The role of satellite TV channels as news sources in the lives of young people in Libya.

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The Libyan media have dramatically changed in recent years. This has been most prominently manifest in the introduction of new satellite TV news services. This research was designed to investigate the news consumption habits of young people, with special attention paid to their use of new international Aran news services broadcast via satellite television.The results were derived from a self-completion questionnaire survey carried out with a convenience sample of 75 undergraduates at the University of Al-Fateh between December 2008 and January 2009. The survey asked respondents about the news media sources they used, their level of trust in these news sources, and the importance of news in their lives. It also investigated the kinds of news topics of most interest to respondents.The findings showed that respondents reportedly relied on TV more than newspapers to follow the world news, but they preferred personal communication to learn about local news. They also used the Internet to follow the news.Internationally, new satellite TV services Al-Jazeera TV and Al-Arabiya TV were reportedly watched more than local TV services for world news. They were perceived to broadcast up-to-date news about the world. However, for local news, respondents preferred to watch Allibiya [a new TV channel] over Al-Jamahiriya [an older, established TV channel]. Respondents also agreed that no local newspapers and radio provided newsworthy news about the world. However, they agreed that Allibiya [a new radio station] provided very good local news. Overall, Al-Jazeera was rated as the most important news service by this young adult sample. There was evidence that respondents also used the internet as a news source, which was rated as a usable source with much news of interest to them.News coverage on Al-Jazeera TV and Al-Arabiya TV was rated as fair and unbiased, while Al-Jamahiriya TV and Allibiya TV were less highly rated in this respect. The two new satellite channels were also perceived to present news that was produced in a more professional fashion and catered better to their interests. The paper discusses the implications of the findings for the future of new and old news services in Libya. [353 W]

Capitalizing the Information Society: A Comparative Approach to the Impact of FDI on Internet Access in Korea and Morocco

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The article discusses the implications of foreign direct investment (FDI) flows to the telecommunication industries on the information society, particularly Internet access. The information society refers to a stage of economic development where the production, dissemination, and commodification of information take primacy over manufacturing in industrial societies. The present study examines the mainstream claims regarding telecommunication industry's deregulation and foreign capital investments to sustain the information society. The comparative analysis of the Korean and Moroccan cases challenges the conventional premise that FDI is indispensable to creating affordable and advanced Internet access. The development of the information society,

particularly access to the Internet and its affordability has grown by leaps and bounds despite a "lukewarm" opening to foreign capital investments in the Korean telecommunication sector. Morocco has consistently encouraged FDI in its telecommunication sector but the digital divide continues to be an issue. Internet access and affordability have not improved as significantly as in the case of Korea, and the information society still looks like an unfulfilled dream, however. The article concludes with the need to interrogate the "fetishization" of FDI that has disregarded its limited impact on the information society at the level of Internet access.

Shark Lens: The Conventions and Implications of Wildlife Films about Sharks

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Recently sharks have been featured in a high number of wildlife films and documentaries (consider Discovery Channel's Shark Week, for example); simultaneously many species of sharks have become endangered because of over-fishing and shark fining. Although a correlation between typical media presentations of sharks as "maneaters," "ultimate killers," and "predators" and the current threat to sharks is not one of cause and effect, the obvious gap between the representation of sharks as unstoppable killing machines and the reality of sharks as systematically slaughtered beasts does shoulder several important questions. First, what longstanding conventions of wildlife film exist that facilitate the divide between representation and reality, and yet sustain the assumption that the genre only depicts authentic empirical reflection? Second, what is the current political economy, or media ecology, of wildlife film production and programming that functions to hyper-mediate particular animal species and behaviors, specifically those of violent conflict and contest in relation to sharks? Finally, what room exists in wildlife films about sharks for statements of conservation and environmental change?The current investigation will attempt to burgeon answers to these questions and has three interrelated aims: 1) to outline the history of wildlife film and delineate key conventions of the genre that have an impact on the filmic representation of sharks; 2) to consider the influence of the simultaneous centralization and expansion of wildlife film production on the representation of sharks within the genre of wildlife film; and 3) to consider the limitations and opportunities of wildlife film to further environmental conservation.

An evaluation of the Canadian commercial radio licence renewal process (1997- 2007): Lessons from Canada

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In most areas of public policy, where regulation is expected to exhibit transparency and accountability, it is now recognized that appropriate tools of evaluation are necessary. Broadcasting is not different. However, current regulations and policies used by the Canadian Radio-Television and Telecommunications Commission (CRTC) are not sufficient to ensure airwaves are used in the public interest. Evidence is provided by the many scholarly articles and public forum testimonies made available in recent years. Formal evaluation tools do not exist in this area, but they are important. In fact, they provide systematic ways of ensuring transparency, providing stakeholders with empirical data necessary for sound decision-making and a structure for assessing policies. My study, in this respect, not only advances methodological knowledge in the field of evaluating communication policies, it helps develop an effective and current framework adapted to a particular process that has never been formally assessed. Evidence of similar research conducted in the field of communication is easy to document, for it is quite limited. The lack of empirical studies concerned with the evaluation of CRTC policies and practices is readily confirmed by a literature search for dissertations and peer-reviewed articles. Nevertheless, recently published reports such as Our Cultural Sovereignty: The Second Century of Canadian Broadcasting produced by the Standing Committee on Canadian Heritage (2003) repeatedly argue that a new approach to evaluation of the broadcasting system and its policies is needed not only because current policies or programs are inadequate, but also because past assessments are out of date and new methodologies should be adopted. In this context, the objective of my research is to determine how and to what extent the CRTC holds radio station owners

accountable to the objectives of the Broadcasting Act, 1991 through the application of the Radio regulations, 1986, the Commercial Radio Policy, 1998 and the Commercial Radio Policy, 2006, as well as broadcasters' promises of performance and their conditions of licence. This analysis also provides practical solutions about ways in which to execute and improve policies in the future. Using a normative evaluation approach, the methodology for this research involves analyzing 141 commercial radio stations and their licence renewals held between 1997-2007 to determine to what extent the objectives of the above mentioned law and policies are met. This process is done through a documentary analysis of the law and policies themselves, the annual CRTC reports, the radio licences and licence renewal decisions from 1997-2007 of the chosen sample of stations. Measurements and criteria for this part of the study were established based on elements of an extensive literature review and the understanding of what elements make up the process itself. This analysis is complemented by information about the renewal process provided through interviews with relevant stakeholders. Findings have yielded compelling information about the differences between the written licence renewal process and the actual process. Though the CRTC seems to have criteria to evaluate stations and has been moving to a streamlined approach in recent years, it is apparent that case by case methods are still employed. Information regarding the types of ''mistakes'' the CRTC considers when evaluating a file and the consequences for these actions are also relevant results of the study. Analysis of the data also served to determine to what extent the process lacks in monitoring to uphold the objectives of the laws and policies at hand and provides information on the ''closed door'' politics behind the process which are not documented. Though national in scope, this project fosters awareness of licence renewal practices, evaluation practices in the realm of media policy, ethical considerations for outsourcing complaint resolution processes and what criteria are used to uphold values on the international stages when social and cultural implications are sometimes contradictory. All in all, the project sheds light on the licence renewal process, a process most Canadians claim to understand, but that in reality, is more complex.

A Memoryscape in Cyberspace: Memory Book, Vernacular History, and the Digital Black Public Sphere

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Social networking technology has expanded the parameters of the public sphere, enabling disenfranchised groups to construct online communities to engage in conversations with the intention of foregrounding their unique experiences. This transformation has facilitated the ability of various African American counter-publics to critically interrogate dominant historical narratives, and to construct alternative cultural memories. The ability to articulate private memories foregrounding the black experience of slavery and institutional segregation in a public medium is especially salient within a dominant culture still grappling with the legacy of the eras. Thus, the production and sharing of these memories is illustrative of the capacity of digital media to reorder and enhance the dominant public sphere and, in so doing, become a new site for the continuation of a long tradition in the African American community of using social networking as a form of critical civic engagement. The Memory Book community, an online museum sponsored by the Smithsonian, represents one such site. The museum enables its members to contribute private family artifacts and narratives from the slavery and jim crow eras to the site and converse with others about the objects, thereby combining historical consciousness with social networking. As a computer-mediated public sphere, the site interrogates hegemonic historical narratives through the facilitation of online dialogue. It thus mobilizes the democratizing potential of the Internet, affording historically conscious African Americans the ability to become both vernacular curators and media producers. Moreover, it makes museums more accessible to those who have been traditionally marginalized from archival institutions, both as source communities and consumers. In this essay, I utilize interviews and content analysis to examine the ways in which the Memory Book has become an arena in which African Americans utilize cyber-museums as means of negotiating a public space and voice. The combination of museum informatics with social networking technology has provided for a more egalitarian relationship between producers and consumers, thus empowering the disenfranchised to construct alternative memories critical of those constructed through traditional media

forms. In so doing, Memory Book reveals the greater potentialities of modern cyber-museums to serve as both information centers and subaltern public spheres. This essay is a work in progress.

The new empowered consumer: advertising in paradoxical times

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Advertising has been transformed and challenged by thriving new media, hyper connectivity, constant mobility and unprecedented communication platforms and possibilities. This present-day unstable and overcrowded landscape is filled with unnoticed ads and irrelevant messages. The consumer's tolerance towards intrusive information is fading away and the traditional advertising industry is in jeopardy. The boom of the so-called participating or crowd sourcing advertising questions the very existence of advertising as a professional creative activity. Advertising is being defied to give the consumer a world of its own. Unconstrained with user friendly technology and guided by cool life styles, consumers are developing a new set of powers: the power to create, the power to destroy, the power to review, the power to demand, the power to advertise. Despite unparalleled change, the advertisers attention on consumers is not exactly new. As David Ogilvy so clearly pointed out in his famous "Confessions of an Advertising Man" (1963): "Never underestimate the consumer". This is a pragmatic rule for advertisers who, indeed, always needed to know whom they were speaking to. Social class, spending capacity, consumer behavior, emerging lifestyles and trends have been thoroughly scrutinized to fulfill desires and expectations. Over the last decade, though, marketing strategists have been particularly concerned because consumers became smarter, more conscious, demanding, unfaithful and significantly unpredictable. In recent years, a significant number of consumer initiatives attracted the attention of both the media and advertising strategists: crowd sourcing advertising (Current TV); user generated content (Doritos Super Bowl); common citizen communities that literally destroy new products (Johnson's mothers); bold teenagers that create new tailor made products to fit their needs (Music Box TMN); groups of fans who provide precious strategic hints; consumers that become respected reviewers and official brand consultants, among others. In this transformed environment, brand and product strategists are becoming relationship and community managers (thus gaining what might be a new citizenship role). This paper intends to map the new modalities of consumer participation in the advertising process and discuss on how the advertising industry is adapting to this new and highly volatile context, namely by giving consumers the power to decide as well as using them as functional elements to the creative processes. This paper is part of an ongoing Ph.D. project on "Advertising, Consumption and Citizenship" developed at the Communication and Society Research Centre, University of Minho Portugal.

Participatory journalism – A chance for greater diversity in reporting?

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1 MotivationParticipatory journalism is on the rise in editorial offices (e.g. Neuberger, Nuernbergk, Rischke, 2008). Professional journalism has to contend with the growing degree of interactivity in the Internet: With Web 2.0, laymen are no longer merely recipients of the media but increasingly also contributors. Professional journalism is thereby losing its monopoly as a gatekeeper of content (e.g. Bruns, 2005). The impacts of this development – positive and negative – cannot be anticipated in total yet.From the perspective of pluralistic democracy theory, participatory journalism constitutes a new opportunity for greater diversity in reporting. This study therefore examines the correlation between the two. The underlying assumption is that a multiplicity of communicators with diverse backgrounds could succeed in covering issues neglected by professional journalists and offer perspectives not yet represented in the public discourse.This work closes a gap in existing research. The empirical study concentrates on German newspapers and thereby on user-generated content that is

published both online and in the print editions of the papers.2 Theoretical frameworkThe empirical findings are theoretically embedded in the concept of diversity (e.g. Schatz and Schulz, 1992) as well as in the public sphere theory of deliberative democracy (e.g. Habermas, 1992, 369 ff.) and the professional norm of discursive journalism (e.g. Brosda, 2008).Deliberative democracy rests on the core notion of citizens and their representatives deliberating about public problems. Journalistic mass media thereby have the function of providing an infrastructure that enables public deliberation in a differentiated society. Participatory journalism seems to be particularly appropriate here because it can also function as a link between the lifeworld and the political system. Since the discourse is at least theoretically open with respect to topics and actors, participatory journalism could also potentially lead to a greater diversity of content.3 MethodsThe pre-study consists of a full population survey among editors-in-chief of German newspapers.A content analysis was deemed to be the most suitable approach for measuring diversity in content. The method for the main study is therefore a content analysis that examines and compares three newspapers.4 FindingsThe findings of the survey of the editors-in-chief indicate that in over half of the studied cases, selected users' online contributions are published in the printed product. The users' contributions usually comment on the professional reporting. According to the initial results, the editors-in-chief mostly feel that the users' contributions have helped to enlarge diversity in content.The content analysis is still in progress. Detailed findings will be available in time for the conference. The initial results show that users tend to address topics that are relevant to their personal lives and experiences, and their contributions thus add a subjective perspective to the professional reporting. This study questions the prejudice that users contribute solely banal content.

"It's not enough to turn it pink!" - Gendering the Mobile Phone in Portugal.

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Work in Progress Women's use of technology has historically been presented as distopic. Women are culturally considered the guardians of nature and their use of technology has been condemned, denied, authorized under surveillance or condescendingly allowed. Their use of technology has been viewed as a corruption of nature. And History keeps repeating as new technologies have been introduced. The feminist debate itself has ranged from the view of technologies as part of a patriarchic frame, shaped and mostly used in destructive and oppressive ways, to the view of technology as a liberating tool for women. In recent years, mobility has become the context of living and thus we also have to understand gender against that background. If society is co-produced with technology, the gender effect cannot be ignored in the design, development, innovation and communication of technological products. What makes the mobile phone an interesting technology to study on the scope of gender is that contrary to other technologies, especially computers and the Internet, mobile phones are egalitarian; they have been adopted almost identically by men and women around the globe. Nevertheless egalitarian does not mean equal. Figures between men and women are similar but differences come out in qualitative usage, its purpose and nature, as well as in the discourse. Could women through the mobile phone, be building a more intimate relationship with technology? Are they are learning to accept technology in their midst and becoming not only heavy consumers but also producers? Are they performing new cultural meanings? The work aims at a better understanding of the changing relationship of women and technology, focusing on mobile phones and the Portuguese context. It will try to identify gendered patters and contexts of mobile phone use in Portugal and find if men and women behave differently towards the mobile phone; identify what characteristics do mobile phones have that bring such a special appeal to women and have led to their rapid adoption? And how is gender performed? Setting upon and ontology of change and innovation as the way to gain knowledge over our object of study, the themes of the research are at the cross-roads of feminist studies, cultural studies, and new media. We want to make a strong case for building a feminist perspective into the debate around the social significance of the mobile phone. Combining quantitative and qualitative methods, in-depth interviews and focus groups will be used to obtain rich descriptive insights that will be combine with quantitative data already available from nation-wide research studies.

