THE SIGNIFICANCE OF THE CONFERENCE LOGO

The logo depicts the flower of the Erythrina Caffera, the Coastal Coral Tree. It was chosen to echo the conference theme - a jewel of a tree that has found a place all over the world. This smallish tree, endemic to the KwaZulu-Natal coast, is the epitome of our South-North Conversation. The Erythrina is native to the southern part of Africa, but has become a global phenomenon, imported to every country in the world where conditions are warm enough to sustain it. In California, for instance, it is so common that many horticultural books refer it to as an American tree!

Erythinas are in full bloom in Durban during July-August, the period during which we will host the conference. With crimson-orange flowers which appear just as the new young leaves are appearing, its appearance heralds the joyous rebirth of spring when Africans plant the new crops. The scarlet flowers on otherwise-bare winter branches speak of hope, renewal, intense beauty and optimism. The timber has been used by the amaZulu for centuries to make rafts and canoes. The tree’s medical properties are widely used, even today. The red seeds - ‘lucky beans’ - are used in necklaces.

Beadwork has been an important art form among African people for many centuries. In West Africa the nobility of Ghana, Mali and Nigeria wore beaded regalia so heavy that they had to be supported by attendants when rising from their thrones to move about in the course of their duties. In southern Africa, the Ndebele of the north-east translated their architectural decorative patterning into much desired beadwork art forms. Among the amaXhosa of the Transkei, beadwork is used to distinguish unmarried from betrothed girls; brides from new mothers, and is always closely associated with the relationships between men and women.

However, it is Zulu culture that is best known for its use of beadwork in intricate patterns of messaging and social coherence. Beads have been worn by the amaZulu from ancient times, with the oldest examples being made of materials ranging from the bones or the egg shell of an ostrich, to stones, seeds and metal. With the increasing level of urbanization amongst the amaZulu, many beaded items for everyday use are today made from plastic. However, the best quality modern Zulu beadwork is made almost exclusively from glass (known as seed beads).

Zulu beadwork is characterized by codes of colours and geometric patterns, combined to convey messages and meanings. Beadwork, so integrally a part of Zulu culture, heritage and values, has moved seamlessly into the twenty-first century as an art from that is carried out with great verve, while never losing its intrinsic value. Beaded objects are highly ’collectable’, both as items of cultural value and as art pieces in their own right.

The 2012 Durban-IAMCR logo has drawn on this tradition, respectful of its heritage, and celebrating its multi-cultural potential. The image is a digitally-manipulated rendition of a photographically-captured Erythrina flower - thus twice mediated, once as photograph, twice as enhanced manipulation. It brings together three elements - the iconic natural diversity of the region; the acknowledgment of Zulu heritage and tradition, and the immediately contemporary power of the mediated image in a digital landscape.
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## PARALLEL SESSIONS PROGRAMME

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<td>July 15</td>
<td>July 16</td>
<td>July 17</td>
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<tr>
<td><strong>Preliminary Meetings</strong></td>
<td><strong>Special Session One: GMP Dialogue on South North Policy Mapping</strong></td>
<td><strong>Plenary: Freedom of the Media</strong></td>
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<tr>
<td>SH 1 Opening Ceremony &amp; President's Roundtable</td>
<td>Special Session Two: Joint IAMCR-ALAC-ECREA Discussion on Academic Assessment.</td>
<td>Special Session Three: Cell phones in Africa (MTN)</td>
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<tr>
<td>All Preliminary meetings at Garden Court, Marine Parade, Lower Ground Floor</td>
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<td><strong>Room No.</strong></td>
<td><strong>08:30 -10:30</strong></td>
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<td><strong>Sunday July 15</strong></td>
<td><strong>Monday July 16</strong></td>
<td><strong>Tuesday July 17</strong></td>
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<tr>
<td><strong>10:00 Meeting of Section &amp; WG Heads, Garden Court, Marine Parade</strong></td>
<td><strong>Meeting of Executive Board</strong></td>
<td><strong>14:00 Meeting of International Council</strong></td>
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<tr>
<td><strong>SH 2 ComCom 1 ComCom 2 ComCom 3 ComCom 5</strong></td>
<td><strong>SH 3 PoEcon 1 PoEcon 2 PoEcon 3 PoEcon 5</strong></td>
<td><strong>SH 6 CPT 1 CPT 2 CPT 4 CPT 5</strong></td>
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<td><strong>SH 2</strong></td>
<td><strong>SH 4 PoCom 1 PoCom 2 PoCom 3 PoCom 4</strong></td>
<td><strong>SH 7 MCPO&amp;S 1 MCPO&amp;S 2 MCPO&amp;S 3</strong></td>
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<td><strong>SH 5 JRE 1 JRE 3 JRE 4 JRE 5</strong></td>
<td><strong>SH 7 MCPO&amp;S 4 MCPO&amp;S 5 MCPO&amp;S 6</strong></td>
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<td></td>
<td><strong>SH 6 JRE 8 JRE 10</strong></td>
<td><strong>18:00-City Hall, Durban City - Opening Reception</strong></td>
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<td><strong>SH 7 JRE 5 JRE 7</strong></td>
<td><strong>SH 10 Session 8 GenCom 1 GenCom 2 GenCom 3 GenCom 4 GenCom 5 GenCom 6</strong></td>
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<td><strong>SH 12 IntCom 1 IntCom 2 IntCom 3 IntCom 5</strong></td>
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<td><strong>SH 15 Hist 1 PCR 12 Hist 2 Hist 3</strong></td>
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<td><strong>SH 16 HIV 1 HIV 2 HIV 3 HIV 4 HIV 5 HIV 6</strong></td>
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<td><strong>SH 17 JRE 2 Task Force: Media Policy Business Mtg JRE 5 JRE 7 JRE 9 Task Force: Ethics Business Mtg</strong></td>
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<tr>
<td>09:00 - 10:30</td>
<td>Plenary Nollywood &amp; African satellite channels (Multichoice)</td>
<td>IAMCR General Assembly</td>
<td>Post Con. mtgs</td>
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<td>11:00 - 12:30</td>
<td>ComCom 8 ComCom 9 (Business mtg)</td>
<td>Closing Ceremony (moves to Concourse after formalities)</td>
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<td>14:00 - 15:30</td>
<td>PolEcon 8 PolEcon 9 (Business mtg)</td>
<td>Tea - Foyer, Ground Floor, Marine Parade</td>
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<td>16:00 - 17:30</td>
<td>PolCom 9 PolCom 10 (Business mtg)</td>
<td>PolCom 10 PolCom 11 PolCom 13 PolCom 14</td>
<td>10:30 meeting of New International Council</td>
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<td>JRE 11 JRE 13 (Business mtg)</td>
<td>PolEcon 8 PolEcon 10</td>
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<td>11:00 - 12:30</td>
<td>CPT 10 CPT 11 (Business mtg)</td>
<td>Law 6 &amp; CPT 12 CPT 13 CPT 14</td>
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<td>14:00 - 15:30</td>
<td>MCPO&amp;S 7 MCPO&amp;S 8 (Business mtg)</td>
<td>MCPO&amp;S 9 MCPO&amp;S 13 MCPO&amp;S 14</td>
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<td>16:00 - 17:00</td>
<td>GenCom 7 GenCom 8 (Business mtg)</td>
<td>GenCom 9 GenCom 10 GenCom 11</td>
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<td>17:00 - 19:00</td>
<td>Standing Committee: Scholarly GenCom 12</td>
<td>ESN 12</td>
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<td>10:30 meeting of New International Council</td>
<td>ComCom 10 ComCom 11 ComCom 12</td>
<td>Meeting of Executive Board</td>
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<td>09:00 - 10:30</td>
<td>IntCom 7 IntCom 8 (Business mtg)</td>
<td>MER 5 MER 6 PolEcon 11 MER 8 PolEcon 14</td>
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<td>14:00 - 15:30</td>
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<td>Hist 6 Hist 7 Hist 8</td>
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<td>16:00 - 17:00</td>
<td>HIV 7 HIV 8 (Business mtg)</td>
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<td>17:00 - 19:00</td>
<td>JRE 12 Standing Committee: Legal</td>
<td>Standing Committee: Conference JRE 16 Standing Committee: Publications</td>
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<td>14:00 - 15:30</td>
<td>Aud 7 Aud 8 (Business mtg)</td>
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<td>CrisCom 3 CA 3 (Business mtg)</td>
<td>CrisCom 4 (Business mtg) Ethics (Business mtg)</td>
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<td>17:00 - 19:00</td>
<td>Islam 4 Islam 5 (Business mtg)</td>
<td>Islam 6 Ethics (Business mtg)</td>
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<td>14:00 - 15:30</td>
<td>PSMP 4 GMP 4 (Stat. Plan mtg)</td>
<td>PSMP 5 (Business mtg) Standing Committee: Membership</td>
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<td>16:00 - 17:00</td>
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<td>MedProd 3 MedProd 4 (Business mtg) M&amp;R 7</td>
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<td>17:00 - 19:00</td>
<td>EnvScR 6 EnvScR 7 (Business mtg)</td>
<td>EnvScR 8 Special Committee: Environment ESN Mentorship Meeting</td>
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<td>14:00 - 15:30</td>
<td>Law 6 Law 7 (Business mtg)</td>
<td>Law 8 (Business mtg) MER 7 (Business mtg)</td>
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<td>16:00 - 17:00</td>
<td>M&amp;S 4 M&amp;S 5 (Business mtg)</td>
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<tr>
<td>17:00 - 19:00</td>
<td>VisualC 5 (Business mtg)</td>
<td>VisualC 6 VisualC 7 VisualC 8</td>
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The theme, 'South-North Conversations', reflects the asymmetry of communication flows between the 'Global South' and the 'Global North'. We have chosen to place the 'South' ahead of the 'North' as is the more usual convention, to highlight issues of communicative empowerment, and of the positive potentials of media and communication in the processes of development. While acknowledging the enormous infrastructural deficits across the globe, and the many negative presuppositions that accompany the reality of the 'digital divide', we choose to take a more positive view. When we talk here of the 'South', we do so not only in a literal sense, but also figuratively. Every country, every city and every community has their own 'Hidden South' - whether these are drawn along economic, class, racial or gender-defined lines. Thus, South-North Conversations are pertinent to all media and communication academics, whether from the 'developed' or the 'less developed' world. The formulation 'South-North' indicates disparities, but not necessarily in negative or passive ways; while 'conversations' indicates peer-to-peer equality; a more optimistic vision of global engagement.

Sessions in the conference include peer-to-peer conversations with public intellectuals, policy makers, media and communication academics from across the world. They will consider and debate topics that are both time honoured and yet immediately relevant to today - media freedom, gender divisions and gendered empowerment, regulation and governance of the digitally unruly, and the rise of the BRICS nations (Brazil-Russia-India-China-South Africa consortium) the ‘African and the increasing material and symbolic importance of ‘middle range’ regions. The net has been cast wide, but the central concern remains tight: exploring the different modalities of communication media flows, associated identities, images and perceptions; as well as information technology transfers from differently-situated regions of the globe. In this way, we hope to not only focus on topics close to the concerns of the host nation, South Africa, but also to a range of regional interests across the globe.
MESSAGE FROM THE CHAIR OF THE LOCAL ORGANISING COMMITTEE

Durban in Winter has trade marked the slogan “South Africa's warmest welcome”. For many of you visiting Africa maybe for the first time, it is surprising that we have winter while you have summer (after all, many of you are on ‘summer break’), or that we have winter at all! But we promise to make up for the cooler weather by making sure you have a jam-packed four days, with a magnificent choice made up from Plenaries, Special Sessions and individual Section and Working Group Programmes.

It is our wish that as the world came to Durban for the recent COP-17 deliberations, and the highly successful Durban-based games of the Soccer World Cup, so too will the media and communication world enjoy a highly charged and intellectually stimulating IAMCR conference, filled with excellent presentations, vigorous debate and good fellowship. In the true African tradition of hospitality, we promise you a healthy helping of food, wine and song too.

Welcome to Durban IAMCR 2012.
INTRODUCING THE LOCAL ORGANISING COMMITTEE

Ruth Teer-Tomaselli
IAMCR2012 LOC
Chair, University of KwaZulu-Natal

Michele Tager
IAMCR2012 LOC, Deputy-Chair
President of the South African Communication Association (SACOMM)
University of Johannesburg

Donal McCracken
IAMCR2012 LOC
Treasurer, University of KwaZulu-Natal

Suzette van der Westhuizen
IAMCR2012 LOC
Administrator University of KwaZulu-Natal
The politics of naming
Annabelle Sreberny
School of Oriental and African Studies
London, UK
as@socas.ac.uk

Names are political. Calling your child Ronald, Osama or Facebook is meaningful. City streets are often renamed after political upheavals or to memorialise significant events. There is also a long history of discursive struggle about how to refer to the planet that we inhabit, especially in the post-World War Two context.

