutions as much as possible (Minister of Justice 2006), cut funding to public broadcasting (Rowland 2013), and disbanded the Canadian Conference for the Arts, thereby weakening artist input into cultural policy. Canada also maintains an increasingly outdated division between media content and carriage, and has been slow to adopt an understanding of broadband development as an essential service for cultural development.

This paper argues that while Canada has been compliant with the Convention through protection and promotion of its cultural industries, it has not productively taken up issues related to diverse cultural expressions, social justice and development within its own borders, nor has it taken steps to prepare for the new challenges to diverse cultural expression posed by new media. It uses document analysis and semi-structured

interviews to develop an overview of the CDCE's promotion and impact in Canada so far. It then introduces the example of policy for old and new media in protecting and promoting diverse expressions in Canada's remote (largely Aboriginal) communities, arguing for increased support for indigenous voices through support for conventional community broadcasters and locally-based approaches to broadband connectivity. This is a disruptive interpretation of the Convention that challenges what it means to protect and promote diverse cultural expressions; however, if Canada wishes to remain a global leader in promoting diversity, then such an approach is necessary.

Id: 12287

Title: The Ministry of Information in British cultural memory

Session Type: Individual submission

Authors:

Name: Katherine Howells

Email: katherine.howells (at) kcl.ac.uk

Country: GB (United Kingdom)

Affiliation: King's College London

Abstract: During the Second World War, the UK Ministry of Information (MoI) published images to inform and influence the British public. Some images entered people's memories at the time. In the decades that followed, images were repeated in different media, entering the memories of new generations with no war experience and acquiring 'iconic' status.

Work has been done on the Ministry's impact on public morale, notably by Ian McLaine and Robert Mackay; many others have explored cultural memory of the war, including Mark Connelly, Geoff Eley, Lucy Noakes and Juliette Pattinson. However, what is missing is an analysis of the role of the Ministry's images in cultural memory formation across the twentieth and twenty-first centuries and that is where this research will contribute.

My research explores how MoI images entered people's cultural memory and the meanings and emotions they associate with them. This paper will report the results of an important stage of my research: an analysis of the responses to a Mass Observation questionnaire, which was issued in 2009 asking participants from different generations to write about what impact the Second World War had on their lives. This generated a fascinating body of responses, revealing experiences, cultural influences and emotions. Penny Summerfield has explored gender differences within the responses, however the source has not yet received an in-depth content analysis to identify memories of images or explore wider cultural memory.

My research gathers references to images, associations and emotions, considering specific contexts where these references appear and generating a set of data on the content of responses and the characteristics of the writers. This paper will explore the process of this research, the trends uncovered and the conclusions drawn. It will provide an insight into the legacy of MoI images and their place in the formation of British cultural memory.

Id: 12391

Title: The Festival d'Avignon's audience: remembering and reinventing traditions.

Session Type: Individual submission

Authors:

Name: Lauriane Guillou

Email: lauriane.guillou (at) univ-avignon.fr

Country: FR (France)

Affiliation: Université d'Avignon et des Pays de Vaucluse

Abstract: As concentrates of time and space, festivals are singular environments to observe social interactions as well as the reception of art forms. Because events take place within exceptional conditions, festivals tend to make us feel stronger the experience we are living. Through debates and conferences, which are part of programs, the festivals are also events where political debates are given a special place, and the Festival d'Avignon relates it well.

Known as the major performing arts festival at the international scale, the Festival d'Avignon gathers for three weeks artists and spectators around contemporary creation. Beyond its role of avant-garde supporter, this Festival embodies before all the ideology of cultural democratization and democracy, which should be carried out thanks to theatre and critical thinking from this art form. It is also an event where « transmission » and collective experience make particularly sense together (Ethis, Malinas).

Throughout field studies, structuring characteristics of the audience have been highlighted and participation remains at the core of the Festival d'Avignon (Ethis, Fabiani, Malinas). During the Festival, the spectators not only attend plays together and debate about it, they also stand up for their festival. Grounded within a myth of origins (Veyne, Barthes), « le théâtre populaire » that Jean Vilar never stopped defending since 1946, the Festival's audience makes a stand for this political project, shaped in the context of « éducation populaire ».

For the last 70 years, alongside with engagement and renewal of spectators' generations, the Festival's audience has also been keeping on reinventing its traditions (Hobsbawm) and has created symbolic and shared references. The Festival, as we know it today, is built from images, debates, paroles and both personal and common memories that strengthens a feeling of being a festival goer in Avignon, and makes the Festival a part of our biography, and even more, a part of our identity. From the collective defense of a space of cultural democratization, of free speech and otherness, commemoration and collective memory are deeply bound to the Festival d'Avignon.

The Festival's memory also exists within the presence of artists and some performances have become emblems of Avignon and each summer, the spectators pass on stories about

it, from a generation to another.

Today, this is analyzed from a new point of view: digital practices. What is happening online is seemingly inspired and reinvented by the audience from the tradition of participation rooted within the idea of encounter and experience. The audience's activity on the Internet is moreover strongly turned toward archives: digital contents are becoming not only archives and knowledge, but also individual memorial traces the spectators can watch over and over so that they can keep on feeling « festivalier », yet the edition is over. This activity is a starting point to question digital practices within the festivals' field since they call in another temporariness and make the festival existing beyond its usual period: to that end, digital contents and technologies bring in alternative practices of passing on, remembering and sharing.

Id: 12446

Title: The European approach to state aid for video games: a developing policy

Session Type: Individual submission

Authors:

Name: Maria O'Brien

Email: maria.obrien227 (at) mail.dcu.ie

Country: IE (Ireland)

Affiliation: Dublin City University

Abstract: This paper will be presented at a joint panel of the Law Section and the Emerging Scholars Network.

What is European Union (EU) policy towards video games? How has it developed over recent years? What issues have affected the shaping of policy? What differences and similarities can be identified in policies towards film and policy towards video games?

I look back at the development of audiovisual policy towards state aid with a focus on the emerging differences between the treatment of film (and high-end television) and video games. I look forward at possible directions for policy in these areas.

Three specific events provide evidence for tracing the development of policy. Firstly, in 2007, France was granted an exemption by the EU from state aid rules, which allowed it to grant favourable tax terms to certain video game projects. Secondly, in 2013, the revised Cinema Communication expressly excluded video games from the remit of state aid exception. Thirdly, in 2014, the UK was granted an exemption from state aid rules, based on the French exception, for certain 'culturally British' video games.

As part of a broader project examining the similarities and differences in the treatment of audiovisual products under state aid law at European Union level, I trace the development of EU state aid policy towards video games. I examine the submissions, the process of development of policy and the final policy documents in each of the above three events. I situate these policy developments in the context of broader EU/EC audiovisual policy. I identify the differences and similarities in the French and UK applications. I analyse the discourse around the application for and granting of these derogations from state aid law for video games from both a European and national perspective.

I identify a shifting balance between the forces of culture and economics within the discourses of policy.

My approach is informed by the work of Aphra Kerr, Nicholas Garnham, Thomas Guback, Anna Herold, amongst others. (Kerr 2012, Garnham 2005, Guback 1969, Herold 2010)

Select bibliography

Garnham, N. 2005. From cultural to creative industries. *International Journal of Cultural Policy*, 11(1), pp.15-29.

Guback, T.H. 1969. *The International Film Industry: Western Europe and America since 1954*. Bloomington, London: Indiana University Press.

Herold, A. 2010. *European Film Policies in EU and International Law. Culture and trade-marriage or misalliance?* Europa Law Publishing.

Kerr, A. 2012. Space wars: The politics of games production in europe. *Gaming Globally: Production, Play, and Place*, pp.215.

Id: 12463

Title: Social media, young Libyans and the 2011 revolution: an exploratory study of young Libyans' perceptions of the impact of social media during the uprising

Session Type: Individual submission

Authors:

Name: Sukaina Musbah Ehdeed
Email: smtehdeed1 (at) sheffield.ac.uk
Country: GB (United Kingdom)
Affiliation: Information School/University of Sheffield

Name: Jo Bates
Email: jo.bates (at) sheffield.ac.uk
Country: GB (United Kingdom)
Affiliation: Information School/University of Sheffield

Name: Andrew Cox
Email: a.m.cox (at) sheffield.ac.uk
Country: GB (United Kingdom)
Affiliation: Information School/University of Sheffield

Abstract: Social media sites such as Facebook played a key role during the so-called 'Arab Spring' between December 2010 and March 2011 (Yli-Kaitala, 2014; Khondker, 2011; Hussain & Howard, 2013). While much of the research so far has focused upon Egypt and Tunisia, relatively little is known about the extent to which sites such as Facebook played a role in delivering news and shaping attitudes towards the 'revolution' in Libya during this period. There have been few attempts to explain the story of the Libyan revolution, and those that there have been centered on the claim that social media functioned indirectly by allowing information to come out of Libya, to be beamed back into the country, as well as to the rest of the world, by news organizations such as the Al-Jazeera news channel (Dahan, 2014; Scott-railton, 2011). This paper will explore the perspectives of young Libyans aged between 24 and 35 in relation to the revolution in 2011. It does so by presenting an overview of the role of social media in Libyan revolution based on a critical thematic analysis of five interviews with young Libyans exploring how social media was used to promote dissent in the country; and a content analysis of the 'Libyan Women' Facebook page (during the period February to October 2011).

Id: 12542

Title: On Cyber Metaphor and Digital Activism

Session Type: Individual submission

Authors:

Name: Rianka Singh

Email: rianka.singh (at) mail.utoronto.ca

Country: CA (Canada)

Affiliation: University of Toronto

Abstract: The Internet is talked about, often, metaphorically. So often, in fact, that it has become possible to distinguish a specific category of metaphors that deal with the Internet. In this paper, I introduce the concept of cyber metaphors and put forth that the metaphors we use to talk about the Internet matter for how online activism is done. After establishing three types of cyber metaphor- spatial, instrumental and networked, I explain how each functions differently in recent instances of digital activism. I present the advantages and limitations offered by choosing specific cyber metaphors. In this paper I call upon philosophers of language such as Davidson and Lakoff and Johnson as well as theories of cyberspace put forth by Lessig, and Chun, and Castells. Ultimately, I argue that we cannot ignore the role of metaphor when thinking about the future of digital activism.

Id: 12547

Title: The sublime objects of data and choice: The Lacanian theory of ideology and media representations of education policies in Aotearoa New Zealand

Session Type: Individual submission

Authors:

Name: Leon Alick Salter

Email: l.a.salter (at) massey.ac.nz

Country: NZ (New Zealand)

Affiliation: Massey University

Abstract: This paper, as part of a PhD thesis, utilizes a psychoanalytically-influenced discourse theoretical approach to analyse newspaper and internet representations of three key education policies introduced by the National Government in Aotearoa New Zealand: National Standards (2008), Charter Schools (2011) and a proposed increase in class sizes (2012).

Representation is conceived here as actively constitutive of education policy within an intermeshed sphere increasingly dominated by mediatized and populist logics (Ball, 2013; Clarke, 2014; Couldry, 2012; Jutel, 2013; Meyer, 2002). The added insight of the psychoanalytical approach is the central and centring role of 'the media' in filling in the ontological lack in the symbolic order, which creates our desire for political, and thereby policy certainties (Engelken-Jorge, 2010; Gunder, 2011, 2015). The media filling function is narrated via ideological fantasies of wholeness originating in the imaginary register (Lacan, 2006; Žižek, 1989).