From Closed-Circuit to the Internet: The Development of Campus Radio Broadcasting in Canada

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In May 2008 the Community Radio Fund of Canada (CFRC) was created for the support and development of "not-for-profit, local radio," helping "community broadcasting reach its full potential as an independent, diverse, and accessible part of Canadian media." Funded by Astral Media, the CFRC results from a three-year partnership between Canada's largest community radio associations. Considering that community and campus radio has been around for decades, what factors have initiated the establishment of the fund at this time? Is local, not-for-profit radio more important now than it has been in the past? This paper provides an overview of my upcoming dissertation project: the history of campus and campus-community radio in Canada, specifically, its development from closed-circuit systems to broadcasting on the FM band and online, considering technological, economic, and political changes that have shaped the Canadian broadcasting environment. I am interested in the relationships and tensions between campus radio broadcasting practices/operations and government broadcasting policy, as well as music programming on campus radio and music programming on other radio systems, namely commercial radio. An additional goal of this research is to highlight ways that key terms and concepts are utilized to define positions/identities in broadcasting discourses throughout this development. Examples of key concepts include 'alternative,' 'community,' and 'independent.' How have these concepts been used by practitioners and advocates of campus radio, and how have they been deployed by policy-makers and commercial broadcasters? I intend to relate this research to contemporary broadcasting debates, including central issues such as spectrum scarcity and the review of campus radio policy that is taking place this year. In other words, how does the history of campus radio in Canada speak to its current place in the Canadian media environment, and our understanding of its social and cultural contributions?

Letters-to-the-editor in the Portuguese press: a mode of public communication and debate

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Letters-to-the-editor constitute a domain enabling readers to comment on a large diversity of issues, and thus enclose unambiguous possibilities of public communication and debate. Herein, theoretical frameworks behind the concepts of public sphere, deliberative democracy, and media accountability, are assumed as fundamental bases for a thorough reflection on the putative role played by readers' comments in democratic societies. In the press, individual newspapers define sets of informal rules that specify which participating readers and themes will make it to the public eye. In order to study the way in which readers' opinions are configured in the Portuguese press, and how the latter relates to its audience, we focused our study on the readers' letters section of four nationwide publications (three newspapers and a newsmagazine). We used various quantitative and qualitative methods to gain a thorough understanding not only of the selection process behind the printed texts, and their prevailing themes and discursive styles, but also of press and public's perceptions of the role played by the correspondence section, and the motivations behind the reader's intent of public participation when composing a letter-to-the-editor. Through extensive interaction with newspapers offices, content analysis of readers' letters, interviews with editors-in-chief and ombudsmen, and through questionnaires to readers-writers, we concluded that readers' letters sections are instruments of public participation structured in accordance with the general values and practices that guide journalistic activity. These principles determine the size, alignment and editorial treatment of the texts, as well as the characteristics of the participants in this public domain of communication. Also, we found that journalists in the newspapers offices analysed undervalued and were somewhat sceptical about letters sections, an attitude that was in contrast with their idealised view of the roles played by readers' letters. On the other hand, we observed that a significant proportion of readers-writers express themselves about themes they consider relevant to the public interest, with the expectation that their comments will be selected for print, thus attaining a more effective participation in the public debate.

Domestification of Obama — Global Citizenship and Trans-border mediation

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The quest of citizenship primarily has been wrestling with the tension between universality of common values and particularity varying over individuals or sectors. This tension is more pressing with the unfolding of global citizenship and its articulation to values such as democracy and human rights. Dialogues across different states, societies and locals with regard to global citizenship very often are distorted or reduced to exchanges of political spats between nations. Therefore trans-border mediation of media discourse at global level becomes a pivotal node to the scrutiny of global citizenship, since mediascapes constitute significantly to trans-border cultural imagination and thus the formation of common values beyond locals. The rise of the first black American president, which was cheered by people beyond Americans in the United States in 2008, provided an illustrative case study to contemplate how the 'mediated American presidential contest' carried by media reportage and relevant information circulated around the world was translated into cultural imagination of societies outside America, with possible articulation to the ideas of global citizenship such as aspiration to democracy. Interviews with tertiary students from Hong Kong — Special Administrative Region of China were conducted to solicit readings on Obama's presidential campaign. While aspiration to American democracy and disappointment to local political development were found, obstacles to trans-border mediation were obvious, include 1) alternative narrations to media discourses because of cultural barriers, 2) the incongruity between aspiration to global citizenship and practices in everyday life and 3) how to overcome the issue of proximity of international news paradigm.

Europe in the Media versus Europe in Children's Views: Differences and Similarities

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Europe is the European Union for the majority of Bulgarian children whereas for their English counterparts Europe is simply a continent. In both countries the nine and ten-year-old pupils are often heavy media users and a dominating majority of children in the Eastern European country have learnt about Europe and the EU from TV. The paper aims to investigate, however, whether the dominating discourses about Europe and the European Union in the media are similar to the children's ideas on the topic in the two countries. To this aim, the thematic analysis of children's interviews on the subject will be compared to the main findings from the media content analysis. This is still work in progress. The major expectation is, however, that media's agenda-setting influence will be stronger in Bulgaria where Europe and the EU are more salient as topics on both the media and the public agenda. Moreover, as already indicated, in Bulgaria three times more children learn about Europe and the EU from TV than in England where TV's influence as a source of information on these topics is considerably lower. Another aim of the paper is to compare whether the national and European symbols that are most salient in children's eyes are also the ones most visible in the media. Thus, the merits of Billig's banal nationalism theory will be further explored and the potential for Cram's banal Europeanism will be empirically tested. The paper is part of a larger cross-national comparative study on the relationship between children's knowledge of and identification with and media representations of Europe and the EU. A combination of qualitative and quantitative methods is used – face-to-face semi-structured interviews with children, surveys with parents and content analysis of textbooks and media publications. Theoretically, the study draws upon a combination of agenda-setting theory and audience and mediation approaches, social identity theory and Bourdieu's habitus.

Voices of Protests: Social Justice Movements and Cyber-Activism in South Africa

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A few years after the end of apartheid in South Africa, a number of social movements emerged as a reaction to declining social service delivery by the new-post apartheid government. As the African Congress Party (ANC) has struggled to address the myriad problems facing the new post-apartheid state, many issues still remain unresolved, including housing, service delivery and treatment for HIV and AIDS. Social justice movements have blamed the ANC for failing to deliver effective social services. Like other social justice movements elsewhere, the South African social justice movements are combining traditional modes of address with the use of new media technologies to mobilize, create networks and lobby for social and economic justice. Although most of these movements have their origins among poor communities, the leadership use the Internet and mobile phones since they perceive mainstream media to be biased towards the elite. The paper aims to analyse this emerging form of cyber-activism and how it is playing a role in creating counter-hegemonic public spheres. It does this by focusing on two social justice movements – the Shack Dwellers Association and the Anti-Privatisation Forum. The paper seeks to understand not only how the two social movements are appropriating digital technologies, but also to examine the tensions, challenges and limitations that these technologies pose for cyber-activists. This last point is linked to the reality of uneven spread of new media technologies. Although South Africa has one of the highest mobile phone penetration in Africa, with 83% of the population owning a mobile phone, Internet penetration still remains low, with only 1.4 million Internet subscribers and 4.9 million (10%) Internet users. The study will be framed by new social movement theories and alternative media theories. The latter will rely on theories of counter-hegemony as articulated by Antonio Gramsci (1971) and Stuart Hall (1997) and radical democracy drawing on Chantal Mouffe and Ernest Laclau (1985). The paper is situated within the qualitative research approach and data will be collected through three main research methods: interviews, document analysis and content analysis of the case studies' websites.

The Swine Flu Media Pandemic. The social responsibility of Mexican news during the sanitary crisis.

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The sanitary emergency of the Swine Flue AH1N1, caused a crisis to the social, economic and political Mexican system. In a couple of minutes, the dynamics of the society was paralyzed by the President's announcement of the pandemic. Since this moment, media became as the exclusive way of informing people about the evolution of the crisis. The present research is developed in this context. Our objective is to analyze the social responsibility of media in the management of the sanitary emergency, by determining if media institutions helped to contain and manage responsibly the information about the influenza pandemic. By answering the questions: ¿How did Mexican news represent the Swine Flu AH1N1 pandemic? Did Mexican news reported accurately? In which sense did Mexican news contributed to the social understanding of the sanitary emergency?, we have analyzed the social representation of the influenza in the Mexican newspapers. The exploratory nature of this study is evident in its quantitative methodology, by the using of the content analysis. The sample of this research includes the analysis of the main Mexican newspapers –La Jornada, El Universal, Reforma, La Prensa and Record- during the fifteen crucial days of the crisis. Findings reveal us that Mexican newspapers played a paradoxical role since, in one sense, they tended to give timely and precise information about the influenza but, in another (and opposite) sense, they filled news stories voided with rumor on death rates and a virus with no vaccine –pointing at the Spanish Influenza pandemic of 1918 and the 50 million deaths-, what increased the social panic instead of helping to manage the crisis. Our final objective is to contribute to the scientific understanding of the role of media during a crisis and to open some alternatives to they assume their social responsibility.

The Radical Press in a Time of Opportunity: 1880-1914

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This paper investigates the reason for the unparalleled success of radical newspapers in the United States in the late nineteenth and early twentieth centuries, using Gramsci's theories of hegemony and the crisis of hegemony. During this era the deep disconnect between economic conditions and American culture and ideology created a space in which Gramsci's 'historical bloc' did not function normally. General political upheaval in the working classes was accompanied by the rise of a vigorous and widely-read working-class radical press. However, this press was not simply a result of the labour movement, it was a relatively independent phenomenon that can be predicted using Gramsci's work. The papers were the result of the need for working-class people who no longer identified with the dominant culture, its leaders or media, to see their version of reality expressed in culture. Radical newspapers of the time exploited this crisis of inconsistency between economic conditions and American ideals of freedom and equality by publishing 'muckraking' stories about terrible industrial conditions and consistently admonishing readers to uphold American values. This pattern will be examined in three of the most important radical publications of the time, The Appeal to Reason, Wiltshire's Magazine, and the International Socialist Review. The radical press declined with the start of World War I, and again this can be predicted using the concept of the historical bloc. The war allowed mainstream ideology to become more authoritarian. Although exploitative industrial assembly-line manufacturing was still central to the American economy, the new mainstream discourse fit this system well enough to form a stronger historical bloc. Workers lost the ideological tools to recognize that they were being exploited, and the state was able to be more open about repressing radical publications in the name of wartime security.

Internal and External Influences on the Use of Social Networking Sites in Thailand

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(Work in progress) Social networking sites (SNSs) is dramatically becoming one of the popular tools for online communication that integrates both mass and interpersonal communication altogether. Social networking sites such as Hi5, Facebook, and MySpace are online communities that allow members to construct and broadcast their profile information, and interact with others such as sharing photos, sending public and personal messages, and playing games (Boyd & Ellison, 2007; Pempek, Yermolayeva, & Calvert, 2009). The advent of SNSs has facilitated online communities to maintain pre-existing social connections and make new online friends (Ellison, Steinfield, & Lampe, 2007). The rapid growth of SNSs turns online communities into a global phenomenon where researchers have attempted to understand them as promptly as the technology advances. According to Pew Internet and American Life Project's January 2009, approximately 35% of American Internet users have created a profile in a social networking site. In Thailand, since 2007, SNSs have gained more attention and access from Internet users due to a lower cost of broadband Internet services (National Electronics Computer Technology Center, 2008). Social networking sites are reported as one of the most visited websites among 13.4 million Thai Internet users. Approximately 47.5% of the users have a profile in Hi5, which is the most popular social networking site in Thailand (National Electronics Computer Technology Center, 2008). On the other hand, empirical evidence in Thailand is limited to understand why social networking sites are well-accepted, especially why global SNSs such as Hi5 and Facebook are preferred over other sites. Thus far, two major Thai SNSs are Bangkokspace and Myfriend with the estimated number of registered users at less than one million in 2008 (National Electronics Computer Technology Center, 2008). When compared to other countries such as South Korea, the largest SNS is a Korean-based site—Cyworld with the approximate number of 20 million users (Shim et al., 2008). Also, StudiVZ, a German website, is the largest social network site in Germany with around three million users (Krämer & Winter, 2008). Many scholars have attempted to understand SNSs as a global

phenomenon better. Rarely, they have investigated a composite influence of both internal and external factors that affect why and how people use SNSs. Different from prior research, this study is guided by Uses and Gratifications and Theory of Reasoned Action with an attempt to explain that people are influenced to use SNS, both psychologically and socially. Psychologically, people are internally driven by motives to select and use media for needs fulfillment. Socially, people are influenced by others' perceptions about their behavior. This study serves three purposes: (a) to examine how people are internally motivated to use SNSs, (b) to discover how people are externally influenced by social factors to use SNSs, and (c) to explore how both internal and external factors contribute to SNS use.

"How Independent was the Independent? A Historical Enquiry into Foundation-Sponsored Experimental and Independent Filmmaking"

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Experimental filmmaking is often seen as an autonomous cultural practice, a form of communication that provides an alternative model for production and participation into the public sphere. Notions of the capacity for self-regulation, and even anti-institutional stances of experimental and independent filmmaking, have been deeply ingrained within the Film Studies discourse, where these practices have been examined in contrast to U.S. commercial cinema, typically characterised as the Hollywood of large-investment capital, stereotyped representations and passive reception. Nevertheless, claims about the autonomy of experimental cinema adopt a more nuanced character when we examine evidence on the assumptions that usually define it. Recent historical research on U.S. philanthropies and state foundations, including my own archival investigation, has shown how these institutions have been instrumental since the 1930s to the growth and development of non-commercial cinema in the U.S., including experimental and independent filmmaking. However, the specific conditions and consequences of this support for the autonomy of experimental filmmaking still need to be assessed. In my research I deal with institutional support for experimental and independent cinema in the context of U.S. domestic and foreign policy towards arts and education during the Cold War confrontations, and the transformation of the cinema industry during the 1960s. This paper is a work in progress, where I concentrate on the terms and conditions of the Independent Filmmaker Program, a government production scheme with an emphasis on independent and experimental filmmaking, which was administered by the American Film Institute through the sixties and seventies. Drawing on archival resources, I explain how the institution officers sustained their claims on the programme's independence from commercial and/or propagandistic interests by focusing support on a romantic notion of the individual filmmaker and the programme's educational goals. Yet, with this manner of channelling support, officers not only remained firmly in control of the content of the projects, they also reinforced the articulation of experimental cinema under a similar model to that of the commercial film sector. As a result, experimental cinema's possibilities to bypass the structural dependences of the commercial mode of production were effectively curtailed. With this examination of the conditions and effects of state-sponsorship of experimental cinema in the U.S., I aim to bring to the fore methodologies for analysing and discussing how different communication practices are historically shaped, acknowledging the mediating power of symbolic and material structures, and elaborating on the capacity of agents to engage with these structures.

