IAMCR 2015

Emerging Scholars Network Section

Abstracts of papers presented at the annual conference of the

International Association for Media and Communication Research

IAMCR

Montréal, Québec, Canada

12-16 July 2015[1][2]

IAMCR2015

Id: 9206

Title: On Hacker Manifestos, Collectivity and Violence

Authors:
Name: Rianka Singh
Email: singhr7_@_cmaster.ca
Country: CA (Canada)
Affiliation: McMaster University

Abstract: This paper uses the hacker manifestos published by four major hacktivist groups- Lulzsec, Hacktivismo, Cult of the Dead Cow and the Computer Chaos Club to investigate how hackers think about elements of physical protest in relation to their online tactics. Specifically, the collectivity of protestors and violence in protest are examined in relation to hacktivism. Drawing upon theory of the multitude put forth by Hardt and Negri, I explain how hackers write about the formation of collectives that are born and live online. I also investigate how Judith Butler and Athena Athanasiou’s discussion on the momentum gained by protestors sharing physical spaces can be adapted in online environments, according to hackers. In the violence section of the paper, I define violence and consider how hacking might be violent. Here I use theories of violence put forth by Zizek, Tilley, Arendt and Benjamin to explore the topic. Ultimately, this paper argues that when virtual spaces are used as a location for protest, new outcomes become possible.

Id: 9232

Title: Carrément dans la rouge: Investigating the Québec Students' Tactical Use of Social Media

Authors:
Name: Rhon Teruelle
Email: rhon.teruell_@_ail.utoronto.ca
Country: CA (Canada)
Affiliation: University of Toronto

Abstract: Social movements often times become identifiable by the tactics that they employ. In response to Hegemony or Resistance, this paper investigates the tactical use of social media by the Québec students who challenged the provincial (Liberal) government’s decision to increase the tuition fees of university students in 2012. Although it has been two years since the events, there remains a dearth of studies that investigate the student strike. This lack of interest is somewhat surprising given worldwide social unrest today, and notably because the strike was “the largest act of civic disobedience in Canadian history” (Daily Kos, May 22, 2012). Implications of Using Social Media for Political Gain As Gerbaudo (2014) indicates, young activists have “exploited the cracks of these corporate platforms.” Nowadays “activists invade spaces they know do not belong to them and over which they have little control” (Gerbaudo 2014a). Just as McChesney (1997) problematizes the existence of an oligopolistic market in mass media, wherein very few organizations and individuals control the production of news, Fuchs (2008) likewise suggests that similar problems exist due to the monopolies in the computer and software industries which directly affects social media. It is said that the primary goal of all social media is to make a profit by selling advertisement space (Fuchs, 2008; van Dijck, 2013). Fuchs (2008) posits that individual users are commodified and ultimately sold as the product to advertisers. For activists, this tension is even more explicit and problematic. Not only do they have to conform to the terms of the website as mandated by ownership, but they must also accept their own commodification. In order to utilize social media for political gain, current young radicals are not only subjecting themselves to commodification (as the product sold to the advertisers), but social media companies are also profiting from the immaterial labour that they produce through their acts of dissent, in addition to monetizing the content that they create. Yet, despite all of this, as evidenced by the Québec student strike, social media continues to be an invaluable tool for current movements. Conclusions All of the participants in my study acknowledged the importance of their tactical use of social media during the 2012 student strike. Through my research, I am able to provide empirical evidence of the students’ use of social media during this time; specifically, Facebook and Twitter. I am struck by the “organic organization” that many of the leaders gestured towards, as the students themselves (without leadership help) organized through social media in order to sustain a nightly demonstration which took place for three consecutive months! I am also encouraged that despite the challenges they faced and the hardships that they encountered, the majority of my participants would continue their involvement in just causes. In short, this study adds to the discussion regarding the impact of social media on social movements. And by keeping the conversation going, perhaps even more lessons can be learned from the Québec student strike that can then assist with future protests.

IAMCR2015

Id: 9362

Title: When life is televised ' TV documentary and participant empowerment

Authors:
Name: Erika Walukiewicz
Email: erika.walukiewic_@_ms.su.se
Country: SE (Sweden)
Affiliation: Stockholm University

Abstract: This paper approaches one aspect of the conference theme ' the ambiguous power of communication ' by exploring the potential for, and the experience of empowerment of participants in TV documentaries. My research focus is on the exercise and distribution of power within the relationship between documentary filmmakers and their subjects. The power relationship between documentary filmmaker and filmed subject is often described as rather simple and asymmetric: the filmmaker is considered a power-wielding subject and the participant an object of exercised power. Cases where subjects have felt manipulated and violated by a filmmaker and/or by the experience of participation would appear to support that conception (Bruzzi 2006). However, in my paper I argue that this picture needs to be problematized. My research will demonstrate ways in which power has a tendency to be multi-directional ' even within the seemingly hierarchical relationship between filmmaker and subject. A common use of the concept of empowerment within media studies is as a tool to investigate possibilities of the media to empower audiences, as well as to examine the empowering potential of, for example, social media and community media (Carlsson et. al. 2008; Hinton & Hjort 2013; Kama 2008). This paper thus approaches empowerment and media from a slightly different angle: that of the documentary participant. Theories of power and communication deriving from Foucault and Habermas will be considered along with a discussion of the concept of empowerment as it is used within different disciplines, from media studies to social work (Fortunati 2014; Fitzsimons 2011). Interviews with filmmakers and participants in television documentaries serve as the paper's empirical base, together with selected documentaries.

IAMCR2015

Id: 9433

Title: LES JOURNAUX UNIVERSITAIRES COMME MÉDIAS HYBRIDES : LE CAS DU MONTRÉAL CAMPUS DE L'UQAM PENDANT LE CONFLIT ÉTUDIANT DE 2012

Authors:
Name: Audrey Desrochers
Email: audreydesrocher_@_mail.com
Country: CA (Canada)
Affiliation: Université du Québec à Montréal

Abstract: NOM DE L'AUTEURAudrey DesrochersAFFILIATIONUniversité du Québec à Montréal COORDONNÉES2173, rue Wurtele, Montréal, QC, H2K 2P8(514) 449-9074audreydesrocher_@_mail.comLe journal étudiant de l'Université du Québec à Montréal, le Montréal Campus, se définit comme un média « indépendant » et « de qualité professionnelle ». Il joue ainsi à la fois sur le terrain du journalisme alternatif et celui du journalisme professionnel. Peu de chercheurs se sont penchés sur le journalisme étudiant au Canada. Encore moins au Québec. Notre présentation vise à combler en partie cette lacune, en répondant à la question suivante : de quelle manière le journalisme étudiant peut à la fois agir comme symbole de la résistance et adhérer aux formes dominantes de production journalistique ' À partir du concept de « média hybride », nous analyserons le cas du Montréal Campus pendant le conflit étudiant de 2012 au Québec. Développé entre autres par Rodriguez (2001), Atton (2004), Hamilton (2008) et Macdonald (2012), ce concept sous-entend qu'il ne faut pas considérer les médias alternatifs et dominants comme des forces opposées, mais comme les deux pôles d'un continuum (Hamilton, 2008). D'un côté, l'idéologie professionnelle du journalisme - comprise comme un ensemble de valeurs auxquelles adhèrent les journalistes - amène les médias dominants à privilégier la voix de l'élite et à préserver le statu quo (Reese, 1990; Schlesinger, 1979; Schudson, 2001). Cela relève d'un processus hégémonique au sens gramscien (Reese, 1990). De l'autre côté, les médias alternatifs remettent en question les rapports de dominations; ils sont le symbole d'un mouvement contre-hégémonique (Cardon et Granjon, 2010; Granjon, 2007). Or, de la même façon qu'un mouvement contre-hégémonique s'appuie sur l'ordre hégémonique (Gramsci, 1983), les médias alternatifs s'appuient sur les mêmes valeurs que la presse professionnelle, pour les réinterpréter (Atton et Hamilton, 2008). Nous considérons donc le Montréal Campus comme un exemple intéressant de « média hybride », que l'on peut situer quelque part entre ces deux pôles.Notre présentation mettra en lumière les différentes dimensions de cette hybridité et ses implications dans les pratiques journalistiques au Montréal Campus. Nous nous baserons sur l'analyse d'une série d'entretiens semi-directifs réalisés auprès des anciens journalistes du Montréal Campus en poste lors du conflit étudiant de 2012.

IAMCR2015

Id: 9477

Title: Television news and the digital environment: a triadic multimodal approach for analysing moving image media

Authors:
Name: Bernadine Jones
Email: bernadine.jone_@_ct.ac.za
Country: ZA (South Africa)
Affiliation: University of Cape Town

Abstract: Taking into account the image and narrative analysis akin to film studies, as well as discourse as per the long-standing tradition of print analysis, this paper suggests a dedicated triadic multimodal methodological approach for television news analysis. The precise methodology for best practice qualitative text analysis is yet poorly defined (Macnamara 2005:16), but this paper presents a suggestion to that very concern. This paper engages with the methodological challenges of studying television news, and critically reviews several established methods ' semiotics (Barthes 1968, Chandler 1994, Berger 2004), discourse analysis (Montgomery 2007, Wodak 2011, Machin & Mayr 2012), and the context of media production (Kress and Van Leeuwen 2006, Keith 2011, Shoemaker & Reese 2014) ' but calls for a more holistic approach that integrates better the multimodal nature of television news. I propose a method that allows a blend of the different tracks of television news, from audio and visual to the political economy of these texts. I do so with an eye to provide tools for media and journalism students to carry a beginner's analysis but also for more established research to engage with the requirements of studying television news. I then provide an example of how this triadic method can be operationalized by analysing a television news broadcast in relation to the hegemonic coverage of violence in context of the last South African election. Service delivery protest action as well as anti-democracy violence took place in the run up to the 2014 South African election, and this paper analyses the way in which resistance to hegemonic process of democracy was represented on television news, via the triadic methodology.

IAMCR2015

Id: 9485

Title: Expertise, common sense, and healthy Canadians: investigating hegemonic nutrition in Canada's Food Guide

Authors:
Name: Elyse Amend
Email: elyse.amen_@_ail.mcgill.ca
Country: CA (Canada)
Affiliation: McGill University

Abstract: Mainstream nutrition advice found today in public health campaigns, educational settings, news articles, food advertisement, and countless other media sources circulates quantitative discourses of food and eating with roots in early 20th century nutrition science and technology developments. One example is Health Canada's food guide, promoted as an educational tool that translates nutrition for laypeople and provides tools to measure eating and its effects on the body. However, the discourse it circulates has been critiqued as abstract and difficult to apply in everyday practice, and linked to a nutritionally confused environment (Scrinis, 2008) where the disempowered eater is positioned as lacking knowledge about nutrition, and in need of 'expert' intervention to learn how to 'eat right' and become 'healthy.'This presentation explores the work the Food Guide does in constructing ideas about healthy eating. It applies Lemke's (2011) analytics of biopower to question how nutrition truth discourses and their technologies of surveillance function to produce 'healthy Canadian' subjects, and mobilizes Laclau and Mouffe's (1985) discourse theory to explore how the guide's 'common sense' ideas about eating exclude complex economic, political, and sociocultural issues, thus marginalizing those who deviate from its hegemonic nutrition. This work in progress is part of a larger project that investigates how knowledge, expertise and power operate through nutrition guidance in Canada through policy initiatives, educational settings, and alternative community approaches. It seeks to add to discussions about how boundaries of nutrition expertise may be renegotiated, and thus will be useful for academics, policymakers, educators, health practitioners, community activists, and individuals looking to 'do nutrition differently and beneficially' (Hayes-Conroy, 2013). Sources:Hayes-Conroy, A. & J. (2013). 'Feminist Nutrition: Difference, Decolonization, and Dietary Change.' In A. Hayes-Conroy and J. Hayes-Conroy (eds.) Doing Nutrition Differently: Critical Approaches to Diet and Dietary Intervention. Surrey, UK: Ashgate, pp.173-188).Laclau, E. & Mouffe, C. (1985). Hegemony and Socialist Strategy. London, UK: Verso.Lemke, T. (2011). Biopolitics: An Advanced Introduction. New York, NY: New York University Press.Scrinis, G. (2008). 'On the Ideology of Nutritionism.' Gastronomica: The Journal of Food and Culture 8:1, pp. 39-48.