Ernesto Laclau's (2005) theory of populism supplements the analysis with his theory of political agency and power; with the identity of the rational chooser/parent becoming a metonym for 'the people' set against a status quo. This fantasmatic representation (Phelan, 2008) who promises a fullness-to-come (Glynos & Howarth, 2007) is a key figure in the broader neoliberal empowerment fantasy of the free market (Dean, 2009; Wright, 2012). In order for the invisible hand of the market to hold education professionals to account, however, parents must have unconstrained access to 'the data' to make rational and informed choices on their child's schooling. The representation of the 'educationalist' as status-quo then attracts our antagonistic libidinal investments, acting as blockage to the realization of the imagined full identity by refusing to produce objective data.

However, the structural impossibility of ever closing off the parent identity as a fully positive entity (Laclau, 1990) left the signifier open to colonization by counter-hegemonic articulations from the unions, the blogosphere and social media. This led by 2012 to a crisis of policy-legitimacy which revealed which groups were excluded from the rational chooser/parent representation.

Id: 12652

Title: Looking back to look forward: Re-humanization through consumption in Post-Apartheid South Africa

Session Type: Individual submission

Authors:

Name: Mthobeli Ngcongco

Email: ngcongom (at) ufs.ac.za

Country: ZA (South Africa)

Affiliation: University of Free State

Name: Jabulani Mnisi

Email: jabulanim (at) uj.ac.za

Country: ZA (South Africa)

Affiliation: University Of Johannesburg

Abstract: Re-humanization in society is often necessitated by contexts of protracted atrocities. By consequence these atrocities lead to the enemy being perceived and treated as less than human, namely dehumanization. Since apartheid conforms to the conflictive ethos of dehumanization, this paper looks back at how black people were dehumanized through various cultural norms in order to make sense of present identity politics in South Africa. Indeed, in tandem with the spirit of colonial history and constructions of whiteness, the black person ceased to be human and became a thing, thereby rendering blackness as ontological. This process of ‘dehumanization’ allowed white power to enact rituals that were in accordance to the black person’s status as a thing. However, more than looking back the paper also looks forward to how black African youth in contemporary South Africa have sought the reversal of racial segregation’s legacy of dehumanization. The study looks at the activities of a group of black young men called Izikhothane on the Eaststrand of South Africa’s Gauteng province, which engage in conspicuous consumption within circumstances of poverty as an exemplar of a unique avenue of self rehumanization in post-apartheid South Africa. Findings from ethnographic interviews reveal that the stylized forms of consumption enable Izikhothane to find new autonomous ways of being human and to gain the visibility of existential personhood.

The research sought to investigate:

1. What are the links between dehumanization and racial identity in South Africa?
2. Why is the re-humanization of black people important in post-apartheid South Africa?
3. How does consumption provide avenues for re-humanization to black youth in post-apartheid?

Key Words: dehumanization, re-humanization, racial identity, consumption, agency, Izikhothane

Id: 12692

Title: Bot-ifying the Audience: The Political Economy of the Traffic Traffickers

Session Type: Individual submission

Authors:

Name: David Elliot Berman

Email: dberman (at) asc.upenn.edu

Country: US (United States)

Affiliation: Annenberg School for Communication at the University of Pennsylvania

Abstract: In recent years, politicians, corporations, and even private citizens have all been caught buying Facebook page likes, Twitter followers, and YouTube views. A growing number of websites offer to deploy armies of socialbots—software robots that present themselves as human users on social networking sites—to artificially inflate their clients’ social media attention metrics. This paper draws on data derived from numerous fake Facebook and Twitter accounts that I created in order enlist the services of websites operating in this gray market for social media metrics. Using a combination of audience labor theory and post-structuralist accounts of meaning, this paper critically examines the role of socialbots in the internet-enabled attention economy.

Social media companies have been largely unsuccessful in reining in socialbots because socialbots are immanent to digital capitalism itself. The pursuit and expectation of an ever-increasing amount of attention on commercial social media platforms is part of a neoliberal sensibility in which economic growth purports to confront no limits and understand no social cost. This paper argues that socialbots resolve the problem of attention scarcity on commercial social media platforms by distancing the real actions, affects, and properties of flesh and blood social media users from their quantitative representation as social media metrics. It is in this space between the sign (metrics) and referent (audiences) that bubbles emerge in the online attention economy, evidenced by the over 140 million socialbot accounts that populate Facebook and generate revenue for the company. This paper concludes by calling for a politics of acceleration rather than reform or retreat, arguing for the further proliferation of socialbots in order to radicalize and deepen the contradictions at the heart of the attention economy.

Id: 12727

Title: Play, individualism, exploitation: towards a comprehensive critique of the web 2.0 and its relationship with contentious politics

Session Type: Individual submission

Authors:

Name: Elisabetta Ferrari

Email: eferrari (at) asc.upenn.edu

Country: US (United States)

Affiliation: Annenberg School for Communication, University of Pennsylvania

Abstract: In this work-in-progress, I join the ongoing academic effort to develop a critique of social network sites (SNS), focusing in particular on the relevance of such critique for contemporary social movements. Critical analyses of SNS emerge from two broadly defined camps: one reliant on a privacy-based critique of surveillance, the other dependent on the notions of exploitation and digital labor. In this paper, I critically review both approaches to propose a broader labor-based critique, which I integrate with key lessons from the study of built-environments and infrastructures, namely the relationship between power and design.

In doing so, I address two neglected issues: the role of play, enjoyment and leisure in relation to digital labor, and the tension between individualism and collectivity that underpins the way we experience the web 2.0. I argue that we need to think of SNS as an infrastructure designed for the exploitation of labor through enjoyment. Furthermore, I contend that the way in which enjoyment is designed by web 2.0 platforms further reinforces the notion of participation as an individualistic practice – an idea that is embedded in and functional to the neoliberal project.

In closing, I suggest that a critique of the web 2.0 is especially urgent given how much activists and social movements – including those who try to resist neoliberalism – have come to rely on SNS. Drawing on my research on the Occupy movement and its use of technologies, I show how activists are also grappling with concerns over their relationship with the corporate platforms of the web 2.0. I thus end the paper with a call for academic and activist intervention: to understand and render visible the features and constraints of commercial SNS and to build alternatives to their dominance that can help us imagine a new political future.

Id: 12738

Title: Media, Memory, and Movements

Session Type: Individual submission

Authors:

Name: Kamilla Petrick

Email: kamillapetrick (at) gmail.com

Country: CA (Canada)

Affiliation: York University

Abstract: How do social movements keep track of what they are doing? How is the collective memory of social struggles shared among movement actors, and what role do communication media play in this process? Animated by growing scholarly interest in collective memory and its reconstitution in the age of global communication, this article examines the challenges and changes to collective memory production, transmission, and preservation in relation to contemporary global justice movements.

The unprecedented advantages offered by digital media technologies when it comes to facilitating global media activism have been extensively documented and celebrated by communication scholars since the uprising of the Zapatistas in 1994. Thanks to the Internet and social media, activists can now connect easily and instantaneously around the globe; they can also use new media technologies to record social movement activities and use the material not only for broadcast and awareness raising, but also in the service of building activist collective memory. While recognizing the ability of new media to provide a virtually unlimited storage of information, this paper will argue that the proliferation of the same technologies has altered the cultural value and practice of collective memory while also reducing the time available for historical reflection --- with significant and potentially deleterious consequences for social movements seeking to change the course of history.

Drawing on the insights of memory and time studies, the concept of media 'bias' developed by Harold Innis of the Toronto school of communication, and the basic dynamics of capitalism as delineated by critical political economy, the paper will begin by elucidating how each major wave of modern communication technology served to effect deep-seated changes in individual and collective consciousness. By foreshortening the hegemonic time horizons and contributing to a general sense of speed-up, the paper will establish that modern technological innovation deployed by capitalist vested interests has impacted in profound yet often overlooked ways both individual as well as collective capacity for memory, resulting in a myopic culture of amnesia.

To explore this argument empirically, the second half of the paper will examine qualitative evidence gleaned from over seventy semi-structured interviews with Canadian social justice activists, carried out for the purposes of my doctoral dissertation. Collective

memory constituted one of the three central temporal practices investigated in my research, alongside long-term strategic planning and building sustainable social movement infrastructure -- it proved by far the most interesting to my respondents, effectively attesting to the proliferation of interest in the matters of memory in both academic and popular spheres.

The paper will conclude by examining some of the "best practices" deployed by long-time activists in order to foster and recuperate the capacity for "memory from below" within oppositional social movements.

(Note: the paper will be submitted for consideration for the Schiller prize).

Id: 12890

Title: Recreating Syria: Nostalgia and Home-building in Sarouja Restaurant

Session Type: Individual submission

Authors:

Name: Nour Halabi

Email: nhalabi (at) asc.upenn.edu

Country: US (United States)

Affiliation: Annenberg School

Abstract: Home-building in exiled communities is a continuous process that responds to immigrants' collective experience of nostalgia for a home as well as their collective recognition of the loss of a home. In response, exiled and immigrant communities strive to re-establish intimacy with their home culture in order to reconstitute the sense of “feeling at home” in their new environment. This paper examines the physical space, client-base, and online presence of the Syrian restaurant Sarouja in the upscale neighborhood of Dubai Marina in the United Arab Emirates.

Throughout the analysis of this paper I ask, how do the mnemonic practices and home-building strategies demonstrated in the restaurant represent a reflective nostalgia that rebuilds collective identity following political conflicts? To answer that question, the paper analyzes the décor and food elements of the restaurant to show how Syrian immigrants in Dubai have established in Sarouja a site of memory that eternalizes memory of home outside of the territorial boundaries of the nation. Furthermore, it examines clientele's contributions to the restaurant's Facebook and YouTube pages to demonstrate how these contributions adapt national identity of home to a new space and time. Finally, the paper traces the ways in which the restaurant's construction and events foster continuity and renewal of the social networks and norms of home.

In conclusion, the paper argues that the case of Sarouja is emblematic of reflective nostalgia that eternalizes memory in space while adapting the remembrance of one's home to a new setting. Furthermore, the paper shows how this nostalgia is both purposeful and creative, as the immigrants not only accommodate a new time and space in Sarouja but also demonstrate the collective renegotiation of Syrian collective identity as a way of overcoming conflicts and adapting to the unfolding migrant experience.

Id: 13048

Title: C4D in Practice: An analysis of Projects in Developing Countries

Session Type: Individual submission

Authors:

Name: Andrea Carolina Echavarría

Email: a.c.EchavarríaBasy (at) student.reading.ac.uk

Country: UY (Uruguay)

Affiliation: University of Reading

Abstract: As postgraduate students of development studies at the University of Reading, we are a culturally diverse group from 12 countries with varied experiences and backgrounds, yet with similar goals and dreams about the future of development communication. Herein, therefore, lies our greatest strength, yet our greatest challenge. We are a microcosm of different societies; we have different outlooks and ways in which we envision change, but at the core of our differences lies our need to understand social change; and be agents of change using communication for development effectively. From our different perspectives, we have identified a common problem: participatory communication is often undermined in development interventions. If this issue is not addressed, there is a risk of excluding people from the development process.