"Fortunately, we don´t have to be afraid of more refugees!" - The influence of news coverage on the attitude towards foreign and security policy -

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Due to the increasing influence of mass media and the responsibility of journalists the question arises whether crises coverage can bias audience attitudes towards foreign and security policy. In recent years, the concept of

peace journalism has been one of many theoretical approaches that have been developed to analyse the media's role and function in crisis communication. The aims of peace journalism imply media coverage of non-violent solutions, de-escalating of crises and the preventing of potential conflicts (Galtung, 2002, Kempf, 2002). Within the last years, several supplements broadened the concept of peace journalism, for instance practical advice for journalists. Despite its popularity within peace research, the concept has been criticized by communication researchers and practitioners for dismissing the professional standards of journalism and for attributing political and military responsibility to the media (Hanitzsch, 2004). An experimental study within a broader research project focussed on the target group of journalism – the audience. The purpose was to determine how de-escalation-oriented news coverage influences the attitudes towards foreign and security policy, especially the attitudes to military intervention of German Federal Armed Forces. Does reading or watching general news coverage influence the willingness to support military intervention of German Federal Armed Forces? To what extent does de-escalation-oriented news coverage raise empathy, resulting in a change in attitudes among media use? On the basis of these questions the following hypothesis was established: recipients who are confronted with de-escalation- oriented news coverage are more empathetic in a beneficial way and are more likely to support humanitarian aid than military intervention. In an experimental design, two groups of about 65 recipients watched or read de-escalation-oriented or escalation-oriented news coverage on the conflict of the Democratic Republic of Congo, and afterwards answered a questionnaire. For comparison, a control group of 47 test persons answered the questionnaire without reading or watching news. The used material was selected from German broadcasting news and daily newspapers after having analysed content as regards its de-escalation or escalation nature. Therefore the study combined the normative claim of peace journalism with empathy in a media psychological way and willingness to support military intervention of the German Federal Armed Forces. Moreover, the study contained the subject of fundamental support of military operations and especially in the case of the conflict in the Democratic Republic of Congo, possible solutions of the conflict and the assessment of threat to Germany. On the basis of several studies that showed the importance of various factors (Schaefer, 2006; Bulmahn/Fiebig/Sender, 2008) such as political interest, media use, the Elaboration-Likelihood-Model as well as individual specifications, this study included several scales measuring these. First results will be presented and will illustrate the special responsibility of journalists reporting on international crisis. Bulmahn, T., Fiebig, R., & Sender, W. (2008). Sicherheits- und verteidigungspolitisches Meinungsklima in der Bundesrepublik Deutschland. Ergebnisse der Bevölkerungsumfrage 2006 des Sozialwissenschaftlichen Institutes der Bundeswehr. Strausberg: Wehrbereichsverwaltung Ost. Hanitzsch, T. (2004). Journalists as peacekeeping force? Peace journalism and mass communication theory. Journalism Studies, 5 (4). Galtung, J. (2002). Peace journalism - a challenge. In W. Kempf & H. Luostarinen (Eds.), Journalism and the new world order. Studying war and the media. Göteborg: Nordicom. Kempf, W. (2002). Conflict coverage and conflict escalation. In W. Kempf & H. Luostarinen (Eds.), Journalism and the new world order. Studying war and the media. Göteborg: Nordicom. Schaefer, C. D. (2006). The effect of escalation- vs. de-escalation oriented conflict coverage on the evaluation of military measures. conflict & communication online, 5 (1).

Transnational Solidarity for Democratization of South Korea in the 1970s and 1980s: Information exchange networks beyond international borders

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This research examines transnational solidarity for the democratization movements of South Korea, with particular focus on information exchange networks beyond international borders. The questions are how transnational networks for information exchange were formed and what the networks actually conducted for appealing the international public opinion in spite of severe control on information flow by the authoritative system of South Korea during the 1970s. The previous research on   democratization of South Korea, which is symbolized by the June declaration of 1987, usually attempts to explain the transition to democracy by focusing on diplomatic policies, public statements by the U.S government and changing world politics (William 1998;

James 1999). In contrast, this research focuses on an issue that has yet to be given appropriate attention in the literature, citizen's transnational advocacy networks (TANs). TANs are defined as fluid and open relations among committed and knowledgeable actors working on specialized issues beyond international borders (Keck and Sikkink 1998) In order to examine TANs for democratization of South Korea, information exchange networks for the series 'Letters from South Korea' which ran for fifteen years from 1973 in the Japanese leading magazine 'Sekai' and activities of Christian networks including NCC and WCC were investigated by document/literature review and interviews to the editor-in-chief of the magazine 'Sekai' and representative activists in South Korea, Japan, and Germany. For the series 'Letters from South Korea', activists related to 'Christian's solidarity group for South Korea', formed by the network of NCC in South Korea and Japan in 1973, carried out information of South Korea including the students' demonstrations and the violation of human rights problem. With this information, the writer of 'Letters from South Korea', 'T.K.Sei' - a Korean who had to use pseudonym to protect himself from KCIA - could keep writing the series. Korean activist groups in Germany and France even translated 'Letters from South Korea by T.K.Sei' to Korean language and published it in their each community media. Furthermore, transnational Christian networks and intellectual activists group sent information of South Korea to WCC/foreign governments/overseas Christian communities and also organized international conferences about Democratization movements of South Korea to appeal the international public. This research is in progress. Although the commitment for democratization movements of South Korea came from many different reasons and channels, democratization movements of South Korea during the 1970s and 1980s were empowered by transnational networks including overseas Korean communities, Christian networks and intellectual activists groups. TANs found in democratization of South Korea can be seen as a form of transnational public sphere.

Networking, Multi-platformity and Intermediality. Polish Media Convergence Strategies

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Media convergence research in Poland is not as intensive and popular as in other countries. There is a distinct gap between achievements of western and eastern media researchers in this section. The purpose of the presentation is the analysis of media convergence in Poland and comparison of media system in Poland to the systems in other countries. A convergence strategy could be seen as a package of media platforms and content linked by special processes. Its aim is to identify these elements and their most common combinations. Analysis of ITI Group, most innovatory media corporation in Poland shows that networking, multiple platforms and intermediality are main strategies implemented by media industries. The questions are: What does create networks? What kinds of platforms are used in the convergence strategies? And what types of intermediality emerge from these new media configurations? The presentation is focused on television programmes as base products of convergence strategies. The presentation is going to include two case studies of television-centred strategies implemented by TVN (Polish television station owned by ITI Group) and analysis of networks created by TVN programmes and media-platforms (like Internet, radio, mobile phones, books, newspapers, etc.) used by the whole group to produce, distribute and promote its media products, such as television series, talk shows and life shows. The presentation will be framed by theorizations on convergence (A. Fagerjord, T. Storsul, H. Jenkins, G. Liestøl, S. Murray), cross-media/multiple platforms/transmedia/intermedia production (E. Aarseth, E. Appelgren, A. Bechmann Petersen, G. Bolin, W. Brooker, Ch. Dena, C. A. Scolari), creative industry studies (M. Deuze, J. Hartley) and graph theory (R. Willson, R. Diestel). Two methods are going to be applied: case studies based on discursive content analysis and graph analysis. Graphs reproduce networks. Graphs theory, coming from mathematics, is very useful for quantitative and qualitative analysis of media and flows between them. It shows how important flows of people (e.g. TVN celebrities), graphics (such as logotypes) and programmes' names between different programmes are - how they accelerate and intensify convergence of content. Graph analysis indicates importance of attachments and nodes (the core promotional platforms such as daily morning shows and main products of promotion like the most popular life shows) and shows intensifications of flows, which allows comparison (e.g. between two sequent sessions). A new type of media environment emerges from the indicated processes. It is the integrated, synergetic and networked environment of media corporation and its

partners. Networks create a kind of branded universe of television station and the whole media corporation. Three strategies mentioned: networking, multiple platforms and intermediality are the base for such phenomena like transmedia storytelling, cultural and economic synergy of products and cross-promotion. The presentation will explain how Polish media corporations implement and adjust to these new media convergence strategies. These strategies are very similar to those implemented all over the world, but are also marked by some kind of national specificity that shall be described as well.

Information Role > "Local Surveillance Role"? –Six significant event reports in Sing Tao Daily (2006 – 2008)

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Emerging from 1856, Chinese newspapers have occupied the largest proportion in Australia's ethnic media market since 1993. However, reference search shows no systematic research on this topic. Sing Tao Daily Australian edition, the oldest Chinese daily in Australia, is a representative in the Chinese press market. So, this paper selected the daily as an example, and employed case study to discern a basic question: What role it can play in reporting significant events between 2006 and 2008? Six episodes were chosen for the case study: 1, Wei Liao tragedy (a Chinese female student was raped and dropped from the balcony, Oct 2008); 2, Beijing Olympic Game (Aug 2008); 3, Australian election (Nov 2007); 4, the exploitation of two Chinese workers (their employer took their annual salaries, Sep 2007); 5, Talent Terry Tao (a Chinese-Australian mathematician, Aug 2006); 6, De Yuan case (two Chinese fishing boats were charged illegal fishing in Australia, Mar 2006). Employing media role theories, especially Harold Lasswell's media surveillance function, this paper examined these reports by "information", "integration", "bridge" and "local surveillance" (surveillance on the local community) functions. The case study results show that there are 419 and 69 pieces of news on Beijing Olympic Game and 2007 Australian election. However, all news only describes the events and processes, and no news is related to the Chinese in Australia (e.g. how Australia's Chinese view the Game, they support which party in the election). These suggest that the daily plays an information role by providing significant event news, and achieves the integration and bridge functions by reporting Australian events (election) and homeland activities-(the Olympic Game). A successful Australian Chinese-Terry Tao is also covered, but no analysis. In addition, the daily reports the rest negative cases: Wei Liao tragedy, the exploitation of two workers, and De Yuan fishing boats case. However, all reports are composed of the descriptive news, and they are basically translated from Australian media. No comment, exclusive or in-depth article can be found. But actually, these three kinds of events (security issues, work and economic conflicts) frequently occur in the Chinese community. These results indicate that the daily plays the information role by reporting some unusual events on Australia's Chinese. However, the daily does not achieve sufficient "local surveillance functions", because it only provides basic information in these events, and no any insightful or suggestive article. Overall, in reporting six significant events, the daily can achieve the information function in all cases, and plays the bridge and integration roles in some cases. However, the daily plays limited "local surveillance role", because it has not unveiled the in-depth situations of Australia's Chinese people in all cases.

Limits, Neutrality and Role Reversal in TV News Interview

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TV news interviews are staged for an audience. This way, despite the spontaneity and unpredictable elements that generally occur in a broadcasted live talk, viewers are expecting to see both the Interviewer (IR) and the Interviewee (IE) performing their roles. This means that it is legitimate for the IR to ask questions, even on the

public's behalf, and for the IE to answer them. However, sometimes the line between a neutralistic and an advocate stance is overpassed by the IR, becoming, what is called, an aggressive journalism (Clayman, 2002). In this work we focus on these exceptions. Our case study involves a news interview between Manuela Moura Guedes, the anchor of the TVI's "Jornal Nacional de Sexta" and António Marinho Pinto, president of the Portuguese Bar, broadcasted on May 22nd of 2009. Using the framework of Conversation Analysis (Ekstrom, 2007, Cameron, 2001, Greatbatch, 1998), and starting in the interview's opening sequence by drawing on Clayman's structure, we aim to analyze the transgression and maintenance of ethical limits and neutralistic stance of the Interviewer in interaction with the Interviewee. Our work came up with a role reversal between the participants: Marinho Pinto, lawyer, assumes the legitimacy and the authority of inquiring which usually belong to the interviewer's role and Manuela Moura Guedes, journalist, assumes an advocate stance by judging the interviewee by speaking on her own behalf. Thus, the interview gradually turns into a debate in which the topic of discussion is in constant change, ending in a personal attack from the interviewee to the professional skills and lack of ethics of the interviewer.

Second Life – An alternative social sphere

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One of the new digital technologies that have been more studied from a social and cultural point of view is the internet. One of the uses of this technology is the online multiplayer games. Through these web-based platforms we can achieve an alternative sphere for the development of our social lives, a sphere characterized by de-materialization of social interaction. The first large scale multiplayer 3D environments had appeared in the 1970's, but as soon as internet was made available for personal computers the number of these platforms had rapidly increased. Nowadays there are more than 50 3D virtual environments; they are usually called massively multiplayer online games, but there are several types of these games. The most popular are: massively multiplayer online role-playing game, MMO first-person shooter, MMO real-time strategy games, MMO sports game, MMO social game and MMO turn-based strategy game. Through the last decade online games and social platforms had became very popular and had contributed to the internet development. Virtual worlds or massively multiplayer online social games had conquered high numbers of users and had become more and more complex. Second Life is one of the most complex virtual worlds available. In this platform players are invited to actively participate in its development, not only in space construction – buildings, green spaces and general surroundings, but also in its social development – institutions and groups that will contribute to in-world's economy, culture, identity or hierarchical organization. Second Life has reached such a development level that nowadays it is possible to do almost everything that we can do in real life: going for a walk in several touristic locations, practice sports, play games, go to the theatre, cinema or a concert, attend conferences or classes, talk with friends or meet new people, or just meandering throughout the world. The aim of our research is to understand the role played by virtual worlds in contemporary social interaction. Second Life is the object of our study once this platform is allowing the emergence of a new social space, a public-private space where cultural identities are being remediated and new narratives are rising. In order to achieve a comprehensive understanding of the impact that these virtual platforms might have we are centring our research in the study of Second Life's geographic and human space, as well as in the analysis of in-world interactions. The central concepts of this research are: virtual reality, immersion, embodiment, virtual narratives, identity remediation, cyborg, post-human, performance and new interaction rituals. A qualitative methodology is being used based on participant observation of several locations within Second Life and this is being combined with literature review on these keywords and statistical data on Second Life's use. The sources of this data are Linden Lab and Social Research Foundation that had applied a survey to Second Life's users. The aim of this submission is to share and receive feedback – both on theoretical approach and methodologies chosen – on this work in progress to improve it and to better achieve our goal.

How Al Jazeera English Reports Local Crises to the Global Citizen
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How Al Jazeera English Reports Local Crises to the Global Citizen: An expansion of a mediated global public sphere? This research project looks into the case study of Al Jazeera English (AJE), an offshoot of Al Jazeera Arabic, as a recent entrant into the field of international Satellite television news which broadcasts in English. The establishment of AJE is seen by the channel itself as an opportunity to provide an Arab perspective on issues and events in the Middle East to a global audience, in addition to counter-balancing the coverage of dominant global news media. This study seeks to understand the nature and role of AJE as a new global broadcaster and how it can be understood in relation to dominant global broadcasters. In turn, this study aims to understand the extent to which AJE could play a role in expanding a mediated global public sphere. This will be achieved by studying its news reporting and comparing it to that of other dominant media – namely BBC and CNN. Nancy Fraser (2007) recently revisited her depiction of the public sphere in what she describes as a 'postWestphalian' world. In this revisiting of the public sphere, Fraser argues that most of the literature on the public sphere beginning with Jurgen Habermas, and including her own, has failed to respond to a more globalising public. Fraser proposes that a transnational public sphere be seen as a space where 'inclusiveness' is required in a 'postWestphalian' world and stresses the need to address not only 'who' is to emerge as participants but more importantly 'how'. To shed light on this point, this comparative study of AJE, BBC and CNN looks into the case of the six Bulgarian medical workers who were sentenced to death in Libya in 2007 for allegedly infecting over 400 Libyan children with the AIDS virus. A critical discourse analysis (CDA) has been employed as a methodological framework to examine AJE's textual output and compare it to that of BBC and CNN. This study has found that AJE's attempt to enter the global public sphere, has been a balancing act. The analytic study conducted in this paper has revealed that the reports presented by AJE journalists from a Western background tended to report alongside similar lines to that of BBC and CNN; however AJE journalists coming from an Arab tradition of reporting presented similar discourses to those commonly found in Arab based coverage. This leads to the realisation of the existence of two cultures of journalism within AJE that are emerging. This suggests that news content is formed in accordance with the cultural reflection of the reporters themselves, which is quite evident in this research on the news coverage of AJE. Hence the detected tension found in this study not only exists between AJE and dominant news broadcasters such as BBC and CNN, but also exists within itself as the two emerging cultures of journalism within AJE have exposed. AJE can therefore be categorised as asserting both domination and resistance within the global public sphere, or what I argue is both a role AJE is playing in complementing discourses within the global public sphere whilst offering notions of counter-discourses.