IAMCR2015

Id: 9495

Title: The ambiguities of knowing: instant messaging and surveillance in South African romantic relationships

Authors:
Name: Mthobeli Ngcongo
Email: mthobeli_@_j.ac.za
Country: ZA (South Africa)
Affiliation: University of Johanneburg

Abstract: Even though there are high and growing levels of penetration of mobile telephony in South Africa,   there is little research, in the country, into how mobiles are used in romantic relationships to 'keep tabs' on partners and inter alia into how those involved in such relationships may be attempting to achieve and maintain privacy. In this way, mobiles may be ambiguously seen as both empowering but also limiting to the freedom of another partner in a relationship. Using the relational dialectical framework, I study how surveillance and privacy related power dynamics are played out in romantic relationships by selected undergraduate students at a South African University. The dialectical theory of communication privacy management will provide the appropriate empirical lens for investigating how romantic partners deal with the need to stay both private and public in the wake of Instant messaging applications. This study seeks to understand how adolescents in these romantic relationships deal with mobile privacy conflicts that are brought on by mobile instant messaging applications. This study will be informed by the following research questions:Questions 1: What strategies are negotiated by romantic partners to handle conflict that does emanate from perceived misappropriation of mobile instant messaging applications in the privacy and surveillance dialectic'Question 2: How satisfied are partners with mobile communication after negotiated strategies for Instant Messaging use have been implemented for the privacy and surveillance dialectic'Through a quantitative survey, purposive sampling with a confidence level of 95% and 5% margin of error will be utilized in selecting the respondents. Exploratory factor analysis will provide the template for data analysis.

Id: 9621

Title: Environmental Communication with Chinese Characteristics: Crises, Conflicts, and Prospects

Authors:
Name: Sibo Chen
Email: sibo_@_fu.ca
Country: CA (Canada)
Affiliation: School of Communication, Simon Fraser University

Abstract: Over the past three decades, the deterioration of our natural environment has stimulated heated debates and disputes, in which China has been regarded as a key player in contemporary environmental crises. China's swift economic growth since the 1980s has generated huge ecological burdens on its natural environment. In many cases, these environmental challenges do not stop at state borders. It is no exaggeration to say that China's environmental challenges have profound impacts around the world. Despite the proliferation of studies on China's ecological challenges and relevant policy solutions, less attention, however, has been paid to how these challenges and the Chinese government's responses are discursively constructed in news media. This article delineates news media's discursive constructions of China's environmental challenges and the government's responses through examining the media narratives of two high-profile environmental incidences in China: the 2013 breakout of air pollution issue in Beijing and the 2012 anti-PX protest in Ningbo. Theoretically, China's contemporary environmental crises are scrutinized through the lenses of environmental communication and political economy, which addresses the uniqueness of these environmental challenges compared with those in the Western context. Methodologically, the article adopts a critical discourse analysis (CDA) perspective to analyze the presentation of social actors and the argumentation strategies in the analyzed environmental incidences. The empirical analysis shows that both cases indicate a lack of environmental justice perspective in China's current environmental policies and media practices. They also reveal the necessity of reviewing the urban-centric and elitist perspectives embedded in China's current media practices. Finally, the analyzed media texts demonstrate the uniqueness of environmental issues in China, especially in terms of their highly confrontational nature compared with similar issues in the Western context. Overall, this study adds to our understanding of the discursive and ideological underpinnings of China's environmental challenges and the significance of developing 'environmental communication with Chinese characteristics'.Selected BibliographyHansen, A. (2010). Environment, media and communication. New York: Routledge.Schlosberg, D. (2007). Defining environmental justice: Theories, movements, and nature. Oxford: Oxford University Press.Shapiro, J. (2012). China's environmental challenges. Malden, MA: Polity Press.Tong, J. (2014). Environmental risks in newspaper coverage: A framing analysis of investigative reports on environmental problems in 10 Chinese newspapers. Environmental Communication, 8(3), 345-367.Yang, G., & Calhoun, C. (2007). Media, civil society, and the rise of a green public sphere in China. China Information, 21(2), 211-236. doi:10.1177/0920203X07079644Zhang, J. Y., & Barr, M. (2013). Green politics in China: Environmental governance and state-society relations. London: Pluto Press.Zhao, Y. (2008). Communication in China: Political economy, power, and conflict. Lanham, Md: Rowman & Littlefield.

IAMCR2015

Id: 9627

Title: An appropriation of mainstream television in the struggle for meanings: an ethnographic study of Sri Lankan migrants watching teledramas in Melbourne

Authors:
Name: Shashini Ruwanthi Gamage
Email: shanir_@_mail.com
Country: AU (Australia)
Affiliation: La Trobe University

Abstract: This paper examines culture as a site of struggles for meanings (Storey 2014), where Sri Lankan migrants in Melbourne consume home country entertainment media as a counter-hegemonic appropriation of Australian mainstream television. Sri Lankan teledramas are a homegrown soap opera style television genre popular in the South Asian island. Women at a Sri Lankan cultural association in Melbourne sustain the practice as an activity of diasporic commonality, despite their long-distance connection to the texts. For my work in progress PhD thesis, 20 Sri Lankan migrant women were interviewed and observed in Melbourne along with 20 women in Colombo, Sri Lanka as a comparison to the long-distance audience. Additionally, 10 professionals were interviewed about the production process of teledramas. This paper mainly focuses on data gathered in Melbourne. Participants had a sporadic association with mainstream English language Australian entertainment texts. As responses show, the limited cultural competence of participants impacted them in negotiating pleasurable meanings from mainstream Australian texts. Cultural capital and cultural competence is seen as significant dynamics in generating socially applicable pleasurable meanings from semiotic texts such as television programmes (Fiske 1987). In hegemony where 'social relations' are characterised as a 'series of struggle for power' texts can be characterised as a 'series of struggles for meaning' (ibid.). Sri Lankan migrants consuming teledramas can be seen as a struggle to generate pleasurable meanings in the television space of their host culture. This paper examines the dynamics of cultural competence in the migrants' struggle for meanings, embedded in the long-distance relationship they share with their home-nation. The paper argues, their consumption of teledramas act as a counter-hegemonic appropriation of the host country's mainstream television and its preferred meanings.

IAMCR2015

Id: 9686

Title: Helping others solving crimes : civilian contribution to policing

Authors:
Name: David Myles
Email: david.myle_@_montreal.ca
Country: CA (Canada)
Affiliation: Université de Montréal

Abstract: Civilian contribution to criminal investigations was put forward after the 2013 Boston Marathon attacks when the FBI asked US citizens to provide videos and photos that had been taken during the event. Internet users, later renamed 'detectives 2.0' (Deglise, 2013), proceeded to share and analyze the information available online in order to identify culprits. The rise of civilian security initiatives is one of the major changes in the contemporary governance of security (Zedner, 2006). If communication scholars have studied citizen contribution to scientific, organizational and artistic fields through the use of the Internet and social media (Proulx, 2014), few studies have examined the ways in which citizens contribute to the field of policing, that is the 'self-conscious process whereby societies designate and authorize people to create public safety' (Bayley and Shearing, 1996 : 586). For Williamson (2008), the use of information and communication technologies participates to the renegotiation of relationships between the traditional producers of public safety and their publics. Some studies have described civilian contribution to policing with more or less restrictive terms, such as crowd-sourced policing (Trottier and Schneider, 2012), sousveillance (Mann et al . 2002), civilian police (Huey et al., 2013) and online vigilantes (Chua and Wareham, 2004). However, civilian contributors to policing rarely identify with labels such as mob justice or viligantes, which generally emerge from mass media (Chua and Wareham, 2004. This presentation draws from the observation and analysis of interactions between members of an online forum dedicated to solving everyday crimes, as well as on interviews conducted with some of its members. Using a comprehensive approach, it aims to understand the complexity and multiplicity of representations that civilian contributors to policing share of their own roles within the policing field, and those they share of institutional policing agents and of citizens.

IAMCR2015

Id: 9700

Title: Overcoming the Hegemony of Enframing: Towards a Heideggerian Critical Digital Theory

Authors:
Name: Stuart James Shaw
Email: cs08sj_@_eeds.ac.uk
Country: GB (United Kingdom)
Affiliation: School of Media and Communication, University of Leeds, Leeds (UK)

Abstract: This theoretical paper will present the conclusions of a three year PhD research project which focuses on the development of an ontologically grounded critique of digital media technologies, cultures and praxes as informed by the work of the German philosopher Martin Heidegger. As Gunkel & Taylor (2014: p.170) argue, 'despite being largely ignored by Media and Communications Studies', Heidegger's philosophy 'stubbornly persists in challenging the pervasively conventional and uncritical forms in which we routinely accept, rather than fundamentally question, the media that mediate' our day to day existence. With respect to digital media, Berry (2014: p.50) adds that existing critical theories of digitality, such as those drawn from the Marxian traditions of the Frankfurt School, need 'Heideggerian insight'to provide an understanding of the extent to which we live in a world full of technologies and devices'. The paper will approach this task by addressing the prevalent claim that digital media technologies such as social media platforms empower users by offering an alternative to what critical theory stalwarts such as Adorno, Horkheimer and Benjamin saw as the alienating nature of mass media and the culture industries. Drawing on the triadic interplay between Heidegger's three main themes; technology, human freedom and the question of Being, as realised most concisely in his (1977 [1954]) conception of 'enframing' as the hegemonic worldview of Western humanity that dictates how beings and the world are revealed to us as calculable and controllable, an alternative Heideggerian critique of digital media's emancipatory potential will be proposed. The paper will conclude with a discussion on how Heideggerian ontology can overcome the limitations of traditional media scholarship's inability to conceptualise digital media technologies outside of the ontological perspective of enframing.References:Berry, David M. (2014) Critical Theory and the Digital. New York and London: BloomsburyGunkel, David & Taylor, Paul A. (2014) Heidegger and the Media: Cambridge and Maldon (MA): PolityHeidegger, Martin (1977 [1954]) The Question Concerning Technology. In: Lovitt, William (trans.) The Question Concerning Technology and Other Essays. New York: Harper