The “Third World” was coined in the 1950s. It was adopted politically to signify a plague on both the hegemonies - Western and sovietised! It became connected to the Non-Aligned Movement, triggering the naming of the other two worlds. When the Berlin Wall fell, so did the tripartite ‘worlds’ and a new period of American hegemony seemed to be ushered in on the wings of globalization.

With awareness of the continued discrepancy between economically-advanced societies and others, the geographic signifiers of North/South became a short-hand for on-going global inequality, even as some countries like the ‘tigers’ of south-east Asia grew rapidly while endemic pockets of poverty remained in the North. Such crude geography couldn’t capture the complexity of pockets of wealth and poverty within regions and nations that Trinh-Minh-ha captured evocatively in the paradox of “A First World in every Third World, A Third World in every First World”.

In 2011 we witnessed political dynamism in parts of the Middle East and economic chaos in Europe and the US. There is a new recognition of the corporate capitalist production of inequality, embodied in the slogan “we are the 99%” and the ‘occupy’ movements being staged in over 200 locations around the world. National tax regimes seem to hardly touch the rich while entire national economies, as in the Turks and Caicos, support transnational tax avoidance. The former UN Secretary General Kofi Annan and former leaders of Mexico, Colombia and Brazil report through the Global Commission on Drug Policy that global anti-drug policy has failed by fuelling organised crime, costing taxpayers millions of dollars and causing thousands of deaths.

The BRICS are touted as the new engines of economic growth although some of their political and cultural practices leave a lot to be desired while other voices warn against the planetary impossibility of growth without end and looming food and water crises. Militarised struggles and natural disasters have created refugee and migrant movements that profoundly alter national demographics. This is a moment of reversals and remakings. Which countries are so well “developed” that they can tell others how to live? Where is the model of political practice that satisfies our human need for recognition and participation and that produces the kind of society in which people really want to live? How can the visible transnational inequalities of wealth and poverty and inequalities of opportunities for education and employment continue year to year? From where will the vision and the statesmanship emerge to offer alternative practices and can the new forms of political organization produce the desperately-needed solutions? New lines of division and of solidarity are opening up. It is the moment for the South to speak up loudly and perhaps to provide some of the analytic approaches and policy answers that the North has conspicuously failed to offer. Of course, we must acknowledge that we share one planet with its limited resources and what happens in one place effects the rest. Yet instead of searching for a singularity, a recognition of “many voices and many worlds” might be a more useful approach. It is thus a wonderfully apposite time for IAMCR to be travelling to southern Africa for our 2012 conference in Durban, under the theme of “South-North Conversations”. In the annual international encounter that is the IAMCR conference, we stage such debates both formally - in our plenary gatherings, special sessions and IAMCR sections and working groups - but also informally, amongst each other.

We need new ideas and new visions, new geographies and new politics. We can and must contribute to the solutions. I look forward to a fascinating encounter in Durban!
EXECUTIVE BOARD

Annabelle Sreberny
IAMCR2012 LOC
President
School of Oriental & African Studies
London, UK

Ruth Teer-Tomaselli
IAMCR2012 LOC
Chair, University of KwaZulu-Natal
Co-Vice President
IAMCR Executive Board

John Downing
Co-Vice President
IAMCR Executive Board

Beate Josephi
Treasurer
IAMCR Executive Board

Hopeton Dunn
Secretary General
IAMCR Executive Board
## EXTRA CONFERENCE EVENTS

<table>
<thead>
<tr>
<th>Day and Date</th>
<th>Time</th>
<th>Event</th>
<th>Venue</th>
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<tr>
<td>Sunday, 15 July 2012</td>
<td>10:00</td>
<td>Section and Working Group Heads Meeting</td>
<td>Lower Ground Floor, Garden Court Marine Parade Hotel</td>
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<tr>
<td>Sunday, 15 July 2012</td>
<td>10:00</td>
<td>Executive Board Meeting</td>
<td>Lower Ground Floor, Garden Court Marine Parade Hotel</td>
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<tr>
<td>Sunday, 15 July 2012</td>
<td>13:00</td>
<td>Lunch for EB and IC</td>
<td>Ground Floor, Garden Court Marine Parade Hotel</td>
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<tr>
<td>Sunday, 15 July 2012</td>
<td>14:00</td>
<td>International Council Meeting</td>
<td>Lower Ground Floor, Garden Court Marine Parade Hotel</td>
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| Sunday, 15 July 2012 | 17:15-17:45 | Busses from Hotels for Mayoral Reception                | 1. Outside Southern Sun, North Beach Hotel  
2. Outside Southern Sun, Garden Court Marine Parade Hotel  
3. Outside Southern Sun, Garden Court South Beach Hotel  
4. (Guests at Royal Hotel to walk across the street.) |
| Sunday, 15 July 2012 | 18:00  | Mayoral Reception                                        | City Hall, Durban central (opposite Royal Hotel.)                      |
| Monday, 16 July 2012  | 08:30  | Opening Ceremony and Presidential Conversation         | Shepstone One, Howard College Campus, Buses from usual places. First buses 07:30; last buses 08:00 |
| Monday, 16 July 2012  | 19:30  | Dinner at Moyos' uShaka Marine World Durban Beachfront (Pre booked with conference organizers) | Busses at usual points from 19:00 Last bus leaves 19:00)(note: it is a 30 minute walk from North Beach and 15 minutes from South Beach - very safe.) |
| Tuesday, 17 July 2012 | 19:00  | Francis and Taylor Reception for invited guests (please RSVP) | Elangeni Hotel (Guests to make their own way to Hotel.)                 |
| Wednesday, 18 July, 2012 | 19:00  | Gala Dinner                                              | Elangeni Hotel (Guests to make their own way to Hotel.)                 |
| Thursday, 19 July 2012 | 17:00  | Conference Closing Ceremony                             | Shepstone One, Shepstone Building, Howard College Campus, University of KwaZulu-Natal |
| Thursday, 19 July 2012 | 18:00  | After party with Jazz Band and drinks                   | Shepstone Concourse, Shepstone Building, Howard College Campus, University of KwaZulu-Natal |
| Friday, 18 July, 2012 | 09:00  | Meeting of new Executive Board                          | Lower Ground Floor, Garden Court Marine Parade Hotel                   |
| 10:30               |        | Joint Meeting of New International Council and Executive Board | Lower Ground Floor, Garden Court Marine Parade Hotel                   |
OPENING CEREMONY

08:30 - 09:00
Chair: Ruth Teer-Tomaselli, Chair of the LOC, IAMCR2012
Malapuru William Magoba
University of KwaZulu-Natal
Words of welcome to the University of KwaZulu-Natal

PLENARIES AND SPECIAL SESSIONS

ALL PLENARIES AND SPECIAL SESSIONS TAKE PLACE IN SH1. DOORS WILL CLOSE FIVE MINUTES AHEAD OF STATED STARTING TIME.

Monday, 16 July
09:00-10:30
Presidential Conversation
Chair: Annabelle Sreberny
School of Oriental and African Studies, UK
President, IAMCR

Raewyn Connell
University of Sydney, Australia
Three conversations in an unequal world
Achille Mbembe
University of the Witwatersrand
South Africa
Reading the World from the South

Presidential Conversation: IAMCR Durban
In her final year as President, Annabelle Serberny’s Presidential Conversation fulfils her election manifesto promise to strengthen inter-disciplinary dialogue with speakers from fields that share the concern’s of IAMCR, and to develop better dialogue between media academics and professionals and between media theory and alternative media practice. This year she has two guests with whom she discusses issues of South and North as they impact on the media.

Raewyn Connell of the University of Sydney, is a Fellow of the Academy of Social Sciences in Australia. Connell will speak on Three Conversations in an Unequal World. Reflecting on interlocking themes drawn from academic discourses of ‘globalisation’, she contemplates on how we can develop knowledge and truth in a ferociously unequal world, which never matches the Eurocentric model of an ideal speech but involves a necessarily transformative practice on a world scale.

Achille Mbembe will address himself to Reading the World From the South. Mbembe is a Senior Researcher at the Wits Institute for Social and Economic Research (WISER) University of the Witwatersrand and a Visiting Professor at Duke University, North Carolina (US). He is the author of many books in French, including Sortir de la grande nuit (Paris, La Decouverte, 2010) and On the Postcolony (Berkeley, University of California Press, 2001).

Tuesday, 17 July
11:00-12:30
Freedom of the Media Plenary Panel.
Convened by IAMCR Global Media Policy Working Group in cooperation with Open Society Foundation
This Special Session features a number of mapping projects that have communication and media at the core, each characterized by their own rationale, methodologies and target, but all sharing the ultimate goal of making media (content, tools and policies) meaningful to a broad set of actors, in view of allowing them to contribute in framing issues and articulate solutions: in short, to meaningfully participate in communication societies. Comments and suggestions will be offered by a number of media practitioners, advocates and policy makers based in the Global South.

Chaired by Siki Mgabade
SABC news-anchor
Advocate T.N. Madonsela
South African Public Protector
Mzilikazi wa Afrika
Columnist and Sunday Times Newspaper Journalist, Johannesburg, South Africa
George Bizo
Advocate and Human Rights’ Lawyer, South Africa
Sam Sole
Award-winning Journalist, Mail and Guardian, South Africa
PLENARY THREE

Wednesday, 18 July
11:00-12:30
Nollywood and African Satellite Channels
Sponsored by MultiChoice Africa
Convened by
Keyan Tomaselli
University of KwaZulu-Natal
Matthew Brown
University of Wisconsin, Madison
Nyasha Mboti
University of KwaZulu-Natal

One of the most notable features of the African media landscape is the runaway success of the Nigerian film industry, dubbed ‘Nollywood’. In twenty years of its existence, the industry has become worth more than $250 million per year. Nollywood has placed Nigerian filmmaking footprints indelibly on the global filmmaking canvas. But its magnitude and impact are far larger than measured by any global film movements, since traditionally it has depended on distribution through videotape and DVDs rather than theatre screenings and audited circulation figures. Recently, satellite television channel exposure has become increasingly important. Primary among these are the MultiChoice bouquets in many African countries. Entire channels - Africa Magic screen Nollywood productions. The project, Nollywood and African Satellite Channels, brings together ten scholars who have contributed research studies on the way in which satellite distribution has impacted on African audiences. The Plenary Panel presented at IAMCR2012 features five speakers from the project, with studies covering Nigeria, Ghana, Kenya, Uganda and South Africa.

SPECIAL SESSION ONE

Monday 16 July,
14:00-15:30
Mapping the Globe, Mapping the Media: A South-North Conversation on Policy Challenges Convened by IAMCR Global Media Policy Working Group in cooperation with Open Society Foundation

This Special Session features a number of mapping projects that have communication and media at the core, each characterized by their own rationale, methodologies and target, but all sharing the ultimate goal of making media (content, tools and policies) meaningful to a broad set of actors, in view of allowing them to contribute in framing issues and articulate solutions: in short, to meaningfully participate in communication societies. Comments and suggestions will be offered by a number of media practitioners, advocates and policy makers based in the Global South.

Chaired by
Mathew H. Brown
University of Wisconsin, Madison
Christopher Ihidero
Makerere University, Uganda
Finding Nollywood: An Audience Perspective to Understanding a Phenomenon

Hyginus Ekwuazi
University of Ibadan, Ibadan, Nigeria
The Perception/Reception of M-Net’s Africa Magic Channels by Selected Nigerian Audiences.

M. Africanus Aveh
University of Ghana, Legon, Ghana
Nigeriazation of Ghanaian Eyes and the Attendant Socio-economic Transformations: problematic allusion

Solomon Waliaula
Narok University College, Kenya
The Reception of Africa Magic Movies among the Bukusu of Western Kenya: An Experience of ‘Communal Voyeurism’.

Dominica Dipio
Makerere University, Uganda
An Assessment of the Popularity Thesis of Nollywood Movies in Uganda

Guillermo Mastrini
Universidad Nacional de Quilmes, UBA, Argentina
Mapping Digital Media: Understanding the Digital Transition and its Challenges

Steve Buckley
Consultant with UNESCO on MDI, UK
Media Development Indicators: A Framework for Assessing Media Development

Also featuring (video) project presentation by Internews and World Bank: Media Maps: The Impact of Media Development Worldwide
PLENARIES AND SPECIAL SESSIONS... continued

SPECIAL SESSION TWO

Monday 16 July
16:00-17:30
Joint IAMCR-ALAIC-ECREA
Discussion on Academic Production Assessment: Latin-American & European cross-fertilizations in Communication and Media Studies
Convened and Chaired by Fernando Oliveira Paulino & Nico Carpentier
The contributions in the ALAIC-ECREA panel aim to contribute to an interregional dialogue, between Latin-America and Europe, by emphasizing the regional specificity and contextual embeddedness of theories, methodologies and research traditions in Latin-America and Europe; and critically comparing the strengths and weaknesses, the abundances and gaps, and then articulating these differences as opportunities for the intellectual enrichment of both academic communities. This panel topic fosters discussion and interregional dialogues on the assessment systems in the communication and media studies field, such as the evaluation of the peer-review system in academic production, academic publishing and publication models and the validation and endorsement of intellectual work. The models and systems designed for measuring and assessing peer-review system in academic production reflect a country's political conditions and technical and operational capacities, both current and potential. The Latin American experience evidences the way in which international organisations can play a role in planning, critiquing or adjusting systems of measuring and assessing academic production.