This paper examines development projects to identify communication for development components, and how these components are influential in promoting social change. This study examines development projects from Colombia, Kyrgyzstan, Malawi and Zambia; countries which are represented in our diverse group.

Methodology

Using literature review about Communication for Development theories and desktop reviews about each case study, we analysed how the projects had implemented communication for development and participatory approaches and the different outcomes and feedback on each intervention. We learnt that participatory communication was influential in the success of each and thereby aided in promoting social change. However, it was found that each case study had an intentional communication component but with a mix of development approaches.

The cases:

The Adventures of Professor Yarumo television and radio series in Colombia support the extension services of the Coffee-growers National Federation (FNC) in improving the quality of life of coffee-growers and their families, strengthening common interests within coffee-growing communities and in promoting the sustainable production of Colombian coffee.

The e-Bilim Mobile Digital Library in Kyrgyzstan helps to fill the information needs of

citizens living in remote mountain communities. 15 trips are made every month by a van which has been outfitted with computers, texts and other information communication technologies (ICTs), benefiting an average of 300 adults and children per trip.

The farmer empowerment project implemented by the Japan Overseas Cooperative Association in northern Malawi (2005-2012) sought to improve the livelihoods of smallholder farmers by encouraging self reliance and the use of local resources to increase productivity through a combination of both persuasive strategies (top-down) and interactive (bottom-up) approaches.

Finally, the Food Security Pack Programme in Zambia provided poor farming households with agricultural inputs as well as with information about modern farming techniques, to increase their productivity and reduce their levels of poverty. This behaviour change programme was implemented through a top-down approach, with passive participation of community members in making decisions about the project.

Id: 13155

Title: Enmeshed: Cultural and Political Practices of Mesh Networks as alternative ISPs

Session Type: Individual submission

Authors:

Name: Revati Prasad

Email: rprasad (at) asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania

Abstract: This paper will be presented at a joint panel of the Law Section and the Emerging Scholars Network.

This work in progress will look at the cultural practices and political ethos of mesh networks as alternatives or supplementary to commercial Internet Service Providers (ISPs). A mesh network is a Local Area Network with decentralized connection arrangements as compared to conventional internet, which has a few centralized access points. Mesh Networks are now operating in communities in over a dozen U.S. cities including New York, Chicago, Seattle, Baltimore and Philadelphia, and many other international sites as well.

In their self-descriptions, mesh networks seem to espouse a common spirit – one that emphasizes resilience in terms of environmental disasters and service disruption, privacy from government surveillance, enabling choice from corporate provision of the Internet, and most importantly, localism by being physically situated in bounded communities, and working with and through community organizations, mostly non-profits. Mesh networks are presenting themselves as community forces – working through community organizations and physical nodes in the built environment - that act as bulwarks against government, corporate and environmental encroachment.

In addition to this strong flavor of localism, the networks are inherently horizontal with both distributed nodes and a peer-to-peer aspect, and the project will investigate how this architecture and geography shape the network as an entity, and as an alternative ISP. A significant aspect of the cultural practice seems to call upon the DIY/Hacker approach to technology. Many mesh networks provide instructions on buying cheap available technology such as a Raspberry Pi and customizing or “hacking” them to act as servers. These acts are aimed at both democratizing access and concretizing the otherwise abstract notion of the internet, especially as the language of the “cloud” takes hold.

The project is nascent, and will be conducted in phases. In addition to better clarifying the technical terrain, in terms of various technologies and protocols employed by mesh networks and their implications, the initial phase of the project will be focused on explicating a theoretical and analytical framework within which to situate the broader

international Local Internet Movement, as well as the U.S-specific connotations.

The project will also include field work in Philadelphia, which has the newest mesh network of the American cities listed above. As the home of the largest ISP, Comcast, and as a city which has had a recent failed municipal Wi-Fi program, the project will investigate the policy and market environment encountered by a new, distinctly small entrant to the market. Only a few months into operation, Philadelphia's mesh network – Bamboo Wi-Fi is currently available only in a single neighborhood but has received small grants for expansion from local community non-profits. Their model, which is to offer Wi-Fi in exchange for digital advertising or a range of subscription plans with varying bandwidth, may be a significant departure. Mesh networks have been proposed commonly as alternatives to providers and platforms built on advertising and tracking, and this may signal a shift as mesh networks make a bid for financial feasibility.

Id: 13182

Title: The political subjectivization of Korean creative workers: living and working as urban precariat in creative city Seoul.

Session Type: Individual submission

Authors:

Name: Changwook Kim

Email: ricky147 (at) gmail.com

Country: US (United States)

Affiliation: The University of Massachusetts Amherst

Abstract: This research aims to reconsider and re-evaluate the rapid circulation of global creative city policy from the viewpoint of its creative workforce by focusing on the case of Seoul, South Korea. Since 2007, the city of Seoul becomes an exemplary case in which the city government is key initiators of development programs generated through spending on new cultural infrastructures, investment in agencies to spearhead new initiatives, successful attraction of private capital investments, and promotion of city- and by extension nation-branding projects. The Seoul Metropolitan Government (SMG)'s creative city policy, Design Seoul, reflects the vision that creative industries have a great potential for regenerating economy and providing abundant employment specifically by focusing on the design industry. The SMG's 'creative' vision clearly represents how this government agency has viewed creative workers as "role model subjects" who are important human capital not only to regenerate the city's economy but also to enhance overall national economic development.

Despite the prominent place of the creative workforce in discussions about urban transformation, policy makers and urban planners have paid little attention to how these workers actually experience, evaluate, participate, negotiate or even resist the given creative city policy. This research explores these neglected voices and experiences of the creative workforce in Seoul's creative city making process. To shed light on their everyday experiences and labor subjectivity, this research draws ideas from the recent growing research trends of "creative labor" from media and cultural studies, sociology of work, and political economy of communication. Based on in-depth interviews and participant observations with creative workers, artists and future workforces, this research seeks to show that creative workers are not only role model workers for neoliberal economy but are also among the protagonists of struggle against exploitation and inequality in the neoliberal era. Based on this research goal, it especially paid attention on the recent uprising of creative workers' movement such as the Artists Social Union movement in Korea.

By locating creative workers' movements in Korea within the growing scholarship on the "precariat" in Europe and North America, this research not only attempts to fully understand the complexity of labor subjectivities of creative workers but further explores

how creative workers can actually become “political subjects” who can resist their given precarious working and living conditions. In conversation with a Foucauldian framework of "self-enterprising" subjectivity as well as a Giddensian framework of an ethical and moral "self-reflexive" subjectivity, it strives to explain creative workers' subjectivities by using Jacques Ranciere’s concept of “political subjectivation” in order to more effectively theorize how creative workers can not only become moral and ethical subjects but also empower themselves as “political subjects” who strategically disavow their given self-identities as “individualized creators”. Furthermore, this approach will examine how these creative workers recall the often neglected subjectivity of “solidified labor” to resist and oppose their given precarious working and living conditions. In doing so, this research will contribute to add theoretical insights to better understand what leads to this political formation of creative workers.

Id: 13211

Title: Digital Security Technologies for Journalists: Integrating Diffusion of Innovation Theory and Theories of Persuasion to Develop Messaging That May Facilitate Adoption

Session Type: Individual submission

Authors:

Name: Jennifer Henrichsen

Email: jhenrichsen (at) asc.upenn.edu

Country: US (United States)

Affiliation: University of Pennsylvania, Annenberg School for Communication

Abstract: This paper examines the integration of the diffusion of innovation theory and theories of persuasion as they can be applied to better understand the specific messaging attributes that may encourage investigative journalists currently unengaged with digital security technologies to change intention and consider adoption. Research shows that while most journalists are aware of the increased surveillance risk they face because of their profession, the overwhelming majority has not yet incorporated digital securities to begin to protect their communications. While ease of use around new digital security technology is an issue, this study's theoretical contribution contends that not only must the innovation of digital security technology consider the attributes of relative advantage, compatibility, complexity, trialability, and observability conceptualized by scholars over the years, but journalists must also be persuaded of the threats to their livelihoods that lack of adoption poses. Hypotheses concerning specific message attributes that use elements of exemplars, narratives, and fear/efficacy appeals have been generated for future potential study by other scholars, and should be tested at the interpersonal, "localite" level first. That is to say, journalists may be most receptive to these messages when their peers deliver them at the individual, rather than organizational, level. [Please note, this is a work in progress.]

Id: 13262

Title: Imagining a better world: Activists and online public expression

Session Type: Individual submission

Authors:

Name: Dorismilda Flores Márquez

Email: dorixfm (at) gmail.com

Country: MX (Mexico)

Affiliation: AMIC

Abstract: This paper presents the main findings of a doctoral research about online public expression of activist in local contexts. Most previous studies have been focused on activism, understanding it as protest and demonstrations experiences. In recent years, there are a special interest on the link between online activism and collective action in the streets. This study contributes to the discussion about communication and activism, by incorporating two elements: First, activism is not limited to the protest, therefore the cases of study were two local activist groups, which projects are based on continuous practical actions. Second, communication is not limited to the internet and the streets, mainstream media are still relevant in Latin American countries, so this study included three communication spaces: internet, the streets and the media.

The theoretical framework was a dialogue among communication studies, sociology of social movements, and political philosophy. This framework contributes to discuss the political dimension of communication, by understanding online communication not only as a tool, but as a field of struggle. The methodological approach was based on multi-sited ethnography, in three communication spaces —internet, the streets, and the media— with two activist groups in Aguascalientes, Mexico. It included digital ethnography, semi-structured interviews, participative observation, and media monitoring.

Data from field research show that local activists embrace online communication as a way of participation in public space, as a struggle for the recognition of their visions about a better world. They present a critical perspective on government and society, a proposal to improve specific areas of action, and some evidences of their work on these areas. Imagination is a key element in their work and their content production. They work to construct the better world they have imagined, and communication is one of the main ways to achieve it.

Id: 13337

Title: Viral News Event Case Studies - Social Media Networking and the Distribution of News in China

Session Type: Individual submission

Authors:

Name: Weiwei Xu

Email: xuweiwei_617 (at) hotmail.com

Country: AU (Australia)

Affiliation: the University of Sydney

Abstract: With the innovation of Web 2.0 and the rise of mobile Internet (Goggin, 2011, 2012), the emergence of social media platforms have transformed the ways that people acquire and distribute news. This means that news producers become simultaneously receivers or, as Bruns calls them, “producers” (2005).

This paper investigates how news events become viral on major social media platforms in China, through an analysis of several cases including the Tianjin explosion (Dwyer & Xu, 2015), the disappearance of Malaysian Airlines flight, the Ya’an earthquake and the Wenzhou high-speed train crash. The argument is made that these viral news events possess their own sharing characteristics, producing varying impacts on public opinions.

A fundamental question addressed by the paper is: ‘Does the mass distribution of news on social media empower online users of China in case of crises, including natural and man-made disasters?’.

Kümpel et al note that: “Social media also simplify and facilitate news sharing—both for media organizations and individuals” (2015: 1). I make the argument that the interaction between the social media platforms and traditional media plays an important role in the dissemination of news. However, the dissemination of such news necessarily interacts with the regulation of the Internet by governing bodies, and lacking the editorial gatekeeping typically found with traditional news, it is prone to rumor, speculation and inaccuracies (Nip and Fu, 2016, Liu & Xu, 2011; Tong, 2014). Braun (2015) argues that social media platforms have controversially served as both distribution channels and automatic gatekeepers, emphasizing the value of “distribution studies”.