IAMCR2015

Id: 9734

Title: Music piracy in Burkina Faso and Ghana: A source of conflict or a way to help making money from music'

Authors:
Name: Christiaan De Beukelaer
Email: christiaandebeukelae_@_mail.com
Country: GB (United Kingdom)
Affiliation: University of Leeds and Queen Margaret University, Edinburgh

Abstract: This paper addresses the struggle to make money from music in Burkina Faso and Ghana. According to most music workers there, this difficulty is largely caused by piracy that hampers revenue from legitimate sales. While piracy does pose an issue, I develop the argument that there is a need to move beyond the dualistic divide of piracy as 'bad' and the so-called legitimate music industries as 'good'. This paper builds on extensive research in Burkina Faso and Ghana and uses interviews and ethnographic observation of music industries practice. This research suggests that the contrast between 'pirates' and 'legitimate' music industries actually hampers the transformation of the practices of 'pirates' into a circuit that channels some of the proceeds back to artists and their producers. This is because the rise of digital technologies such as cheap USB sticks, MP3-players, Bluetooth-enabled smartphones has eroded weak distribution networks. Pirates have primarily benefited from this technological shift as they adopted these technologies faster and better than 'legitimate' business have. Historical evidence suggests that only when there is a legal alternative, the enforcement of the can law incite change. Otherwise, the piracy crackdown will deteriorate the efficient (but 'piratic') distribution network that is currently in place. While their methods, media, and legal contexts differ, their juxtaposition as good and bad version of music industries, frames piracy as a problem, whereas its way of working could help resolving the challenge to make money from music. This is precisely why I argue that piracy is not in itself the problem, but rather the symptom of an issue that is more elaborate and less easy to resolve than simply outlawing 'pirates'.

IAMCR2015

Id: 9748

Title: Internet-based humour as civil resistance in authoritarian regimes

Authors:
Name: Dang Nguyen
Email: dang.nguye_@_ii.ox.ac.uk
Country: GB (United Kingdom)
Affiliation: Oxford Internet Institute, University of Oxford

Abstract: This paper examines the role and mechanisms of internet-based humour as a utopian civil resistance project in an authoritarian context. Widely condemned within political science as a distraction from meaningful, mobilisation-oriented political behaviour, political humour has been conceptualised as a second-class form of civic engagement. The advent of rapid Internet adoption has given rise to new forms of mediated political behaviour, together with widespread production and consumption of Internet-based humour, including that of a political nature. These changes provide a critical opportunity for reflections on the current understanding of political humour as civic engagement to be conducted, and for alternative conceptualisations to emerge. The paper empirically embarks on this critical reflection by analysing the artefacts, production, and consumption of Internet-based humour as a novel form of mediated political behaviour. It situates the reflection within the context of Vietnam as one of the five remaining Communist states, where the persistence of authoritarianism is a project both deliberated by the state and perpetuated by the public. It contributes to the growing body of literature on online political behaviour on a grassroots level in authoritarian contexts.

Id: 9788

Title: Small State Civil Society Organizations: Making Their Voices Heard

Authors:
Name: Aleksandra Sasa Gorisek
Email: asgorise_@_ahoo.com
Country: AT (Austria)
Affiliation: University of Vienna, Department of Communication

Abstract: During the last decade or so civil society has been given greater access to the international fora, where issues of global importance are discussed and international policy-making takes place. However, most of the civil society organizations represented in such fora are big, internationally well known and recognized players in any given interest area. Most often, they are based in the northwest part of the world, engaging with their interest groups and the state actors primarily in English or other larger European languages. The purpose of this paper is to check the validity of this assumption, and to investigate how civil society organizations from small states make their voices heard in the global public sphere, where decisions in global governance are made.In particular, this paper will examine how these civil society groups participate in debates on the issue of privacy within the Internet Governance. The paper will review the languages and the tools that they use to engage. While the bigger civil society organizations might work strategically and make use of public diplomacy, this can be costly and may require a lot more manpower than small civil society organizations have. The empirical research will focus on a case study of civil society organizations interested in Internet privacy in Slovenia. Although knowledge of foreign languages is common in the country, less than 2 million Slovenes speak the native Slovenian language. Data will be collected through semi structured interviews and direct observation. The analysis is expected to shed light on the level of engagement by small country civil society organizations, and point to further research.

Id: 9831

Title: Media Ownership and the Tone of News Coverage of Labour Unions: Evidence from a Natural Experiment

Authors:
Name: Liam Kneafsey
Email: kneafse_@_cd.ie
Country: IE (Ireland)
Affiliation: Trinity College Dublin

Abstract: Despite the attention given to the media's role as a political actor, little research has examined the media's conditioning of public opinion of other key socio-economic actors as a source of media influence. Political economy scholars have long stressed the important role of labor unions in determining outcomes relating to inequality, redistribution and societal organisation while a variety of media scholars have contended that commercial media organisations are likely to have policy preferences that conflict with the labor movement and this has tended to result in the production of negative coverage of organised labor with potential effects on public opinion and policy outcomes. As part of a larger project and building on theoretical innovations from the industrial organisation literature and new avenues in the media politics literature, I attempt to identify the factors that affect the incentives and capacity of commercial media owners to influence the coverage of labor unions by their outlets. I identify key patterns in the development of commercial media organisations' ownership which tend to facilitate or inhibit the ability and incentives of media owners to portray unions negatively. In contrast with some previous work, I argue that the growing 'managerial revolution' in diversely-owned corporate organisations allows for greater freedom for journalists and editors who seek to present issues in a more objective fashion while family-owned media firms have remained relatively constrained by the ideology of those ultimately in charge.To address these sorts of concerns, this paper takes a novel empirical approach by using a natural experimental design in which, the form of ownership of a news organization changes while additional potential explanatory variables are held constant so as to constitute an example of 'as if' random assignment. Specifically, I concentrate on the takeover of the Chandler family-controlled Baltimore Sun by the diversely-owned Tribune Corporation in 2000. A unique combination of factors relating to the secrecy of the deal and the low-priority status of the Baltimore Sun within the larger merger allow us to assume that the takeover constituted an exogenous 'shock' to journalists and editors and changes in the tone of coverage of unions following this point can be traced specifically to the effect of change in the ownership and organisational structure.Using a newly collected data-set of over 1400 stories across a 12 year period, changes in the tone of newspaper coverage of labor unions measured using quantitative text analysis procedures, are therefore argued to causally emanate from the change in the concentration of firm-level ownership from family control to a more diffuse corporate structure and the transformation in the organisational structures and incentives and opportunities for interference that such an ownership change brings about. Results indicate that movement from concentrated family ownership to diversified corporate ownership results in a shift from relatively more negative coverage of unions to more positive coverage. This paper will hopefully contribute to scholarship and policy discussions regarding regulation of media markets, issues of cross-ownership and attempts to increase the diversity of outlets and news coverage

IAMCR2015

available to citizens.

Id: 9838

Title: Making Sense of 'Making Available': The Supranational Influence of WIPO on Canada's New Copyright Regime

Authors:
Name: Michael Dick
Email: michaelh.dic_@_toronto.ca
Country: CA (Canada)
Affiliation: University of Toronto

Abstract: Balancing the rights of content creators and content consumers in the global online environment was a key goal behind modernizing Canada's Copyright Act, a process that began with a government-led consultation phase in 2011 and resulted in the passage of Bill C-11 (the Copyright Modernization Act) in 2012. The 'Making Available Right' ('MAR'), a new copyright introduced in the legislation, is a particularly notable research object because it permits rights holders to manage access to their intellectual property through technologies never anticipated under previous copyright regimes. On the one hand, with respect to digital content distribution, the MAR could prevent material from being made available (i.e. communicated to the public) by a peer-to-peer file sharing service; on the other hand, it could also allow someone to collect royalties for doing the same. It provides further opportunities to both ameliorate the rights of content creators, while also potentially restricting the freedoms of content users. The manner in which this debate is reflected, and not reflected, in the policymaking process ' and the implications of this ' forms the central research question of this paper.Preliminary research shows that the MAR is codified in two World Intellectual Property Organization (WIPO) treaties to which Canada is signatory, and it is this interplay between national and supranational interests that presents a challenge.* Indeed, implementing the MAR in a way that balances the local aspects of Canadian law with the usage of communication platforms that are decidedly online and global is the subject of ongoing hearings at economic regulatory bodies, notably at the Copyright Board of Canada. The purpose of this proposed paper is to advance this research agenda by presenting a discursive analysis of the MAR, and its supranational origins within the context of its national implementation as part of Canada's new copyright regime, through a close reading of historical documents related to both Bill C-11 and its consultation phase and the drafting of the initial constituent WIPO treaties. The key findings will show that the MAR remains, even after its coming-into-force, a largely unimplemented and malleable policy instrument, lesser known among the bevy of public controversies that surrounded the adoption of Bill C-11 but no less impactful to the economic and social landscape of intellectual property in Canada; accordingly, the paper will provide the necessary material to contextualize the ongoing policy debates regarding the implementation of this as-of-yet unexplored right within the broader discourse concerning the shaping of state communication policy by supranational entities.* These treaties are the WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT), both of which were adopted in 1996 and came into effect internationally in 2002. The full text of both treaties is available via wipo.int.

IAMCR2015

Id: 9924

Title: Regulation, Desire and Power: An Aesthetic Approach to Citizen Participation in Canadian Broadcasting Policy

Authors:
Name: Michael A Lithgow
Email: malithgo_@_mail.com
Country: CA (Canada)
Affiliation: Department of Art History and Communication Studies, McGill University

Abstract: Public participation in formal policy settings tests the discursive legitimacies of public desire against the generally more dominant instrumental rationalities of industry and state institutions. And while few policy-makers will admit to methods of decision-making grounded in anything other than rational choice and efficiency, there is growing interest among scholars in other-than-rational influences on policy outcomes ' for example, the paradox of policy efficiency (Harmon 1995); the application of complexity theory to policy formation (Morcol 2014); and narrative analysis for policy inquiry (Roe 1994). Often overlooked in these accounts is the influence of aesthetic experience on policy discourse and its role in discourse outcomes. This paper presents results of an 'aesthetic discourse analysis' of public submissions in a major review of Canadian broadcasting regulation initiated by the Canadian Radio-television and Telecommunications Commission (CRTC) in the Fall 2013 (Let's Talk TV: A conversation with Canadians about the future of television). Talk TV is a unique case in which the CRTC introduced a number of new techniques for both encouraging and capturing public consultation as part of the official record, including the use of vine-videos and twitter ads to promote the proceedings, and online discussion forums and flash conferences to enhance the public record. Close to 15,000 comments were received from the public. Drawing on analysis of written submissions, an ethnography of public hearings and interviews with senior staff at the CRTC, in this paper I argue that an aesthetic discourse analysis of public engagement sheds light on often overlooked, misunderstood and undervalued tactics of communication used by members of the public to influence policy outcomes including narrative and storytelling techniques, performativity, humour and playfulness and the production of identity. Harmon, Michael. 1995. Responsibility as Paradox: A Critique of Rational Discourse on Government; Morçöl, Göktug. 2002. A new mind for policy analysis : toward a post-Newtonian and postpositivist epistemology and methodology. Publisher Westport, Conn.: Praeger; Roe, Emery. 1994. NArrative Policy Analysis: Theory and Practice. Durham, NC: Duke University Press.