The emergence of a European imaginary and the need of a cosmopolitan outlook for journalism studies.
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The proposed paper presents theoretical considerations concerning the role of journalism in the process of Europeanisation. Academic attention in this field has mostly been on 'hard' news of political reporting. So far, journalistic media content has served primarily as an indicator of the Europeanisation of political public spheres. The proposed paper broadens the field of research: It explicates the societal and culturally oriented perspective and asks for journalism's forms and functions beyond the formation of political public domains. The core questions are: What are the social practices occurring outside or as unintended side-effects of the political and economic aspirations of the European Union and in which sense are these practices relevant for a 'European feeling of belonging'? How do journalistic media cover such practices and to what extent does journalism thereby contribute to the emergence of a 'European imaginary'? What boundaries and differences between European and non-European cultural spheres are being constructed and what are the accompanying connotations? To illuminate these topics, the theoretical perspective will be extended by integrating the concept of sociological and

cultural cosmopolitanism (Beck/Sznaider 2006; Delanty 2005, Urry/Szerszynski 2002). As distinct from political and philosophical cosmopolitanism special emphasis is here laid on 'latent' and 'banal' forms of cosmopolitanisation. The 'cosmopolitan outlook' focuses on heterogenous identities and the 'mixture of the local and national with the global'. From this point of view Europeanisation is perceived as a regional case of cosmopolitanisation and is normatively linked to having specific as well as multiple identities. A consequence of this theoretical background is to shift the focus from political news reporting to more 'banal forms' of journalistic content. This corresponds to current changes in the journalistic field itself: While 'soft' news and entertainment journalism are gaining significance, international news reporting is exposed to severe cutbacks. In order to analyse the cosmopolitan mediation role of journalism it is thus necessary to take forms and functions of popular journalism seriously. In this context, I will take up the concept of 'cultural citizenship', and further develop it into a concept of 'cosmopolitan citizenship'. Journalism as a mediator plays an increasingly important role within this concept of citizenship. Based on this, an empirical study will focus on travel journalism. This sub-field of journalism has been under-researched, although it plays an important role in (a) the mediation of trans-cultural encounters and (b) the representation of both near and distant places. The inquiry of travel journalism has the potential to provide insights into the process of cosmopolitanisation and into journalism's role in constructing imaginaries of cultural spheres. More specifically, it is claimed that this can be suitably explored by the example of the construction of a European imaginary, since 'freedom of movement' and the 'right to travel' are pivotal elements of what European citizens mean by "feeling European". The proposed paper is an outline of a PhD project in progress. The main focus will be on the theoretical approach.

The Invisible Nomads of the Himalayas

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As humans traveling this delicate yet versatile earth, we are put on an expedition; an expedition opening up the opportunity to learn, to grow, to understand, to view sincere beauty and to experience an alternative to our known, natural habitats. With all the beauty, we see in this world, there is always a counterpart - a culprit slyly stripping away what we view as, "incredible." And what more can we signify this culprit as Political Turmoil? For last few years I have been wandering on the rooftop of the world in areas like Kashmir, Nepal, Tibet. The destitution, poverty and political turmoil is significant in these ancient lands; but the beauty, the simplicity, the endearing welcoming smiles of people are over powering. With the flash of a camera and the flirty look of an eye, we captured faces – faces worn with the of hope for a better day, faces worked from the strain of desiring peace, faces adorned with the concept of simplicity in its purest form. I focus on the concept of simplicity in my photos. It was an unplanned concept, but it was the outcome displayed within each photograph. The proposed paper is a visual anthropological of an ancient nomad community called the Bakarwals (The Sheepherders). The Bakerwals are located in the several parts of the Himalayas including India, Pakistan, and Afghanistan as well as parts of Tibet. Although they have been included in bigger group, but the historical and anthropological context makes it clear that they have maintained a very distinct nomadic lifestyle. Some researchers have argued that the origins of the Bakarwals can be traced to the tribes of Isaac. They are extremely hospitable community, living in tune with harsh laws of nature. This huge nomad population migrates twice a year in different parts of Kashmir. In recent times very little attention has been paid on their changing lifestyles. Nomads all over the world are facing the rapidly changing social environment. The process of urbanization, population pressure and globalization is so intense that no one can possibly stop the unwilling desire of the Bakarwals to shift from a nomad to a semi nomadic and eventually to a normal life. Through my visual I have tried to capture the details of this harsh and painful transformation. Living with these nomads I was consistently reminded of "Tristes Tropiques" one of the great books of our century. During my trips to Bakarwals I was constantly reminded of how a scholar had pointed that Claude Lévi-Strauss has invented the profession of the anthropologist as a total occupation, one involving a spiritual commitment like that of the creative artist or the adventurer or the psychoanalyst. The point of my argument is how is anthropology to exist as a system of representation among competing systems dominated by

mass media,. This paper poses this problematic to the emergence of global media policies that will sustain diversity and equity.

The Politics of Mobility: Reconfiguring Citizenship in the Age of the Cellular Phone

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Over the past year, mobile communications technologies have been shown to play an important role in the increasingly globalized political, social, and economic context of advanced liberalism. Of note are two events in which the cell phone constituted the primary vehicle by which citizens could partake in political action: firstly, the Iranian elections protests of the Summer of 2009, and secondly, the Haiti earthquake of January 10, 2010. In the case of Iran, this action took the form of text messaging and cell phone photography being used to bypass state-instituted media blackouts and disseminate information via the Internet while during the aftermath of the Haiti earthquake, the cell phone become the device through which U.S. citizens were entreated to fulfill their democratic responsibility and send money to aid organizations via text. In each of these cases, cell phones were framed as playing a central role in the articulation of liberal democratic political action. The media traces of these events frame cell phones as essentially "freedom devices", tools for political self-empowerment. But do these technologies truly deliver on their promise of increased liberty and the propagation of democracy? Under what conception of the political can a communication device be constituted as vehicle of legitimate political and social intervention? John Tomlinson's concept of "telemediatization" captures the way in which modern media and communications technologies shape contemporary life, extending the reach of global networks into everyday experiences as well as mediating and transmitting the individual across great distance. In this way, the experience of everyday life - in its political, social, and economic make up - has been deterritorialized, no longer necessarily connected to the experience of the local or even the national. It is from this theoretical position that I explore the case studies of Iran and Haiti. As capitalism attempts to redeem itself through charity and the acceleration of globalization spatializes liberal democracy in such a way that renders political borders meaningless, interrogating the role of information and media technologies in these processes is crucial. This paper examines media coverage of the events in Iran and Haiti in an attempt to further theorize the role of mobile communications technology in post-millenial life in the context of globalization and the continued growth of advanced liberalism. What emerges is that for the individual citizen, the global flows of information and capital now constitute the field of possible social action. It is only by inserting ourselves into these flows that we are constituted as citizens and that we are able to enact such a subject position.

Can't Buy Citizenship: An examination of young people's response to online opportunities for civic engagement

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In recent decades, academic and popular literature has posited a crisis in civic engagement. Often concerns are expressed in terms of the declining importance young people place on their civic duties. However, scholars increasingly suggest that the normative models of citizenship – those that privilege voting, civic action and knowledge – do not necessarily reflect the ways that younger generations choose to enact their citizenship. In fact, models have emerged that reflect notions of aspirational citizenship, cosmopolitan citizenship and consumer citizenship. These models, it is suggested, are more appropriate lenses through which to examine the ways in which young people perform their roles as citizens. Digital technology is frequently viewed as a tool to support these emergent notions. Although many scholars now agree that digital media do not have inherently democratizing characteristics, many of its properties – for example, interactivity, immediacy and connectivity – support alternative forms of civic engagement. Questions remain, however, as to the extent to which various groups are using digital media to effectively support civic engagement among young people and, further, what

young people's preferences are when they use digital platforms to enact their roles as citizens. This paper draws on data from a study that used online questionnaires and in person focus groups with Canadian university students to examine young people's understandings of citizenship and their reactions to and preferences for civic websites. The online questionnaires introduced participants to three websites and gauged initial responses. In the focus groups, participants were further probed on their reactions to these websites, moving from discussions of overall website preference to their more specific features. The focus groups also probed participants' understandings of citizenship. Following from these discussions, this paper focuses on the response that participants had to one of the emergent notions of citizenship discussed above: consumer citizenship. Recent literature suggests that young people are drawn to corporations and celebrities (argued here to be a component of consumer culture) that take on social issues. Further, the literature suggests that youth use these images of conscientious consumption to support their personal images. Representations of, and opportunities to engage with, such consumer citizenship were apparent, to varying degrees, on each of the selected websites. Results of the study, however, suggest that youth were not drawn to opportunities for consumer engagement, nor were they impressed by the presence of celebrity activism on the websites. In fact, the participants indicated high levels of skepticism over corporation and celebrity motivations. Moreover, the majority of participants rejected to notion of consumer engagement as a possible avenue for performing citizenship. These findings may suggest some youth maintain a more traditional, normative notion of citizenship which, coupled with high levels of institutional skepticism, prohibits the inclusion of consumer engagement in their own models of citizenship.

Momentum, Movement, Mobilization: The Curious Case of New Media Technologies at COP15

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The intertwining of the global justice movement, the participation by international civil society organizations like Avaaz and Action Aid, the formation of the Climate Action and Climate Justice Networks and the rise of campaigning organizations like tcktcktck have all contributed to the changing face of the contemporary environmental movement. Some suggest that the professionalization of the movement has been both its greatest accomplishment and its biggest threat. "Professional" environmental organizations such as Greenpeace have managed to mobilize resources faster and more efficiently, secured public legitimacy through media visibility and have won access to policymakers. Consequently, professionalization can moderate or force groups to publicly distance themselves from more radical actions, causing them to substitute organizational goals for the goals of the movement. This has the effect of provoking internal strife over acceptable tactics and the legitimacy of certain organizations within the movement. What are the current prospects for direct action and which organizations are using them? The proliferation of Web 2.0 technologies also plays a role in the changing terrain of activism. Scholars like Howard Rheingold, Yochai Benkler and Manuel Castells suggest that new media technologies help movements by lowering barriers to participation, speeding up information dissemination and enhancing the coordinating abilities of organizations. The prospect for many-to-many forms of communication promoting participation and collaboration could potentially use the power of social networks to mobilize anonymous and autonomous individuals. While websites, listservs and email have frequently been explored as activist tools, what roles do social-networking sites, mobile devices, blogs and video-sharing play? This paper presents findings based on a "crowd ethnography" of COP15 in Copenhagen, DK in December 2009. Through participant-observation, semi-structured interviews and analysis of the social media presence of several environmental movement organizations, my work-in-progress Master's thesis, "Broadcasting COP15: A Case Study of How Environmental Activists Use Web 2.0 and New Media Technologies" examines these questions by exploring the role of new media in this movement as: 1) a tool for building its momentum 2) an internal communication tool, and 3) a tool for direct action and mobilization. While much of the literature discusses the prospective benefits of new media for activists, how are they actually used within the movement and what ultimate objectives do they fulfill?

Out of Conflict, Culture: Musical Forms of Resistance from the Black and Brown Atlantics
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Cultural productions from the South Asian diaspora, and from what Paul Gilroy (1993) has dubbed the Black Atlantic, are relatively well-known and oft-studied. Some of these productions are primarily commercial in nature but others arose in a spirit of protest, of response to social, economic and political issues. In cities where members of the black and brown diasporas experienced similar or related socioeconomic pressures, particularly during times of heightened conflict such as the Thatcher era in London, these citizens reacted to their increased marginalization through the creation of cultural productions, such as various musical forms, that expressed identity and resistance. At times, these productions were hybrid ones, combining elements of African and South Asian cultures in a way that transformed their traditional meanings and made them accessible and meaningful, perhaps more so inside diaspora than outside. For instance, bhangra has been seen as acquiring a new character in diaspora, particularly in London, moving away from its rural, masculine roots and towards a new, youthful model that holds appeal for men and women and can also form a key ingredient in a number of musical fusions (Ray, 2001). Such hybrid entities, of course, are complex on a number of levels, given that they may represent a kind of unity and empathy when relationships between diasporic South Asians and diasporic Africans are far more complex and occasionally antagonistic, due in part to colonial legacies. This paper, which stems from research currently in progress, examines the musical productions that have emerged from black and brown diasporas as a response to internal and external conflict, and investigates whether such productions continue in various cities, particularly major Canadian centres such as Toronto and Vancouver. This research also investigates whether such productions maintain the spirit of resistance and of cross-cultural, interracial unity, or whether they have been co-opted by dominant culture, due to the increased mainstreaming and depoliticization of diasporic musical forms such as rap, reggae and bhangra. References Gilroy, Paul. (1993). The Black Atlantic: Modernity and Double Consciousness. London: Verso. Ray, M. 2001. Bollywood down under: Fiji Indian cultural history and popular assertion. In Floating Lives: The Media and Asian Diasporas, eds. S. Cunningham and J. Sinclair, 136-184. Lanham, MD: Rowman and Littlefield Publishers, Inc.

E-waste: managing the dirt on globalized communications
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Globalized communication technologies are the everyday currency of national interaction and international affairs. Although much research in communication studies has focused on the relation of global media to environmental issues in the production and consumption cycles, a less common area of research is the disposable side of communication technologies; the dirt, so to speak, of communication technologies. Although the managing of electronic obsolescence is one of the least highlighted issues in discourse and policy, it becomes increasingly difficult to ignore as there is a constant stream of new communication and information products resulting in a wide array of obsolete electronics –from television sets to cell phones - commonly referred to as e-waste. This paper examines the Canadian mainstream media coverage of e-waste related issues in the last decade and suggests that, mirroring the negligence in academic research, there is a glaring lack of coverage of issues related to electronic waste that speaks to a marked incongruence between the progressive eco-image of Canadians and their actual consumption of electronics. Beyond the development and imperialism approach, the importance of this issue for communication studies has to do with mapping the cultural attitude of a time when, for example, young people are immersed in communication with electronic gadgets while at the same time protesting at the Copenhagen world conference on the environmental lack of targeted caps for carbon emissions, without realizing the incongruence that their vast appetite for electronics helps to create the very situation they are protesting. In other words, increased consumption means increased disposability. In the special edition of the journal Environmental Communication, Anabela Carvalho (July 2009) examines how discursive categories and language practices shape perceptions of climate change, public engagement, and political action. She argues that this will remain a significant research area for communication and other social sciences for many years to come. The

issue of e-waste was completely, but perhaps not surprisingly, ignored in this issue, serving to strengthen the importance of examining the media coverage of issues related to e-waste in order to broaden our understanding of the relationship of consumption to disposability.

Middle Class environmentalism: Indian media and activism
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This paper looks at present day urban environmental politics in India and argues that a middle class media with middle class concerns have taken over the environmental agenda in metropolitan cities. I look at Delhi as a case study and compare media campaigns on air pollution, specifically vehicular pollution, in two separate but interrelated cases. The first concerns the case made for clean fuel or Combustible Natural Gas in the late 1990s and the enormous support it garnered in the national press and the recent rejection of the Bus Rapid Transit (BRT) by the same media. I argue that while the first case stuck a chord with the media because of an inherently recognisable narrative in the form of death and disease, the rejection of BRT was a class based issue where private vehicle owners were marginalised to make way for public transport. Through participant observation in NGOs, interviews with journalists and policy makers, I set out the case that the recent awareness of environmental issues because of increased media campaigns is changing the nature of environmental advocacy in India which Ram Guha has argued was, till recently, an "environmentalism of the poor". This shift, I argue, has vital ramifications for how the nation is articulated and by whom. The second part of this paper examines how NGOs, who till recently found it hard to get a mention of their environmental campaigns in the media, are finding that their niche positions are being increasingly encroached on by mainstream media's obtrusive gaze. I seek to understand through interviews and participant observation how the NGOs adapt and change their policies and campaigns and how this affects the environmental movement in India, especially in the cities where the media's presence is more prominent.