The paper will first explore various scholastic definitions of what it means to ‘go viral’ (Penenberg, 2015). It then draws on Habermasian theories about the public sphere and its transformation or “Public Sphere 2.0” (Rui et al, 2012). boyd (2010) also explores the construction of social media as networked publics, leading to the breaking up of public and private boundaries in communication. Kokas specifically explains China’s ‘blended public sphere’, defined as “a digital space in which conversations about different modes of access counter the rigorously controlled Chinese media landscape” (2015: 144).

The paper includes a theoretical discussion on citizen journalism (Bruns, 2012; Allan, 2011) and the boundary defence of professional journalism (Tong, 2014; Lewis & Westlund, 2015). I will also tease out implications for news distribution of Qiu's (2007, 2009) "Information have-less" and Chen and Goodman's (2013) rise of middle class to see how mobile social media facilitate the communication needs of less privileged groups by offering free or affordable services. Finally, the paper will be based on the political economy of social media (Fuchs, 2014, 2015), critically analyzing the nature of platforms and how it influences their distribution affordances.

I use a combination of case study and textual analysis to examine content shared and the patterns of sharing. I use visualisations and statistics to highlight the reporting trends.

To what extent digital platforms contribute to giving Internet users a "greater voice" in China is open to debate, and the impact of this wide-spread dissemination has to be further observed and tested.

Id: 13393

Title: MEDIATED AGENCY OF THE OTHER IN FAIR TRADE COMMUNICATION ON FACEBOOK

Session Type: Individual submission

Authors:

Name: Kinga Polynczuk-Alenius

Email: kinga.polynczuk (at) helsinki.fi

Country: FI (Finland)

Affiliation: University of Helsinki

Abstract: To introduce solidarity-based economic justice into global trade, fair trade organisations strive to de-fetishise commodities through ‘shortening the distance’ between Southern producers and Northern consumers. The distance is shortened through mediation, i.e. via media content produced and curated by organisations. Although presenting producers as active agents is crucial to the successful shortening of the distance, representations used in fair trade campaigns are often criticised for commodifying farmers and diminishing their agency. This failure largely results from employing commercial packaging and marketing materials as main channels of communication. Facebook – with the affordances such as global reach, easiness of content production, and interactivity – offers new ways of communicating producers’ agency, including the potential for their self-representation. Yet, the platform remains understudied as a channel of fair trade communication.

To bridge this gap, I examine the narratives of the other used in Facebook storytelling to mediate between producers and consumers by two fair trade organisations. The inspected organisations are (1) Fairtrade Finland, a member of Fairtrade International, and (2) Pizca del Mundo, a commercial fair trade brand from Poland. Through narratological analysis, I identify the forms of mediated agency offered to Southern producers and the possibilities for their voice to emerge. The narratives are also discussed from the perspective of ‘proper distance’ in representing the other (Silverstone, 2007).

Fairtrade Finland utilises Facebook to extend the usual narrative of producers as active, hard-working subjects, shaping the development of their communities. The use of technological features of Facebook enables Pizca del Mundo to present producers with increased mediated agency, including narrative agency and mediated voice, but simultaneously problematizes the maintenance of proper distance. Thus, I argue that while shortening of the distance is technologically facilitated by Facebook, the ultimate responsibility for the representation of Southern producers still falls on fair trade organisations as mediators.

Id: 13401

Title: Memories in digital exile: online commemoration of the Nord-Ost theatre siege in the modern history of Russia

Session Type: Individual submission

Authors:

Name: Katya Linden

Email: linden.katya (at) gmail.com

Country: SE (Sweden)

Affiliation: Stockholm University

Abstract: The Nord-Ost siege 2002, or the Moscow theatre hostage crisis, has often been called the "Russian 9/11." But, in contrast with Americans who make an effort to preserve the memory of the victims, Russians' goal seems to be to forget details of the tragic event.

The siege, in which more than 800 spectators and cast members of the musical "Nord-Ost" were held captive for three days by Chechen terrorists, ended up with a military assault. Russian special forces took out the attackers, but 130 hostages died during the rescue operation. The tragedy became a spectacular media event, which sparked domestic and international debates regarding the appropriateness of using military force. An investigation was started, which is still not finished. Government dossiers remain secret, and people are not reminded about the tragedy. Interviews show that youngsters are ignorant about the Nord-Ost siege. Those who remember, mostly victims' relatives, gather on the memorial websites. Today, detailed information about the tragedy can be found nowhere but online.

Inspired by Connerton's (2008) and Assmann's (2014) 'damnatio memoriae' concept, this paper aims to discuss the dynamics of remembrance and forgetting in Russian modern history. Pursuing an 'existential media analysis' (Lagerkvist 2016), it will analyze the way this hybrid political culture and its media outlets colonize the existential realm of death, bereavement, memory and mourning. By looking both at what was silenced and what re-emerged through online memorialization, this paper will take into account news media coverage on local and international levels, and various digital sources, from news media channels to personal blogs, trying to qualify the distinctive features of the repression of memory in Russia. This way the case will enable a problematization of what scholars refer to as a post-scarcity memory culture (Hoskins 2011), in a society where memories of the dead are carefully protocolled.

Id: 13498

Title: Seeking health information today: Media preferences and the shift in media landscape

Session Type: Individual submission

Authors:

Name: Ysa Marie Therese Macaraeg Cayabyab

Email: ysamarie001 (at) e.ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological University

Name: May Lwin

Email: TMAYLWIN (at) ntu.edu.sg

Country: SG (Singapore)

Affiliation: Nanyang Technological University

Abstract: Across disciplines, much importance is given to the study of health as it affects one's well-being, life satisfaction, and happiness. Also as important is the acquisition of health information as it provides knowledge necessary to make appropriate health decisions. While early digital divide research emphasized socio-demographic disparities in accessing information sources, observation of the current media landscape shows a shift in health information-seeking behavior. Guided by the Uses and Gratifications approach, this study examined how individual characteristics, namely, gender, age, educational level, and socioeconomic status, influence media preferences in seeking health information. Both traditional and new media channels were investigated to account for their usage in disseminating health messages. Television and newspapers represented the traditional media component, while Internet-enabled computers and mobile phones represented new media. A cross-sectional survey was conducted among 1000 adults in Singapore. Results showed no demographic bias in using television and mobile phones for health information, indicating the widespread diffusion and use of both information channels. Meanwhile, educational level was a predictor of the preference for newspapers, denoting the importance of reading abilities in the effectiveness of disseminating health information through print materials. Interestingly, all demographic characteristics were predictors of the preference for Internet-enabled computers. Despite the lack of demographic bias for mobile phones, the use of the Internet via computers remained dependent on individual characteristics. This suggests a difference in propensity for seeking health information through stationary and mobile media forms. Moreover, perceived health and health literacy were found to influence media source preferences. Both factors predicted significant differences in preferences across media channels, demonstrating the influence of perceived state of well-being and health knowledge on information-seeking behavior. Results of this study provide implications on health communication in today's media landscape and suggestions for future studies to better understand the shift in the information environment.

Id: 13514

Title: Entre el recuerdo y el olvido, la memoria. Historias de recepción en familias mexicanas de la Ciudad de México

Session Type: Individual submission

Authors:

Name: Berenice Ponce

Email: bponcecapdeville (at) gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberomaericana Ciudad de México

Abstract: Entre el recuerdo y el olvido, la memoria.
Historias de recepción en Familias Mexicanas de la Ciudad de México

B. Ponce Capdeville*

Abstract

El objetivo de esta investigación es reconstruir las memorias de recepción de familias mexicanas, de clase media/media alta de la Ciudad de México, para analizar los modos en que la radio, la televisión y las TIC's se convirtieron en parte de su cultura.

El análisis de esas memorias aporta datos sobre su transformación en receptores de medios y cómo esta condición se tornó parte de la identidad de estas familias que, como usuarias de los medios, son una construcción en conjunción con los cambios de época, los nuevos aparatos técnicos, la movilidad en las ciudades, la migración, el ascenso social y el acceso a determinados bienes culturales (Mata,1991).

Para aproximarse a este objeto de estudio se retoman los conceptos de Martín Barbero y García Canclini en cuanto al consumo cultural y a la familia como principal espacio de mediación en la comprensión de fenómenos socioculturales de mayor alcance (Citado por Sunkel,2006:289).

De esta manera se propone construir una memoria, no para hablar del pasado, sino para dar continuidad al proceso de construcción permanente de la identidad colectiva (Martín Barbero,1987:200).

Sin embargo, el papel de la memoria autobiográfica es relevante en este trabajo. En *Research Methods for Memory Studies* (Keightley y Pickering, 2013), Fivush señala que, como producto de construcciones tanto individuales como culturales, el estudio de las diferentes narrativas permite comprender cómo los individuos construyen sus propias verdades dando sentido a su mundo y las diferentes formas en que el proceso de investigación potencia sus memorias.

En este contexto, la relación entre la recepción y la familia, a nivel colectivo e individual, es espacio de producción de sentido, inserta en entramados textuales y contextuales que definen y moldean la experiencia cultural (Mata, 1993).

El estudio se realizó a partir de una investigación empírica de corte cualitativo,

mediante observación participante y entrevistas a profundidad en los hogares. Se empleó la modalidad de historia de vida, pues facilita la conversación coloquial y permite potenciar recuerdos en los sujetos.

Se efectuaron entrevistas a 32 personas, integrantes de 6 familias mexicanas en versión ampliada (Guadarrama,1996), integrando 3 generaciones.

Entre los resultados destacan:

1. Migración del campo a la ciudad.
2. Aparatos receptores y TIC'S como símbolo de ascenso social (Vasallo López, 1995). El acceso en relación con la condición económica.
3. Una historia diacrónica de los espacios ocupados por los aparatos receptores y de su consumo, incluidas las TIC'S.
4. Uso de los medios de comunicación como práctica ritual (Larsen y Tufte,2001).
5. Mapeo de cambios tecnológicos (últimos 90 años) y de competencias culturales desarrolladas para los usos y apropiaciones de los medios,
6. Incidencia en la configuración de dinámicas personales y familiares.

Palabras clave: Recepción, Memoria, Familia, Consumo cultural, Medios, TIC'S.

* Becaria del CONACYT en la Maestría en Comunicación de la Universidad Iberoamericana Ciudad de México.

Id: 13533

Title: Identity and Affect in Rhodes Must Fall: A Textual Analysis

Session Type: Individual submission

Authors:

Name: Jon Adam Chen

Email: jonadamchen (at) gmail.com

Country: ZA (South Africa)

Affiliation: University of Cape Town

Abstract: Following twenty years of democratic rule, South Africa’s “born free” generation, without memory of apartheid, has come of age. The impending arrival of the “born frees” has remained a topic of South African national lore, inextricably linked to discourses of reconciliation and non-racialism; having lived entirely in a democratic South Africa, they have been conceived as the less blemished and bitter fruits of the “Rainbow Nation”. Yet, under their leadership, South Africa’s elite tertiary institutions have emerged as among the most radical sites contesting dominant narratives. The Rhodes Must Fall (RMF) movement arose amid protests in March 2015 for the removal of a statue of British colonialist, John Cecil Rhodes, from the University of Cape Town campus. Identified as an embodiment of ongoing institutional racism and exclusion, the statue ignited a broader black student-led campaign calling for complete “decolonisation” of the university apparatus and South African society writ large. RMF’s contentious actions catalysed the formation of student movements nationwide, culminating in a coordinated Fees Must Fall campaign.