Id: 9951

Title: Historical Development of the International Nutrition Policy: The Hegemonic Trajectories

Authors:
Name: Karthik Kamalanathan
Email: karthikd_@_mail.com
Country: IN (India)
Affiliation: Department of Communication, Sarojini Naidu School of Arts and Communication, University of Hyderabad

Abstract: There is an increasing consensus among nations on ensuring food and nutrition security, both recognized as foundational for human development. Availability, Accessibility and Acceptability are the key indicators to ensure the food and nutrition needs of a society. The nutritional needs of women and children are seen as particularly important. The Nutritional status of women and children especially in the emerging economies is worrisome even after several decades of new policies, programme strategies and interventions. India in particular must make substantial efforts to address under-nutrition and malnutrition; the country is still a considerable distance from the indicators of the MDGs (UN, 2000). The necessity for a comprehensive nutrition policy has been articulated in the global discourse for many years. Although the World Declaration on Food and Nutrition (UN, 1992) was the first concrete international deliberation to address nutrition there were several earlier attempts. Ever since the formation of the League of Nations (1920) and the United Nations (1945), nutrition continues to appear as a key agenda item in various UN Organisations. This study aims to trace the seminal junctures of the international discourse on nutrition; to identify the historical development of international nutrition policies and to explore the hegemonic trajectories of the nutrition discourses as determined and dominated by western geopolitics. Using a qualitative approach, the study bases its arguments on a close reading of key documents such as international declarations, policy notes, guidelines, etc. These documents are important inputs to the larger public discourse on nutrition and food security, playing a feeder role to media-based discussion as well. The findings suggest that the 20th Century discourse on nutritional wellbeing was largely realized, positioned and argued from a variety of standpoints such as Human Rights, Food, Agriculture, Health, Economics, etc. The two world wars, global famine, green revolution, transfer of technology, economic recession, and globalized economy have been key factors in shaping the trajectories of the global discourse on nutrition policy. This paper is part of a larger study focusing on the policy deliberations among governments, institutions, technocrats, that shape media discourses and eventually become important pointers to public discourse.

Id: 10006

Title: Doing Audiences ' ontology in television audience practices on the internet

Authors:
Name: Emma Linnéa Dahlin
Email: emma.dahli_@_ms.su.se
Country: SE (Sweden)
Affiliation: PhD student

Abstract: Television audience scholars have stressed that audiences are complex social formations of interacting groups and individuals (Abercrombie & Longhurst, 2000; Morley, 1980; Fiske, 1988; Allor, 1988; Grossberg, 1988), using the term 'audiencing' as a verb, signalling clearly that it has to do with actions of some sort (see for example Fiske, 1992; Park-Fuller, 2003 and Johns, 2004). Audiences are 'identified by what its members do rather than by what they are' (Fiske, 1988: 350-351, italics added). This indicates that audiences should be conceptualized in terms of actions and activities, which is ontologically different. Against this backdrop this paper enquires into the ontology of television audience. Following a stream of Science and Technology Studies, literature as well as Philosophy of Science literature, interested in ontological issues (Barad, 2003; Mol, 2002; Haraway, 1988, 1996) audience is, in this paper, conceptualised as something that needs to be enacted in order to exist. This is grounded in the notion that subjects and objects constantly needs to be enacted in order to exist (Mol, 2002, Barad, 2003; Butler, 1988; Latour, 2005; Strum & Latour, 1987). By exploring audience activities on the internet, this study investigates what 'audiences' might be and how audience is enacted on the internet. The paper employs a praxiographic study telling stories of a television audience on the internet, using material from observations and interviews. The material is collected from the GallifreyBase forum on the internet, where the British television series Doctor Who is discussed. By engaging in ontological issues, analysing 'reality-in-practice' on the internet, the study contributes to recent theoretical debates in the field of media audience studies.

IAMCR2015

Id: 10076

Title: Social media and corporate engagement: How companies are promoting stakeholder dialogue and mobilization

Authors:
Name: Lina M Gomez
Email: lmgome_@_uagm.edu
Country: PR (Puerto Rico)
Affiliation: Universidad del Este

Name: Ramon W Borges
Email: moncho3_@_mail.com
Country: PR (Puerto Rico)
Affiliation: Universidad del Este

Abstract: Previous studies (especially in the US nonprofit sector) have found that organizations' overall use of social media platforms are focused on one-way communication strategies. Although more people are connecting everyday through social media, it seems companies are using social media for informational purposes rather than engaging stakeholders in conversations. However, is the same scenario of social media information currently presented on Spanish speaking regions like Puerto Rico' The commonwealth of Puerto Rico (unincorporated territory of the United States) has approximately 3,620,897 habitants and a great portion of its population (1,771,643) is using Facebook (Internet World Stats, 2014). According to Alexa Rank, Facebook is the second website most visited in Puerto Rico. Furthermore, Facebook is being used in Puerto Rico as an important mechanism for people to get organized in order to support causes and create boycotts. The purpose of this research is to analyze how the top 400 locally owned Puerto Rican companies of 2013 are using social media platforms not only for information but for communication and mobilization as well. Mobilization means that companies are empowering customers and fans to do something (e.g. share information; attend an event, etc). However, is this way of empowerment to do something could be also seen as a symbol of control by corporations' A quantitative content analysis is being performed to all the content posted on the official profiles on Facebook of the top 400 companies during a two-month period. Every post sent during this period is being coded using Lovejoy & Saxton's (2012) framework (information, communication, and action), among other variables. A sentimental analysis (positive, negative, and neutral) is also being performed to all the comments provided by company fans. A total of 128 companies were found with Facebook active profiles, representing an increase of 481% from previous years. Expected results will show for example if a higher use of Facebook means also an increment in stakeholder engagement and mobilization.

IAMCR2015

Id: 10093

Title: From pipeline to plate: The domestication of oil sands through visual food analogies

Authors:
Name: Adam Snider Thomlison
Email: athom15_@_ottawa.ca
Country: CA (Canada)
Affiliation: University of Ottawa

Abstract: Food has emerged as a common visual theme in advertising promoting oil-sands extraction in Alberta, Canada. A collection of advertisements have been produced either directly comparing oil sands and related byproducts to food, or juxtaposing verbal discussions of oil with images of food in lieu of oil-related imagery. Grounded in theories of the media as well as environmental communication, this paper proposes adding insights from domestication theory, which looks at the practices involved in incorporating innovations into people's lives, to understand the role of these advertisements in the ongoing media struggle over the future of the oil sands. The paper is based on a qualitative visual analysis of four advertisements (two print, two video) produced by oilsands stakeholders in favour of oilsands development: the Canadian Association of Petroleum Producers, Cenovus Energy, and Enbridge. Based on results from the qualitative analysis, this paper argues that food imagery is being used as part of a deliberate strategy of domestication, as a tool to make the audience more comfortable with the products of oil-sands extraction. While previous studies were found that applied the domestication approach to kitchen imagery and nature imagery, there were no previous studies that applied it to food specifically. Therefore this study attempts to synthesize a working theory of food as a tool of domestication. It thus adds to our understanding of the techniques used in shaping audience opinion. This paper is based on material collected as part of the SSHRC-funded MediaToil research project being undertaken at the University of Ottawa, which is examining visual communications related to oil-sands development. The author of this paper is the project's research assistant.

IAMCR2015

Id: 10098

Title: Occupying the Social Media and the Reaction Against It During Gezi Protests

Authors:
Name: Can Kutay
Email: can.kuta_@_ilkent.edu.tr
Country: TR (Turkey)
Affiliation: Bilkent University

Abstract: Similar with other occupy movements around the World, Gezi protesters established a strong linkage between online and offline platforms during 'Gezi protests' that took place in the summer of 2013 in Turkey. These incidents had been ignited by a heavy police intervention to a group of activists who were protesting the sanctioned demolishment of Gezi Park (a green area in the middle of Taksim, located in Istanbul) by occupying the park.Social media platforms such as Twitter, which were not designed to function as main communication and discussion platforms for the social movements unlike websites such as occupywallstreet.org which immediately reveals its mission and aim, were occupied by the protesters just like any park, street or any offline public place. The kitten pictures, dinner tables, personal messages about users' daily lives were now off limits and replaced with images of police violence, collective voice of discontent against government, discussions on the protests and call for gatherings. Protesters established a continuous flow of content production and distribution by occupying the 'trending topics' of social media platforms thus gaining visibility in the public perception. Attaining an online place through occupation, protesters could renew and maintain the online material that was needed to sustain the emotional intensity of the movement.This paper will attempt to analyze the occupation of social media by Gezi protesters and the de-occupation process of the same platforms by the Pro-government users i.e. beating the protesters in their own game thus breaking the linkage between 'on' and' off'. This process was critical since the attempt to de-occupy social media by rallying pro-government users against the Gezi protesters in an online 'war', as the mayor of Ankara put it, had defined social media as a contested space that could be 'freed' from the protesters' occupation like any offline public place.

Id: 10198

Title: Ethical Telecom Futures and activist investment: new strategies for activism and analysis

Authors:
Name: Evan Light
Email: eva_@_heotherthing.org
Country: CA (Canada)
Affiliation: Concordia University

Abstract: Years before the 'post-Snowden' era, groups within and around the global open-source movement began working on alternatives to corporate telecom, seeking to construct communications systems based on the ideals of security, privacy, transparency and accountability. Some examples are privacy-centric mesh networks, stand-alone wifi networks such as the PirateBox, software for communicating directly between cellphones (Serval) and the MeshPotato which allows communities to provide wifi and telephone services using dormant phone lines. While many such projects tend to build small, idealized 'worlds apart', such projects cannot realistically replace the global systems that our communicational lives have become so tied to. This paper presents a strategy for confronting big telecom to ensure that security, privacy, transparency and accountability do not remain value-added services and are instead integrated into the functional core of networking design, technology and use. The Ethical Telecom Futures project will design and implement new strategies in bringing about social change by de-constructing monolithic corporations. Moving beyond the 'fight against' corporations, this project aims to create a set of principles for the ethical operation of telecommunications corporations and an ethical investment vehicle for enacting these principles within them. Given the failure of conventional politics to guarantee common citizens a meaningful say in the regulation and operation of entities so central to our social, political and economic lives, new political forums ' within corporations themselves ' must be created. I thus present a strategy for consolidating telecom investments into an investment vehicle acting as a shareholder activist with the goal of introducing levers with which to attain behavioral change within telecommunications enterprises. Ultimately this strategy may be applied as a way of changing the functioning of publically-owned/publically-traded corporations in general. Drawing from the 'post-Snowden' work of the Electronic Frontier Foundation (EFF), Privacy International, Transparency International and the American Civil Liberties Union (ACLU), I propose an ethical standard for telecom that places primacy on the maintenance and facilitation of personal privacy, and transparency and accountability within the corporation. I drawn on experience and literature in forestry and agricultural industries and related social movements to present successful examples of this approach to activism in other fields.