The crisis and its images
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This article is part of a work in progress that intends to study and challenge the cuts made by the Brazilian print media when reporting the crisis that has been considered the most important and serious economic crisis in decades. Hence, the object of this research are the images of the financial crisis in the years 2008/2009 as presented in the newspapers of the country in order to think if there was an approximation of the concept of crisis to the reality of the reader, trivialized and homogenized from some external model of society, in contrast with the possible questions and profusion of heterogeneous meanings typical of the Latin American context. From the hypothesis that there is an intention in the media choice of images according to a certain type of thought consistent with modern science theories, but considering that these paradigms are themselves in a crisis and that Latin America can be understood as a possible alternative, this research intends to discuss the way the imaginary and memory of the crisis are built from the images released for each vehicle and, therefore, to consider how external contexts – and impacts of the crisis - are transported to different situations and conditions such as those of the Latin American countries. Based on the idea of photography's documental power, this work suggests an analysis of the complexity that exists in the relationship among media, culture and the formation of a society's memory in terms of a theme that permeates everyday life, the economic crisis. For this, we chose photography thinkers such as Kossoy, Barthes, Flusser and Dubois to understand the capacity of authentication of reality through the image and its power in shaping the memory of the crisis, accompanied by Santos, Martín-Barbero, Canclini and Gruzinski that study the connection between communication and culture in Latin America and some concepts that propose an alternative to uniformity. The semiotics of culture and Lotman's thought on memory formation will help to understand the composition of the news and its relation to the context in which it

operates. Through this theoretical basis, the photographic presented in the newspapers will be reviewed in its relation with the text, focusing on the process of image composition and content on the crisis in question, highlighted and chosen for its global reach impacts, but that also interfere significantly in the local contexts because are presented as a realistic picture of the real. As a result, the need for reflection on the composition of the memory is significant to an understanding of the intentions that exist in the choice of images, with strong impact in shaping the imaginary and ideia of what was (and is) the economic crisis.

A "Popular" Communication Across National Borders: The Eurovision Song Contest

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Without going into details, in the most precise manner, the Eurovision Song Contest (ESC) can be defined as an annual TV spectacle which has been produced as a cooperation of national broadcasters; and which has been transmitted live to considerable amount of audiences residing in numerous nation-states, continuously since 1956. The major emphasis of this brief definition is about the international character of both the production and reception phases of ESC. In recent times, such feature of any product in the audio-visual landscape is a usual fact, considering the globally integrated systems of production and distribution, as well as global markets of consumption. However, in the 1950's, when ESC was born, and in 60's and 70's, when it reached to vast popularity, television production as well as consumption had predominantly a national character. ESC was born and developed as an exceptionally international TV phenomenon, and arguably gained its 'popularity' (1) thanks to this character. Then, any profound analysis of the ESC must be developed on this ground; and investigate, on one hand, the nature of such multi-nationality, and on the other hand the consequences of this trait throughout the long history of the event. This study progresses with this two-dimensional model in mind, intends to contextualize the ESC into the global media sphere and international-intercultural communication domain. Investigating the dynamics, which have shaped and re-shaped the characteristics and nature of the ESC since its origin in 1956, a deeper of understanding of ESC is anticipated as an outcome. The first part of the study will be devoted to the historical analysis of the institutions and arrangements that permit the Eurovision Song Contest to persist. The history of the contest will be traced through the institution that initiated it – the EBU, and the development of the network that distributes it - the Eurovision Network. In other words, the making of ESC is examined, by focusing on the central aspects of the phenomenon. In the second part of the study, the focus will switch to the national front, and the encounter of a particular nation with the ESC will be investigated, namely Turkey. As a regular participant of the ESC since 1975, Turkey has been one of the countries, which has established a distinctive relationship with the contest. Historically, the ESC has served in Turkey as a major cultural battlefield where country's ever-lasting desire for joining "the European Club" was performed, and an annual temporary discursive space, which have been dominated by the discussions about representations of 'Turkishness', perceptions of 'Europeanness' and the tension between them. Finally, the juxtaposition of these two facets - the central and the national examinations of the ESC, will provide with the complete picture from which conclusions regarding the ESC as an instance of international-intercultural communication can be drawn. (1) Although the popularity of ESC is proven by the ever-growing audience figures of ESC show which lately consist of more than 100 million viewers from more than 60 countries (both European and Non-European), the motivations for viewing ESC is much more complicated than mere "sympathy". See for instance, Coleman (2008) for the role of "embarrassment", and "irony" in popularity of ESC in England.

Generacion Y: The Emerging Voice of Cuba

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I live in Havana. I opted to stay Yoani Sanchez Literature regarding Cuba is most often examined through a democratization or transitional lens. Such scholars generally visualize Cuban regime change as a discrete event,

wherein Communism morphs into Western (United States style) democracy. This approach leaves no room for a post-Castro Cuba with its own unique national character and governmental structure. Indeed, such an approach presupposes a citizenry with neither autonomy nor agenda. However the twenty-first century has brought with it an explosion in economic globalization and technological innovation. The means and method of free speech have changed. In even the most repressive of regimes, new spaces for dissent are opening on Internet and social networking sites. In Cuba the blogging phenomenon has taken root and is flourishing despite the Castro Regime's legal and political repression of citizen speech. These bloggers broadcast dissent to captive audiences both domestically and internationally and present a formidable challenge to Regime stability. This project evaluates the emerging voices of Internet protest as represented by Yoani Sanchez and the Generacíon Y blog. Generacíon Y is contextualized within the polarized political culture of "Revolutionaries" and "Counterrevolutionaries" created by Fidel Castro and the Revolutionary regime. The project seeks to situate the rhetoric and agenda of Generacíon Y within the ideological poles currently occupied and dominated by pro-Castro and anti-Castro forces. The research contends that Generacíon Y represents a new era of Cuban activism, one with a substantively different voice and different schema than previous activist and propagandists. It is argued the difference can be rhetorically mapped to reflect a new mode of dissent for the Cuban people. Drawing on emerging theories of "digiactivism" the project conducts a content analysis of the text of three Cuban blogs: www.thecubablog.com, http://twitter.com/theGranma, and http://www.desdecuba.com/generationy. The analysis is limited to entries during the course of the 2008 United States presidential election. A rhetorical analysis of each blog is performed in order to isolate ideological content. Rhetoric is coded as anti-Castro, pro-Castro or pro-Reform and placed on an ideological spectrum with anti-Castro on the right and pro-Castro on the left. Pro-Reform rhetoric is hypothesized to situate on some point in between the anti and pro Castro points. The project further seeks to build theory from the data collected. Rhetoric from the Generacíon Y blog that is ideologically significant yet distinct from the three coded variables is isolated and analyzed to construct, if any, the agenda and strategy of Generacíon Y.

Blogging down a dictatorship: Human rights, citizen journalists and the right to communicate in Zimbabwe

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Abstract It is almost a truism now that the protracted crisis in Zimbabwe had a severe and debilitating impact on not only the principles of communicative democracy and citizenship, but also the entire social, political and economic fabric of the country (Moyo, 2003 & 2009; Kupe, 2000). The neutralization of the public and private media as spaces of civic engagement and public debate through legal and extrajudicial tactics by the state had a constraining impact on freedom of information and journalistic practice, just as it also violated many other constitutionally guaranteed civic and human rights. The incapacitation and subsequent 'decapitation' of the mainstream media as watchdogs and custodians of the public good and active citizenship culminated in the development of alternative media platforms where citizens produced and disseminated news and told stories about the harsh realities of Zimbabwean politics. In some cases, these spaces were also seminal to public discussions and thus became informal counter hegemonic public spheres where public opinion could be formulated, nurtured and sustained. As is normally the case in authoritarian environments, the Internet in Zimbabwe thus became the platform through which most of these subaltern or anti-state discourses articulated and exerted themselves. This paper discusses the Internet as an alternative medium and how citizens in Zimbabwe used it to mediate the crisis, particularly their experiences of suffering, deprivation, and dehumanisation. It looks at the people's narratives of the crisis and how the Internet enhanced their right to communicate and participate in counter hegemonic politics in the context of a dictatorship. The focus is on Kubatana web logs (blogs) and the period of study is the run off presidential election campaign between April and June 2008. One of the major things that characterised the run-off election, at least judging from what local and international election observers said, was violence and human rights abuses. Chief among these organizations was the Pan African Observer Mission (PAOM), a group that was made up of African Members of Parliament from various countries. This group reported that 'the prevailing political environment throughout the country was

tense, hostile and volatile' (PAOM, 2008, 54). It stated that there were 'high levels of intimidation, hate speech, violence, war rhetoric, displacement of people, abductions, and loss of life and many abuses of other rights and freedoms' (Ibid, 34). These claims were corroborated by, among other African regional groupings, the SADC Observer Mission which also noted that the conduct of the ruling party was not consistent with the principles of free and fair elections. My selection of Kubatana is based on that it is a civic organisation that is involved in cyber activism to highlight democracy and human rights issues in the country. Its virtual community of bloggers can be said to be 'blogging for democracy' because they tell stories about the everyday experiences of citizens living in a volatile and perilous political environment. The paper theorises these experiences within alternative media theory while also endeavouring to frame the citizen narratives as citizen journalism. As such, the theories of alternative media and citizen journalism underpin the contestations and arguments that are advanced in this article. In spite of the elusive and slippery nature of both concepts (see Atton, 2003, Gillmor, 2006; Kolodzy, 2006, Moyo, 2009), they have over the years, developed sufficient analytical currency to grapple with Internet's profound and irreversible changes of the relationship between the media, state, and citizens.

Iran's elections, international broadcasting, and the changing question of political legitimacy: Accountability after the politics of place?

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This paper examines aspects of Iran's post-election public sphere to ask questions about the ways in which ideas on political accountability are changing. After Iran's elections in June 2009 swathes of young (mainly urban) Iranians decided they had grown too fed up with their political institutions and power holders to bear them any longer. While the state attempted to impose an information vacuum, citizen journalists tweeted, blogged, posted forum comments and uploaded videos. Re-processed these were broadcast back into Iran by BBC Persia, VOA and other satellite channels. The Iranian information environment, in the absence of domestic press freedoms, is distinctly 'global.' The acuteness of Iran's post-election crisis highlights a broader question: what does political legitimacy mean when those disseminating progressive ideas about liberalization are not those affected by them, when domestic citizenry enter a public sphere filled with content supplied by non-domiciled media, when state (or in Iran's case theocratic) sovereignty meets international broadcasting? Iran's case epitomizes general changes in the nature of public spheres. Who produces public discourses for whom (read citizens), by which means, and to what effect has been a question largely constituted under assumptions of methodological nationalism. The nation-state serves not only to bound units of analysis and comparison but also to define questions of political legitimacy in terms of accountability vis-à-vis the (national) citizenry. But how useful is it to define accountability under the unilateral auspices of a politics of place, its attendant assumptions and dilemmas? Drawing on the idea of a public sphere (and its facilitating media) as organized mainly around principles of methodological nationalism, produces a truncated conceptual resource that fails to capture the nature of public communication or think adequately about the status of public discourse as a source of political legitimacy. This paper draws on accounts of media professionals working in international broadcasting organizations that serviced Iranian audiences in the post-election period, to explore questions of democratic accountability. Drawing on the experiences of these media professionals it asks in what way the parameters through which we define questions of accountability in public communication, and thus in the public sphere, might be redrawn in a more productive way.

Data Sustainability in the Digital Age: Digital Amnesia as an Artifact of the Nascent Digital Age

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'Digital amnesia' is a term coined in the 1990's to refer to the idea of lost digital knowledge due to the rapid pace of change of hardware and software it depends on. I have expanded this concept to include all knowledge lost as a consequence of the pace of change in the rapidly growing digital structures many institutions are creating. Thus, digital amnesia is not exclusively the result of computer and application obsolescence in a converged digital world, but includes processes, people, policies, and ethical decisions. Given the growing reliance on digital information, particularly in developed nations, the potential harm is far reaching. The further we progress in developing stores of knowledge to be accessible from anywhere by anyone on a digital network, the more transient and vulnerable to digital amnesia the knowledge becomes. Knowledge access and its long term sustainability have generally been inversely related since the civilization's first written records. This divergence accelerated as the information storage paradigm changed from an evolutionary transition of media (written language on tablet, scroll, codex, etc) to a wholesale change in the way knowledge is kept. As Conway observed, the digital model relies on an unbroken chain of migrations. The migrations need to be frequent enough (some estimate between five to ten years) to prevent media from becoming unreadable or obsolete. Any break can cause the digital information to be inaccessible without considerable resource commitment. Each migration relies on a decision-making process (corporate, private, government or cybernetic) that itself must be sustainable. These decisions will change or even remove data from our digital knowledge and memory. The very essence of knowledge becomes evolutionary based on decennary political, cultural decisions and economic conditions of the time. Thus, the implications and real magnitude of the digital transformation may not be understood for generations to come. Up to now, digital sustainability research has been concentrated within the Information Technology and Librarian/Archivists fields. My research proposes a communications perspective. Archivists create digital stores in the context of their duty, purpose, and culture within some technological structure. How do they decide which resources will be saved and what aspects will be retained? The research imperative here is to find out why instead of how. I will present a research proposal, including a survey instrument, that examines the cultural based effects on the decision making process as it relates to open access. I am interested in what conceptual categories are created and how they are derived to maintain digitally stored knowledge at two university libraries, Colorado State University in the United States and Saratov State University Russia. (The two institutions have begun collaboration founded on shared Volga-Russian heritage). The work is part of dissertation research that I have been developing. The presentation will be my research proposal.

Visual framing of immigrants as potential citizens: a comparative study of photojournalistic depictions in the Greek and Spanish press

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This paper looks at the photojournalistic depictions of immigrants in activities relating to their status as citizens or rather as "non citizens". The visual framing techniques found in press photographs are studied from a comparative perspective focusing on two new receiver countries of the European south, Greece and Spain. Immigration challenges traditional notions of a citizenship based on common national descent, heritage, etc. Local populations in receiver countries and governments alike need to rethink their own perceptions of citizenship and find ways to accept and integrate the new populations in their territory. For the majority of the population in new-receiver countries the formulation of opinion regarding immigrants is mediated and does not come from direct contact with members of the immigrant communities. Therefore media circulated images of immigrants play an important role in shaping the formation of attitudes towards them and are useful sources where the responses to immigration can be traced. The following questions are addressed: In what sort of activities related to citizenship are immigrants mostly depicted? What are the prevalent themes? Which gender and nationalities receive the highest visuality? A shift towards the study of images is noted in international scholarship as various research results demonstrate the importance of visual media output in the communication process. Although

framing in the news has been focusing mainly on verbal discourse, visual media framing is gradually receiving more attention and images are gaining their autonomy as units of frames analysis. In this research, press photographs are treated as units of analysis in their own right, independent of the accompanying text. Content analysis is used as the method to identify the most salient frames used in the two countries. The sample of the research comprises press photographs depicting immigrants in activities related to their citizenship status, from participating in regularization programs to meeting with local politicians, to protesting their "non citizen" status through demonstrations and hunger strikes. Photographs come from newspapers with the highest circulation in the two countries and were published during the last regularization programs. First findings show an extensive visuality of black immigrants and males, suggesting a striking contradiction between the media version of reality in the two countries and reality itself.

An analysis regarding the network pattern of joint submitted bill in the national assembly standing committee : In the case of Committee on Broadcasting & Communications in South Korea

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This study focused on the lack of empirical studies regarding the policy making process within the national assembly standing committee which carries out actual legislative function. Thus, this study aims to analyze the network pattern of joint submitted bill among assemblymen in order to specify the dynamics of policy making process within standing committee. The acts of joint submission could provide specific aspects of interaction among assemblymen. Research method is SNA(social network analysis). This study sets joint submitted bill of Committee on Broadcasting & Communications and external social networks of assemblymen as analysis objects. First, in terms of joint submitted bill, 398 bills which were brought on motion within Committee on Broadcasting & Communications in the 18th National Assembly are gathered. Second, in terms of external social networks, we collected personal information like partisanship, local constituency, graduate university, number of reelection, and the career path of assemblymen. This study uses several techniques such as network density, centrality, centralization, clique and structural equivalence for empirical analysis. Major findings are as follows. First, regarding the network patterns of joint submitted bill, the network is closely concentrated according to partisanship, local constituency, and external social network of assemblymen. It means that partisanship and local constituency are important factors influencing assemblymen's committee activities as previous studies explained. Furthermore, this finding suggests that the external social network which is analyzed in this study could be important social capital of assemblymen. Second, density/centrality analysis shows that the network of joint submitted bill has not only high-level density but high-level inequalities in network connection. This means that the connection among assemblymen is invigorated, but the status and the power distribution among them are quite inequal. This result also shows that the structure and dynamics of whole National Assembly influence upon the interaction within the Committee. Third, clique analysis which is used to investigate structural characteristics regarding the network of joint submitted bill shows that there are 4 subgroups in the network. Interesting point here is that there are not only single-party subgroups which consist of single-party members only but multi-party subgroups which include various party members. It means that self-regulating and strategic behaviors among assemblymen are partially fulfilled in the Committee, in spite of the previous studies which argue that political party has absolute influence upon policy making process in National Assembly. In general terms, what all this shows is that while political party, local constituency and the structure of National Assembly impose restrictions on interaction within the Committee, there are autonomous and strategic cooperations among assemblymen. Thus, in order to vitalize the discussion function of standing committee, we need to be focused on rationalization of the operational structure of political party and National Assembly.