Claims to identity have been pivotal to RMF, informed by its three ideological pillars of Black Consciousness, Pan-Africanism and Black Feminism. An essential corollary of this project involves the publicising of affect, with RMF providing a forum for the articulation of “black pain.”

This paper [work in progress] explores how identity was represented in media coverage of the RMF movement through two methods of textual analysis. A qualitative content analysis of RMF as a “communicative event” is conducted across a range of mainstream print publications, employing theoretically-informed codes to draw out patterns in representations of identity difference and emotions. In addition, a critical discourse analysis (CDA) of select writings by RMF members bridges the gap between textual elements and broader sociocultural practices.

Informed by Sara Ahmed’s work on “strange encounters” and “affective economies,” initial findings reveal a prevalent discourse of encroachment by proximate Others, from both within and outside the movement.

Id: 13573

Title: Using the h-index for Benchmarking Research Performance in the Field of Communication

Session Type: Individual submission

Authors:

Name: Clement Y K So

Email: clementso (at) cuhk.edu.hk

Country: CN (China)

Affiliation: Chinese University of Hong Kong

Name: "" Guo

Email: guolei63sinacom (at) gmail.com

Country: CN (China)

Affiliation: Chinese University of Hong Kong

Name: Oi Yan Chan

Email: connie812 (at) gmail.com

Country: CN (China)

Affiliation: Chinese University of Hong Kong

Name: Ka Fai Cheung

Email: cuhkjlmcarlos (at) gmail.com

Country: CN (China)

Affiliation: Chinese University of Hong Kong

Name: Ping Sun

Email: sophiesunping (at) gmail.com

Country: CN (China)

Affiliation: Chinese University of Hong Kong

Abstract: Measurement of scientific research output and its impact of scholars is an increasingly significant task for the scientific community. J.E. Hirsch developed the h-index to measure an individual's impact in their field, and this measure has been used in various disciplines.

The aim of this study is to provide an empirical analysis of the use of h-index in the field of communication in light of its different sub-fields, scholars' academic ranks, as well as other factors. It hopes to establish a benchmark to evaluate scholars' academic performance in this field.

More specifically, there are several research questions: (1) Are scholars prefer to reveal their research performance and impact (across different subfields and academic ranks)?

(2) What are the reasonable h-index benchmarks for communication scholars across different sub-fields? (3) How do various factors (university's location, sub-field, scholars' academic rank, gender, number of publication) relate to the h-index? (4) What is the most prominent predictor of a communication department's ranking?

This study uses scholars' information in the top 100 communication departments as shown in the QS World University Ranking as data source. After identifying the relevant scholars in their own university websites, we search to obtain their data from Google Scholar, including the h-index, i10-index, number of citations, academic rank, sub-field, country and gender.

Google Scholar data for 635 scholars in the top 100 communication departments were found among the pool of 3,067 identified scholars. About half of them are from the USA (55%), followed by those in Europe (33%) and then East Asia (7%) and Australia (5%).

Results show that about one-fifth of the communication scholars are willing to reveal their own research impact in Google Scholar. Among the nine communication sub-fields, those in "communication" are more like to reveal their academic impact. Scholars in advertising and public relations rank second. Scholars in journalism, communication arts and film are least likely to share their h-index information. For the field of communication as a whole, the mean value of h-index is 14.8 and the median is 12.

As expected, full professors have much higher median h-index value (20) than the associate professors (12), and in term than the assistant professors (6). The study also finds that QS rank, country, academic rank and gender are significantly related to scholars' h-index values. For example, male communication professors who work in top communication departments in the United States would obtain higher h-index scores. It is not surprising to find that faculty's h-index is the best predictor of university ranking in the QS survey.

Implications of the findings are discussed in order to shed some light on the usefulness and possible misuses of the h-index, as well as further research along this line of study.

Id: 13635

Title: From 'Personal' to 'shared' memory: A case-study of Kathupattu narratives of Mappila community

Session Type: Individual submission

Authors:

Name: Abdul Rahiman

Email: manharup (at) gmail.com

Country: IN (India)

Affiliation: JRF scholar at Department of Communication, University of Hyderabad, Hyderabad, India

Abstract: Keywords: Kathupattu (Letter-songs), Mappila, Malabar, Narratives, Memory, personal v/s shared

Kathupattu (roughly translated as letter-song in English), is a peculiar and fast-disappearing form of personal letters found among the Mappila community of Malabar, north Kerala, India. Kathupattu is invariably written in verse form, and most items in this genre are found in ArabiMalayalam, a method of writing the vernacular Malayalam using Arabic script. The Mappila community is known for their particular song culture, the Mappila songs, which stand apart from, or opposite to, the dominant song culture in the region. The genre of Kathupattu is counted as one of the prominent varieties of Mappila songs. But unlike the other varieties of Mappila songs, which freely circulate in the community in large numbers, Kathupattu items are not commonly encountered and are only rarely documented.

Kathupattu is distinct among Mappila songs in its form and function. Though these letter-songs were originally written for personal reasons, Kathupattu items arguably overcome the supposedly confined terrain of their personal narrative and take on the role of a public and historical document. Some of the Kathupattu items were even recorded and made available on audio cassettes, thus functioning as a form of mass media. In each letter, the memory of the writer becomes part of the shared memory that binds the larger Mappila community. A close reading of several such Kathupattu items reveals a shift, over time, in the content according to the changes in the socio-historical context of the community. This paper, which draws from the ethnographic work undertaken for my doctoral research, is based on a case study of three Kathupattu items that came to light in the course of the field work. The paper explores how these 'personal letters', in terms of both their form and content, could pierce the shield of personal privacy and critically mediate at the 'community layer'. The paper will also attempt to contextually read these narratives in terms of the competing debates about the 'private versus public' domain and 'personal versus shared' memory. This paper is similarly interested in exploring the manner and context in which these old letters were sent, received, and preserved, and how they were encountered in the course of my fieldwork, in my attempt to unearth new examples of this genre.

Id: 13644

Title: A Preliminary Typology of War Commemoration

Session Type: Individual submission

Authors:

Name: Samantha Oliver

Email: soliver (at) asc.upenn.edu

Country: US (United States)

Affiliation: Annenberg School for Communication, University of Pennsylvania

Abstract: "Can a modern nation-state exist without national rituals and monuments, particularly those memorializing war?" - G. Kurt Piehler, Remembering War the American Way

Can nations exist without commemoration? Commemoration lies at the heart of national culture, and commemorative activities dominate national public life. Commemoration of war, as noted above, is particularly influential in the shaping of a national ethos, and its study is vitally important to understanding not only the cultural legacy of war, but also what role it plays in shaping national identity and collective memory. However, studies of commemorative activities are housed across various disciplines, and vary widely in scale, scope, and focus - making it difficult to look for patterns and changes in commemorative activities across time. This project attempts to rectify this problem by analyzing America's patterned history of war remembrance, and organizing it into a useful schema that can then be used to evaluate other acts of war commemoration.

This project reviews ongoing debates and tensions within the literature on memory and commemoration with the goal of establishing a preliminary typology that can be used to evaluate commemorative activities of war remembrance. It draws on key texts from the fields of memory studies, communication, history, and cultural analysis to establish the current landscape of commemorative analysis, and seeks to organize the categories, tensions, and characteristics that dominate discussions and analysis of commemoration. This typology seeks to contribute to the study of commemoration by providing a framework that can be applied across events and disciplines, promoting an interdisciplinary and comparative perspective. Particular emphasis is placed on the role that media and communication play in shaping and communication commemorative practices.

The resulting typology consists of four major categories and several subcategories that give shape to war commemoration. These include: the source of the commemoration (vernacular/official); the kind of participation the commemoration lends itself to, both in terms of its organizers and its audience (public/private); the level or stage at which the commemoration takes place (local/national/ international); and the platform on which the activity takes place. The primary goal here is not to establish hard and fast classifications,

but rather to suggest broad the characteristics that merit consideration as one undertakes the study of war commemoration. Indeed, a key takeaway from this project is the way in which commemoration is, by its very nature, shifting and fluid. Thus, the typology highlights the multiplicity of permutations that commemorative activities can and do take. The project concludes by considering the strengths and limitations in applying such a taxonomy to both traditional conflicts and other more amorphous war events, such as the Cold War.

Id: 13650

Title: New media ' the savior of the civil society in Estonia'

Session Type: Individual submission

Authors:

Name: Liisa Sömersalu

Email: liisa.somersalu (at) sh.se

Country: SE (Sweden)

Affiliation: Södertörn University

Abstract: The rise of global activism and the wide use of digital media for organizing collective action has created scholarly discussions about the possibility of a global civil society. At the same time, despite the numerous affordances of new media, research also points towards the trend of declining civic engagement and the weakening of democracy due to the neo-liberal globalization.

Estonia, a relatively new democracy in the European Union, has created an image of itself as an innovative and tech-savvy country. By making an abrupt turn from Soviet regime to neo-liberalism and by prioritizing economic and technological progress, the social and civic development of the country was left behind. The advancement of new media might offer an opportunity to strengthen the civil society in Estonia.

The goal of the research is to give a local perspective to the use of new media in the context of civil society. The main question of the study is how new media is perceived and employed across different categories of people in Estonia as a means for finding and disseminating information about social and political issues, building civic connections and collective identities, and pursuing activities related to civic causes.

This research in progress makes use of quantitative data of a survey research (n=1000) that was conducted in Estonia in the end of 2015 as part of a bigger research project about civil society and new media in young EU democracies. This study will present the first findings of the survey which later on will be followed up by a qualitative study.

Keywords: civil society, Estonia, new media, survey research, civic engagement.

Id: 13686

Title: Disrupting Journalism: The Narrative Turn in American News Writing

Session Type: Individual submission

Authors:

Name: Thomas R. Schmidt

Email: trf (at) uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Abstract: The form of news writing has dramatically changed over the past decades. When American newspapers rediscovered storytelling in the 1960s and 1970s, they broke with conventions, practices and rules of traditional news writing and instead advanced a radically different form of representation: narrative journalism. Some scholars praised narrative writing because it treated people not as sources but as persons and created a forum for sharing common experiences. Critics of narrative journalism contended that it prioritized human interest at the expense of structural analysis, resulting in trivial stories driven by a desire to please commercial interests. To date, however, little work has examined how and why this transformation in American journalism actually happened. Thus, we lack an adequate understanding of how this novel form of news writing has been shaped by organizational, institutional and cultural variables.

My research addresses this void by presenting a chronological and systematic account of narrative journalism's expansion in American newspapers. Through a mix of archival research, oral history interviews, and textual analysis, I explore why specific strategies were chosen and what outcomes emanated. Ultimately, I put forward the thesis that the rediscovery of narrative journalism in American newspapers was equally a rejection of outdated journalistic practices as it was a response to larger cultural forces (civil rights, social movements, economic change). My work offers a thick description of how a new set of institutions, norms, processes, and actors emerged and how this novel news regime shaped the expectations and practices of media producers and consumers in the late 20th century.