IAMCR2015

Id: 10272

Title: The UNESCO Convention on Cultural Diversity + 10: Evaluating the impact and potential role of the CCD at sub-national levels in Canada

Authors:
Name: Sylvia Blake
Email: sylvia_@_fu.ca
Country: CA (Canada)
Affiliation: Simon Fraser University

Abstract: So far, 2015 is unfolding as a significant year for questions surrounding policy, representation, and the diversity of voices in Canadian media. The CRTC (Canada's broadcast/telecom regulator) is in the midst of a major public review of television, the results of which could mean a programmatic reorientation of the Canadian broadcasting system (http://www.crtc.gc.ca/eng/talktv-parlonstele.htm). We are experiencing an uncomfortable collapsing of the broadcasting and telecom policy worlds as Canada's commitment to network neutrality and the CRTC's generally unchallenged decision to not regulate over-the-top services are beginning to conflict (http://www.crtc.gc.ca/eng/archive/2015/2015-26.htm). The Federal Government has taken major steps to liberalize telecom industries by changing long-standing Canadian ownership requirements, a significant move that is also planned for broadcasting in the near future.This year also marks the 10th anniversary of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (the CCD). The CCD, which was spearheaded in large part by Canada with support from France, seeks to 'reaffirm the links between culture, development and dialogue' (UNESCOPRESS, 2005) and has been described as 'a cultural counterbalance to the WTO' (Grant, 2011). However, outside of Quebec, it is not clear what ' if any- engagement Canada has had with the CCD since its entry into force, or what the Convention's role might be in major policy events such as those mentioned above. A key question is: how and to what extent might the CCD be a tool for governmental or non-governmental groups acting at the municipal, provincial, or regional levels within Canada to lobby for policy change' This project draws from established ethnographic methods for communication policy analysis, primarily through document analysis (CRTC and UNESCO reports, consultation documents, etc.) and semi-structured interviews with local and national cultural industry stakeholders. It contributes to activist and scholarly efforts to evaluate the CCD's impacts to date, and theorize ways to harness its advocacy potential.

IAMCR2015

Id: 10450

Title: Is there an app for everything' Potentials and limits of civic hacking and the hegemony of apptivism

Authors:
Name: Kseniia ERMOSHINA
Email: ksenia.ermoshin_@_ines-paristech.fr
Country:
Affiliation: Centre de Sociologie de l'Innovation, Ecole des Mines de Paris

Abstract: With the democratization of mobile media or 'ubiquitous media' (Adam Greenfield, 2006), its potential for social and political transformation was quickly recognized both by public administrations and civil society (Carlson, Eyler-Werve, 2012) who propose dozens of new applications for smartphones and tablets aiming to address important social, political, economical challenges, such as urban anomalies, environmental issues, corruption, transparency of public funds, electoral fraud, police violence, discrimination, poverty and unemployment. Since 2012 this interest towards developing software for social good has been more or less institutionalized, Obama's administration having established a National Day of Civic Hacking, and European Union having launched and financed 'Code For Europe' campaign.   While the effects of mobile technologies on civic participation and empowerment are being largely discussed in social sciences (Nyiri et al, 2003; Greenfield, 2007; Castells et al, 2007; Katz et al., 2008; Campbell, Kwak, 2010; Farman, 2012 ; etc), there are very few studies on how civic applications are actually conceived and developed. We argue that an STS and ANT approaches, with an interest to the material practices of coding, can be especially relevant to understand how mobile apps redefine communication and structure civic participation.

In our presentation, based on three-year fieldwork, we will focus on three case studies of civic applications developed by NGOs in France and Russia: app against ethnic profiling, app for inclusion of disabled people and app against corruption of city administrations. We will analyze operations deployed by the three teams in order to translate a public problem into a digital interface: classifying problematic situations and building categories, choosing web-architectures, designing user paths, framing user participation etc. We will than focus on the limits and overflows of this digital framing and standardization by design. Can we really make an app for everything and if so, how does this hegemony of mobile apps affect communication between citizens and governments, and how does it transform activism'

Id: 10452

Title: "Cyber-reactionaries"' Internet policy as public diplomacy in China and Russia

Authors:
Name: Stanislav Budnitskiy
Email: budnitski_@_mail.com
Country: CA (Canada)
Affiliation: Carleton University

Name: Lianrui Jia
Email: lianrui.ji_@_mail.com
Country: CA (Canada)
Affiliation: York University

Abstract: (Work in progress)In global Internet governance, China and Russia tend to act in unison. Most recently, in mid-January 2015, the two countries proposed to the UN an updated International Code of Conduct for Information Security, which prioritizes digital sovereignty and national security concerns. These policy commonalities have led the Oxford Internet Institute scholars to bundle China and Russia together as '[clear] cyber-reactionaries preferring a hierarchical and national-level approach to internet governance' (Polatin Reuben & Wright, 2014). While most Internet studies scholarship focus on the obvious similarities between China and Russia, we aim to expose a curious discord that exists in their approaches: specifically, how the two governments harness (or not) leading domestic Internet companies as part of their foreign policy and soft power push. With the changing nature of public diplomacy, the range of actors expands from the exclusive domain of nation-states to include private Internet companies (West, 2014). Beijing sees and seeks a foreign policy opportunity in its private Internet leaders' global expansion, while Moscow is most concerned with keeping their own Internet leaders in check and under control. Thus, in July 2014, President Xi Jinping attended the launch of Baidu's Portuguese service while on a visit to Brazil'part of China's anchoring in Latin America. In the meantime, at a June 2014 meeting with Russia's largest Internet companies, Vladimir Putin rather chillingly promised to help the national Internet segment 'gain independence' from the outside influences. Through a critical investigation of China's and Russia's Internet (governance) policy and public diplomacy since the early 2000s, we aim to arrive at an understanding and explanation as to why the two regimes, which otherwise adopt a similar Internet strategy, differ in their approaches to the private-public dynamic in (Internet) public diplomacy' We thus hope to contribute to scholarly discussions on the nuances of China's and Russia's soft power strategies'and ultimately question the very utility of the BRICS moniker as an analytical category.

IAMCR2015

Id: 10484

Title: Political Mobilization and the Network of Shared Cultural Connectivity : An Attempt to Locate The Shahbag Movement in Bangladesh beyond the Realm of Virtual Sphere

Authors:
Name: SANCHARI DE
Email: sancharide.j_@_mail.com
Country: IN (India)
Affiliation: Research Scholar (Ph.D), Jadavpur University and CSDS-ICSSR Fellow

Abstract: This paper tries to locate the extent to which the material manifestations of social movements that make use of the new media display characteristics of the actors' involvement with the larger socio-cultural network of a society and how does new media platforms could be effective in activating a shared cultural awareness. In this context, I would refer to the everyday practices that could be turned into political through the strategic use of new media based platforms . In this paper, I will focus on the Shahbag Movement of 2013 in Bangladesh to underline how a network of cultural and social connectivity could be traced through manifestations of the crowd in a physical sphere and how the materiality of this manifestations could be associated with the emergence of the political. Recent attention to the study of social media and political collective actions has opened up many possibilities to look at the connection between mass mobilization and the rise of new media based information technology. Quite a prominent idea among these discussions is the role of networks as the driving force behind social movements. Tech-optimist views generally underline the potential of digital and the Internet media as a sphere within which the political emerges. However, in this paper the aim is to locate the network of engagement beyond the digital sphere and how mediation opens up the scope for democratic expression. The manifestations of Shahbag Movement and the Online blogospheres, I would argue, define a network of shared cultural connectivity that is often confused and altered within politics over religion in Bangladesh. I would discuss how the materiality of information and their circulation through online sphere could be helpful in tracing the network of the crowd of a social movement. During the Shahbag Movement , the blogosphere opened up the scope for democratic expression by activating the alternative history of the formation of the nation. I would specifically look at the blog posts from February 4, 2014 to February 15 from the blog muktamona.com. I specifically chose this site as this first appealed to the readers to form the protest in demand for the highest punishment for war criminals.

Id: 10534

Title: Social entrepreneurship as development: Post-industrial space and neoliberal governmentality

Authors:
Name: Emily LaDue
Email: eladu_@_sc.upenn.edu
Country: US (United States)
Affiliation: Annenberg School for Communication, University of Pennsylvania

Abstract: In this paper, I critically examine the role of Duke University and the Self-Help Credit Union in their goals of development in Durham in encouraging economic growth over the course of the past three decades, with particular focus on emerging relationships between university, government, non-profit, and post-industrial space over the past two decades. Rooted in a history of the communicative power of space of the American Tobacco Campus, the center of this inquiry is an investigation of the reasons for and implications of a university and local credit union working in partnerships with developers and the local government to attract an upper class population and rebuild a city, as stated by a Duke administrator, "attractive to the best and brightest," while simultaneously, and sometimes in the same project, claiming support for low-income populations. I employ what Peck and Tickell call 'a process-based analysis of neoliberalism' by mapping the strategies and their divergences and intersections of these major institutions in their development projects (Peck and Tickell 2002). Supported by the municipal government and building on the ruins of industrial capitalism, Duke and Self-Help attract federal and private investment through their stated commitments to the city's well-being, community empowerment, and promises of uplift through entrepreneurialism. The information in this study provides background into the agents and their relationships in the making of a "world-class city of knowledge."The groundwork set by these institutions has worked to usher in major growth for Durham and offers distinct examples of a new form of social entrepreneurship as neoliberal development.

IAMCR2015

Id: 10616

Title: Marketing US Militarism: Gender, Hegemony and the War on Terror

Authors:
Name: Amanda Liao
Email: amanda_lia_@_fu.ca
Country: CA (Canada)
Affiliation: Simon Fraser University

Abstract: The media landscape at the outset of the War on Terror reflected a rare moment in history, where feminist issues rose to the forefront of US foreign policy. The oppression of Afghan women was, for the first time, receiving international visibility across a plethora of traditional and new media platforms. However, a very particular brand of feminism was being both perpetuated and appropriated ' one which benefited from the Othering of Afghan women. The media's framing of these women as victims of their own culture, whose salvation could only be found in Western intervention, legitimized the U.S. military campaign in the Middle East. This paper discusses the use of imperial feminism in justifying U.S. militarism and the War on Terror. It looks at the relationship between the U.S. military and communications sphere, and how militarism, capitalism and imperialism become hegemonic ideologies through the frameworks of Dallas Smythe's audience commodity and Jodi Dean's communicative capitalism. This paper then discusses the hypervictimization of Afghan women as an example of the appropriation of feminist rhetoric in an attempt to gain public support for the war; this practice ultimately assumes the West's position of superiority on feminist and human rights policies. Finally, this paper critically analyzes the Western-centric feminist discourse ' particularly, how it perpetuates a racialized and decontextualized narrative of feminism which effectively erases the cultural and political history of women not only in Afghanistan, but also in the West. The paper concludes with an examination of the symbiotic relationship between U.S. hegemony and organizations like the Feminist Majority Foundation.