The importance of organizational communication to the spread and understanding of sustainabilty concept

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Based on a theoretical perspective of communication and organizational culture of authors like Putnam (2004), Eisenberg (1997) and Elkington (1992), this paper aims to analyze the production of organizational communication from its initiatives on sustainability. In order to do so, the adopted concept is the one recognized by the World Commission on Environment and Development, in 1987, which understands sustainability as a way of development that "meets the needs of the present without compromising the ability of future generations to meet their own needs". The work starts from theoretical concepts on themes that direct organizational communication and that extends to a comparative case study of a group of Portuguese companies in the food business. In this sense the applied methodology has as a basis on the collection of official data with this group of companies, as well as describing and interpreting (1) the means of communication and the strategies chosen to communicate about sustainability with their target audience, (2) the evaluation system adopted by these companies to verify the efficiency of these means, (3) the entrepreneurial vision about the importance of the means of organizational communication in the context of sustainability. This paper intends to verify if these Portuguese companies know how to explore the communicative potential of these means, if they have difficulties in systematically evaluating the efficiency of the communication process and, finally, if there is an awareness of the importance of an integrated organizational communication and the differential of sustainability as a competitive advantage, and consequently as a communication strategy. The objectives of the paper are to join classical and modern concepts of organizational communication and investigate how information on sustainability is used with the following stakeholders: employees, shareholders and consumers. It is possible to state that connections between organizational communication and sustainability constitute a theme of interest to the academic community and to civil society. The changes required to the social context in order for a practical application of the concept of sustainability belongs to a cultural order, of values and habits, of practices and symbolic representation. As communication is the key factor in the constitution of a meaning and the construction and deconstruction of society and its social movements it is important to have a deeply theoretical discussion of the theme.

Travelling Walls and the Transnational Native: New Developments of Resistance and Awareness in Transnational Film

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Traditional notions of citizenship have become subverted by the spread of colonial economy and varying modes of globalization. The transnational native is framed by the "Global North" construction of a "Global South;" this is a response to globalization and the post-Cold War onset of a post-national and neoliberal world divided by development and underdevelopment. New understandings of citizenship can also be attributed to the increase of nationalism and nation-ness, which has taken shape with an increase of fortification (in the shape of firewalls or steel walls covered in cameras). Thus, while we have an increase in nationalism and apparatuses of "protection" we also have the need for easily permeated walls for the sake of colonial economy and capital flow. The transnational native, and the possibility of global citizenship, has developed out of this inconsistency. Transnational Film, an open and fluid non-epistemologically violent "genre," creates a space for transnational natives—persons who are inherently associated with more than one "space," or perhaps better described as cosmopolitan from within—to unveil their bodies and un-silence their voices. By focusing on Angelina Maccarone's "Unveiled," Sabiha Sumar's "Silent Waters," and Marjan Satrapi's "Persepolis" I will explore the ways in which citizenship and the body are materialized, alienated, and then haunted by "traveling walls," or ever-shifting borders, move with gendered and raced bodies and follow the scheme of globalization and neoliberal economics. However, at the same time, these films create a space for transnational awareness to take place and

for an active audience to be formed and supported. The use of phobic spaces (or the between space that moves with the transnational body) and non-linear time in transnational films highlights the alienation that border spaces develop while simultaneously revealing an inherent cosmopolitanism in bodies North or South of every dividing line. I will discuss the ways in which walls—or a wall's inherent contradiction in contemporary global economy and the walls which rely on transnational, or trans-space, bodies and the space between for power (for instance, for the wall to exist it must be crossed)—mirror the tension between the process of alienation and the creation of transnational natives introduced in transnational film. Thus, I will conclude with an analysis of how globalization and colonial economy, despite the efforts to divide and conquer, pave the way to a community of common denominators. This community suggests that "coming from the south," as Corinne Kumar proposes in her word, is possible. For this reason it is necessary to identify places in need of resistance and action need to be made aware of their "southerness" or "otherness." It is important to recognize these southern spaces in the "Global North"—and this is where I align with Arundhuti Roy, who states that in order for real change to happen it is necessary for action and resistance to come from the "Global North" or "developed" spaces.

STRATEGIES OF UKRAINIAN POLITICAL IDENTITIES ON THE INTERNET: THE PRESIDENTIAL CAMPAIGN 2010

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This paper will present one of the theoretical and practical issues of my current PhD research namely "The media and the construction of identities: the case of contemporary Ukraine". We will focus for this presentation on the strategies of Ukrainian candidates for the presidential election 2010 on the Internet. We will analyse in what way Ukrainian politicians use their personal sites for electoral campaign, how their communicative strategies are influenced by modern media and what vision of a citizen/a visitor they suppose. In this way the innovation and normalization paradigms of e-campaigning will be explored (Schweitzer; 2008). Background Since the presidential election 2004 the presence of Ukrainian politicians on Internet grew up considerably. It is difficult to say whether it is an answer to the increasing number of Internet users in Ukraine , to the proliferation of e-campaigning from other countries, especially the USA, very covered by Ukrainian traditional media, or whether it is a sign of inevitable professionalization of political communication . On the eve of the presidential election 2010 personal sites of candidates, sites of their parties, web blogs, forums, Web TV, video files posted on You Tube accessible from the sites of candidates enlarge structurally traditional forms of political communication. The main inquiries are: ¬ In what way Ukrainian candidates use their personal sites in terms of innovation or normalization? ¬ How do they construct their public? ¬ What ethos (image of themselves) and what visions of state/ nation do they produce discursively and visually on the Internet? Methods Our semiotic and discursive analyses will consist in four points. We will start with the study of addresses URL of personal sites of candidates and the structure of the homepage. The communicative strategies are the most visible with these elements that establish the general symbolical framework chosen by the candidate or her/his expert in communication and are the first to be discovered by a visitor. The next step will consist in the analysis of types of documents published on the site (video, audio, text documents, and photos) in order to answer the question concerning the specific use of the Internet by politicians. The semiotic and discursive analysis of communicative strategies expressed by visual and discursive elements of the web sites will establish the positioning of the candidates. Finally, we will compare the results of this investigation with the discursive analysis of candidacy statements of a politician presented on the electoral meetings in order to observe the coherence or the incoherence on this level and establish the place reserved by politicians to modern media in their communication. Findings Lack of strong ideological divides and distinct political programs the presidential campaign 2010 plays mostly on the ethos of candidates by means of different communicative strategies. The analysis of the strategies mobilized by the candidates to presidential election on their personal/official websites are rather representative of their general campaign strategies. In this context, the analysis of the website of the candidate was sufficient to understand her/his positioning. For the moment, the Internet doesn't change a lot the traditional schemas of electoral communication (top-down), all politicians adhered to metacommunication or negative campaigning (normalization). Interactivity and information density (innovation) were underutilized by all candidates.

Social Advertisig: pureness degrees

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SUBMISSION TO JOIN PANEL In the scope of an investigation project (Balonas, 2006) focused on the portuguese scenario, a research revealed that there are relevant differences in social advertising. In certain situations, companies are implied in fusing commercial and social objectives. But there also situations where the social cause is the only goal of the campaigns (being promoted mainly by non-governmental organisms or organisms connected to the Government). In the first case, both an appeal to a cause and to a product or a brand is made. We are before company's social responsibility advertising. When only the social situation is referred, we are facing the advertising in favor of social causes. These are campaigns where the intention of profits is not visible and, generally, developed in a "contagious" good will environment because each of the participants called for the process of creation, production and diffusion, offers his contribute. In these situations, these are pro bono campaigns. This is, in our point of view, the purest way of acting in social advertising. We can find here a certain relationship between communication and citizenship. But, at the same time, this social participation generates more paradoxical issues. The study also allows us to conclude that advertising for social causes appeared before the advertising framed in social responsibility, in the portuguese case. According to the mentioned investigation, in 1992 began to appear ads for social causes, but there were no ads focused on corporate social responsibility. This type of advertising has greatly increased since 2000, and has even come to be the largest number of ads created in this area surpassing pro bono advertising. For this new reality it will be fundamental to understand the concept of "corporate citizen" in Portugal. This and other findings are the result of a research project about social advertising in Portugal, guided by the collection of ads published in the Portuguese generalist press between 1992 and 2005, after analyzed according to a grid created for this purpose. The investigation proceeds with the analysis of television focusing on the same theme and the same period.

Five days that shook the world: Coverage of Bhutto's assassination by the world newspapers

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This study presents a framing analysis of over 400 stories on Benazir Bhutto's assassination from the leading English-language newspapers from around the world during the first five days after the killing, Dec. 27-31, 2007. The preliminary results show that more than a half of all stories used shock and outrage over assassination as the primary frame to cover the event, followed up by concerns over regional and nuclear instability, as well as the potential for a civil war or chaos in Pakistan. Secondary frames also included the discussions of political leadership and democratic process in Pakistan and concerns over the rise of Islamic fundamentalism and extremism, which present a major challenge for the US foreign policy. Most of the stories described Bhutto in positive terms, as an advocate of democratic politics in Pakistan, brave and charismatic leader, magnanimous with supporters. Only about 10 percent of all stories described Bhutto in more negative terms, as a politician tainted by corruption developing a personality cult. About 15 percent of the stories, particularly those originating from India, equated Bhutto's death with death of Pakistan. In general, those stories that made any predictions about the future of Pakistan after Bhutto, were largely pessimistic about it (52 percent), and only seven percent made optimistic predictions suggesting that the assassination may give the country a new impetus for democratic developments. Further analysis will include how the main frames of the stories correlate with the country of origin, the story genre, and the data collection mode. Finally, the 2007 coverage will be also compared to a smaller sample of under 100 stories from the same newspapers one year later for the anniversary of Bhutto's death.

Shaping Global Citizenship in the Risk Society: Al Jazeera English's Cosmopolitan Outlook with Western Discourse

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Famous for its critical and alternative voice of global issues, Al Jazeera English (AJE) is the outcome of globalization and furthermore has the globlizitive power to arouse the consciousness of global citizenship. In the risk society today, media are believed to be the major agents in mobilizing people towards the ideal of cosmopolitanism that consisted of global citizens. Then the questions proposed here are: Is AJE the medium in constructing global citizenry? Does AJE have the cosmopolitan perspective itself? And if so, how does it work as a cosmopolitanization agent to shape global citizenship? These questions can be mainly answered through the textual analysis to AJE programs. AJE, as a case, reminds us the significant role and the present inadequacy of media to report global risks and to sensitize/mobilize global citizens towards the ideal of cosmopolitanism. Cotemporary cosmopolitanism is the internalized globalization and the global perception of risks functions as the source of new commonalities to include the otherness of other modernities and civilizations. AJE is cosmopolitan because it actively reports the unattended themes and the unpresented regions. However, it should be admitted that AJE's cosmopolitan perspective is a very primitive one, namely the alternative voice from the Middle East. Furthermore, AJE's Middle East perspective is coated with a Western discourse, because of its various journalists with Western backgrounds and the adoption of Western journalistic standards. This western discourse might undermine AJE's alternative voice to some extent. Thus, the Middle East perspective of AJE is not cosmopolitan enough and should be evolved into the real and ideal cosmopolitan outlook. Bearing this partial cosmopolitan perspective, AJE actively engages in the shaping of the global citizenship via its reports of worldwide risks. It successfully represented the non-calculable uncertainty originated from terrorism, war, ecological crises, climate change, financial crises and so forth. As the important agent in shaping the global perception of risks, AJE helps the formation of global citizenship. Risk reflection as such bring self-interested individuals together to be global citizens, thus was partly achieved the social cohesion proposed by Durkheim. AJE is actually a vivid footnote of the social transition from traditional society/the first modernity to the second modernity characteristic with intensive and extensive risks.

Rethinking the Relevance of Postcolonialism in the Information Age: The Case of Blogosphere Discussions on Muslim Separatism in the Philippines

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Using blogosphere discussions on the Philippine Muslim separatist issue as case study, the paper rethinks the relevance and limitations of postcolonial theory in understanding the politics and dynamics of religious minorities' online engagement for political mobilization. The paper attempts to provide a more nuanced understanding of the complexities of new technology mediations of religious minority groups, highlighting with their cyber struggles an examination of the social and political contexts through which these struggles are expressed and online discussions are formed.Postcolonial theory has, for decades of scholarly research, provided a framework for exploring and understanding oppression and opposition. Scholars have argued for the need to highlight the relevance of postcolonial theory in the analysis of current struggles especially those emanating from the Third World. However, in the age of the Internet and online networks, the coloniser-colonised dichotomy which served as the foundation of postcolonial theory is argued to be fading as a "global culture" arises from a flow of online interactions of people from all over. As argued by Mark Poster, such 'transculture of global media' seems to be blurring the lines of the First World and Third World, colonised-coloniser, men-women, and envelopes cyberspace with a dynamic sharing of experiences, cultures, and lifestyles across the web. The character of the online public sphere enables engagements with people to be mediated, not confined to proximate physical spaces. Thus, the self, within the advent of information machines and a global communications network, communicates not only

within his or her own group or locality, but suddenly participates whether knowingly or unknowingly in global discussions. As people engage in online activities, their territorial identities and nation-based citizenships are destabilized. Yet, others still perceive that although actors can find a space for self-expression and resistance online, the shape of such resistance remains heavily constructed both by the politics of the technology, the actors' historical experiences and socio-political conditions. This perspective argues that a postcolonial analysis remains relevant in the analysis of present day online interactions as it implies an understanding of how power relations are reiterated and reconstituted through day to day online interactions.Through an interpretive content analysis of over 200 messages in 20 blog threads discussing the Muslim separatist issue in the Philippines, the paper investigates the complex ways in which minority groups are engaged in the process of using the Internet to articulate their claims for a separate state, and analyzes the participation of other actors in these discussions. The paper explores whether historical, cultural, social and political circumstances shape the discourses that are audible in cyberspace. It also looks at how the nature of the online environment has facilitated the interaction of these national minorities with transnational actors, and discusses what implications this interaction has on their state claims.The paper also discusses the implications of this online interaction in the process of political mobilization and identity formation. The growth of the Internet and linked technologies has facilitated and often enabled the formation of cross-border networks among individuals and groups with shared interests or to strengthen the advocacy and gather support for political projects. Especially for religious minority groups increasingly unwilling to identify with the nation as represented by the state and with a religious majority that they deem privileged by the state, online interactions can engender alternative notions of community of membership. At the same time, however, the global character of the Internet may bring in an anti-Muslim bias from other parts of the world that can have implications for minorities' online identity and struggles.(Note: Submission for the Joint Panel-Rethinking Citizenship in a Globalized World: Lessons from the Field)

Rethinking Citizenship In A Globalized World: Lessons from India

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This paper focuses on the crisis of citizenship in a globalized world. It directs the research perspective away from the entitlements of global citizenship to the prospects of disenfranchisement that face citizens whose lives and livelihoods become stumbling blocks in the paths toward integration into the global economy. The paper traces the development discourse in India over the last decade as the Indian economy and the aspirations of its urban middle classes become increasingly embroiled in the transnational order. It analyzes two key conflicts flanking the time period1999 to 2010—the Narmada Dam debate at the beginning of this period and the Naxal crisis ravaging large parts of India towards the end. The deconstruction of the two events draws attention to the shrinking spaces for voices stressing the rights of those populations whose lives are annihilated by relentless development. In 1999 Arundhati Roy wrote a powerful invective criticizing the Narmada Dam Project for destroying the habitat of millions of indigenous and tribal populations in order to bring electricity and water to urban Indians and big rural farmers. B. G Verghese wrote an equally powerful retort contradicting her arguments by construing them as anti-development diatribe and by defending the government's lame efforts of compensating the disposed indigenous populations for their sacrifices in the interest of nation's development. However at the end of the period when violence engulfs the heartland of mineral rich and densely forested habitats of indigenous populations in East and Central India, Roy's article published in October 2009 decrying the armed offensive against the poorest of India's poor citizens, invokes no talks of amelioration or recompense for lost habitats. The paper compares the earlier rhetoric with the current silence to illustrate how far the situation has changed on the ground. As the demand for coal, bauxite and iron ore shrilly resonates from factories stretching from Singapore to Shanghai the flagrant disregard for the rights of the tribal and indigenous populations reaches a point of no return. Now even the right to life of indigenous populations has been rescinded as the Government treats any protest by the indigenous population challenging the destruction of their livelihood as a threat to the national order requiring strong repressive response. The paper concludes that hegemonic globalizing interests collude with political economy of media to legitimize rhetoric of rolling back social and

environmental commitments and this has serious ramifications for rights of citizens who stand on the margins of transnational societies.