Id: 13693

Title: University of Cape Town administrative management, Rhodes Must Fall movement and the Cape Times newspaper: An examination of 'political listening' during the 2015 student protest at the University of Cape Town

Session Type: Individual submission

Authors:

Name: Azwihangwisi Mufamadi

Email: mufamadi.a (at) gmail.com

Country: ZA (South Africa)

Affiliation: Rhodes University School of Journalism and Media Studies Graduate Student

Abstract: Last year (2015) marked the highest point in post-apartheid political protest activities at universities throughout South Africa, led by the University of Cape Town (UCT). Students have protested against, among other things, colonial symbols (the statue of Cecil John Rhodes) and names of buildings, the slow pace of transformation of academic staff and the curriculum, outsourcing of workers, and fee increases. At UCT these political activities were organised primarily by the Rhodes Must Fall (RMF) movement. RMF, a student-led social movement based at UCT, has proven to be a valuable vehicle for the expression of voice and articulation of demands to the university's administrative leadership. RMF seems to have no formal standing within UCT student governance in that it is not voted in, is relatively peaceful, does not have hierarchy, no clear way of deciding who is in or out or central or peripheral but yet the university leadership continues to respond to this movement's demands and having a say in the decision-making process. The movement's activities have mostly been reported upon by the Cape Times, a Cape regional newspaper. This newspaper has been instrumental in not only publicising RMF activities to the general public but also as an important player in taking the movement's demands to university management and forcing the university to account. Using 'listening' theory, this study looks at the interaction between the Rhodes Must Fall movement and the University of Cape Town administrative management and the Cape Times newspaper during the 2015 student protest to understand the degree in which 'listening' forms part of these interactions and whether it makes decision-making processes more democratic. It will detail the complex relationship and interaction between UCT and RMF in relation to the movement's demands, and the role that the role that the Cape Times plays in that relationship.

Id: 13698

Title: Mediated Memories of Firestorms: Perceived Affordances of ICTs for Co-Presence and Witnessing During Protest Events

Session Type: Individual submission

Authors:

Name: Tetyana Lokot

Email: tlokot (at) umd.edu

Country: US (United States)

Affiliation: University of Maryland

Abstract: The paper focuses on the individual and collective perceptions and memories of civic and political transformations in Ukraine during the last decade, and the impact of the increased use of Internet and communication technology on them in both routine and extraordinary ways. How do citizens in this post-Soviet developing democracy navigate shifts in mode of use: from posting about everyday occurrences and commenting on news to posting about their participation in mass rallies, witnessing political crises, and documenting their mediated and direct protest activity? More specifically, the paper considers the digital media platforms as technologies that can be perceived as vehicles for collective and individual memory making through the acts of co-presence and witnessing events. The paper, based on interviews with Ukrainian protest participants and analysis of content from online protest groups collected during the time of the Euromaidan protests in Ukraine in the winter of 2013-14, suggests the theoretical concept of perceived affordances as a useful frame for describing and understanding the subtle transformations in how Ukrainian users shift their perception of ICTs and their role in memory making during mass protests. While many citizens recognize the potential of ICTs for civic and political action, it is important to understand the distinction between how users experience ICT use for communication in the everyday context as opposed to extraordinary circumstances such as protests, and whether citizens perceive ICTs affording them different, augmented modes of co-presence and witnessing, making these activities central to how individuals and communities experience and remember mediated mass protest events.

Id: 13708

Title: Memory, media and the construction of the 'Peace Narrative' in the 2013 general elections in Kenya

Session Type: Individual submission

Authors:

Name: Jacinta Maweu
Email: jacinta.mwende (at) uonbi.ac.ke
Country: KE (Kenya)
Affiliation: University of Nairobi

Name: Seth Ouma
Email: sethedwines (at) live.com
Country: KE (Kenya)
Affiliation: University of Nairobi

Name: Toussaint Nothias
Email: t.nothias (at) gmail.com
Country: US (United States)
Affiliation: Center for African Studies, Stanford University

Abstract: This paper examines how the media and other stakeholders played upon the collective memory of the 2007/2008 post election violence to justify an “Accept and Move on” peace narrative in the run up to the 2013 general elections. It asks: how did collective memories of the 2007/2008 post election violence were used to shape the media’s framing of the ‘peace narrative’ in the 2013 general elections? Although invoking inflammatory memories can trigger or re-ignite a past conflict, our argument is that the invocation by the media, the civil society and politicians of the memories of 2007/2008 post election violence was ultimately used to maintain the status quo and to primarily advance individual rather than collective interests.

The paper draws on 52 in-depth interviews with mainstream journalists and members of the civil society. It recounts the dilemma, trade-offs and mindset of these key actors who contributed to cement the peace narrative in public discourse. We show that horizontal self-censorship was the key process through which the peace narrative came to be implemented, rather than direct top-down censorship from the politicians who benefited from this discourse. Our analysis demonstrates how journalists established an informal ‘silent policy’ with other stakeholders such as the newly created national body in charge of the elections (the Independent Electoral and Boundaries Commission / IEBC), the media council of Kenya, the media owners Association and the government to sidetrack ‘sensitive’ stories perceived as likely to bring back the memories of 2007/2008. This, in turn, impacted media freedom and their responsibility to act as effective watchdogs.

Our findings provide insights for the literature on conflict-sensitive reporting as well as for development agencies advocating peace journalism. They demonstrate that initiatives for peace that fail to make room for justice and truth can hinder media freedom and the democratic process.

Id: 13764

Title: Privacy concerns on the Internet: A study on Anonymity effect among young Internet users in Nigeria

Session Type: Individual submission

Authors:

Name: Chikezie Emmanuel Uzuegbunam

Email: chikezieuzuegbunam (at) gmail.com

Country: NG (Nigeria)

Affiliation: Lecturer, Department of Mass Communication Nnamdi Azikiwe UNiversity, AWKANIGERIA

Name: Henry Chigozie Duru

Email: duruhenry (at) gmail.com

Country: NG (Nigeria)

Affiliation: Independent Researcher & Editor, Orient Newspapers, Nigeria

Abstract: Privacy on the Internet is a multi-faceted issue that requires attention on the user's part, both to protect information from third-party data collection and to manage personal impressions across a variety of contexts and relationships (Ellison, et al, 2011). This study investigated the effect of online anonymity, as a privacy issue, among young Internet users in Nigeria. Situated within the framework of the deindividuation, uses and gratifications, and technological determinism theories, the research was designed as a survey. A sample of 400 was selected from the study population (which was the undergraduate students of Nnamdi Azikiwe University, Awka, Anambra State, South-East Nigeria) and a structured questionnaire employed as the data collection tool. Analysis was done using simple percentages, Pearson's Chi-Square Goodness of Fit Test and Pearson's Product Moment Correlation Coefficient. Findings showed that use of online anonymity is common among a significant proportion of the users; and that they utilise online anonymity mainly for the purposes of protecting their privacy, shielding themselves against fraud and other online harms, and for the purpose of fun. Similarly, it was found that while the youths perceive online anonymity as socially beneficial, they at the same time view it as potentially destructive. The study also discovered that anonymity has not had significant impact on the Internet use habit of the respondents in that it is not a motivating factor that draws them to the Internet, and that it has not made them feel free to communicate or lure majority of them towards communications that are ethically and legally undesirable. Hypotheses testing showed that there will be relationship between the major purpose of Internet use among young people and their likelihood to be anonymous online; and that that if these users find anonymity on the internet as protective, then they are likely to be anonymous on the internet. It was concluded that user anonymity has become a visible component of Internet use culture among young people and which could have both positive and negative impacts on the users and the society. However, the awareness of the potential social hazard of issues associated with privacy and disclosure

on social network sites amongst the respondents – as found by the study – would possibly contribute in cushioning the likely negative impact of anonymous use of the Internet, as the conscientious ones among these young users could be properly guided for healthier use. The study recommended, among others, that Internet literacy education should be incorporated in the school curriculum beginning from the primary school level with the view to achieving early impartation of not just the skill but also ethics and other principles of healthy Internet use.

Id: 13768

Title: Digital Media Repertoires in Public Policy Advocacy

Session Type: Individual submission

Authors:

Name: James Losey

Email: james.losey (at) ims.su.se

Country: SE (Sweden)

Affiliation: Stockholm University

Abstract: James Losey

james.losey (at) ims.su.se

Doctoral Candidate

School of International Studies

Stockholm University

During a two-year period digital rights advocates defeated the Stop Online Piracy Act (SOPA) in the United States, blocked the Anti-Counterfeiting Trade Agreement (ACTA) in Europe, and successfully pushed the Federal Communications Commission in the United States to reclassify broadband internet access in order to establish enforceable network neutrality rules. Although social movement scholarship eschews engaging in questions of institutional politics (McAdam, Tarrow & Tilly, 2001; Tarrow, 2011), media and communications scholars document the critical role of bridging grassroots movements with lobbying and engaging with policy makers. (Dunbar-Hester, 2009, 2014; Hackett & Carroll, 2006; McChesney 2004; Pickard, 2014, 2015). Across the SOPA, ACTA, and network neutrality debates advocates shared networks, expertise, and repertoires for public policy intervention beyond more visible events such as organizing protests and raising issue awareness but also institutional advocacy such as gaining access to decision makers and direct lobbying (Lang, 2013). Advocacy included repeating successful tactics of previous eras of media reform while developing new practices inching using digital media to mobilize the public to engage in institutional processes. This research expands the application of social movement literature in media and communications to better understand public policy advocacy (Carroll & Hackett, 2006). Building on research on repertoires of contention (McAdam, Tarrow & Tilly, 2001; Tilly & Tarrow, 2006; Tarrow 2011), media policy advocacy (Dunbar-Hester, 2009, 2014; McChesney 2004; Pickard, 2014, 2015), and non-governmental organization advocacy (Lang, 2013; Losey, 2014), this article documents how digital media can be used as a mobilization tool for influencing the processes and outcomes of public policy debates.

Carroll, W. K., & Hackett, R. A. (2006). Democratic media activism through the lens of social movement theory. *Media, Culture & Society*, 28(1), 83-104.

Dunbar-Hester, C. (2009). 'Free the spectrum!' Activist encounters with old and new

media technology. *New Media & Society*, 11(1-2), 221-240.

Dunbar-Hester, C. (2014). "Being a Consistent Pain in the Ass": Politics and Epistemics in Media Democracy Work. *Journal of Information Policy*, 4, 547-569.

Hackett, R., & Carroll, W. (2006). *Remaking media: The struggle to democratize public communication*. Routledge.

Lang, S. (2013). *NGOs, civil society, and the public sphere*. Cambridge University Press.

Losey, James. (2014). The Anti-Counterfeiting Trade Agreement and European civil society: A case study on networked advocacy. *Journal of Information Policy*, 4, 205-227

McAdam, D., Tarrow, S., & Tilly, C. (2001). *Dynamics of contention*. New York: Cambridge University Press.

McChesney, R. W. (2004). Media policy goes to main street: The uprising of 2003. *The Communication Review*, 7(3), 223-258.

Pickard, V. (2014). *America's battle for media democracy: The triumph of corporate libertarianism and the future of media reform*. Cambridge University Press.