IAMCR2015

Id: 10649

Title: "No Homo": Hegemonic Masculinity in Gay Pornography

Authors:
Name: Shawn Jones
Email: shawn_@_fu.ca
Country: CA (Canada)
Affiliation: Simon Fraser University

Abstract: With the rise of gay social hook-up sites and apps, it has become standard for gay men to categorize themselves as top or bottom, hairy or smooth, jock or twink, straight-acting or not ' in other words, "masc" or "fem". These labels are not unique to gay social hook-up sites or apps; they are also reflected in the categories used on hardcore gay pornography websites. The categorization of gay identity and sexuality reifies the hegemonic narrative of masculinity. This paper examines how commercial gay pornography reinforces the hegemony of straight, white, middle-class American masculinity. It also examines why ' whether consciously or not ' many gay men desire this form of masculinity, or at least come to believe they desire this form of masculinity because of the power of heteronormativity over desire. Furthermore, this paper traces the origins of R. W. Connell's concept of hegemonic masculinity and its application in the world of marketing ' exploring how and why magazine advertisers have targeted white gay men. These marketing tactics are then examined from a top-down perspective by focusing on the popular "amateur" pay site SeanCody.com, a representative example of media text that reinforces straight, white hegemonic masculinity through the branding and commodification of fantasy. Lastly, this paper examines, from a bottom-up perspective, how gay men navigate through public and private spheres (i.e., masculinity and femininity) in an attempt to reproduce hegemonic "norms" stemming from internalized homophobia, and how these simultaneous top-down, bottom-up processes perpetuate a hegemonic masculinity. This paper concludes with some thoughts on how these processes in North America compare with other countries where laws and regulations on gay pornography differ from that of North America.

IAMCR2015

Id: 10690

Title: Structure and agency in the newsroom: incorporating structuration theory into the sociology of news

Authors:
Name: Dani Madrid-Morales
Email: dani.madri_@_y.cityu.edu.hk
Country: HK (Hong Kong)
Affiliation: City University of Hong Kong

Abstract: The study of newsroom practices constitutes one of the oldest lines of research in journalism studies, as testified by the works of Park, White and Breed. Since then, the field has diversified considerably, from the study of professionalism to considerations of gender and race. This is partly due to the fact that newsrooms have become increasingly complex social institutions. Most research output during the last fifty years could be grouped under the generic label of 'sociology of the generation of news', following Schudson's terminology. A characteristic of sociological approaches to the study of journalism is the willingness to explain the forces and constraints affecting the work of newsmen and newswomen. In this paper I argue that despite the undeniable strength of some of these, the field could benefit from repositioning individuals (agents) at the centre of research. In this sense, I suggest that Giddens' structuration theory offers powerful theoretical constructs, which have largely been overlooked. This paper, which is a work in progress, is divided into three parts. First, I discuss the theory of structuration alongside recent attempts to refine the more obscure aspects of Giddens' work. I also survey the literature to present the relatively small number of cases in which the theory has been applied to the study of newsrooms. Second, I provide an overview of the sociology of news. I highlight the clusters of knowledge around which authors can be grouped and I delve into the general oblivion into which journalists' exercise of agency has fallen. And third, I propose bringing structuration theory into the study of newsrooms as a way to reposition individuals at the center of research. I do so by showing examples on how agency and structure can be considered at multiple levels of analysis and how this can help explain the complexities faced by students of journalism. I conclude by returning to the start of my claim: the study of newsrooms has been dominated by the acceptance that journalists' work is determined by multiple structural constraints: be it the political alignment of the news organizations, be it the pressure from investors, advertisers and audiences. I hold that structuration theory allows (forces) researchers to constantly reconsider agency in the constitution of structure and its power to bring along (social) change.

IAMCR2015

Id: 10694

Title: How China's Image in CCTV NEWS Affects Australian Viewers' Frames of China

Authors:
Name: Mei Li
Email: mei.l_@_tudents.mq.edu.au
Country: AU (Australia)
Affiliation: Department of Media, Music, Communication and Cultural Studies; Soft Power Advocacy and Research Centre, Macquarie University

Name: Naren Chitty
Email: naren.chitt_@_q.edu.au
Country: AU (Australia)
Affiliation: Soft Power Advocacy and Research Centre, Macquarie University

Abstract: As part of grand strategies of improving its international reputation as a rising great power, China invests heavily in developing international news broadcasters to achieve its international relations objectives by publicizing China's views and expanding its soft power around the world. In this project, taking the reception of Chinese news in Australia as a focus, I will examine as a case study the effectiveness of CCTV NEWS, the English language channel run by China Central Television, in expanding the perspectives of Australian viewers to include knowledge of Chinese perspectives. Starting from an interdisciplinary perspective, this project will examine China's image promotion strategies in CCTV NEWS in 3 steps associated with the three phases of the communication process with symbolic interactionism perspective: the intended image by China's public diplomacy practitioners, the projected image in CCTV News channel and the perceived image among the audience in Australia. Methodologically, a multi-level frame analysis is used as a general means to structure sub-themes of China's national image in CCTV NEWS channel. In addition to frame analysis, in-depth interviews with media practitioners, members from sectors that host actors who play roles in the practice of public diplomacy in China, including the state sector, business sector, civil society and non-government sector and media organizations and focus group interviews with their counterparts in Australia are two main techniques of data collection. An understanding of effectiveness of CCTV-News formats in Australia, will uncover China's media strategic mechanisms for soft power practitioners all around the world; it will as well offer a new perspective of evaluating effectiveness of television as a media tool of soft power initiatives.

Id: 10696

Title: /r/GradSchool: An Intercultural Analysis of Three Reddit Communities

Authors:
Name: Julia E Largent
Email: jlarge_@_gsu.edu
Country: US (United States)
Affiliation: Bowling Green State University

Abstract: Reddit, affectionately referred to as the front page of the internet by popular sources such as Mashable, The Nerdist, and even in reddit's own advertising, is an online community which features an infinite number of communities, called subreddits (referred to as '/r/'). As of February 2015, there are over 9,200 active subreddits, hailing 159,627,929 unique visitors from over 214 countries, focusing on such topics that cover popular culture, world news, jokes, and thoughts individuals have while in the shower. Each subreddit consists of its own rules and cultures, many of which are often unwritten and are learned through interaction and observation in different subreddits.Over the last five years, several subreddits pertaining to higher education and academia have been created. On these subreddits, people of all ages, countries, and academic disciplines converge to answer each other's questions, calm one another's fears, and congratulate each other on successes. Graduate school can be an intimidating new place for individuals. There is a wide body of published work on how to handle the transition from undergraduate to graduate, or from a Masters to a Doctoral degree. Where these written articles are useful, it is often helpful for an immediate response from people who are having the same questions as the student or the same fears. By analyzing the topics and conversations held on these subreddits, this paper looks at /r/GradSchool, /r/AskAcademia, and /r/GradAdmissions from an intercultural perspective and analyzes how users from all disciplines use these subreddits to discuss not only the culture of academia as a whole, but also on a specific discipline level. The paper also discusses hegemonic myths about academia which may be discredited, or affirmed, in the comments and threads of the three communities.

Id: 10734

Title: A Foucauldian analysis poor's self-images and social process of normalization

Authors:
Name: Wai Han Lo
Email: janetlo8_@_ahoo.com.hk
Country:
Affiliation: Cultural Studies

Abstract: This paper examines the rise of self-reliance discourse within the complex power relations in Hong Kong, and attempts to make two modest contributions. First, there is an urge to conceptualize the notion of governmentality as a more complex concept. It argues that the discourse around poverty and self-reliance in Hong Kong emerged out of complicated political struggles, rather than via a straightforward top-down implementation process. Second, this paper demonstrates that the formation of 'enterpreneurial man' is not ahistorical process. Although past studies have argued that entrepreneurship is rooted in neo-liberal ideology, I suggested that neo-liberalism alone cannot account for rise of entrepreneurship as dominant discourse. By examining the poverty discourse as communicated via Hong Kong newspaper from 1994 to 2013, I argue that neo-liberal entrepreneurialism is culturally formed and is a compilation of other ideologies. It is the Hong Kong dream and beliefs of Chinese work ethics have strengthened the belief that everyone will succeed in Hong Kong with your hard work, while Hong Kong people acquire an elite, individual sensibility through differentiating themselves from Mainland Chinese. This paper does not deny the hegemony of neo-liberalism, but suggests seriously considering the fact that knowledge system of poverty emerge out of complicated political struggles and infusion of different ideologies rather than top-down structure. In total, 610 articles were randomly selected and qualitatively coded using Nvivo software with a procedure of open, selective coding. Knowledge System of Poverty was developed through embodiment of cultural values in competing media representation, governmental practices activists's activities and so on. Sixty interviews were conducted with poor people to illustrate that the ideology of self-reliance within neoliberal regime is normalized via the operation of disciplinary gaze and confession.

IAMCR2015

Id: 10860

Title: Reflecting power in public relations: Institutional agency as a constructive form of power in an authoritarian context

Authors:
Name: Jenny Zhengye Hou
Email: Z.Ho_@_assey.ac.nz
Country: NZ (New Zealand)
Affiliation: School of Communication, Journalism & Marketing, Massey University, New Zealand

Abstract: The mainstream public relations (PR) scholarship has been increasingly criticized for its disregard of the primary role of power inherent in PR practices. PR in a managerial-functionalist approach is assumed to ensure information flow from top management to subordinates and to serve those already in power. Even Grunig's two-way symmetrical communication can be viewed as 'masked' power imbalance to maintain pre-determined organizational interests. In fact, both critical and postmodern PR scholars have attempted to refocus on the issue of power from a variety of viewpoints, such as hegemony (e.g., Motion, 2005; Roper, 2005), symbolic power (Edwards, 2006, 2009), discursive discourses (e.g., Berger & Reber, 2006; Weaver, 2001) and organizational activism (Holtzhausen, 2002a; 2002b). While most attention has been drawn on the negative/disruptive aspect of power (e.g., domination, manipulation), limited research has been done on the positive/productive aspect, in particular, PR as a constructive force to resist domination and effect social changes. To fill in the above gap, this research introduces DiMaggio's notion of 'institutional agency' that refers to actors' capacity to exert impact on social environments for enabling changes. Specifically, this study aims to examine whether and how public relations actors enact institutional agency over broader institutional pressures to empower PR initiatives in an authoritarian context like China. Data were collected through 46 interviews with PR practitioners and three-month participant observation in a local PR agency. The results revealed a constructive form of public relations power, that is, practitioners adroitly converted (Chinese) government regulatory pressures to opportunities so as to negotiate and create a favorable environment for fulfilling organizational objectives. This constructive power is enacted through three techniques: camouflage (appearing to align with government authority), seeking resonance with mainstream discourses, and harnessing social capital (e.g., Chinese guanxi) to negotiate fuzzy edges of institutional rules. This research significantly contributes to extant underdeveloped knowledge of power in PR scholarship through presenting a refreshed view of institutional agency in a Non-western context. Author biography: Dr Jenny Hou has taught public relations at School of Communication, Journalism & Marketing, Massey University in New Zealand since obtained her PhD in 2013. She has published on Public Relations Review, Journal of Business & Technical Communication, and Organization Science. Email: Z.Ho_@_assey.ac.nz

IAMCR2015

Id: 10871

Title: Connective (in)securities: Media and the 2011 English Riots

Authors:
Name: Stevie Docherty
Email: s.docherty._@_esearch.gla.ac.uk
Country: GB (United Kingdom)
Affiliation: University of Glasgow

Abstract: Affecting several major English cities (including London) and spanning several days, the 2011 English were a securitised event: they both challenged and reinforced existing security structures and discourses. Highly disruptive, but variously so, they unfolded in and through media at the same time as they unfolded in physical urban space. The riots invite us to consider this media ecology as well as the emergent securities and insecurities implicated within it (Hoskins and O'Loughlin 2009:82). As Hoskins and O'Loughlin note, our present media ecology is characterised by connectivity ' a routine, intimate connectivity to events either distant or close (ibid), with this distance including the temporal as well as spatial. This paper, based on an ongoing doctoral research project, will address some of the ambiguities of this connectivity in relation to the 2011 riots. In certain locations the police force ' the 'thin blue line' responsible for reinforcing law and order ' were widely seen to have 'lost control' of the streets. At the time, some commentators attributed this to the causal role they saw being played by mobile devices but more specifically by social network sites (SNS), which were ostensibly allowing rioters to co-ordinate, share information, gather and disperse. Counter-explanations were advanced ' including the conclusion of the Parliamentary Home Affairs Select Committee that it was the perception that police had lost control, reinforced by mainstream television news, that encouraged some people to participate in riotous activity. This paper thus seeks to trace some of the ways in which familiar, everyday media practices and devices (our routine intimacies) were represented as (in)secure or as (de)stabilising forces in what was happening.