César Bolaño
Universidade Federal de Sergipe, Brazil
Epistemological struggle and organization in the field of international communication/Lucha epistemológica y la organización del campo de la comunicación en nivel internacional

Bart Cammaerts
London School of Economics, UK
The impact of academic assessment on publishing strategies

Manuel José Damásio
Universidade Lusófona de Humanidades e Tecnologias, Portugal
Regulation, accreditation and academic assessment in Europe: finding the balance

Gabriel Kaplún
UDR, Uruguay
Discipline and indiscipline in Latin American communication studies

Aimée Vega Montiel
UNAM, Mexico
For the democracy of the systems of measuring academic production: convergences of Latin-American & European scholars

Katrin Voltmer
University of Leeds, UK
Is quality in the eye of the beholder? Objective and subjective factors in evaluating academic production

SPECIAL SESSION THREE

Tuesday, 17 July
14:00-15:30
The Democratic Potential of Cellular Telephony
Sponsored by MTN Cellular International
Convened and Chaired by Ruth Teer-Tomaselli
IAMCR Vice-President
The penetration of Cellular, or mobile telephony, has had enormous social, developmental and democratic consequences in developing countries. This panel, drawn from academic representatives of three African countries, provides a comparative analysis of the consequences of mobile telephony beyond the purely commercial. The presentations discuss, among other pertinent issues.

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University of Leeds, UK
Is quality in the eye of the beholder? Objective and subjective factors in evaluating academic production

SPECIAL SESSION FOUR

Wednesday 18 July
16:00-17:30
Global Communications - BRICS and Beyond
Convened by Daya Thussu
University of Westminster, London
This panel will suggest that in a mobile-multi-media age, the one-way vertical flow of media and cultural products - from the West to the Rest - has given way to multiple and horizontal flows,
as non-Western media content providers have become more pronounced to service an ever-growing global media market for ideas and images. Particularly significant is the presence of media and cultural products from the BRICS (Brazil, Russia, India, China and South Africa) countries, reflecting their growing economic power. Panellists will address ideological concerns and empirical realities and provide a compelling session for broadening the discourses of media globalization, warranted by the growth of media in the BRICS countries.

**Chaired by Daya Thussu**
University of Westminster, London

**Joseph Straubhaar**
University of Texas, USA

**Herman Wasserman**
Rhodes University, South Africa

**Hu Zhengrong**
Communication University of China, China

**Discussant:** 
Kaarle Nordenstreng
University of Tampere, Finland

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**SPECIAL SESSION FIVE**

**Wednesday, July 18**
16:00 – 17:30
**Room: SH1**
**APA / SOAS INTERNET GOVERNANCE**

The internet has profound impact on people’s lives in many ways. Therefore how it is governed, what that governance means to information access and communication flows and the impact of internet Governance (IG) on overall diversity of the internet should be a great concern to all users. IG is a highly evolving discipline and very complex, thus building consensus that is agreeable to all parties is not an easy process. Panellists will discuss following key questions based on their experience of research, policy and practice.

What should be the role of nation-states and corporations in shaping the internet? Does the current internet governance structure genuinely enable a decentralised internet structure to improve flows of conversations and content from all perspectives?

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**SPECIAL SESSION SIX**

ICA’s evolving relationship to South/North conversations. The ICA panel will provide perspectives from the longstanding ICA members on ICA’s evolving relationship to North/South, South/North conversations.

**Panelists:**
**Barbie Zelizer**
University of Pennsylvania

**John Downing**
Southern Illinois University

**Joseph Straubhaar**
University of Texas
Music and dance are important parts of the African experience. The University of KwaZulu-Natal is home to one of the best Music Academies in South Africa, specializing in three areas: Opera and Choral voice training; Jazz, both modern and traditional; and Ethnomusicology and African Music traditions. We have also invited four different school bands, one for each day, to enliven our lunchtimes.

Opening Ceremony, Sunday, 15 July
The Durban City Hall Music

Gala Dinner, Great Elanga, Elangeni Banquet Floor, Elangeni Hotel.
Wednesday 18 July.
'The Three Tenors' - Esewu Nobela -Wayne Mkhize - Ndumiso Nyoka
Manager: Selby Hlangu

The University of KwaZulu-Natal's Opera Studio and Choral Academy, under the direction of Mr. Lionel Mkhwanazi, is arguably the best operatic and choral programmes in South Africa. Year after year, aspiring young operatic singers are trained here, and go onto win national and international accolades. 'The Three Tenors' are a long standing tradition. This year the featured artists were guest artists at the KwaZulu-Natal Philharmonic Orchestra in the Last Night of the Proms concert conducted by Mr. Richard Cock at the Durban Playhouse; they sang at all nineteen graduation ceremonies across the entire University, and they are a much sought-after act for very special University Occasions. A dance floor and DJ have been provided for party pleasure. A repertoire of African, western, old and new - interspersed with the kind of quick fire banter that has become a Durban favourite.

Moyo, uShaka Marine World
Monday 16 July
Exquisite views of the Indian Ocean, tropical weather, exotic flavours and soulful vibes - this is Africa at its laid back best.
Thursday, July 18
Shepstone Foyer
Muted Harmony
The band has been together since they met in their first year of study at the School of Music, University of KwaZulu-Natal. Regular back-up singers to former band member and SA Idols 2011 top 3 finalist, Sindi Nene.

They perform across Durban with countless performances at the Jazz Lounge and the Playhouse.

YCT (The Youth Coordinating Team)
A group of talented youth from The Durban Christian Centre. These gifted youth regularly embark on creative projects to spread the gospel of Jesus Christ. YCT consists of young people from the ages of 16 to 30. They have a common goal of seeing the youth of our city, Durban, become an example to the youth of the world by living a clean and positive lifestyle for the glory of God. They embark on various activities including dance, drama, poetry, design, music and many more. YCT believes in bringing back values to the community, declaring that is possible to live a life of purity through Jesus Christ.

Ningizimu STEEL AND Marimba Band
Ningizimu Special School caters for mentally challenged learners aged 5 - 21 years from various disadvantaged communities in Durban. Learners are transported to and from their homes and are taught to be self-sufficient, learning social skills; basic academics; music and speech and drama. The school is proud to have launched a Gospel CD in 2011. The school’s professional band was established in 1996. Trained by the Steel Drums Foundation in Durban and Marimba Foundation in Johannesburg, they have been featured in various performances.

The band participates annually in the Boksburg Marimba festival in Johannesburg. It started in 2007 and has been the only group from a special school. In 2008 - 2009 they took first prize in the mixed ensemble category where they competed with mainstream High Schools.

As part of their social responsibility the band performs for the elderly in the suburbs of Umbilo and Montclair. They have become a professional band and are paid for each and every gig. Recently on the 07th June 2011 they performed for 3000 delegates and were highly honoured.
AUDIENCE

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: MTB-C1
AUDIENCE STUDIES AND ONLINE NEWS
Chair: Nico Carpentier
Vrije Universiteit Brussel, Belgium

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What Do Children Want? Children on the News Media Coverage of the 2011 Japan Disasters

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Cláudia Nonato
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The Journalist as “Audience” and “Worker”: results of empirical research with freelance journalists of São Paulo

Marc Anthony Caldwell
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Talking about the Protection of Information Bill: The notion of conversation in online news forums.

Jan Alyne Barbosa
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Reassessing issue salience and public agenda on Web environments: the case of Portal 180 Graus’s news recommendation system

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Oliver Quiring
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Evidence for an “Enke effect”? - The press coverage of the suicide of the German football-international Robert Enke and the development of suicide rates in Germany

Suchitra Patnaik
The English and Foreign Languages University, Hyderabad, India
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Participants in news diffusion: A study on online news audiences in India

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: MTB-C1
Popular Fictions In Africa and Audience Reception
Chair: Wendy Willems
University of Witwatersrand, South Africa

Viola Candice Milton
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Twit for Tat: Media citizenship, resistance politics and the politics of representation on the SABC

Nancy Achieng Booker
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Towards an appreciation of indigenous television programmes among the Kenyan audience

Vanessa Malila
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The role of the media in the construction of citizenship amongst South African youth: between marginalisation and participation

Mbanza Charles Edga
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Ce que nous apprend une ethnographie des médias du quotidien chez les africains urbains

Walter Chikwendu Ihejirika
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“Crazy Fans?”: Conflicting Identities Of Nigerian

Michele Tager
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Dexter: gratuitous violence or the vicarious experience of justice: perceptions of selected South African viewers.

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: MTB-C1
Panel: Measuring and Understanding Audiences in a Complex Media Landscape: New methods and resources to investigate audiences (in association with COST Action ISO906 Transforming Audiences, Transforming Societies)
Chair: Miguel Vicente-Marinho
University of Valladolid, Spain

Kenneth C. C. Yang
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Yowei Kang
The University of Texas at El Paso, USA
Using the Experiential Sampling Method to Understand What Motivates Millennium Generation Consumers to Use Their Advanced Mobile Devices: Methodological Implications for Understanding Audience’s Experiences with New ICTs

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’Pirate’ Radio, Convergence and Reception in Zimbabwe
SESSION FOUR

Tuesday, July 17
09:00 - 10:30
Room: MTB-C1
Online and social media use - trends and adoption patterns
Chair: Wendy Willems
University of Witwatersrand, South Africa

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Mobile Internet: Perspectives From The Stakeholders

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Sara Henriques
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Knowledge, attitudes and expectations of 30 Portuguese families in the context of the switchover from analogue terrestrial television to digital terrestrial television

SESSION FIVE

Tuesday, July 17
14:00 - 15:30
Room: MTB-C1
Audience theory and cultural studies
Chair: Nico Carpentier
Vrije Universiteit Brussel, Belgium

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Class and the Construction of Ordinary Participants in Reality Television

Juntao He
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SESSION SIX

Tuesday, July 17
16:00 - 17:30
Room: MTB-C1
North-South conversations
Chair: Matthew Hibberd
University of Stirling

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Jeroen Jansz
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Western audiences in the face of distant suffering. A call to bring moral psychology to the table

Thomas Wiedemann
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The German-Turkish Film from the Perspective of the German Cinema Audience
Anthea Henderson  
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Logospeak - brands and South-North conversations**

Lyndsey Beutin  
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Can Museum Space Deconstruct Museum Authority with Visitors?  
Imagining Africa with the Penn Museum

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’Kolaveri’ (Murderous rage)  
Phenomenon: What’s going on? The song that went viral: An etymological, exploratory and theoretical investigation

Sunny S.K. Lam  
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Construction of Digital Cinematic Aesthetics from Creative Consumption

SESSION SEVEN

Wednesday, July 18  
09:00 - 10:30  
Room: MTB-C1  
Children, youth and media  
Chair: Pat Brereton  
Dublin City University, Ireland

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The role of digital media in young people’s everyday life - listening to teen’s voices

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New media: uses and communication by adolescents. Prospects from digital natives

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Facebook use amongst college going students of India

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Children’s reception of fiction

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Núria García-Muñoz  
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Adolescents’ Media Habits And Leisure Diet In The Digital Era

SESSION EIGHT

Wednesday, July 18  
14:00 - 15:30  
Room: MTB-C1  
Audience Section Business Meeting

SESSION NINE

Wednesday, July 18  
16:00 - 17:30  
Room: MTB-C1  
Promotional cultures  
Chair: Anne Kaun  
Södertörn University, Sweden

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The online brand ecosystem and web brands seduction process on new media audiences

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Mental imagery and response building: Investigating effects of radio advertising strategies on affective responses of listeners

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Influence of Time Pressure on Cognitive Dissonance in Pre-decisional Process - Using the Case of Postgraduate University Promotion Advertisement

Luiz Peres-Neto  
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Conscious consumption: eco bag’s campaign in Sao Paulo city
SESSION TEN

Thursday, July 19
09:00 - 10:30
Room: MTB-C1
Health communication
Chair: Miguel Vicente-Mariño
University of Valladolid, Spain

Blessing Makwambeni
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Theorising resistances to entertainment education interventions on HIV and AIDS in South Africa

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Science Communications in Health Knowledge for Elderly: Creating iPad Interactive Media to Promote Learning Motivation

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Media, Celebrity, and Makeover: An In-depth Examination on the Influence of Media and Celebrity on Young People's Decisions to Have Cosmetic Surgery

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Association of thin-ideal media exposure, body dissatisfaction and disordered eating behaviors among adolescents in Taiwan

SESSION ELEVEN

Thursday, July 19
11:00 - 12:30
Room: MTB-C1
Representations and popular TV
Chair: Nico Carpentier
Vrije Universiteit Brussel, Belgium

Charu Uppal
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Understanding our Stories: How Fijians perceive representation of minorities in Shortland Street

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Nina Haferkamp
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Reality TV - Godsend or Trojan Horse? A Theoretical Reflection on the Popularity and Impact of a Popular TV Genre

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Virginia Luzón
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La percepción de la audiencia sobre las noticias espectáculo en las cadenas españolas: ¿es conciente la audiencia del sensacionalismo en las noticias?