Pickard, V. (2015). Media Activism from Above and Below. *Journal of Information Policy*, 5, 109-128.

Tarrow, S. G. (2011). *Power in movement : social movements and contentious politics* (Rev. & updated 3rd ed.). New York: Cambridge University Press.

Tilly, C., & Tarrow, S. (2006). *Contentious politics*. Oxford University Press.

Id: 13775

Title: HERE COMES HORACE: DISCOURSE ANALYSIS OF NEW NARRATIVES IN ONLINE NEWS IN INDIA

Session Type: Individual submission

Authors:

Name: Prabhjot Kaur Sohal

Email: sohal.prab (at) gmail.com

Country: IN (India)

Affiliation: Panjab University, Chandigarh, India

Name: Archana R Singh

Email: archanarsingh (at) gmail.com

Country: IN (India)

Affiliation: Panjab University, Chandigarh, India

Abstract: Prominent ancient Roman satirist Horace played with ambiguities, multiple meanings, literary allusions and imagery to inflate and deflate personages; his point was to pierce dominant discourse. The emergence of satire, particularly Horation, in news formats as parody of news, also sometimes labelled as “fake news”, signifies an important discursive trend, locally and globally. As a result of the Internet and the emergence of new technologies and smart devices, news has entered a new paradigm. Methods of gathering, modes and styles of presentation, and the concept of news are guided by technology, forces of globalisation and liberalisation, and other media. The 24-hour news format and a fragmented audience also exert pressure on news organizations to present news that is different. News parody and satire are becoming a popular source of alternative journalism, especially online (Internet). Such a play – remixing and recreation of facts and truth presented in mainstream news – is an important subject of inquiry to understand news as discourse in India. The article identifies and studies various discursive patterns and trends introduced by parody and satire in news. A discourse analysis is conducted through deconstruction of new narratives in news stories presented under the genre of “fake news”. Two Indian “fake news” websites, fakingnews.com and theunrealtimes.com, are selected by purposive sampling for the study. Sample is selected from the lead stories published on the two selected websites, for a period of one week.

Keywords: alternative journalism, satire, parody, fake news, discourse analysis, news, online news

Id: 13890

Title: Journalistic authorship in news production for Facebook users and the Newsfeed algorithm

Session Type: Individual submission

Authors:

Name: Julian Maitra

Email: julian.maitra (at) student.unisg.ch

Country: CH (Switzerland)

Affiliation: University of St. Gallen

Abstract: Online news publishers become increasingly dependent on social media platforms such as Facebook in order to distribute journalistic content to their audiences (Newman, 2015). In contrast to visitors of gatekept and structured legacy news websites, Facebook users are served with news content based on opaque algorithmic – i.e. automatic – information filtering and ranking processes that govern the Newsfeed (Tufekci, 2015). The general automation trend in news production and distribution, together with a “datafication” of journalism (e.g. through audience metrics), impacts journalistic practices and diminishes the power of legacy news media by incentivizing them to produce content for the audience that performs well on the algorithmically-driven platforms (Napoli, 2014; Petre, 2015; Tandoc, 2015; Van Dalen, 2012).

This paper investigates the consequences of that development from the point of view of authorship theory (Burke, 1998; Van der Weel, 2015). Journalistic authority, defined as a construct “by which the media assume the right to present authoritative versions of events” (Zelizer, 1992, p. 189) can be viewed as a precondition “for authorship that provide writers with the mandate to shape society’s collective memory through daily newspapers” (Zandberg, 2010, p. 5). However, in the digital era, Facebook replaces newspapers, calling for a new definition of journalistic authorship. Hence, the research question is: “How do algorithms, that automate steps in the news creation and distribution process, transform the cultural construct of journalistic authorship?”

Methodically, the paper will combine an empirical analysis of publicly available Facebook data of publishers (e.g. The New York Times, Washington Post, The Guardian, BuzzFeed, Huffington Post) and apply insights from authorship theory to interpret the findings. The aim is to develop a model of journalistic authorship that captures the algorithms that shape our news ecosystem.

This paper is a work in progress and part of a Ph.D. project on authorship in digital journalism.

Id: 13939

Title: Events' anniversaries: recreating memory through past blogging practice

Session Type: Individual submission

Authors:

Name: Daiani Ludmila Barth

Email: daiani.barth (at) gmail.com

Country: BR (Brazil)

Affiliation: Universidade de Brasília e Universidade Federal de Rondônia

Abstract: This paper proposes an analysis about cases of events' anniversaries which are recreating memory in the media format past blogging, which is defined as the practice of live blogging past events. The empirical research conducted approaches five cases: Sept 11, First spaceflight to the Moon, Fall of Berlin Wall, D-DAY – WWII, WW2 Tweets from 1944. Their content has connection with journalistic and educational purposes. The practice suggest public participation (retweets, commentaries, etc), often in the period of that action is happening. Mainly students and other interested people can read, think, discuss, learn and write something outside the traditional books about the past. In fact, these cases inspire a possibility of popularization and engagement with a recent past. In relation of the duration of these experiences, some pages represent something crystallized again in a recent past considering the possibility of archive in the internet. On the other hand, there are successful cases too, with a lot of participation until today, using a dynamic of day-by-day posting. Results confirm the interest growth in important international historical events, which appear in the recreating from a recent past, giving voice (and face, for example, with old pictures) for historical characters as well as representing creative appropriations of History. In fact, they are cultural products produced by using digital media platforms, in the most cases the microblog Twitter. Furthermore, these cases represent a conservation act in a cultural perspective, providing a recognition of the importance of memory to society. This practice represents human concerns about situations in the past, building a way of understanding and conservation the word about that event.

Id: 13962

Title: Media and the city: Technology, regulation, and the uses of public space in Rio de Janeiro

Session Type: Individual submission

Authors:

Name: Jhessica Reia

Email: jheleiosa (at) gmail.com

Country: BR (Brazil)

Affiliation: Center for Technology and Society at FGV Law School

Abstract: The city is constituted not only by material elements, so evident in our everyday spaces of circulation, but also by symbolic, affective, virtual, and technological spaces that create a complex communication environment. The urban spaces are being increasingly permeated by diverse forms of technology – from mass media to new technologies and a variety of surveillance apparatuses – shaping the way we live/experience the city, as much as the possibilities of sociability, resistance and disruption. At the same time, the spatial turn acquires an important role inside the communication field (it is worth noting the debates around the “city as a medium”, the “media city”, as much as the “smart city”, for example). Interdisciplinary approaches to urban issues intertwined with important communication questions can provide interesting reflections on the place occupied by the media in contemporary cities. This work aims to discuss consolidated and emerging technologies as surveillance/control devices in public spaces, and how they shape the sociability, perceptions, and livability of cities, focusing in the recent experience of Rio de Janeiro (Brazil) in regulating street performance in its public spaces. Discussions of privacy, surveillance, arbitrary control, institutional violence, and uses/appropriation of the city spaces by its citizens have been on the rise and are an important background in this presentation. This is a work in progress, part of a comparative PhD research between Rio de Janeiro and Montreal (Canada) that is now in its final year. The methods used are document and bibliographical analyses, in-depth qualitative semi-structured interviews, and participant observation.

Id: 14046

Title: Lessons and Questions in Community Activism: A Look at the Mobilization of a Small U.S. Town during the AIDS Epidemic (work in progress)

Session Type: Individual submission

Authors:

Name: Leah Ferentinos

Email: lferentinos (at) asc.upenn.edu

Country: US (United States)

Affiliation: Annenberg School for Communication, University of Pennsylvania

Abstract: This paper examines local mobilization against the AIDS epidemic in the United States in order to illustrate the ways in which community activism can be critical in translating heated national debates into tangible practices at the local level. The emergence of activist organizations and support programs during the early stages of the AIDS epidemic in large urban centers throughout the United States is well documented. This research, however, tracks the community mobilization of a small town during the 1980s and 1990s. The Greater Binghamton area, a small rust belt region in the Southern Tier of upstate New York, addressed the epidemic through the advocacy and collaborations of social/civic activists and healthcare professionals. This project is based on an archival investigation of local activist, non-profit, and public health newsletters, memos, reports, and newspaper articles in order to examine the intersections between these organizations. Results indicate that local healthcare providers, government employees, and activists worked as a cohesive unit during the AIDS epidemic, providing testing, counseling and care at a time when some local hospitals didn't want to be perceived as "AIDS hospitals." Activists also often participated in AIDS outreach, education, and prevention programs. The stories of these small regional movements that were able to successfully mobilize resources to fight HIV/AIDS at the local level, however, were often overshadowed by dominant media narratives that focused on national contentions between activist groups and government bodies. This project argues that both the local and national models of AIDS activist mobilization were necessary in addressing the epidemic. Local models, like that of the Southern Tier, responded directly to everyday patient needs, yet depended upon advances in funding, research shifts, and gains made by the national movements in large urban areas. In translating national struggles into community mobilization, these organizations helped improve the lives of many.

Id: 14073

Title: Analogies of the Digital

Session Type: Individual submission

Authors:

Name: Ope Akanbi

Email: oakanbi (at) asc.upenn.edu

Country: US (United States)

Affiliation: XX

Abstract: This paper will be presented at a joint panel of the Law Section and the Emerging Scholars Network.

This paper tests notions of cultural familiarity in public debates about digital access by exploring the deployment of analogies in discussions about free expression and information access, as they relate to the digital environment, through the evolution of the Open Internet Proceedings at the Federal Communications Commission (FCC). The data span 6 years- 2009 to 2015 and comprises documents authored by the FCC, Internet Service Providers, other experts and members of the public. Employing a two-step content analysis approach, this study identifies the analogies used in the net neutrality communications filed by experts at the FCC and in court, then searches for each of these analogies in the pool of public comments filed on the subject, limiting results to a random selection of comments in order to compare usage. While one may consider that the digital has attained a level of ubiquity such that people can relate to it on its own terms, the net neutrality debate indicates otherwise. The results support the proposition that the public adopted experts' analogies in their framing of the subject but in contrary ways sometimes. The results further reveal that opposite sides of the debate, both lawyers and members of the public, employed similar analogies to canvass conflicting arguments. This finding underscores not just the general difficulty with deploying analogies as tools of argumentation but suggests that attempting to comprehend the digital sphere on the basis of the pre-existing physical concepts like highways, speakers and traffic may be inapposite. Regardless of its vagaries in this context, analogies remained a prominent rhetorical device in the debate indicating the usefulness of invoking cultural familiarity.

Id: 14089

Title: Immigrants in the Catalanist Project: The Politics of Language and Culture in the Push for Independence

Session Type: Individual submission

Authors:

Name: Kate Zambon

Email: kzambon (at) asc.upenn.edu

Country: US (United States)

Affiliation: Annenberg School for Communication, University of Pennsylvania

Name: Marta Iturrate

Email: marta.iturrate (at) upf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

Abstract: The victory of Catalan nationalist parties in 2010 and the increasing strength of the call for a referendum on independence have heightened the stakes of arguments affirming Catalan national distinction from the rest of Spain. At the same time as nationalist politics were expanding, the population of foreign nationals in Catalonia grew rapidly, from just 2% in 2000 to 16% in 2010. Using recordings from political events, government documents, and online materials from political party initiatives, this paper investigates how immigrants have been mobilized in the politics of Catalan nationalism during the most recent push for national independence. Our inquiry is guided by two central questions. First, how have the linguistic and cultural policies of the governing party, the center-right CiU, developed from the electoral campaign of 2010 until the November 2014 poll on independence? Second, how do these policies and discourses relate to historical conceptions of the role of immigration in Catalan nationalism?