Id: 10956

Title: Connection Cues: Activating Mobile Communication Norms through Habits

Authors:
Name: Joseph Benjamin Bayer
Email: joebaye_@_mich.edu
Country: US (United States)
Affiliation: University of Michigan

Abstract: Countless research articles begin with statistics on the prevalence of social and mobile technology in the world. In this paper, we attempt to move past frequency of use by theorizing communication in terms of more conscious (i.e., deliberative) and less conscious (i.e., automatic) forms of use. Our theoretical endeavor follows the transition of mobile communication from a revolutionary practice to a mundane practice tied to relationship maintenance and personal well-being. Sociologically, the expectation to be connected has become an implicit expectation or societal norm. Psychologically, mobile media use has become an automatic or habitual behavior. Hence, mobile calling, messaging, and checking have reached a deep level of what (Silverstone & Haddon, 1996) identify as "conversion" ' a mature stage of adoption and use under their domestication framework. In particular, this paper concentrates on mobile 'checking' behaviors given their high degree of embeddedness. Taking a socio-cognitive approach, we attempt to map how societal expectations to be accessible, and further connected, are activated through mobile media cognition. First, we review theory on the ways in which mobile media have contributed to shifting perceptions of connection in society. Second, we describe the defining dimensions of cognitive habits and discuss how these automatic mechanisms manifest through certain cues. We then draw on sociological theory related to internalization and psychological theory related to societal norms in order to link this dual framework. Finally, we present a temporal model of connection cues ' that is, non-conscious triggers to connect ' and discuss how they shift the flow and perception of everyday life. We assert that connection cues represent an important consideration for future theory and research because they determine how people 'connect'.

Id: 11049

Title: Hegemonic ideologies framing international news: NTN24 (Colombia) and TeleSur (Venezuela) case

Authors:
Name: Maria Consuelo Trivino
Email: trivinm_@_cmaster.ca
Country: CA (Canada)
Affiliation: McMaster University

Abstract: Desde el inicio de la Revolución Chavista, Venezuela ha tenido diferencias profundas con Colombia, su otrora nación vecina, respecto a los modelos político-económicos que ambas siguen. Esta situación ha tenido implicaciones en la cobertura noticiosa por parte de los medios de comunicación de cada país. Teniendo en cuenta lo anterior, este artículo pregunta ¿Cómo las ideologías políticas hegemónicas que rodean a los medios de comunicación influyen en el encuadre escogido para presentar las noticias de un evento' Con el objetivo de responder a esta pregunta, el artículo explora la cobertura de las protestas en contra del gobierno venezolano del Presidente Nicolas Maduro realizadas en febrero del 2014 por parte del canal de noticias colombiano NTN24 y su contraparte venezolana TeleSur. Específicamente, se estudió las marchas del 12 y 18 de febrero de 2014 a través de un análisis del discurso y de contenido de los titulares de las páginas oficiales de YouTube de NTN24 y Telesur. La identificación del uso del lenguaje, temáticas, actores, víctimas y victimarios en el discurso, guían la creación de categorías de análisis.La academia ha estudiado ampliamente la teoría del encuadre y cómo los medios cargan en estos marcos ideologías dominantes a favor de mantener el status-quo político de la sociedad (Huang & McAdams, 2000). Sin embargo, esta literatura, mayoritariamente enfocada en los medios de comunicación norteamericanos y europeos, no ha prestado suficiente atención a los encuadres noticiosos en relación a ideologías hegemónicas en Latinoamérica.Los resultados buscan contribuir a cerrar esta brecha y mostrar cómo la cobertura de los canales que representan a cada país reflejan marcos basados en discursos donde se denotan las ideologías dominantes en cada uno. El estudio comprueba que el uso de fuentes periodísticas, lenguaje y palabras calificativas, favorece las tradiciones políticas-económicas del país de origen del medio de comunicación.

Id: 11235

Title: South African Selfies: Ubuntu or a culture of narcissism

Authors:
Name: Warwick Lewis Jones
Email: warwickjn_@_mail.com
Country: ZA (South Africa)
Affiliation: University of KwaZulu-Natal

Abstract: When Christopher Lasch first penned The Culture of Narcissism (1979), the world was a considerably different place. Even without the modern internet and social networking sites, Lasch posited that the world had become more concerned with the self than it had ever been before ' and it was only going to get worse. While his argument has been regarded as pessimistic by some writers (Rosen, 2005), it is not without its credence ' especially in the age of the 'selfie'.Lasch (1979) argued that narcissism, as a cultural phenomenon, was a product of the way American, and other Western societies, had developed and one should be wary of its expansion. More recently, the rise of globalisation has seen the large scale spread of western ideas, that some have cited as a new form of colonisation that threatens traditional values among many in the developing world (Tomlinson, 1991). South Africa, as a nation, is unique in this regard as it still straddles the line between 'white westernization' and 'black traditionalism', and consequently, provides an interesting base to test some of the arguments made by Lasch (1979) in relation to cultural narcissism.Following research that has been conducted elsewhere on narcissism, social media, and 'selfies' (Fox & Rooney, 2014), this paper examines the concept of narcissism and 'selfies' in light of African humanism (most commonly referred to as Ubuntu in South Africa). Through a close examination of the self-shot photographs South Africans of various ethnic backgrounds post to their Instagram and Facebook accounts, and in depth interviews, the researcher examines why young South Africans take 'selfies', and if the concept of 'selfie taking' undermines traditional ways of living, or, if it can co-exist within a paradigm of community.

IAMCR2015

Id: 11237

Title: Representations of Roma in Bulgarian Mainstream Newspapers 2010 ' 2011

Authors:
Name: Elitsa Ivanova
Email: elitsa.ivanov_@_ms.su.se
Country: SE (Sweden)
Affiliation: Stockholm University, Department of Media Studies

Abstract: This paper focuses on the first results of a study on the discursive construction of the Roma minority in Bulgarian national daily newspapers. The Roma minority is the biggest ethnic minority in Europe and the second biggest ethnic minority group in Bulgaria. One of the aims of the study is also to investigate different constructions of the Roma in different contexts: e.g. when conflicts or crises connected to the Roma are represented as having an international dimension, and when conflicts or crisis connected to the Roma are represented as a Bulgarian, national issue. More concrete, two such extraordinary cases are studied: first, the expulsions of Bulgarian and Romanian Roma from France in August 2010 which caused a political debate all over Europe and lead to an increased awareness that the EU must tackle the so called 'Roma issue'. The second case regards Bulgaria's worst disturbances for years: the outbreak of nationwide racially charged protests and rioting which followed after the clashes between Roma and ethnic Bulgarians in the village of Katunitsa in September 2011. The journalistic coverage of these cases in four Bulgarian daily newspapers is examined (Sega, Standart, Dnevnik and Trud). The papers are all national; they have different public and different attitudes towards the country's government. Among the research questions that the study addresses are: how is the Roma minority represented in the newspapers' texts in the two cases under investigation' How can the representation of the Roma be characterized in terms of topics, participants and discourses' What kind of (power) relations between the majority and the minority ethnic groups are described in the texts' What significance do the different contexts ' the international and the national ' have for the newspapers' descriptions of the Roma minority' The study combines quantitative and qualitative methods. However, this is still a work in progress: I am still working with the qualitative analysis of the texts for the expulsions of the Roma from France. Concepts of ethnicity and nationality are important parameters in this study.

IAMCR2015

Id: 11257

Title: Poverty Discourse in the United States, 2004-2014 (work in progress, theme submission)

Authors:
Name: Lori Young
Email: lyoun_@_sc.upenn.edu
Country:
Affiliation: University of Pennsylvania

Abstract: This study is one chapter of a dissertation about the influence of poverty discourse on the opinions and political attitudes of people living in poverty. In this chapter I analyze ten years of poverty coverage in U.S. news media. I make use of both manual and automated content analytic methods to explore the nature, tone, and structure of poverty discourse. The analysis is theoretically driven. An assessment of the prevalence of stereotypes and negative affect in the text is informed by research on attitudes about poverty and redistribution. Analysis of the structure of the text is rooted in Bakhtin's notion of dialogism, which suggests that communication is fundamentally shaped by both the speaker and the imagined or implied audience. To explore this notion, dialogic frame analysis is employed to identify who is speaking, and who is being spoken to. Preliminary results suggest that the exclusion of low-income subjects from poverty discourse, as speakers and audiences, is a pervasive feature of news coverage in the U.S. That is, news about poverty is consistently structured from the point of view of those who are not poor, and written about 'others' who are poor. Further, the tone and content of exclusive texts is more negative than texts that employ inclusive language, even when speakers are sympathetic toward the poor or critical of the government. This suggests that dialogic structure may be a powerful determinant of content and tone, above and beyond ideological or partisan differences. Speaking, and being spoken to, affords a great deal of discursive power. Including the voices of ' or simply addressing ' people living in poverty, can disrupt these practices, allowing low-income populations to contribute to the construction of discourse about their own lives. The inclusion of these voices could fundamentally alter the nature and tone of poverty discourse.

IAMCR2015

Id: 11541

Title: Justice, Gadgets and Profits: Exploring tensions between environmental justice and technology consumption through media coverage of electronic waste.