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Influence of sexual orientation in the Appreciation of lesbian narratives

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Nina Haferkamp
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Broadcast Yourself! Examining the Influence of Watching Reality TV on Self-Disclosure on SNS

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Influence of sexual orientation in the Appreciation of lesbian narratives
COMMUNICATION & HIV and HEALTH COMMUNICATION & CHANGE

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH16
Chair: Cecilia Strand
Uppsala University, Sweden
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Media coverage of HIV/AIDS

Perpetua Wanja Njuguna
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Communication as a tool of empowerment of the marginalised and the stigmatized - The Case of Stigma in Print Media Reporting of HIV & AIDS in Botswana and Namibia 2000-2009

Nicola Jones
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Have we learned from history? A comparative critical assessment of the Independent Group’s coverage of the HIV/Aids pandemic in South Africa in 2004 and 2011

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SESSION TWO

Monday 16 July
14:00 - 15:30
Room: SH16
The limits of HIV/AIDS public health communication interventions
Chair: Marjan De Bruin
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Nyasha Mboti
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Some Possible Theoretical Reasons Some Public Health Communication Strategies on Behaviour Change may be failing: An introduction to the Slot Model

Vemula Ravindra Kumar
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Population Control and HIV/AIDS: Politics of Sexual Health in India

Colin Tinei Chasi
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Communication and expressing, not speaking, on AIDS

Tania Vergnani
James Lees
University of the Western Cape, South Africa
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HIV prevention and re-creating communication in South Africa

SESSION THREE

Monday, July 16
14:00 - 15:30
Room: SH16
Entertainment Education
Chair: Liesbeth Rijsdijk
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Sarah Cardey
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Chris Garforth
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Keyan Tomaselli
University of KwaZulu-Natal, South Africa
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Entertainment Education theory and practice in HIV and AIDS communication: a South - North Perspective

Janine Baudach
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Entertainment-Education as a tool for South-North dialogue for development education and health communication

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Lusanda Mahlasela
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Interpersonal communication and self-reported behaviour change attributed to a television drama series, Intersexions

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Lauren Dyli-Myklebust
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Tash Sundar
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SESSION FOUR
Tuesday, July 17
9:00 - 10:30
Room: SH16
HIV/AIDS interventions: Perspectives on education
Chair: Nanna Engebretsen
Lillehammer University College/ Karlstad University, Norway
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Darlington Farai Muyambwa
Students And Youth Working on reproductive Health Action Team (SAYWHAT), Zimbabwe
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Leading from the Rear; giving power to communities in SBCC interventions: A case of the Right to Respect Campaign in Zimbabwe’s Tertiary Institutions

Liesbeth Rijisdijk
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Rico Lie
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Sexual and Reproductive Health and Rights: the view of adolescents in Uganda and implications for comprehensive sex education

Melissa Anne Cobbler
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Uncomfortable Silences: Narratives of four educators teaching about HIV/AIDS in a High School near Montréal

Joseph Muyangata
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SESSION FIVE
Tuesday, July 17
14:00 - 15:30
Room: SH16
Exploring mass media communication dynamics in HIV/AIDS and health
Chair: Kate Holland
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Nanna Engebretsen
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HIV Documentaries Interpreted: The Kenyan TV Audience discussing ‘UNESCO’s Young TV Producers’ videos

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The potential of digital interactive television in the provision of healthcare and wellness services

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Esi Eduwaa Thompson
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SESSION SIX
Tuesday, July 17
16:00 - 17:30
Room: SH16
Construction and reception of health news
Chair: Vemula Ravindra Kumar
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Typhoid outbreak, discourses of ‘othering’ and ‘resistance’: Dynamics of health reporting in Zimbabwean media

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Public responses and reflexivity during the swine flu pandemic in Australia: engaging the concept of ‘biocommunicability’

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Silencing and natural vulnerability - Brazilian press coverage of indigenous peoples' health

Kerry McCallum
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Distant and intimate conversations: media and Indigenous health policy in Australia
SESSION SEVEN

Wednesday, July 18
9:00 - 10:30
Room: SH16
Health perceptions and behaviours
Chair: Kerry McCallum
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Male Circumcision for HIV Prevention: Predicting Behavioral Intention and Attitude Using the Health Belief Model

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Communicating With Rural Women About Breast Cancer Screening: Factors That Affect Involvement

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Communication and Knowledge as Motivators: Understanding Singaporean Women's Perceived Risks of Breast Cancer and Intentions to Engage in Preventive Measures

SESSION EIGHT

Wednesday, July 18
14:00 - 15:30
Room: SH16
Business meeting

SESSION NINE

Wednesday, July 18
16:00 - 17:30
Room: SH16
Panel: Research Uptake of research findings in HIV programming and policy - determining factors and suggestions for improvement.

This panel will explore the use of research in HIV/AIDS programming and policy. How well is the interface between research and policy/practice negotiated, if at all? What are factors that support putting research into use? What are mechanisms or lessons for the improved integration of research into practice and policy processes? A panel of speakers will address these questions, providing cases from the Caribbean, Sub-Saharan Africa and Asia.

SESSION TEN

Thursday, July 19
9:00 - 10:30
Room: SH16
HIV/AIDS, values systems and behaviour change
Chair: Sarah Cardey
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Verena Thomas
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Incorporating indigenous values in HIV and AIDS communication

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Naomi Mtanga
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Women's ceremonies and rites as a communication tool for HIV/AIDS information: A Zambian perspective

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The Role of Interpersonal Communication in Shaping and Influencing Behavioral Responses to HIV and AIDS among Students in Secondary Schools in Nairobi County

Poster

Rosemary Chikafa
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Pauline Mateveke
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Transformative Masculinity: Towards a breaking of gendered and cultural barriers in the dissemination of HIV/AIDS messages
SESSION ELEVEN

Thursday, July 19
11:00 - 12:30
Room: SH16
Institutions and agenda setting in HIV/AIDS and health communication: from the grassroots to international levels
Chair: Janine Baudach
University of Reading, United Kingdom
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Cecilia Karolina Strand
Uppsala University, Sweden
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Local agenda building efforts on sexual minority health rights- a study of international actors’ agenda setting influence on domestic coverage in Uganda

Julia Carter
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Armstrong Tingwane
Kuru Family of Organizations Community Health Programme/ Letloa Trust World University Service of Canada, Botswana
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Breaking Down the North-South Dichotomy in Rural Botswana: A practical example of how specialized Indigenous Health Communications Facilitates Grassroots Advocacy in San communities throughout the Ghanzi and Okavango Districts of Botswana

COMMUNICATION POLICY AND TECHNOLOGY

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH 6
The Mediation of Resistance
Chair: Claudia Padovani
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Discussant: Jeremy Shtern
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Gary Gumpert
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Susan J. Drucker
Hofstra University, USA
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The Square Transformed: Public Space, Contemporary Protest and the Communication Perspective

Katie Brown
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Shahab Mobasher
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The discourse of soft war: International news coverage of the Arab Spring as a revolution in a new dimension of the digital divide

Corne Davis
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Antoinette Hoffman
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HIV/AIDS ORGANISATIONAL THEATRE FROM A LUHMANNIAN PERSPECTIVE
SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH 6

Current Challenges for Privacy, Freedom and Human Rights on Internet (Joint Session CPT & Law)
Chair: Stefania Milan
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Discussant: Bart Cammaerts
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Dimitris Tsapogas
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Katharine Sarikakis
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The Modernization of the European Privacy and Data Protection Policies: Social, Legal and Technological Challenges.

Adedayo Ladigbolu Abah
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Whose Internet is it anyway? Anonymity and personal privacy rights in online media

Vicky Breemen
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Joris van Hoboken
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Freedom of Expression Implications of Europe's proposed Right to be Forgotten

Joris van Hoboken
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Search engines and intermediary liability: A comparison of different approaches and their implications for the right to freedom of expression

SESSION THREE

Monday, July 16
14:00 - 15:30
Room: SH 6

ROUNDTABLE: 'ICTs and Media Impacts: Innovation in Media and Content Industries' (Joint session IAMCR-CPT & European Commission IPTS)
Chair: Jo Pierson
Vrije Universiteit Brussel - Belgium
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Keynote: Esteve Sanz
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Respondent on Music Report (Andra Leurdijk & Ottilie Nieuwenhuis)

Deniz Bayrakdar
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Respondent on Television Report (Esteve Sanz) and Film Report (Sophie De Vinck & Sven Lindmark)

Eno Akpabio
University of Dar es Salaam, Tanzania
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Respondent on Books Report (Giuditta de Prato & Jean Paul Simon) and Newspapers Report (Andra Leurdijk, Mijke Slot & Ottilie Nieuwenhuis)

SESSION FOUR

Monday, July 16
18:00 - 17:30
Room: SH 6

Critical Perspectives on Digital Inclusion and Policy
CHAIR: Wendy Willems
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DISCUSSANT: Seda Guerses
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Ilse Mariën
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From Digital Divide to Digital Inclusion. The influence of theory on international collaboration in higher education.

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Natalie Weiss
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Louis Fourie
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Living Labs in South Africa. Contextual, organizational and institutional opportunities and challenges.

Thandi Marijke Smith
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Universal access or corporate gains? Researching the infrastructural implications of the South African digital migration

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Risk factors for exclusion and strategies for inclusion

### SESSION SIX

**Tuesday, July 17**

14:00 - 15:30  
Room: SH 6  
Panel 1: Pushing Back Responsibilization - Security And Privacy In Online Social Network Services  
CHAIR: Sandra Braman  
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DISCUSSANT: Seeta Peña Gangadharan  
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Seda Gurses  
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Jo Pierson  
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Requirements engineering meets social sciences: re-writing socio-technical systems for tackling privacy and responsibilization

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Jo Pierson  
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Privacy beyond the individual: analyzing group based access control models on social network sites from a user perspective

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Murendehle Mulheva Juwayyi  
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The Diffusion of Mobile Telephones in Malawi: From a Status Symbol to a Common Burden

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Mobile Media and Disability: Communication Policy Challenges and Opportunities

### SESSION SEVEN

**Tuesday, July 17**

14:00 - 15:30  
Room: SH 11  
Journalism and ICTs  
Chair: Bart Cammaerts  
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DISCUSSANT: Stefania Milan  
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Dominique Nduhura  
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Citizen journalism in the Rwandan media: real revolution or sheer hype?

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Martin Valcke  
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The role of education in pushing back responsibilization: raising awareness about the risks on social network sites

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A hedge between keeps friendship green ... should data protection legislation apply to private individuals online?

Mathias Vermeulen  
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Mind the gap? European law vs. self-regulation efforts to protect privacy in social networks
SESSION EIGHT

Tuesday, July 17
16:00 - 17:30
Room: SH 6
Panel: Young politics - Young people and political participation in mobile and social media in Southern Africa
Chair: Milagros Rivera
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Discussants: Sarah Chiiumbu
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Herman Wasserman
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SESSION NINE

Tuesday, July 17
18:00 - 17:30
Room: SH 11
Critical Perspectives on Digital Inclusion and Practices
CHAIR: Gerard Goggin
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DISCUSSANT: Leo Van Audenhove
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Seeta Peña Gangadharan
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Digital Inclusion and Online Surveillance

Amit M Schejter
Penn State University and Ben-Gurion University of the Negev - USA
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The role of media and telecommunications in the life of teachers in Bedouin schools in Israel

Manuel José Damásio
Sara Henriques
Inês Teixeira Botelho
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Social interaction with technologies: the role of access

Antwuan Wallace
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Broadband Adoption and The Working Poor: Towards understanding amplification, reinforcement and embeddedness in Greater Silicon Valley and Greater San Francisco Bay Area
SESSION TEN

Wednesday, July 18
9:00 - 10:30
Room: SH 6

Dark Side of the Information Society
Chair: Divina Frau-Meigs
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Discussant: Maria Michalis
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Youth in Cyberspace and Vulnerability: Experience from Bangladesh

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Martin Valcke
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How Safe do Teenagers Behave on Facebook? An Observational Study.