Narrating Global Politics: Social Imaginaries in European Journalism

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In journalism research there is growing interest in transnational perspectives on news media and the ways in which journalism contributes to the processes of globalisation. Pointing out to the emergence of satellite news networks, journalists' international networks of newsgathering and other factors behind the transnational mediation of common political and cultural agendas, recent studies have increased the understanding of journalism as a globalising force. However, when it comes to the analysis of journalistic texts, most of the cross-national comparisons have been quantitative in nature. It has thus remained quite unclear, how and to what extent journalism promotes common basic understandings of social issues, shared frames of reference and collective identities on a transnational level. In the study, I argue that the concept of social imaginary helps shed light on these questions by focusing on the basic social categories through which the political reality is understood. This paper presents my PhD project, which is a "work in progress". The study analyses representations of global politics in current European journalism. Journalism is examined as a cultural practice that shapes social imaginaries and collective identities by mediating shared narratives, values and world-views. Journalistic narratives on global politics are analysed as efforts to make sense of the relevant global processes and to articulate the political possibilities and guiding moral principles in the conditions of different crises and threats. I aim to analyse the transnational character of political globalisation narratives and determine to what extent European journalism reflects shared and/or competing understandings and ideologies on global issues. Concepts of social imaginary and world culture provide the theoretical framework for the qualitative content analysis of British, German, Spanish and Finnish newspaper and magazine articles. The main question of the analysis is 'what kind of transnational imaginaries are constructed in European journalism?'. The article-based PhD focuses on three aspects of the social imaginaries in European journalism: 'the West', 'Europe' and 'the market'. They are addressed through five case studies. Firstly, journalists' identification with 'the West' and its cultural values in contrast to the 'Muslim world', on one hand, and in the face of the 'rise of the rest', on the other hand, is analysed in separate articles. Secondly, two articles tackle the imagined nature and global role of 'Europe' in relation to the so-called Obama phenomenon and global governance. Thirdly, the imaginary of 'the market' is approached by asking, 'is the dominant ideology of market globalism being challenged in the journalistic coverage of financial and economic crises?'. I expect to find that journalistic narratives on global issues have a transnational character in the sense that they use common frames of reference and similar basic categories of social imaginary. I also expect to discover important differences between the ways global politics is perceived, but they are likely to follow broad ideological divisions rather than a straightforward national logic.

Mapping social networks on a new communication ecosystem

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An alternative model of communication that promotes social environments and enables thinking, creativity and innovation in a collective way has emerged with Web 2.0 ecosystem. Surowiecki (2004) named these new forms of communication the "wisdom of the crowds". Platforms like social networking websites, social media and self media make possible for non-experts to publish content to a potential global audience. Network technologies are changing people behaviors and enable collective action and intelligence, as well as "prosumers" – consumers as

creators/producers. The wisdom of crowds combines human and system intelligence. Tagging, a form of information management for the social web, is a system for human collective intelligence that allows understanding a social structure. Users enable others to track conversations, find and share information by attaching metadata to the content. This collaborative process is dynamic, non-territorial and results in large scale networks. These social processes result in many types of links among texts, users, concepts, web pages. The study of tagging systems allows analyzing social networks since tags can aggregate conversational interactions and create networks of users. The present proposal is part of work in progress (PhD thesis) and aims to contribute to a theoretical framework with reflections on the emergence of a new sociability based on a model of communication that is constantly changing, that has transformed the concept of user in Consumer 2.0 and created to the receivers the possibility of publishing for a global audience. In this paper, we introduce a conceptualization of the role of social networks in digital environment and discuss the distinction between Society 2.0 and Community 2.0, recovering the concepts of Ferdinand Tönnies (1985) and updating them to the new sociability with no territory – social media and social networking platforms. This article explores the possibility of a new communication paradigm oriented to socialization based on social web platforms and user-generated content. The proposal is to analyze a map of conversations on microblogging service Twitter through different hashtags (keywords) and draw social networks based on folksonomy (social tagging) in order to understand how the web's collaborative potential establishes spaces for public engagement and network participation. We expect to find out whether network environments (based on collective intelligence and action) promote a new kind of citizenship and consequently sociability with new social relationships and practices.

Exploring the meanings of recreational drug use – A comparative study of hegemonic meanings of drug addiction in Hong Kong TV documentaries and drug rehabilitation services

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In Hong Kong, most of our understandings on drug addiction come from media and governmental anti-drug campaigns. For over 50 years, the major conception of drug addiction in media comes from the imaginations of heroin addiction. Drug addiction is usually represented as evil and addicts are presented as irresponsible for their job and family life, and commit crimes to get money to buy drugs in order to relief serious withdrawal symptoms. However, in recent years, the trend of drug addiction among youth and teenagers in Hong Kong has changed from heroin to 'recreational drugs' like ketamine and ecstasy. While recreational drug use has became a significant threat to youth community health, our attention and consensus on recreational drug addiction has just begun to be built. Despite the discrimination between the traditional hard drug heroin and new party drugs, the media present drug addiction as frequently linked to irrationality, non-volition, and immorality. But for most youth addicts, the conventional moral and disease conception of drug addiction is not applicable in narrating the drug-taking experiences. The 'gap' between the conventional discourses of drug addiction and the live experience of youth drug users produces disorders among addicts, drug rehabilitation and preventive education. Therefore, it is the time to come up with different conceptions about drug taking experiences such that we can narrate the youth addicts' live experience under the context of anti-drug preventive education and rehabilitation. The purpose of this study is to figure out the existing drug discourses in mass media and drug rehabilitation (explicit contexts for the disorders of drug discourses). Discourse analysis on 66 local TV documentaries about drug addiction from year 1979 to 2009 that produced by Radio and Television Hong Kong (RTHK, government broadcaster) and Television Broadcast Limited (TVB, the major commercial TV station) were conducted to found the mediated drug discourses. Besides, a 9-months ethnographic research has been conducted in a local drug rehabilitation counseling center (called Hong Kong Lutheran Social Service Cheer Lutheran Centre) to reveal the current drug discourses consumed by the social workers and the youth addicts. Through this study, it is suggested that the moral and disease drug discourses in media were being consumed by social workers by adding the volitional nature in different extents, while the youth addicts shows negotiation also by stressing on different degree of volitional choices in drug-taking activities. The volitional nature of drug use is still the major field of contest in the hegemonic meanings of drug addiction. However, under the strong institution of drug rehabilitation, the preferred

meaning of drug addiction as 'bad lifestyle' is even presented by the drug addicts. Taking a sociological perspective, a strong discursive control on drug addicts is produced and reproduced continuously through flexible adoptions of mediated drug discourses during rehabilitation, which reduces the possibilities of self-narration by youth addicts. It is through such flexible adoption and reproduction of mediated drug discourses that the social institutions could exercise controls on drug addicts and defining drug use as problematic.

Shifts in the Media Landscape and Implications for Citizenship
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This paper is a comparative study of the political economy of the film and television industries in India in the age of television. I argue here that the "Bollywood" film is dying at the very moment when it seems to be garnering some crossover appeal outside of viewers of Indian origin! At the very least, the cinema conjured up by the discourse of that imitative term– the cinema typified by song, dance, melodrama and broad national appeal– is on its last legs even as the Hindi film industry goes from strength to strength globally. "Bollywood" has been gradually displaced by television from the centre of what might be called a mediated Indian national popular culture, but this has been occluded from view by its diaspora driven box office success in the US and UK. In this paper, I first provide the evidence to back up this claim through an analysis of global Bollywood box office and national television viewership figures from the last decade. I then trace the contours of this displacement, locating its origins in the gradually hegemonic discourse of "professionalization" of the film industry engendered by neo-liberal economic doctrines post "liberalization" that started in 1990. I show how this discourse facilitated the advent of multiplexes and the start of audience nicheing through "multiplex movies" generating an obsessive industry focus on first weekend collections and diasporic audiences for "Bollywood" cinema. In parallel, I show how the same neo-liberal economic doctrine contributed to the dramatic growth of transnational satellite television which failed however to niche audiences like in most other parts of the world and reached out instead to a broad spectrum of audiences. I suggest that what is emerging is a heavily niched film economy, in which the "Bollywood" film will find its final resting place in the niche of the diaspora even as television continues to try to broad base. Finally, noting the historical role of the "Bollywood" film and state television in projecting state mantras of secularism and socialism in the pre-liberalization era, I delineate the implications of the shifts in the mass media landscape with regards to issues of citizenship - democratic as well as cultural.

The Success Formula of Hollywood Remake on Asian Movies by Americanization – the case of Infernal Affairs to The Departed
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Since the late 1990s, the lack of capital, decline of creativity and lack of distribution channels has made Hong Kong movies non-competitive towards Hollywood-made movies. But at year 2002, Alan Mak and Andrew Lau has produced the film 'Infernal Affairs' by 50 million HK dollars and becomes one of the most successful films that bring hope and salvation to the dying Hong Kong movie industry. In 2003, the Hollywood-based Plan B Entertainment acquired the rights for a remake. The film titled 'The Departed', directed by Martin Scorsese, and including stars Matt Damon, Leonardo DiCaprio and Jack Nicholson. It was released on October 6, 2006 and grossed US$132,384,315 domestically and US$289,835,021 worldwide (while Infernal Affairs only made US$169,659 in United States and US$7,051,282 worldwide). Budgeted at $90 million, the film is believed to be the most commercially successful of Scorsese's features and also gained four Academy Awards. The success of 'The Departed' has brought honorary to Hong Kong movies but also bring out controversies in the possibilities of globalization of Hong Kong movies. Although the selling of the right of screenplay to Hollywood has created revenue of US$1.75 million to Hong Kong movie industry, such 'corporation' may not be the best solution for globalization of Hong Kong movies. The glocalization of Hong Kong movies components in Hollywood is nothing

new in present days. In recent years, the creativity of Hollywood has become saturated; the film producers have to search for new ideas worldwide. Hong Kong, as the greatest Chinese martial art films production site, has always been the exporter of film talents and ideas to Hollywood. While most of the absorptions of Hong Kong movies belong to the genre of action movies, the absorption of 'Infernal Affairs' is the first time Hollywood adopt a Chinese-writing screenplay and rewrite in US context. Wu and Chan (2007) suggest that the film 'Couching Tiger, Hidden Dragon' shows the concept of 'global-local alliance' as logic of the contra-flow of Eastern culture to the global. However, the transformation of 'Infernal Affairs' to 'The Departed' was only a simple logic of business acquisition that illustrates another logic of glocalization by Hollywood moviemakers through absorbing the 'local' ideas and reframe as 'western' or 'global' through a process of Americanization. This study includes document analysis on box offices figures and the published interviews of production crews, as well as textual analysis in comparing the text of Infernal Affairs and The Departed. Through comparing the similarities and the differences in textual level, some essential components are found for glocalization in Hollywood movies. By examining the film production, the constraints that shape glocalization in Hollywood movies are also elucidated. In sum, the case of 'The Departed' shows an example of what Chan (2002) suggests, "what is local is American and what is American is global", which shows the self-sufficiency of domestic market and the keen American sense of cultural superiority in movie industry.

Postcards: tool for marketing and tourism promotion

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Despite the lack of literature, picture postcards are, nowadays, a kind of relic that allows the analysis of the development of several aspects of a society over the years. Particularly as an ethnographic record of civilizations, the postcard is a communication tool that crossed the last century and that still exists, in the modern times, as one of the most intimate forms of interpersonal communication. Besides the strong impact it has for correspondence habits, picture postcards were also extremely important for advertising and marketing. Cheap, easy to handle and making images available in a small piece of paper, postcards are still a key tool for touristic purposes nowadays. Picture postcards history is in fact intimately related to touristic marketing. The beautiful landscapes and monuments imprinted on postcards have always been a way of promoting the strengths of a particular region or country. The postcards travelled miles to carry on its back a comfort message, but its main advantage when compared to other forms of communication was definitely the possibility of carrying also an image on its front side. The research this paper is about to present is focused on a very large collection of picture postcards from Braga, a middle town of the North of Portugal. An archive of about one thousand picture postcards, that depict Braga since the beginning of the 20th century till nowadays will be analysed and classified. The main concern is to understand what kind of image these postcards produced of the town across the centuries. Which places were more often represented? Which of these motives were more frequent: architecture, landscape, people? How have been picture postcards promoting and publicizing the city? Taking into account that the person who receives or looks at the postcards pictures are faced as possible tourists, this research intends to reflect on the capacity postcards still have to be decisive marketing tools in the modern world.

Terrorism and Public Opinion: Rethinking the Role of Virtual Communities

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This study looks at the creation of a virtual Habermassian public sphere by terrorist organizations that have an online presence. The term "Dark Web" refers to this terrorist use of the Internet as a communication medium. While many definitions exist of what constitutes a terrorist Web site, today this number is estimated at over

8,000, a 670% growth since 1997. The growth of these Web sites is an unforeseen byproduct of globalization where the Internet, despite the digital divide, has provided somewhat of an equal access to organizations belonging to the full spectrum of political ideologies. In a post 9/11 world, it is vital to monitor and analyze the content of these sites and to think of creative ways to do so. Research on online terrorism shows that the Internet is used by these groups for multiple purposes including planning, fundraising, and recruiting. Based on an ongoing content analysis of online forums and discussion boards, this paper argues that the main purpose of these sites is to target public opinion, especially international public opinion. These organizations are viewed by their members as legitimate political movements and their Web sites generate content to counter hegemonic messages distributed by traditional media. Terrorist organizations are using the Internet as a strategic tool to share grievances and reframe narratives on political conflicts. The organizations offer an alternative media source and participate in an online dialogue which is constantly censored by online administrators within the organizations. Like-minded individuals are empowered to create and become citizens of online virtual communities where stories can be told from the perspective of the organizations. Informed by the work of Dallal (2001) which argues that in the case of Hizballah, the organization counters and challenges mainstream depictions of its resistance movements, this paper proposes a new model for understanding the use of the Internet by terrorist groups. Other researcher make similar observations that these organizations target audiences beyond their state borders by offering their Web sites in multiple languages. These researchers allow us to rethink traditional notions of terrorism as a political message by applying this theory online. While Al-Qaeda was the leader in this migration to the Net, most organizations today are believed to be online. To build on the research of Dallal who offers an alternative way of thinking about terrorist organizations, this study will analyze the content of terrorist Web sites available in English, Arabic, and Spanish, and will draw conclusions about the use of the Internet as a communication medium to create a virtual Habermassian public sphere by proposing a new model.