Authors:
Name: Brenna Wolf-Monteiro
Email: bwol_@_oregon.edu
Country: US (United States)
Affiliation: University of Oregon

Abstract: My multi-method dissertation research examines twelve years of media coverage of electronic waste through quantitative content analysis and critical interpretative document analysis to examine how media have communicated the inherent tensions between environmental justice and capitalism. As electronic waste is an environmental justice issue but is also about technology consumption, this study fills gaps in the literature that studies media coverage of technology and environmental social movements through comparing popular, technology news sources like ArsTechnica, CNet, Gizmodo and Wired and legacy news sources (e.g. The New York Times, Wall Street Journal, The Washington Post). The research explores the range of discursive power that various actors have welded and examines if and how messages about the social and environmental impacts of ICTs and consumer electronics have shifted. Drawing on critical political economy of communication and technology, hegemony theory and media framing processes, post-development critiques and environmental social movements communication research to investigate how these different narratives relate to 'different social interests' (Philo, 2007, p. 185), the project builds upon previous accounts of e-waste and environmental justice activism framing and messaging (Edge 2011; Pellow 2007; Raphael and Smith 2006). As the research is currently in progress, at IAMCR the dissertation's findings would be presented. The emphasis of the paper and presentation would be on the integrative results of the content and document analysis. The broader aim of the research is to investigate how the media story of electronic waste changed over time and to what extent did it reflect perspectives supporting 'sustainable global consumerist capitalism' (Sklair 2008, 224) compared to counter-hegemonic environmental justice perspectives.

IAMCR2015

Id: 11568

Title: PANEL: The Social Structures of New Media Surveillance

Authors:
Name: Mary Grace Anne Lao
Email: mgla_@_orku.ca
Country: CA (Canada)
Affiliation: York University

Abstract: Abstract 3: Headless Selfies: A Response to Social SurveillanceAuthor: Mary Grace Lao
Headless selfies are self-portraits in which the photographer takes a photo that excludes or obscures their face. Women who post headless selfies have been targeted in particular for 'objectifying' themselves because headless poses tend to focus on women's breasts or backside. By excluding the head, it is said that these women are only presenting themselves as their body parts (which is at times sexualized) rather than celebrating other aspects of themselves such as one's intelligence, personality, and voice (all of which are represented by the brain). This type of social surveillance has certainly condemned the practice of headless selfies and maintains the status quo of what is deemed appropriate in sharing online content. Despite this, social media users, particularly young women, continue to post such photos. Are these women conveying a social or political message' This paper aims to explore the ways in which women represent their bodies on social media as a means to question societal expectations of womanhood. Social media in particular has been thought of as a platform in which social surveillance influences user participation, leading to behaviour modification. While some scholars argue that sharing images on social media is a superficial process, others argue that the decision to share specific online content (e.g. selfies) come with a set of factors in which the user must decide upon. This in itself reflects a user's need to express themselves authentically. Particularly focusing on women who post headless selfies on social media, research questions I will be addressing in this paper presentation are as follows:What does the head represent' What does it mean when the user excludes their head in a selfie'What makes a headless selfie a means to objectify (or not objectify) a person'Why do social media users continue to share headless selfies despite some of the backlash received from other users' How are these users responding to the backlash' In order to address these research questions, a semiotic analysis was conducted on women's headless selfies collected on various social media sites. Using Jacques Lacan's theory of the gaze, how women use these photos as a means to identify themselves. Roland Barthes's notion of decoupage, or the act of cutting out specific parts of an image, is also leveraged to explain the choices users make when excluding their head in a selfie. Greater implications of whether these selfies make an impact with regards to questioning hegemonic ideologies and societal and cultural norms are discussed.

Id: 11631

Title: Articulation and Discourse in the Dewani Case: A Comparative Analysis of Times and Cape Times

Authors:
Name: Jon Adam Chen
Email: joadamche_@_mail.com
Country: ZA (South Africa)
Affiliation: University of Cape Town

Abstract: In November 2010, tourist Anni Dewani was killed while on honeymoon in South Africa. Dewani and her husband had been visiting the impoverished township of Gugulethu at the time of the crime. The subsequent arrest, extradition, trial and acquittal of her British husband, Shrien Dewani, has galvanised international media in the years that have followed. From allegations of malpractice and incompetence to racism and exploitation, the pages of the South African and British press have provided fertile ground for a range of discursive representations of the crime and its subsequent prosecution. This paper will explore press coverage of the Dewani case in two daily newspaper publications: UK's The Times and South Africa's Cape Times. The focus here lies in a period of twelve months from Anni Dewani's murder through Shrien Dewani's extradition hearing. The study consists of two components: a content analysis identifies prevalent frames within the news items, as well as salience, quoted voices, and bias/condemnatory remarks. In addition, a critical discourse analysis (CDA) of selected news items provides a framework through which to more vigourously investigate the power relations at play in the case, while situating language within cultural and historical context. The paper finds significant differences in the representation of key actors and processes within the Times and Cape Times' coverage of the Dewani case. Employing Stuart Hall's concept of articulation, I argue that particular subject positions and ideologies, along with 'floating signifiers' such as race, class, and sexuality were invoked in contextually-specific ways. For instance, Shrien Dewani's controversial publicist, Max Clifford, was the most oft-cited voice in both publications. . Portrayed as ideologically neutral (if profit-motivated) within The Times, Clifford came to represent the excesses of Afro-pessimistic spin doctoring within the Cape Times.

Id: 11649

Title: Perspectives on Canada's Temporary Foreign Worker Program: Policy Implications

Authors:
Name: Avegaile Mendiola Calzado
Email: avegail_@_sn.com
Country: CA (Canada)
Affiliation: Royal Roads University, School of Communication and Culture

Abstract: The qualitative research explores the discursive construction of temporary foreign workers, examines in what sense temporary foreign workers can be understood as postcolonial subjects, and analyzes the complex nature of Canada's Temporary Foreign Worker Program (TFWP), including its gender dimension, in the context of the ongoing domestic and global debate on labour, migration, and citizenship. The research focuses on one of the sub-programs of the TFWP, the In-home (Live-in) Caregiver Program, which differs from the others in that it allows foreign workers to apply for permanent residency status after having worked full time under the program for two years. The research design is cross-sectional; that is, the data was collected at a point in time where the In-home (Live-in) Caregiver Program has inspired an active discourse in Canada. Methodologically, the research relies on interpretive paradigm and uses discourse analysis methods for collecting and categorizing data. It also relies on postcolonial theory, discourse analysis, policy analysis, and semiotics. Using printed text by specific major news media in Canada, communications and policy documents from the federal government organizations administering the program, and documents produced by advocacy groups for temporary foreign workers as sites for analysis, the research examines each stakeholder's discourse through the lens of postcolonial theory, and attempts to identify where the discourse intersects and where there may be a gap in understanding among the stakeholders. It focuses on the discourse of representatives from key stakeholders such as federal government organizations, Canadian employers, labour unions for Canadian workers, advocacy groups, and temporary foreign workers about the TFWP and the temporary status of foreign workers in Canada. In particular, the research explores in what ways the key stakeholders discuss, justify, support, or condemn the temporary status of the foreign workers participating in the In-home (Live-in) Caregiver Program.

IAMCR2015

Id: 11689

Title: Social Media Networks and the Distribution of News in China

Authors:
Name: Weiwei Xu
Email: xuweiwei_61_@_otmail.com
Country: AU (Australia)
Affiliation: the University of Sydney

Abstract: The broader aim of my research is to uncover the ways in which news is disseminated on major social media platforms in China. The paper will look at four portals including WeChat, an instant text and voice messaging service; Sina Weibo, a Twitter-like micro-blogging service; Renren.com, a real name registered social networking site; and Yukou & Tudou, two video sharing sites whose companies have recently merged. The research analyzes each network for their affordance characteristics and patterns of news sharing. This presentation will provide an overview of the project's approach to exploring social media users and particular individual or group habits and practices, including how they respond to or redistribute shared content.This research is based primarily on in-depth interviews, and industry analysis of different types of social media and how news is distributed on platforms in China (Qiu, 2007, 2014). The researcher will collect and collate the best available industry data, including by interviewing key personnel (e.g. social media news editors, content and IT managers, social media and news portals). The research is also using a survey instrument to track individual social media usage, and will draw on the existing literature of sharing to analyse this data (Hermida, 2012; van Dijck, 2013). Social media have become key sites for news sharing, and are having a significant impact on public opinion (Liu and Xu, 2012). However limited study has been undertaken on social media news distribution in China, with only a few local researchers focusing on one or two platforms, and there has been a lack of systematic analysis. The research asks: How is news content shared in China and how do these platforms differ from each other' What patterns of news consumption can be observed' What kinds of news stories do Chinese users prefer to share'

Id: 11717

Title: The Implicit Algorithmic Ontologies Driving Our Digital Hegemony

Authors:

Name: Matthew Tiessen
Email: mtiesse_@_yerson.ca
Country: CA (Canada)
Affiliation: Ryerson University

Abstract: If today's techno-evangelists are to be believed, we are on the cusp of living in a world wherein ubiquitous computing, algorithmically driven communication technologies, and game-like apps, logics, and mechanics will soon be embedded into everyday objects and social life in order ' we are told ' to add 'value,' 'information,' 'profit,' predictability, and pleasure to previously non-digitized and non-game contexts. This will be a digitally-enhanced world wherein once intrinsic values and serendipitous encounters are replaced by algorithmic computation, statistics, points, and preemptive forms of consumer-friendly control. This digitally designed world will also be one wherein agencies are increasingly diffused and distributed and where the lines between human affect and algorithmically-derived 'agency,' power, and sentience are increasingly blurred. A future overrun by algorithms, computation, and gamification is not, however, one wherein the rules, conditions, and incentives of our digitally modulated lives remain static; rather, by layering high-speed computational capacities on top of digitally-enabled everyday objects, context-bound information will be able to be fed to humans in real time, creating adaptive and hybrid media ecologies capable of modulating human/nonhuman contexts, stimuli, and desires, in milliseconds. In other words, in the hypothetical digital control grid of the future it won't be us creatively adapting to our algorithmically controlled technologies, it will be our algorithmically controlled technologies creatively adapting to us (in real time). Drawing on high speed algorithmic technologies already at work online and in the world of high-frequency financial trading this affectively-driven future is being designed and implemented today. The goals beings: 1) to pit sensory stimulation, technophilic passion, and our Pavlovian-penchant for competition against self-reflexive ways of negotiating life's challenges; 2) to automate power by rendering it increasingly invisible by imperceptibly embedding code-based logic into the activities and the values that constitute what Nietzsche would have described as our increasingly nihilistic everyday lives; and 3) to continue to blur the lines between human and nonhuman agents and between human and machinic forms of consciousness. In the face of today's burgeoning algorithmic culture this paper will ask: What does it mean that our futures are being designed today by coders and computer programmers whose ontological outlooks and assumptions are radically similar to those of still cutting edge academic theorists like Andrejevic, Braidotti, Deleuze, Guattari, Hayles, Latour, and Virilio' What critique is possible when capitalism's digital vanguard implicitly adheres to ontologies that regard the human as cyborg-in-waiting (Hayles, 1999) capable of being modulated and controlled using nonhuman algorithmically-driven 'agency' capable of tapping into our affect-driven and machine-like desires (Deleuze and Guattari, 1987)' In other words, if our current and future digerati are unwittingly relying on popular understandings of affect theory, actor-network theory, posthumanism, and non-representational theory we ' academic and communication theorists ' are left wondering: What critical frameworks will, in the future, serve us in our effort to confront our present and future algorithmic

culture'