Qiaolei Jiang
Nanyang Technological University - Singapore

Exploring the Internet Nest Phenomenon in China

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Vivian Hsieh-hua Chen
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Interactive Affordances and Problematic Online Game Playing: A Qualitative Investigation of MMOG Players’ Addictive Behavior

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Migrants under Control: Foreign bodies on the (Smart) Border

SESSION ELEVEN

Wednesday, July 18
14:00 - 15:30
Room: SH 6

Business Meeting
Chair: Jo Pierson
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SESSION TWELVE

Wednesday, July 18
16:00 - 17:30
Room: SH 6

Current Challenges for Internet Policy and Infrastructure (Joint Session CPT & Law)
Chair: Robin Mansell
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Discussant: Maria Michalis
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Network Neutrality in Korea

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Developing Country Participation in the Internet Design Process

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‘Past’ Radical Transparency to Future Openness: An Empirical Critique of Past Present and Future Governing

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Camila Franciscon
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SESSION THIRTEEN

Tuesday, July 19
9:00 - 10:30
Room: SH 6

Current Challenges for Media Policy
Chair: Paschal Preston
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Discussant: Eno Akpabio
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Gwang James Han
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Media transformation in Korea and the US: Implications to Public Policy

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Charles H. Davis
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Creative Labour and the Mediation of Cultural Diversity in Canada’s Independent Screen Media Production Sector

Mohammadu Careem Rasmin
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How the media policy has become a matter in conflict and post conflict periods - Experience of Sri Lanka

Kate Coyer
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Policy, Politics and Academic Research: the contested environment for studying Hungary’s new media laws
COMMUNICATION POLICY
AND TECHNOLOGY ... continued

COMMUNITY COMMUNICATION

SESSION ONE

Monday July 16
11:00 - 12:30
Room: SH2
Community (and) Radio in Africa
Chair: Arne Hintz
McGill University

Robert Anthony White
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Community radio in Kenya in the light of African theory of community radio

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The Limits of Community Broadcasting in Nigeria: Connotations for South-North Conversations

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National FM: The answer to small linguistic communities’ quest for mass media communication?

Brilliant Mhlanga
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Sociologies of Voice and Language: Ethnic Radio Broadcasting and the Quest for Unthinking the African National Project in South Africa

COMMUNITY COMMUNICATION

SESSION FOURTEEN

Tuesday, July 19
11:00 - 12:30
Room: SH 6
Co-constructing Internet and Society
Chair: Jo Pierson
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Discussant: Sheena Johnson
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Jeroen Jansz
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An analytical model for analyzing software development: linking negotiability of technology with user-participation

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What’s in a server? Decentralization and Internet-based services

Hongze Wang
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Shu-Chu Sarrina Li
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Lifestyles and the Adoption of Three Types of Technologies including information technologies, entertainment technologies, and interpersonal technologies in Taiwan
SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH2
Social Movement Activism and New Media
Chair: Heather Anderson
Griffith University

Txema Ramirez de la Piscina
University of the Basque Country
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Lipdubs, social movements and social influence. A study of four paradigmatic case

Dominique Meunier
Université de Montréal
dominique.meunier@umontreal.ca
Social Movements and Protest Tactics: Analysing Communications Technologies Mobilized by Young People in Chile

Stefania Milan
University of Toronto
stefania.milan@utoronto.ca
Cloud Protesting, Mobilization and Dissent in Times of Social Media

Kate Coyer
Central European University
coyer@ceu.hu
Facilitating participation: Digital technologies and ‘activist intermediaries’

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: SH2
Alternative Communication, Counter-publics and Social Change
Chair: Chris Armstrong
University of the Witwatersrand

Anasa D. Sinegal
University of North Carolina
anasasinegal@gmail.com
The Southern Street: A Qualitative Case Study of Resistance in the Homeless Press

SESSION FOUR

Monday, July 16
16:00 - 17:30
Room: SH11
Showcases and Book Launch: Presenting Community Communication Projects
Chair: TBD

Sarah Chiumbu
University of the Witwatersr
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Janeske Botes
University of the Witwatersrand
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Jose Fernando Benitez
Universidad Bolivariana de Venezuela
nanditornjares@gmail.com
Radios para la Comunidad?: Estudio de tres radioemisoras comunitarias de Caracas, Venezuela

Fei Jiang
Chinese Academy of Social Sciences
fjiangmedia@yahoo.com

Kuo Huang
China International Publishing Group
misshuangku@yahoo.com
Community Media in China: Communication, Digitalization and Relocation

SESSION FIVE

Tuesday, July 17
9:00 - 10:30
Room: SH 2
How can Researchers Support and Use World Radio Day?
Chair: Pradip Thomas, University of Queensland

Bruce Girard
Fondacion Comunica
bgirard@comunica.org
The History and Significance of World Radio Day

Jose Fernando Benitez
Universidad Bolivariana de Venezuela
nanditornjares@gmail.com
Radios para la Comunidad?: Estudio de tres radioemisoras comunitarias de Caracas, Venezuela

Fei Jiang
Chinese Academy of Social Sciences
fjiangmedia@yahoo.com

Kuo Huang
China International Publishing Group
misshuangku@yahoo.com
Community Media in China: Communication, Digitalization and Relocation

SESSION SIX

Tuesday, July 17
14:00 - 15:30
Room: SH2
Communities and Publics: Advancing Community Communications Theory
Chair: Dorothy Kidd
University of San Francisco
SESSION SEVEN

Tuesday, July 17
16:00 - 17:30
Room: SH2
Community Media: Ongoing South-North Conversations
Chair: Steve Buckley
CM Solutions/AMARC

Nico Carpentier
Vrije Universiteit Brussel
carpent@ua.ac.be
Multi-theoretical Approaches to Community Media: Capturing Specificity and Diversity

Richard Potter
University of Illinois at Urbana-Champaign
rpotter2@illinois.edu
Toward a Heterarchic Public Sphere
Model of Community Communications: Lessons from Venezuela’s Bolivarian Republic (video Presentation)

Chiara Saez Baeza
Universidad de Chile
chiara.saez.baeza@uchile.cl
Lessons from Venezuela’s Bolivarian Republic (video Presentation)

Linda K. Fuller
Worcester State University
LFuller@worcester.edu
Top-Down Community Media: A Participant Observation from Singapore

Tanja Dreher
University of Wollongong
tanjad@uow.edu.au
Communities and Publics: a spectrum of 'listening' for citizens' media

SESSION EIGHT

Wednesday, July 18
9:00 - 10:30
Room: SH2
Social Movements, Communicative Action and the Ecological Crisis
Chair: Tanja Dreher

Gabriele Hadl
Kwansei Gakuin University
mediactivejp@mac.com
'Saving civilization is not a spectator sport' - Climate change communication and alternative media studies (video Presentation)

Dorothy Kidd
University of San Francisco
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Tar sands, pipelines and environmental justice

Wei-Ching Wang
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weiching@ntnu.edu.tw
Ma Chi-Han
National Taiwan Normal University
apple_3532@hotmail.com

SESSION NINE

Wednesday, July 18
14:00 - 15:30
Room: SH2
Community Communications Section
Business Meeting
Chair: Arne Hintz

SESSION TEN

Wednesday, July 18
16:00 - 17:30
Room: SH2
Community Media Policy: Innovations, Challenges and Activism
Chair: Kate Coyer
Central European University

Francisco Juan Godienz Galay
Centro de Producciones Radiofónicas
francisco@pr.org.ar
Argentina Law of Communication Services and community media

Gabriel Kaplun
Universidad de la República
gabriel.kaplun@comunicacion.edu.uy
Medios comunitarios, legalización y participación ciudadana: avances y debilidades de un proceso en marcha

Lisa Jane Waller
University of Canberra
lisa.waller@deakin.edu.au
Don't cut off our tongues: Yolngu voices in news media and policymaking
CRISIS COMMUNICATION

SESSION ONE

Monday, July 16
16:00 - 17:30
Room: MTB C5
Theme: War, Terror and Crisis Communication
Moderator: Ester Pollack

Rikke Bjerg Jensen
University of Westminster, United Kingdom
r.jensen@my westminster.ac.uk
Battles of Narratives: Strategic Communication & the Story of Success in Afghanistan
Discussant: Sigurd Allern

Piotr M Szpunar
The Annenberg School For Communication
University of Pennsylvania, US
pszpunar@asc.upenn.edu
Homegrown Terrorism as a Communication Problematic
Discussant: Suchita Paitnak

SESSION TWO

Thursday, July 19
11:00 - 12:30
Room: SH2
Digital Cultures, Networked Publics and Virtual Communities
Chair: Stefania Milan

Charul Uppan
Karlstad University
ucharul@gmail.com
Citizens in Space and Time: Configuring Communities as Sites of Civic Participation

Holger Briel
University of Nicosia
holger.briel@gmail.com
Narrations of the E-Mind: Cyprus and Malaysia

Joanah Gadzikwa
Monash University
gadzikwa@yahoo.co.uk
Media and Democracy: The Internet for a revival of a Public sphere in Zimbabwe

Junghyun Lim
Sungkyunkwan University
limjh00@hotmail.com
How Public Are Empowered in Social Media: Using Social Network Analysis

SESSION THREE

Thursday, July 19
16:00 - 17:30
Room: SH2
Critical Resources for Community and Citizen Media
Chair: Lisa Jane Waller
University of Canberra

Jessica Gustafsson
Stockholm University
gustafsson@mk.su.se
The Political Economy of Community Media

Harry Livingstone Dugmore
Rhodes University
dugmore@ru.ac.za
Communities of Practice and the sustainability of Citizen Journalism: lessons from a South African experiment

Amparo Cadavid
acadavid@consultingecho.com
The use of EGov platforms in marginalized communities

Timon Schmidt
University of Zurich	timon.schmidt@zurich.ch
How can actors with low financial resources benefit from social networks

Ruth Kunz
University of Zurich
r.kunz@pmz.uzh.ch
Mobilising for marginalised migrant's media production: A case study of the Autonome Schule Zurich (Autonomous School Zurich, ASZ)

CRISIS COMMUNICATION

SESSION ELEVEN

Thursday, July 19
9:00 - 10:30
Room: SH2
Critical Resources for Community and Citizen Media
Chair: Lisa Jane Waller
University of Canberra

Jessica Gustafsson
Stockholm University
gustafsson@mk.su.se
The Political Economy of Community Media

Harry Livingstone Dugmore
Rhodes University
dugmore@ru.ac.za
Communities of Practice and the sustainability of Citizen Journalism: lessons from a South African experiment

Amparo Cadavid
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The use of EGov platforms in marginalized communities

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How can actors with low financial resources benefit from social networks

Ruth Kunz
University of Zurich
r.kunz@pmz.uzh.ch
Mobilising for marginalised migrant's media production: A case study of the Autonome Schule Zurich (Autonomous School Zurich, ASZ)

CRISIS COMMUNICATION

SESSION TWELVE

Thursday, July 19
11:00 - 12:30
Room: SH2
Digital Cultures, Networked Publics and Virtual Communities
Chair: Stefania Milan

Charul Uppan
Karlstad University
ucharul@gmail.com
Citizens in Space and Time: Configuring Communities as Sites of Civic Participation

Holger Briel
University of Nicosia
holger.briel@gmail.com
Narrations of the E-Mind: Cyprus and Malaysia

Joanah Gadzikwa
Monash University
gadzikwa@yahoo.co.uk
Media and Democracy: The Internet for a revival of a Public sphere in Zimbabwe

Junghyun Lim
Sungkyunkwan University
limjh00@hotmail.com
How Public Are Empowered in Social Media: Using Social Network Analysis

SESSION ONE

Monday, July 16
16:00 - 17:30
Room: MTB C5
Theme: War, Terror and Crisis Communication
Moderator: Ester Pollack

Rikke Bjerg Jensen
University of Westminster, United Kingdom
r.jensen@my westminster.ac.uk
Battles of Narratives: Strategic Communication & the Story of Success in Afghanistan
Discussant: Sigurd Allern

Piotr M Szpunar
The Annenberg School For Communication
University of Pennsylvania, US
pszpunar@asc.upenn.edu
Homegrown Terrorism as a Communication Problematic
Discussant: Suchita Paitnak

SESSION TWO

Thursday, July 19
11:00 - 12:30
Room: SH2
Digital Cultures, Networked Publics and Virtual Communities
Chair: Stefania Milan

Charul Uppan
Karlstad University
ucharul@gmail.com
Citizens in Space and Time: Configuring Communities as Sites of Civic Participation

Holger Briel
University of Nicosia
holger.briel@gmail.com
Narrations of the E-Mind: Cyprus and Malaysia

Joanah Gadzikwa
Monash University
gadzikwa@yahoo.co.uk
Media and Democracy: The Internet for a revival of a Public sphere in Zimbabwe

Junghyun Lim
Sungkyunkwan University
limjh00@hotmail.com
How Public Are Empowered in Social Media: Using Social Network Analysis

SESSION THREE

Thursday, July 19
16:00 - 17:30
Room: SH2
Critical Resources for Community and Citizen Media
Chair: Lisa Jane Waller
University of Canberra

Jessica Gustafsson
Stockholm University
gustafsson@mk.su.se
The Political Economy of Community Media