MARSHALL PLAN FILMS in TURKEY

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Marshall Plan that served for the restructuring of the international economy and politics after the Second World War has also consolidated the worldwide hegemony of capitalism under the leadership of the USA. On the other hand, Marshall Plan has been the first tangible implementation of the policies proposed by modernization theories which dominated the academia of following period and provided a basis for ensuing "foreign aid" programs. In Turkey, these developments not only effected as radical changes in many aspects as economy policies and cultural life but also played an important role in adaptation of multi-party system. Another crucial aspect of the Marshall Plan is its large scale propaganda campaign which has been executed in order to channel attitudes and mentalities of the Europeans in the direction of American ideals. One of the most effective media of that campaign has been films. Within the Plan, some country-specific, some for international screening and dubbed into native languages, more than 200 films have been produced and exhibited through Europe and served effectively to publicize the Plan and more importantly "to sell the American model of capitalist democracy". In this context, this paper aims to investigate how these films functioned in Turkey to advance the Marshall Plan ideology. After giving general information on exhibition conditions of Marshall Plan films in Turkey, it examines three films of Turkey and the Land Series which have been produced peculiar to Turkish audiences. A thematic analysis of films reveals that they identify Turkish rural with traditionalism and underdevelopment, promote agricultural mechanization and represent Marshall Plan as the key of modernization and welfare.

Participating citizens through the new media. Locally, to begin with

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As Western Countries face declining citizen engagement, new media studies intersect with the everlasting debate on democratic participation, revealing opportunities and risks for democracy in connection with information and communication technologies. Whereas the technological scope of the Internet is global, its enabling role for democratic citizenship may be fruitful, or even crucial, when expressed at the local level. The paper emphasizes the potential of locality in online political participation (e-participation) and reaffirms a necessary (and sometimes undervalued) link between new media research and political theory. In particular, a widely shared view within political scholars is brought to the online sphere: that of local participation as a training ground for involvement at higher levels, national or global as they may be. The paper shows a work-in-progress doctoral research based on two relevant case-studies. Both are local online forums operating in Italian towns. The two initiatives were identified in the regions of Veneto and Lombardia. One of them is promoted by the local government within the frame of a regional programme and the other is managed and sustained by a civic group of citizens. The paper illustrates the on-going empirical work, whose goal is to assess local e-participation and its relationship with selected citizen attitudes and behaviours, namely sense of political efficacy (internal and external) and a set of offline political participation behaviours. The objective of the research is to produce a significant evaluation of local e-participation as a potential contributor to a more participatory society, with reference to the context under scrutiny and taking into account first and foremost the citizen perspective (bottom-up approach). Political participation, as a concept used and misused in a plethora of ways, bears changing significance in relation to different (and sometimes interplaying) theoretical views. The paper does not neglect to briefly sketch the main ones, with the goal of clarifying the underlying presence of more or less implicit normative assumptions behind new media studies concerned with e-participation. An explicit reference is then made to theories of participatory democracy as producers of potentially helpful indications for reinvigorating nowadays representative democracies. The research presented in the paper, in fact, explicitly attempts to scrutinize local e-participation with an eye on this specific strand of theories.

Journalism and Stereotypes in crisis situations: The Portuguese press reporting of the clash between Gipsy and African communities

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This article aims to explore the role of Portuguese media in the construction of cultural stereotypes by analyzing the press reporting of the clash involving both African and Gipsy communities at Quinta da Fonte, Lisbon, back in August 2008. The news treatment of these group's social representations may come to create a simplistic vision of these individual's cultures in the audience, which is likely to generate discrimination and intolerance, especially in a crisis situation like in this under study. Against this backdrop, Berger and Luckman's proposal of the Social Construction of Reality theory - in which reality is define as a construction made by the man through the interaction and from a defined social corpus of knowledge - will be employed to relate the creation of ethnic group's stereotypes with the diffusion of information and knowledge by the media. To achieve it, this study draws on bibliographic research and resorts to content analysis of the press coverage during approximately ten days in four Portuguese newspapers, so as to detect the stereotypes attached to minorities as well as to verify the objectification of it's cultures that might be leaded by the news treatment given to these crisis events related to immigrants in Portugal. Moreover, it tests the following hypothesis: a) the Portuguese press assigns different stereotypes to the African and Gipsy communities; b) the social stereotyping of those minority communities leads to the process of stereotyping their cultural traits, prompting the individual's reification; c) the two communities are treated differently in the clash's coverage; d) those that are considered "popular" newspapers show stronger stereotypes which are directly connected to the low diversification of the information sources employed. The study concludes that there is a close relationship between the journalistic practices – specifically the choices and

types of sources and the minority's discourses that were reproduced by the newspapers – and the strength of the detected stereotypes. This is revealing of the media role in spreading stereotypes created by society in a general way, and the related consequences, namely, the reduction and simplification of the 'Other'. Such an approach to the role of categorization and ideological impact of stereotyping, invites a reflection on the current journalistic practices in reporting crisis situations.

Young Immigrants in the Public Discourse: How French and Spanish Newspapers depict Latinos and Africans

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In this paper we present recent findings of a work in progress: a comparative analysis on how mainstream media portrayal young immigrants in Europe. The main objective of this comparative research is to examine and understand trends in news making and public discourse access (Retis & García, 2009). Based on political economy approaches we analyze main sources and professional practices on reporting issues related to the immigration debate. Critical discourse analysis gives us tools to explore how national newspapers re-construct otherness (Van Dijk, 1997). By using two examples occurred in France and Spain we explore similarities when reporting about young immigrants in Europe. Between October and December 2005, French newspapers published stories about a series of riots involving the burning of cars and public buildings in Clichy-sous-Bois. The state of emergency was declared on November 8 and it was extended until November 16 by the Parliament. These events were mainly reported as tensions between French authorities and young African immigrants. The media coverage was mainly based on police and politics discourses. Between January and February 2007, Spanish newspapers published stories about some incidents in Alcorcón, a city on the boundaries of Madrid. These events were reported as tensions between Spaniards and Latino Young immigrants. The media coverage was mainly based on police and politic discourses. The corpus of the research is conformed by all the stories, photos and editorials published by national newspapers between November and December 2005 and January and February 2007. By comparing Le Figaro, Le Monde and Liberation in France, and El País, El Mundo and ABC in Spain, we intend to examine and understand how mainstream media depict issues related to young immigrants in Europe. We analyze the portrayal of these tensions in terms of moral panics (Cohen, 1972) and mediatized rituals (Cottle, 2006) in a critical perspective. Post-colonial studies (Bahba, 1994; Spivak, 1990; Sharp, 2008; Said, 1978; Sadiki, 2004) and racism studies (Todorov, 1994) help us to analyze public discourse on immigration and citizenship in the European Union.

"Twilight of Sovereignty?" Climate Change & the Nation State's Triumph over Global Civil Society

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With people increasingly harnessing the communicatory power of the Internet, the role of civil society in the current age of globalization is strong and growing. By the same token, many issues that once concerned individual nations affect many nations. Global issues require intergovernmental cooperation in order to address and resolve them. In an era of increased interdependence, the role and power of the state is often questioned and dismissed. Yet, it is only states that have the authority and ability to represent citizens in these transnational organizations. More to the point, transnational organizations do not govern, governments do. Resultantly, policy changes can only be legislated by governments. The global scale of issues facing multiple societies, such as climate change, must still be legislated on a local level. But how do individual citizens of nation-states who have developed international activist networks ensure national legislation arises from transnational issues? How effective is global civil society in affecting actual political change among individual nation states? Furthermore, how much power can poorer members of the new global civil society have in bringing about change when their representative governments are also the poorer members in transnational organizations? Even if those most

directly affected by issues have an active voice in global civil society, how great is their voice in the international arena of decision making? At what point does the hopeful promise of the cosmopolitan democracy of global civil society take into account the reality of power and governments? The increased ability to mobilize, educate, and speak to power for change via the Internet and other communications technologies is not enough to bring about change when powerful states remain the chief enablers and enactors of policy. This conflict manifests itself in the issue of climate change. Calling into question theories of transnationalism and the erosion of state sovereignty, global civil society, and power, this paper examines the triumph of state power over global civil society mobilization during the most recent multi-national conference on climate change [Copenhagen]. Also for submission to joint panel IF APPROPRIATE.

Rethinking Citizenship in a Globalized World: Lessons from the field'.

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In increasingly globalising and mobile world, the boundaries of what has historically been constituted as national – such as territory, authority, membership and political subjectivities – are undergoing a 'crisis' or being destabilised and negotiated. Against such background of uneven interconnectedness and transterritorial political belongings, the articulation of citizenship becomes an acute site of contestation. Integral to this contestation is the role of media and communication technologies and practices in offering symbolic resources that allow deterritorialised experiences, social appearance and political visibility beyond the traditional citizen/non-citizen divide, and thereby forging new ways to conceive and practice citizenship. However, such normative articulations of possibilities of media practices to enact new visions of citizenship require empirically-informed account of the extent to which these diverse media and communication practices reveal about the dynamics of citizenship as a metric of public engagement. This paper critically examines how urban diasporic youth are implicated in the practices of citizenship, with particular focus on their practices of public engagement through community media participation in urban, diasporic context. How is citizenship constructed and contested as an idea and as practice, particularly by the 'digital native' generation based in urban contexts? What turns urban youth to community media practices? What forms of public engagement and citizenship practices are enacted through youth community media practices? What social and political affordances are made available (or unavailable) for the urban youth in engaging with community media practices? What, in turn, is the place of community media practices in cultivating (or not cultivating) a sense of citizenship? What implications do they have for their diasporic identities and transterritorial political subjectivities? Through conducting semi-structured in-depth interviews with diasporic youth in Melbourne who are involved in media practices at their community radio stations, this paper brings to surface some of the key issues at stake in citizenship practices that are enacted in transterritorial, symbolic realms.

Memory, the media, and the building of a transnational student movement: the case of November 17

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On 17 November 1939 the Nazis occupants executed nine students of the University of Prague and their professors. They were involved in the organization of anti-Nazi protests. On 17 November 1973 a tank crushed the gate of the Athens Polytechnic to suppress the student's protests against the military junta. On 17 November 1989, in Czechoslovakia, the commemoration of the 1939 events turned into a protest against the Communist regime. The protest was brutally repressed by the police. At the 2004 World Social Forum, in Mumbai (India), a group of national and international student unions called for a global day of student action, to be celebrated each year on November the 17th. November 17 was to become the 'International Students' Day'. The launch of a global day of action on student issues is a step in the attempt to build a transnational student movement. In doing so, students' organizations chose a 'complex' memory, able to unify different sets of symbols, national

traditions and political narratives (anti-fascism, anti-communism, pro-democracy struggles, national independence). Such 'piece of memory' is the building-block of the would-be shared collective identity of an emerging transnational student movement. Media and communications play a vital role in reproducing and spreading, and thus legitimizing, collective memory. In this book chapter, we analyse the interplay between the media and the emerging of a transnational student movement. We follow this 'piece of memory' and the traces it leaves on the mass media to see how it is reproduced and spread. How do mass media picture the November 17 memory? Do the students' mobilizing frames refer to the different narratives involved in the memory of November 17? Do mass media represent the student movement as transnational? Can public memory be the space where an international student movement is built? We analyse the mass media coverage of students' mobilizations in Europe on and around November 17, in order to understand whether the building of a common, 'complex' and transnational memory is an efficient instrument in building a transnational movement, and what is the role of mass media in this process. Footnote: Lorenzo Zamponi is a Researcher at the Department of Political and Social Sciences in the European University Institute, in Florence (Italy), working on the relationship between collective memory and social movements. His research interests include public memory, contentious politics, student movements and media.

From Not Lost in Translation to No Need for Translation: An examination of Nigerian Muslim Audience of Al-Jazeera's Arabic and English Channels

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Brian Larkin's examination of the Hausa lovers of Hindi films showed that, among other things, this Muslim Non-Hindi speaking audience is attracted to Hindi films by what it perceives as the historical and socio-cultural similarities between its society and the one portrayed in the Bollywood movies – notwithstanding the linguistic and religious divergence. While film is an old media and it is not very uncommon for an audience to expose itself to movies regardless of language disparity due to the non-verbals, an unusual audience of a new media (satellite broadcasting) that exposes itself to news and political commentary in a language that it does not understand is virtually unheard of and hardly studied. However, that was the case of the non-Arabic speaking Hausa Muslims in Nigeria among whom Al-Jazeera Arabic's satellite broadcast of news and commentaries that was very popular. Al Jazeera's popularity has since soared with the introduction of its English channel. Thus, this paper builds on an initial study (Alhassan, 2008) that sought to explain how the non-Arabic audience comprehends the satellite channel's Arabic programs. Specifically, this paper seeks to examine the factors responsible for the increasing popularity of Al-Jazeera's English channel among Nigerian Muslims in general. Further, and perhaps more importantly, the paper will examine if, and to what extent, the audience exposure to the channel is motivated by a perception that Al-Jazeera's news and commentary fosters a global Islamic solidarity with which the audience identifies. This is an exploratory study to be based on indepth qualitative interviews and possibly some content analysis of Nigerian media.

Media, citizenship and the 'crisis of democracy': From political agent to shopper in the 'political supermarket'

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In recent years some scholars have discerned a crisis of democracy in the advanced industrial nations. This involves two trends. One is democracy's mutation to a hollow postdemocracy through a significant decline in civic engagement. The other consists of the state's embrace of totalitarianism and the militarization of society. Giroux and others consider these trends as being necessary conditions for the establishment and reproduction of a neoliberal order. Postdemocracy obviates the resistance which neoliberalism would have encountered and the social instability it would have generated by causing disruption and hardships to the lives of common people through privatization, deregulation and withdrawal of the state from social services and welfare. For their part,

totalitarianism and militarization – a normalized state of exception post-9/11 – ensure that any resistance that still emerges is kept in check. The mass media is viewed by these scholars as a major contributor to this crisis, with their discourse helping to transform the citizen from a political agent actively shaping public policy through her engagement with civic affairs, to a consumer-like subject exercising agency only for making choices among options offered by state and corporate power. The aim of my study is to examine the theoretical basis of this claim and to construct and test a model for empirically assessing its validity. A phenomenological study of the links between ideology, media discourse and subjectivity of the viewer is carried out with the aim of determining whether the above claim is supported by the structure of these relations. The conceptual framework of this study is derived from Ricoeur's account of the textuality of inscribed discourse and Althusser's account of ideology as agent or source of the individual's interpellation as subject. It is found that the viewer's subjectivity is indeed constituted by the ideology embodied in news discourse. Further, this relation results from the very textual structure of television news, hence is independent of the specific character of this ideology or the informational content of the discourse. Next, the empirical validity of the claim is tested by subjecting US television newscasts to discourse analysis, on the consideration that neoliberalism being the dominant ideology in the USA, the newscasts can be expected to interpellate viewers as subjects of a character necessary for the neoliberal order. On account of its central place in the political life of the USA, local television news kept at the focus of my analysis, which is intensive in nature, taking into account the multiple textual and non-textual elements that comprise TV news discourse. Evidence of the interpellation mentioned above is found, even in such apparently neutral segments as weather reports. Similar studies on a larger scale are suggseted in order to test the generalizeability of these conclusions. It is felt that with the building up of a substantial corpus, the evidence gathered in the process can be used to identify features of the discourse that can serve as elements of a template for identifying passive citizen subjectivity in later analyses.