Consistent with historical discourses on the place of immigrants in Catalan nationalism, our study reveals a notion of citizenship defined by economic productivity and the adoption of the Catalan language. As with earlier waves of internal migration, immigrants are framed as the material out of which the future of Catalonia will be forged. At the same time, as the vote on independence approached, the party's immigrant outreach group made an unprecedented break from their staunch Catalan-only policy to convince immigrants who do not speak Catalan to vote in favor of independence. From insisting on Catalan as the sole "common language" and positioning it as the keystone of Catalan identity, this represented a major ideological concession to the pragmatic goals of achieving independence. Our analysis suggests that the issue of independence has momentarily eclipsed other political and ideological concerns relating to immigration.

Id: 14090

Title: Remember, Reclaim, Reimagine: The Digital Presentation of Millennial Domesticity

Session Type: Individual submission

Authors:

Name: Alexandra Nutter Smith

Email: ansmith7 (at) uw.edu

Country: US (United States)

Affiliation: University of Washington - Tacoma

Abstract: In recent years, members of the millennial generation (those born in the 1980s and 1990s) in the United States have entered adulthood, joined the workforce, and started new families. Having grown up during a time of economic instability (marked by the Great Recession that followed the bursting of the U.S. housing market in 2007 and the corresponding spike in unemployment) and deeply partisan political gridlock (which has roughly doubled since the 1950s), many of these young people are disillusioned with consumer culture and the democratic process. They doubt their own political efficacy and have looked for ways to opt-out of traditional politics, in some cases by returning to a mode of living that eschews participation in the competitive corporate world, denies the supremacy of consumer convenience, and focuses instead on hands-on parenting, gardening and cooking from scratch, and DIY (do-it-yourself) culture. Some, like sustainable agriculturist Shannon Hayes, have come to call this movement “radical homemaking.” In radical homemaking, young people – women especially – seem to have developed a sort of nostalgia for what they see as a simpler or somehow more authentic era. Reaching back in time past their mothers’ generation, millennial women have begun to valorize the apparent self-sufficiency that comes along with farming, sewing, and homeschooling. The domestic skills that their mothers may have lacked now seem like a way to create continuity and stability. On one hand, these endeavors involve a backward-looking and at times revisionist process of selection wherein some cultural memories (domestic know-how) are valorized and deemed worthy of preservation while other cultural memories (especially regarding the social restriction and powerlessness that many American women felt when they were largely relegated to the home sphere). On the other hand, these endeavors also represent an optimistic, if perhaps misguided, opportunity to look forward toward creating a change in the direction of an increasingly consumption-driven and environmentally destructive society. The desire to gather and archive knowledge about such homemaking tasks is at least partially based on a desire to create a link with past generations, which are frequently described as being more “traditional,” “authentic” and “healthy”. This nostalgia for a past that is seen as being more authentic may seem like a way to circumvent ineffective or frustrating political participation, but sociologist Sharon Zukin suggests that reaching toward perceived authenticity merely provides a sort of “psychic consolation” for members of society who lack real opportunity to affect power structures. Furthermore, the opportunity to opt-out is

not equally available to all members of society, creating for some families an “inverted quarantine” of sorts, where their families may be protected from some of the ills of neoliberal consumer society, but others are not. Social media have given young people – and especially, it seems, young women – a space to tell their stories of reconnecting to a domestic culture that felt passé to their mothers and even the women of Generation Y. Through the lens of feminist critical discourse analysis, this paper examines several domesticity-themed blogs.

Id: 14132

Title: Still blaming the victim':Framing analysis of 'new poverty' in Japanese television documentaries in 2000s

Session Type: Individual submission

Authors:

Name: Minjoo Lee

Email: mellowsmomo (at) gmail.com

Country:

Affiliation: The Graduate School of Interdisciplinary Information Studies, University of Tokyo

Abstract: This study looks into how 'new poverty' in Japan in 2000s has been framed as a social problem in a series of Japanese television documentaries "Working Poor(NHK)" that critically contributed to evoke significant social concerns on 'new poverty' using framing analysis. Scholarship on media coverage of poverty has showed that episodic framing which underlined flawed morality and deviance of individuals rather than social, structural attribution of poverty has dominated media coverage of poverty.(Iyenger 1994, Bullock et al. 2001; Redden 2014) In spite of mainly deploying episodic framing, these documentaries in Japan, however, advocated social, structural responsibility and actions for alleviating new poverty in Japan such as welfare reform by underlining hardships and struggles of the poor for escaping from their deprivation, without blaming their individual morality and deviance. Nevertheless, they still retained the binarism of deserving/undeserving poor in that they interpellated the poor as "insufficient" people who had a will to conform to the middle-class norms based on classical ethics of work but were finally frustrated. This also implied that the poor were depicted within these documentaries that they were qualified to be socially supported as neo-liberal subjectivities of the poor who had "the will to (be)empower(ed)(Cruikshank 1999)" pursuing active citizenship. This study, therefore, argues that despite these documentaries attempted to politicize the issue of 'new poverty' by calling for social, structural responsibility of poverty, they still contributed to reinforce the binarism of deserving/undeserving poor pertaining middle-class norms and classical ethics of work in a newly modified manner that reflected neo-liberal ideology of the poor(poverty).

Id: 14139

Title: House of Cards y ¿Cómo se ven los periodistas'

Session Type: Individual submission

Authors:

Name: Violeta Rodríguez Vargas

Email: virova_ (at) hotmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana, Ciudad de México

Abstract: En el presente trabajo se realizó un análisis de recepción de la serie House of Cards. Específicamente se tomó como audiencia a seis periodistas del estado mexicano de Coahuila, tres hombres y tres mujeres de diversas áreas de la redacción.

Se les cuestionó sobre sus conductas y prácticas periodísticas: ¿Cómo actúan o reflexionan ante las significaciones de la serie House of Cards? ¿De qué manera interpreta tópicos como: estereotipos, perspectivas de género, ética periodística, relación con las fuentes de información, tipos de fuente de información, filtraciones políticas?

Se escudriñó sobre cuál es la relación del periodista con las estructuras de poder en el contexto político del estado de Coahuila (México) y si hay algún grado de identificación, cómo se integra a la vida cotidiana/privada del periodista o en su actuar periodístico. Para ello se recrearon cinco escenas de la serie y el periodista expuso cómo sería su actuar hipotético en lugar de los personajes que presenta House of Cards.

Fueron elegidos tres hombres y tres mujeres, todos con experiencia mayor a cinco años en los medios de comunicación impresos. Se incluyen periodistas de El Norte, Vanguardia, Milenio Laguna, Zócalo Saltillo y El Siglo de Torreón; pertenecen a diversas áreas de la redacción, como: Cultura, fuente local, videos y corresponsales.

Se buscó que sus perfiles variaran respecto a las coberturas que realizan con el fin de obtener un grupo con mayor heterogeneidad. Las edades de los periodistas van de los 23 a los 40 años, todos con estudios de licenciatura y pertenecientes a la clase media mexicana.

El instrumento se dividió en dos partes, la primera está diseñada para conocer las rutinas de los periodistas en cuando a la obtención de información, sus fuentes principales, el imaginario periodístico y las motivaciones para ver la serie House of Cards. La segunda parte plantea cinco conflictos que se presentaron durante las dos temporadas de la serie, aquí el periodista coahuilense debe decidir qué hacer y detallar las razones por las cuales toma tal o cual decisión.

Entre los hallazgos del presente ensayo están que los periodistas toman a la fuente política como la de mayor importancia dentro de su cobertura, incluso por quienes trabajan en el área cultural de la redacción.

Y aunque Coahuila se ubica muy lejos de Washington, no sólo geográficamente, sino en un contexto totalmente distinto; las relaciones con el poder que se dan en la serie House of Cards crean una marcada identificación entre los periodistas mexicanos, derivado del modelo liberal que prevalece en la forma en cómo se asume el periodista mexicano,

donde prevalece la figura del watchdog. En las respuestas de los periodistas se encontró un marcado “deber ser”, sin embargo en conflictos como donde hay un ofrecimiento de información privilegiada por parte del personaje de Frank Underwood, quien es un congresista demócrata y le ofrece información exclusiva a Zoe Barnes, la constante fue que sin dudarlo publicarían la información que se les brinda de manera inmediata y accesible.

Id: 14169

Title: Manifestations of Hate in Bosnian Online News Discussions: Word-count and Qualitative analysis of Hate Speech and Incivility

Session Type: Individual submission

Authors:

Name: Dragana Lazic

Email: draganalazic81 (at) yahoo.com

Country: JP (Japan)

Affiliation: University of Tsukuba Graduate School of Humanities and Social Sciences International and Advanced Japanese Studies

Abstract: Hate speech and incivility are raising a red flag as proliferating online in Bosnia and Herzegovina with the potential to undermine norms of respect and civility in online deliberations. Numerous researchers argue that the Internet has become one of the important venues for spreading hate speech (Cammaerts, 2009; Citron and Norton, 2011; Oksanen et al., 2014). Lee and Leets (2002) found that persuasion on the basis of explicit online hate persists over time, arguing that this is alarming because of the possibilities that with repeated exposure effects could be increased with strengthening of favorable associations. In the context of Facebook in Finland, Oksanen et al. (2014) found that exposure to hate material is common, and this calls for attention because this type of material can easily be accessed.

This paper used computerized content analysis (LIWC) and qualitative analysis with an aim to assess the manifestations of hate speech in online news comments in Bosnia and Herzegovina, and to discuss how context free word counts software can identify hate speech. This approach was taken after a pilot content analysis study conducted in September 2015 showed significant discrepancy in coding between two coders, both Bosnian citizens living in Bosnia. Review of the analysis revealed that coders disagreed even in the obvious cases of hate speech such as calling for lynch or glorifying fascism. The sample represents 10% of all comments published within two constructed weeks of news available on the most visited online news media in Bosnia and Herzegovina, klix.ba. All comments, posted below one news item, were concatenated to give LIWC enough words to work on, thus the paper analyzed 39 news comment aggregates. First, the customized dictionary for LIWC Ser2007 was created (Pennebaker et al., n.d); then comments were analyzed qualitatively as to identify the characteristics and attributes of hate speech and incivility in online discussions. The paper argues that when hate speech is present it is manifested as explicit intolerance embodied in aggressive ethno-nationalism and denigration of political opponents, as well as inflammatory rhetoric along in- group/out- group lines based on some imaginary characteristics perceived as pertinent to members of target group. Specific sets of hate epithets and expressions are exclusively employed to each of the constituent people in Bosnia, e.g. Orthodox Jihadists, Bahlija Terrorists, and Rvat Stray Dogs. Conclusions about the number and volume of verbal discrimination and hate cannot be made, however, the claim that hate in Bosnia is

rising and has made a sort of U turn toward the rhetoric evident during the belligerent 1990s, can be made. Therefore, it is also important to understand hate speech as a practical problem to treat it appropriately.

Keywords: Hate speech, Incivility, Bosnia and Herzegovina, online deliberation, LIWCser.