Harry Livingstone Dugmore
Rhodes University
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Communities of Practice and the sustainability of Citizen Journalism: lessons from a South African experiment

Amparo Cadavid
acadavid@consultingecho.com
The use of EGov platforms in marginalized communities

Timon Schmidt
University of Zurich	timon.schmidt@zurich.ch
How can actors with low financial resources benefit from social networks

Ruth Kunz
University of Zurich
r.kunz@pmz.uzh.ch
Mobilising for marginalised migrant's media production: A case study of the Autonome Schule Zurich (Autonomous School Zurich, ASZ)
Ogu Sunday Enemaku  
UNICEF Nigeria  
ogusen@yahoo.com  
Watching the Watchdog in a Conflict Situation: An Analysis of Critical Comments on Nigerian Media's Coverage of Boko Haram Terrorist Attacks  
Discussant: Leandro Penaranda

Savera Mujib Shami  
University of the Punjab, Lahore, Pakistan  
saverashami@gmail.com  
Portrayal of US in Pakistani Print Media After Osama Bin Laden Killing  
Discussant: Piotr M Szpunar

Stijn Joye  
Ghent University, Belgium  
Stijn.Joye@UGent.be  
Future directions in research on the representation of crisis and suffering. Findings from the elite interviews with leading scholars in the field  
Discussant: Eva-Karin Olsson

Stenford Stenford  
Walter Sisulu University, South Africa  
smatenda@gmail.com  
The rhetorical structure of political self defence: Jacob Zuma's apologia on out of wedlock daughter  
Discussant: Friederike Schulz

Eva-Karin Olsson  
CRISMART/Swedish National Defence College and Lund University, Sweden  
eva-karin.olsson@hs.se  
Communicative logics in crisis: Information, coordination emotional communication  
Discussant: Stijn Joye

Friederike Schulz  
VU University Amsterdam, The Netherlands  
f.schultz@vu.nl  
Christian Baden  
VU University Amsterdam, The Netherlands  
c.baden@mu.de  
Neutralizing frames: The role of strategic frames and institutional justifications in the financial crisis  
Discussant: Sigurd Allern

Musara Lubombo  
Center for Communication, Media and Society, UKZN, South Africa  
mlubombo@yahoo.com  
From pure advocacy to pure accommodation: Zimbabwe Government's handling of the Movement for Democratic Change (MDC) Crisis 2000-2009  
Discussant: Stenford Stenford

Na Liu  
City University of Hong Kong, Hong Kong  
nalu33@gmail.com  
One Crisis, three transcripts: Public, media and official discourses in Wenzhou Train accident in China  
Discussant: Lilian Kwok

Lilian Kwok  
The University of Hong Kong, Hong Kong  
ilianki@gmail.com  
A study of the Hong Kong media reporting of risk information during the H1N1 pandemic in 2009  
Discussant: Ester Pollack

John Christoffer Skinner  
University of KwaZulu Natal, South Africa  
chris.skinner@telkomsa.net  
How social media is impacting on traditional forms of communication in disaster management  
Discussant: Na Liu

Zarqa Shaheen Ali  
University of Auckland, New Zealand  
zsha016@aucklanduni.ac.nz  
Gender and Climate Change in the Print Media of Pakistan and New Zealand.  
Discussant: Juliana Mello Souza

Juliana Mello Souza  
University of Coimbra Research Collaborator CES, Portugal  
jmellosouza@gmail.com  
A crisis conjugated in the feminine: A study of the representation of women in the media in a context of economic recession in Portugal  
Discussant: Zarqa Shaheen Ali

Ester Pollack  
CRISMART/Swedish National Defence College and Lund University, Sweden  
ezpollack@hs.se  
CRISIS COMMUNICATION ... continued
DIASPORAS AND THE MEDIA

SESSION ONE

Monday, July 16
16:00 - 17:30
Room: MTB C-3
Multiculturalism, public sphere and civil society
Chair: Roza Tsagarousianou

Omar Alghazzi
University of Pennsylvania, US
oalghazzi asc.upenn.edu
Imagining Diasporas: Birthright-Israel and the Narratives of Sexuality and Reproduction

Elisabeth Eide
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Ryan Hubbs
ryan.hubbs gmail.com
SOAS, University of London, UK
Identity and Power: Zimbabwean diasporic media and civil society in the United Kingdom

SESSION TWO

Tuesday, July 17
14:00 - 15:30
Room: MTB C-3
Social and Mobile Media
Chair: Annabelle Sreberny

Rajalakshmi Kanagavel
kanagaveli hildesheim.de
University of Hildesheim, Germany
Virtual Social Support- How social media plays a role in providing social support to Indian students abroad?

Mirca Madianou
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University of Leicester, UK
Networked Migration

Rajiv George Aricat
Nanyang Technological University Singapore
aric0001 e.ntu.edu.sg
Migrant Workers’ Shift to Mobile Media: A Case Study from Singapore

SESSION THREE

Wednesday, July 18
09:00 - 10:30
Room: MTB C-3
Space and Place
Chair: John Sinclair

Henry Mainsah
Oso School Of Architecture & Design, Norway
henry.mainsah aho.no
Diaspora, literacy, and identity in digitally mediated contexts

Lurdes Macedo
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Rosa Cabecinhas
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Is the lusophone cyberspace a better place to communicate in Portuguese language? Some results of a multimethod case studies research in Brazil, Mozambique and Portugal

SESSION FOUR

Wednesday, July 18
16:00 - 17:30
Room: MTB C-3
Media Institutions and practices
Chair: Sudeshna Roy

Muhammad Jameel Yusha’u
Northumbria University, UK
mjyushau yahoo.com
The Internet, Diasporic Media and Online Journalism in West Africa

Soumik Parida
University of Southampton, UK
sp11g09 soton.ac.uk
The exploration of Diasporic identity: Indian Cinema in Africa

SESSION FIVE

Thursday, July 19
11:00 - 12:30
Room: MTB C-3
Working Group business meeting

Aru Chib
Nanyang Technological University Singapore
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Roza Tsagarousianou
CAMRI, University of Westminster, UK
tsagarr westminster.ac.uk
Diasporic Youth Digital Creativity and Identity Formation

Sudeshna Roy
Stephen F. Austin State University, US
roys flasu.edu
Two ‘Faces’ of Indian Identity: A Comparative Critical Analysis of Identity Management on Facebook of Asian Indians living in India and the US

Gloria Marvic Garcia
Universidad Nacional Autónoma de México, Mexico
gloriamarvic@gmail.com
La migración centroamericana en tránsito hacia los Estados Unidos: la construcción discursiva sobre el migrante y su trayecto a través de los medios mexicanos de comunicación

Hrishikesh Ingle
The English and Foreign Languages University, Hyderabad, India
hrishikeshingle gmail.com
Diasporic Constructions of the City in Hindi Cinema

Samuel Chege Mwangi
Kansas State University, US
scmwangi ksu.edu
North-South Conversations: Diaspora Media Networks as a public Sphere for Kenyans Abroad
DIGITAL DIVIDE

SESSION ONE
Monday, July 16
11:00 - 12:30
Room: MTB C3

Digital Divide: Improving North-South Dialogs
Chair: Olga Smirnova
Lomonosov Moscow State University
Faculty of Journalism
smirnovaorama@gmail.com

Pranab Kumar Chakravarty
Computer Centre, Banaras Hindu University, Varanasi, India
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Dipak De
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Improving North-South Conversations by enhancing unity through ICT applications

Yoonwhan "Miles" Cho
Hankuk University of Foreign Studies
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Beyond Digitally South-North Korea: Investigating Media System Dependency (MSD) of the Digital North and South

Indra de Lanerolle
University of Witwatersrand, Johannesburg South Africa
indralelanerolle.net

The Network is the Message: north-south dialogues in a small world

Nik Andre Harvey
World Bank
nharvey@worldbank.org

The Evolution of Communication: Recognizing the growth of the Global South

Denise L Wood
School of Communication, International Studies and Languages at the University of South Australia,
denise.wood@unisa.edu.au

Rolda Rapotu
Addressing the digital divide through the use of accessible Information and Communication Technologies (ICTs) in South African schools

Fred Okoth Mudhai
Media Department, Coventry University
f.mudhai@coventry.ac.uk
Digital Renaissance and Resistances in Africa at 50

SESSION TWO
Monday, July 16
14:00 - 15:30
Room: MTB C3

Social issues in the context of digital divide
Chair: Olga Smirnova
Lomonosov Moscow State University
Faculty of Journalism
smirnovaorama@gmail.com

H. Leslie Steeves
University of Oregon
lsteeves@oregon.edu
Technology, gender and education for development: A study of the One Laptop per Child (OLPC) project in Ghana

Olga Smirnova
Lomonosov Moscow State University, Faculty of Journalism
smirnovaorama@gmail.com

Digital Divide and Gender: Case of Russia

Bamezai, G
Indian Institute of Mass Communication
gitabamezai@gmail.com

Kesharvani, P
Yumnam, B
Bhatia, G

Internet is the new leveler in promoting Equity in Media Use: Use and Content Preference Among Women Newspaper and Internet Readers in India

Moyahabo Rossett Mohlabeng
moya5045@webmail.co.za

The role that Living Lab (LL) plays to support involvement of end users

Raul Flores Simental
Universidad Autónoma de Ciudad Juárez, México
paracho@hotmail.com

Social networking as escape of collateral violence in Juárez México

SESSION THREE
Tuesday, July 17
9:00-10:30
Room: MTB C3

Conceptualizing the Digital Divide
Chair: Liangwen Kuo

Shulin Chiang
Shulin googlemail.com
International Transformation of Digital Divide Discourse—from the 1990s onwards

Weiyu Zhang
Communication and New Media, National University of Singapore
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Redefining activism through ICTs in an authoritarian democracy, Singapore

Sandhya Rao
sr02@txstate.edu
A Content Analysis of The New York Times' coverage of India's Information Revolution from 1990-2010

Uma Shankar Pandey
Surendranath College for Women, University of Calcutta, Kolkata, West Bengal, India
mailusp@gmail.com
The Capability Approach: Theoretical Foundations for Digital Divide in the Age of New Media

Ümit Arklan
Communication Faculty
Cumhuriyet University
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Mustafa Akdag
makdag@erciyes.edu.tr
Social media of daily life, daily life of social media: an applied study from relational and interactive perspective

Zarqa S. Ali
University of Auckland, New Zealand
zsha016@aucklanduni.ac.nz
Perception of Pakistani Students about Use of the Internet in their studies
SESSION FOUR

Tuesday, July 17
16:00-17:30
Room: MTB C3
Digital Divide: Experiences and Parallels
Chair: Zarqa Ali
University of Auckland, New Zealand
zsha016@aucklanduni.ac.nz

Niall McNulty
Digital Resource Officer at the Centre for Critical Research on Race and Identity
University of KwaZulu-Natal
niall.mcnulty@gmail.com

Local users, local language and local content: the case of the eThekwini Municipality’s Ulwazi Programme

Janey Gordon
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Umar Lawal
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Mobile phone usage in Sub Saharan Africa: crossing the digital divide?

Maxwell Mthembu
mthembu@uniswa.sz

The digital divide post-WSIS: the case of Swaziland

SESSION FIVE

Wednesday, July 18
14:00-15:30
Room: MTB C3

Business meeting
Chair: Elena Vartanova
Lomonosov Moscow State University, Faculty of Journalism
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SESSION SIX

Thursday, July 19
9:00 -10:30
Room: MTB C3

Youth, ICTs, And Civil Engagement in Asia: a Comparative Approach
Chair: Ullah Sahid
University of Chittagong, Bangladesh
ullah_sahid@yahoo.co.uk
SESSION ONE

Monday, July 16
11:00 - 12:30
Room: MTB-C2
Emerging African ICTD Scholarship
Chair: Stefania Milan
University of Toronto
Stefania.Milan@uoft.edu
Respondent: Sujatha Sosale
University of Iowa
sujatha-sosale@uiowa.edu

Kathleen Diga
University of KwaZulu-Natal
diga@ukzn.ac.za
Facing the African ICTD academic divide

Katie Bryant-Moetele
University of Botswana/McGill University
katie.moetele@mcgill.ca
“No, it’s not possible”: Using the lens of epistemic injustice to investigate northern theoretical control of academic research communities

Arul I Chib
Nanyang Technological University
arulchib@ntu.edu.sg
Emerging African Scholarship - learning from Africa

Eve Gray
University of Cape Town
eve.gray@gmail.com
A view from the South: aligning strategy and technology for increased visibility of southern African research

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: MTB-C2
ESN Meeting of Mentors and Mentees

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: MTB-C2
Political Economy of the Media (I):
Internet, Activism, Globalization
Chair: Svetlana Kulikova
Georgia State University
jousakngate.gsu.edu
Respondent: Jeremy Shtern
University of Ottawa
jshtern@uottawa.ca

Michael Serazio
Fairfield University
mserazi@fairfield.edu
Selling the Future: The Social Construction of 'Digital Native' Consumers

Francesca Musiani
CSI, Mines ParisTech
francesca.musiani@mines-paristech.fr
Valerie Schafer
Institut des sciences de la communication, CNRS
valerie.schafer@sc.cnrs.fr
The Internet model on trial (1970s-2010s)

Carlos Garcia
UNAM México
carlopg@yahoo.com.mx
Contradicciones comunicológicas o armonías forzadas en los procesos de Globalización Cultural

Minmoy Majumder
Mudra Institute of Communications Ahmedabad (MICA)
mminmoy_fpm11@nicmail.in
Online labour activism and unionism

SESSION FOUR

Tuesday, July 17
09:00 - 10:30
Room: MTB-C2
Political Economy of the Media (II):
Crisis, Future, and Activism
Chair: Francesca Musiani
CSI, Mines ParisTech,
francesca.musiani@mines-paristech.fr
Respondent: Robin Mansell
LSE, R.E.Mansell@lse.ac.uk

Felicity Duncan
Annenberg School for Communication at the University of Pennsylvania
fduncan.asc.upenn.edu
Neoliberalism in the face of financial crisis: an exploration of changing neoliberal discourse in response to the crisis in the economy

Janeske Botes
(Class) Protest, Media and Capital: An investigation into media texts, processes of news production and protestors’ strategies in South Africa

Kgalalelo Lebogang Morwe
University of the Witwatersrand
janeske.botes@wits.ac.za
A critical analysis of the representation of service delivery protests in Mail and Guardian and the The Star newspapers

Vasupradha Srikrishna
Mudra Institute of Communications Ahmedabad (MICA)
vas.v1985@gmail.com
The ‘fasting’ Brand of Anna: An exploratory study to understand the dominant representations and brand appeals constructed around Anna Hazare

SESSION FIVE

Tuesday, July 17
14:00 - 15:30
Room: MTB-C2
Youth and Media (I)
Chair: Sylvia Blake
Ryerson University
sylvia.blake@ryerson.ca
Respondent: Barry King
AUT University
barry.king@aut.ac.nz

Marija Anja Venter
University of Cape Town
anjaventer@gmail.com
Mobile Games in a Networked Society: a case study amongst children in Ocean View

Marija Anja Venter
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Mobile Games in a Networked Society: a case study amongst children in Ocean View
Neeraj Khattri  
Mangalayatan University  
neeraj.khattri@mangalayatan.edu.in  
Motivation behind the use of Social Networking Sites among Youth in India.

Christine Singer  
University of London  
Christine_singer@soas.ac.uk  
Representations of youth in South African screen media: The Soul Buddyz television programme

Giuditta Toniolo  
University of KwaZulu Natal,  
Toniolo@ukzn.ac.za  
The place of genre in a new South African cinema

SESSION SIX

Tuesday, July 17  
16:00 - 17:30  
Room: MTB-C2  
Nation State/Locality/ Political Communication  
Chair: Isaac Mnguni  
University of the Witwatersrand  
South Africa  
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Respondent: Julio Juarez Gamiz  
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Aneesa Hoosen  
Wits University  
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“The World See’s Our shame”: Representations of the World Cup in The Star and The Times UK

Mabogoshi Sylvia Matlala  
University of the Witwatersrand  
mabogoshi.matlala@students.wits.ac.za  
“The days of our mornings”: Reconceptualising the S5FM Morning Show as popular public sphere

Carole Phiri Chibbonta  
University of Zambia  
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Citizen Journalism’s influence on Zambia’s 2011 election results

Basil Nchimunya Hamusokwe  
MISA  
basil.hamusokwe@unza.zm  
Political Advertising: A Challenge to Democracy

Michael Dick  
University of Toronto  
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Elizabeth Godo  
Independent Researcher  
elizabeth.godo@gmail.com  
Online Video and E-Communities: The Present and Future of a Web-based Approach to Canadian Identity

SESSION SEVEN

Wednesday, July 18  
09:00 - 10:30  
Room: MTB-C2  
Youth and Media (II)  
Chair: Christine Singer  
University of London  
christine_singer@soas.ac.uk  
Respondent: Jo Pierson  
Free University of Brussels  
Jo.Pierson@rub.ac.be

Sheena Johnson-Brown  
University of Technology, Jamaica  
sheena.johnsonbrown@yahoo.com  
Students, thinking about their learning? The experience of using blogs as a reflective tool by communications arts and technology students in Jamaica

Tamsin van Tonder  
University of Johannesburg  
Beyond the Digital Divide: South African youth and the virtual sphere

Rene Alicia Smith  
Durban University of Technology  
rene@nealicia.com  
Media Consumption and Lifestyles Amongst Youths Living in Peri-urban and Urban Sites in South Africa

Zvenyika Eckson Mugari  
University of Witwatersrand  
zmunaga@yahoo.co.uk  
Conversation between Past/Present amidst interjections from “an Inconvenient Youth”: A Postcolonial reading of the Julius Malema story in the media

SESSION EIGHT

Wednesday, July 18  
14:00 - 15:30  
Room: MTB-C2  
Business Meeting

SESSION NINE

Wednesday, July 18  
16:00 - 17:30  
Room: MTB-C2  
ESN Special Panel on Careers and Scholarly Lifecycle with Sandra Braman

SESSION TEN

Thursday, July 19  
09:00 - 10:30  
Room: MTB-C2  
Gender, Minorities and Social Change  
Chair: Christine Singer  
University of London  
christine_singer@soas.ac.uk  
Respondent: Marjan de Bruin-Maxwell  
University of the West Indies at Mona, Jamacia  
marjan.debrun@uwimona.edu.jm

Christine Nesbitt Hills  
Emerging independent scolar  
christine@mediapix.za.net  
Documentary Photography as a Tool of Social Change: Exploring the middle ground

Alexandra Parker  
University of the Witwatersrand,  
alexandramarypark@gmail.com  
The Masculine City: Johannesburg and mobility represented in film

Cheryl Ruth Reyes Soriano  
National University of Singapore  
cherylsoriano@nus.edu.sg  
The dialectics of minority online political mobilisation: Online mediations of ethnic, religious, and sexual minorities in the Philippines
SESSION ELEVEN

Getting the Message Out: Advertising/branding and Crisis Communication

Thursday, July 19
11:00 - 12:30
Room: MTB-C2

Chair: Ana Duarte Melo
Universidade do Minho, anamelo@cs.uminho.pt
Respondent: Miguel Vicente
University of Valladolid, Spain
mvicente@yahoo.es

Getting the Message Out: Advertising/branding and Crisis Communication

Chair: Ana Duarte Melo
Universidade do Minho, anamelo@cs.uminho.pt
Respondent: Miguel Vicente
University of Valladolid, Spain
mvicente@yahoo.es

Adolphine Lukusa
NMMU
adolphine_cama@yahoo.fr
South-North Conversations. Translated Messages in Corporate Advertising: An Assessment of their Role and Impact on Selected Multinational Multi-brand Organisations' Images

Omar Alghazzi
University of Pennsylvania
calghazzi@as.c.upenn.edu
Geographies of Sound: The Flow and Entrapment of the Syrian Jazeera Music

Sylvia Blake
sylviamayblake@gmail.com
Jeremy Shtern
University of Ottawa
jshtern@uottawa.ca
The Interactor Commodity: user perspectives on use of their labour in social media advertising

Lienkie Du Plessis
University of South Africa
dplel1@unisa.ac.za
The use of social media for organizational crisis communication: a theoretical framework

SESSION TWELVE

Thursday, July 19
11:00 - 12:30
Room: SH 11

Journalism, Media, and Media Policies

Chair: Olawale Oni
Osun State University
olawaleon@yahoo.com
Respondent: Ibrahim Saleh
University of Cape Town
jre09b@hotmail.co.za

News reporting on the Kingdom of the Netherlands: Framing changing relations in the Aruban, Curaçaoan and Dutch press, 2005-2011

Taryn Jade Isaacs
NMMU
taryn.isaacs@mnmu.ac.za
The regionalization of the South African Tabloid

Birgit Kreykenbohm
University of Aruba
kreykenbohm@gmail.com
News reporting on the Kingdom of the Netherlands: Framing changing relations in the Aruban, Curaçaoan and Dutch press, 2005-2011

Simon Thibault
Universite Laval and Universite Sorbonne Nouvelle (Paris III)
simon.thibault@gmail.com
‘Incendiary Media’ in Bosnia-Herzegovina and Kosovo: a new look on the debate regarding the regulation of the press in fragile states

Isaack Themba Mngni
University of the Witwatersrand
South Africa
0618124n@students.wits.ac.za

Elastus J Mambwe
University of Zambia
elastus@gmail.com
Investigating the Use and Impact of Social Media in Zambian Newsrooms
ENVIRONMENT, SCIENCE AND RISK COMMUNICATION

SESSION ONE

Monday, July 16
14:00 - 15:30
Room: MTB 104
Climate Change, Summits and Media
Chair: Anders Hansen
University of Leicester
ash@leicester.ac.uk

Bienvenido Leon
University of Navarra
bleon.unav.es
The images of science. A content analysis of the coverage of climate change in the Spanish press, during the summits of Copenhagen and Durban

Miguel Vicente-Mariño
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Juan Carlos Águila-Coghlan
Universidad Complutense de Madrid
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José Luis Puñuel-Raigada
Universidad Complutense de Madrid
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Comparing the Spanish TV Coverage of Climate Change CoP: From Cancun to Durban

Juan Carlos Águila-Coghlan
Universidad Complutense de Madrid
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Gemma Teso Alonso
Universidad Complutense de Madrid
gtesoalonso@gmail.com
José Luis Puñuel-Raigada
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pinuel@ccinf.ucm.es
Analyzing Different Discourses about Climate Change between TV journalists and Youth in Spain

Ibrahim Saleh
University of Cape Town
jre09s@gmail.com
Fatal Attraction Between Poverty and Climate Change: More Than A Billion Lives in the Balance

Arul Aram
Anna University
arulram@yahoo.com
A Qualitative Study on Climate Communication in India

SESSION TWO

Monday, July 16
16:00 - 17:30
Room: MTB 104
Mediated and Public Environmental Discourses
Chair: Pieter Maeseele
University of Antwerp
pieter.maeseele@gmail.com

Pat Brereton
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Dublin City University

Sangita Shrestha
University of Surrey
s.shrestha@surrey.ac.uk
Constructions of the Environment in Nepal: Environmental Discourses in the Media and Everyday Lives

Cindy T. Christen
Colorado State University
cindy.christen@colostate.edu
Opinion Polarization: The asymmetric effects of hostile media perceptions on opinions regarding environmental policies

Emmanuel Prem Kant Das
Institute of Agriculture,Technology and Sciences Allahabad
dasepk2009@gmail.com
Mass Media Exposure and Environmental Awareness among Rural Community

Matthew Jonathan Hibberd
University of Stirling
m.j.hibberd@stir.ac.uk
Young People and Climate Change: An Indian Study

Alka Tomar
University of Stirling
alka@sms.org

SESSION THREE

Tuesday, July 17
09:00 - 10:30
Room: MTB 104
The Social Production of Environmental News
Chair: Anders Hansen
University of Leicester
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Pieter Maeseele
University of Antwerp
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Yves Pepermans
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Daniëlle Raaieijmaekers
University of Antwerp
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Climate change, social debate and political (in)action: the principle of cumulative inequality and competing journalistic approaches

Tigere Chagutah
North-West University
tchagutah@gmail.com
Environmental news: Unmasking the poor cousin of beat reporting in the African press

Rowan Howard-Williams
University of Pennsylvania
rhowardwilliams.asc.upenn.edu
Reflex Actions: Risk Society, Public Campaigning and the Keystone XL Pipeline

Irene Pollach
Aarhus University
irpen@abs.dk
Corporate Environmentalism: The Evolution of Corporate Environmental and Social Reporting
SESSION FOUR

Tuesday, July 17
14:00 - 15:30
Room: MTB 104
Environmental Communication and Climate Justice
Chair: Pieter Maeseele
University of Antwerp
pieter.maeseele@gmail.com

Gabriele Hadl
Kwansei Gakuin University
medialactivej@gmail.com
Science under threat - Climate Change Denialism, Climate Justice and Communication

Tanja Dreher
University of Wollongong
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Michelle Voyer
University of Technology, Sydney
michelle.voyer@uts.edu.au
Pacific Calling Partnership - Listening for Media Justice?

Jill Johannessen
University of Bergen
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Climate justice: An essential mediated dialogue between the North and the South

Usha Sundar Harris
Macquarie University
usha.harris@mq.edu.au
Karen McNamara
University of the South Pacific
karen.mcnamara@usp.ac.fj
Using a human rights approach to understand impacts of climate change on heritage and culture in the Pacific and the role of participatory media in adaptation responses

SESSION FIVE

Tuesday, July 17
16:00 - 17:30
Room: MTB 104
Communicating Disasters and Environmental Problems
Chair: Anders Hansen
University of Leicester
ash@leicester.ac.uk

Mariam Sheikh
Florida state University
shaikhmariam@gmail.com
The media and skepticism of climate-change science: A comparative study of approaches by environmental journalists in the United States and Pakistan covering extreme weather events The media and skepticism of climate-change science: A comparative study

Shu-Chu Sarrina Li
National Chiao Tung University
shuchuilmail.nctu.edu.tw
Lin-Mei Stella Huang
Shih Hsin University
lmhuang@cc.shu.edu.tw
The Use of Fear Appeals in Taiwan’s Global Warming News: Using the Quantitative and Qualitative Approaches to Analyze its Effects

Kyu Dong Lee
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Kyung Rag Lee
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ragie777@naver.com
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misysyl@naver.com
Differences of Media Coverage Patterns on a Natural Disaster between Korea and Japan: A Comparative study on the Japanese Earthquake and Tsunami between Korean newspapers and Japanese newspapers

Miki Kawabata
Meijiro University
kawabata@meijiro.ac.jp
Environmental Disaster and Anxiety: The role of media communication during the crisis of the Tohoku Earthquake and Tsunami in Japan

SESSION SIX

Wednesday, July 18
09:00 - 10:30
Room: MTB 104
Media and Science
Chair: Anders Hansen
University of Leicester
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Isaltina Maria de Azevedo Mello Gomes
Universidade Federal de Pernambuco
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Anthrax and panic: a spectacle created by the media

Wanning Sun
University of Technology, Sydney
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Risk Management, Self-Making, and Lifestyle Television: Examples from the People’s Republic of China

Maria T. Soto-Sanfiel
Universitat Autònoma de Barcelona
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Science and media. Exploring the attitudes of Audiovisual Communication professionals to Science, Scientists and Popular science

Corinna Lüthje
University of Hamburg
corinna.luethje@uni-hamburg.de
Field specific mediatization: changing media and science communication

Arul Aram
Anna University
arulram@yahoo.o.com
Media fallout in Tamil Nadu after Fukushima disaster
**SESSION SEVEN**

Wednesday, July 18
14:00 - 15:30
Room: MTB 104
**Business Meeting**
Chair: **Anders Hansen**
University of Leicester
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Chair: **Pieter Maeseele**
University of Antwerp
pieter.maeseele@gmail.com

**SESSION EIGHT**

Wednesday, July 18
16:00 - 17:30
Room: MTB 104
**Science and Public Understanding/Engagement**
Chair: **Pieter Maeseele**
University of Antwerp
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**Chienyi Hsiang**
Tsinghua University
qianyi09@126.com
**Public Perceptions Toward Science In China**

**Andrew Ong**
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**Andrew Yee**
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**Regina Koh**
Nanyang Technological University
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**Jeremy Sng**
Nanyang Technological University
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**Nuclear energy use in Singapore: A study on the applicability of the cognitive miser and scientific literacy models in predicting attitudes**

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**Chao-Ping Hong**
chaoping.hong2@mail.dcu.ie
Dublin City University
**A Power and Knowledge Divide in Disguise? Comparative case study of Public Engagement in Clean Technology Clusters**

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**Juliana Miura**
Universidade do Porto
jumiura@gmail.com
**José Azevedo**
Universidade do Porto
azevedo@etras.up.pt
**The Challenges to Building a Science 2.0**

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**ETHICS OF SOCIETY AND ETHICS OF COMMUNICATION**

**SESSION ONE**

Monday, July 16
16:00-17:30
Room: MTB-C6
**Ethic of Communication around the world I**
Chair: **Maria T. Nicolas**

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**Ben-Hur Demeneck**
Instituto Blumenauense de Ensino Superior (IBES/Socisc)
b.demeneck@uol.com.br
**The academic interest in Brazil of constructing a journalistic objectivity concept in a critical realism basis: challenges of a key value within a (ant)democratic press tradition**

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**Chen Ni**
City University of Hong Kong
nichen@cityu.edu.hk
**A Comparative Study of Public Relations Ethics: China vs. US**

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**Sandra Pitcher**
University of KwaZulu-Natal, South Africa
204507016@stu.ukzn.ac.za
**Re-evaluating Social Networks and the Ethics of Privacy: An African Perspective**

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**Maria Teresa Nicolas**
Universidad Panamericana, México
mnicolas@up.edu.mx
**Drug trafficking in the media. Ethical aspects of conflict coverage of drug trafficking in Mexico**

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**SESSION TWO**

Tuesday, July 17
14:00-15:30
Room: MTB-C6
**Ethic of Communication around the world II**
Chair: **Maria T. Nicolas**

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**Maria Madalena Oliveira**
Brasil and Portugal
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**Fernando Oliveira Paulino**
Brasil and Portugal
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Joaquim Fidalgo  
Brasil and Portugal  
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News ombudsmen besides the North-South boundary: the Portuguese and the Brazilian experience

Bibi Ayesha Mall  
Durban University of Technology  
ayesham@dut.ac.za  
Legacy Media and social media nexus: Ethical considerations for South African newsrooms

Paula Marla Julian  
Pontificia Universidad Católica de Chile  
pijullian@uc.cl  
The same news event around the world: what remains, what differs.

Yoonwhan Miles" Cho"  
Hankuk University of Foreign Studies  
milesch@gmail.com  
Disregarding South-North Cultural Differences: A Content Analysis

SESSION THREE

Thursday, July 19  
9:00-10:30  
Room: MTB-C6  
Chair:  
Maria T. Nicholas  
The global word and the global communication. Ethics for all.

Rod Carveth  
Central Connecticut State University, USA  
rodcarveth@gmail.com  
Facebook and Ethics Challenges to internal ombuds: some lessons learnt from the WikiLeaks experience

Johannes D. Froneman  
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Cornia Pretorius  
University of Pretoria, South Africa  
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The role of global elite media in interfaith dialog

Scott Neal Timcke  
Simon Fraser University, Canada  
snt@sfu.ca  
Communication Studies, Justice and Dialectics

Estelle de Beer|Benita Steyn  
University of Pretoria, South Africa  
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Conceptualising strategic communication management in the context of sustainability and governance

SESSION FOUR

Thursday, July 19  
9:00-10:30  
Room: MTB-C5  
ETHICS BUSINESS MEETING

GENDER AND COMMUNICATION

SESSION ONE

Monday, July 16  
11:00 -12:30  
Room: SH10  
Gender and Media Representation  
Chair: Janelle Leigh Vermaak

Hsiu-hui Sun  
National Chengchi University, Taiwan  
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I-fen Chen  
National Chengchi University, Taiwan  
i-fen.chen@gmail.com

A Pictorial Semiotic Analysis of The Women in Taiwan 1968-1978

Jin Young Chung  
SungKyunKwan University, South Korea  
jinyoung.chung@gmail.com  
Has the Status of Women Improved on TV drama like Reality?

Mehita Iqani  
University of the Witwatersrand  
IqaniMehita@gmail.com  
Model citizen or contested consumer? Media representations of the lifestyle and consumption of Winnie Mandela in early post-apartheid

Wanjiru Mbure  
Stonehill College, Kenya  
wanjiru.mbure@gmail.com  
Weighted Views: An audience analysis of the reality show Slim Possible

Carolina Spataro  
Universidad de Buenos Aires, Argentina  
csarato@ubiobio.cl  
Esas canciones son para todas: procesos de generización en el consumo de música romántica*

SESSION TWO

Monday, July 16  
14:00 -15:30  
Room: SH10  
Gender, Communication and Global Power  
Chair: Aimée Vega Montiel
SESSION THREE

Monday, July 16  
16:00 - 17:30  
Room: SH10  
Gender and Theory  
Chair: Andrea Press

Marcus Assis Lima  
Universidade Estadual do Sudoeste da Bahia, Brazil  
Sociologies of voice: an empirical attempt on self-narratives and diversity in a brazilian newsmagazine

Victoria Pereyra  
University of Warwick, United Kingdom  
What makes their lives grievable? Incarcerated women and printed news in Argentina (2001-2011)

Jeanne Prinsloo  
Rhodes University and University of KwaZulu-Natal, South Africa  
Reviewing research: the sexualisation of girls

Wei Bu  
Chinese Academy of Social Sciences, China  
Rethinking Feminist Theories Input and Local Knowledge Production

SESSION FOUR

Tuesday, July 17  
9:00 - 10:30  
Room: SH10  
Media and Social Change  
Chair: Amalia Beatriz Gómez

Slavka Antonova  
University of North Dakota, United States  
Gender and multistakeholderism: Women's rights in global Internet governance debate

Claudia Padovani  
University of Padova, Italy  
Elena Pavan  
University of Padova, Italy  
The power of norms. The challenge of structuring social change through supra-national Gender-oriented Communication Governance

VENUS UPADHYAYA  
Sri Aurobindo Institute of Research in Social Sciences, India  
Gramam Pudiya Udayam: A grassroots newspaper project bridging caste and gender divides in a rural Indian community.

Fatoumata Sow  
University of Oregon, United States  
Women's Community Radio in Africa: Broadcasting the Voiceless

SESSION FIVE

Tuesday, July 17  
14:00 - 15:30  
Room: SH10  
Gender, Culture and ICTs - Part 1  
Chair: Caroline Tagny

Janet D. Kwami  
Furman University, United States  
Gender, Marginality and ICTs in the Global South: Ghanaian Market Women and Digital Tools

Milagros Rivera  
National University of Singapore, Singapore  
T.T. Sreekumar  
National University of Singapore, Singapore  
New Media, Gender and Leisure: Soft forms of subversion through the use of new media in Bangladesh

Anne Fairchild Peacock  
University of Essex, United Kingdom  
Empowering Women through ICT4D projects: Lessons Learned from a Digital Inclusion Initiative in Jalisco, Mexico

Xiao Han  
University of Westminster, United Kingdom  
Women's Cyber-Empowerment in Mainland China: Characteristics, Potentialities and Constraints

Fie Velghe  
Tilburg University, Netherlands  
I wanna go in the phone. Informal learning practices and illiteracy: the mobile phone as an empowering learning tool for literacy in a South African township.

SESSION SIX

Tuesday, July 17  
16:00 - 17:30  
Room: SH10  
Gender, Culture and ICTs - Part 2  
Chair: Anne Fairchild Peacock

Eno Akpabio  
University of Dar es Salaam, Tanzania  
Using new media to further the goals of gender equality: A case study of a Southern African NGO Gender Links

Shubhda Arora  
Mudra Institute of Communications Ahmedabad, India  
Virtual Gender Identity: A study of self exploration among Indian Adolescents

Dominique Harriaon  
Howard University, United States  
But Cya??: A case study of Jamaica's E-Powering Jamaica's National ICT Strategic Plan, 2007-2012 and gender-sensitive initiatives

Caroline Tagny  
University of the Witswatersrand South Africa  
Women's and feminist movements advocacy in a Web 2.0 context: the promotion of gender equality through technology

Abigail See  
Nanyang Technological University, Singapore  
Rebecca Cheang  
Nanyang Technological University, Singapore  
Siew Luan Goh  
Nanyang Technological University, Singapore  
Xiao Xuan Ng  
Nanyang Technological University, Singapore
SESSION NINE

Wednesday, July 18
16:00 - 17:30
Room: SH10
Gender and Visual Representation - Part 2
Chair: Ana Carolina Escosteguy

Ann M. Savage
Butler University, United States
Falling Short: An Analysis of U.S Television Representations of Gays and Lesbians

Janelle Leigh Vermaak
Nelson Mandela Metropolitan University, South Africa
Representations of Misandry in Antichrist and The Wicker Man: An Exploration of Narrative Devices and Gender Discourses

Leandra Koenig-Visagie
University of South Africa, South Africa
Gendered representations of family in contemporary church imagery: religious beliefs and representational practice in dialogue

Sara Mourad
University of Pennsylvania, United States
Egypt Nude Blogger: Sexuality Citizenship, and the Arab Body Politic

SESSION TEN

Thursday, July 19
9:00 - 10:30
Room: SH10
Gender, Human Rights and Media
Chair: Ann M. Savage

Akina Mikami
The University of Melbourne, Australia
Vipul Khosla
ABC International Development, Australia
Amelia Shaw
ABC-NBC Media for Development Initiative Project, Papua New Guinea

SESSION ELEVEN

Thursday, July 19
11:00 - 12:30
Room: SH10
Gender and North/South Discourses
Chair: Margaretha Geertsema-Sligh

Thembi Mutch
University of London, United Kingdom
Underneath our burkas we wear thongs: Zanzibar Muslim Women, identity, change and the Media.

Isheunesu Magwaza
Nelson Mandela Metropolitan University, South Africa
Investigation into the Role and Tactics of a Pressure Group (Musasa Project, Zimbabwe)
SESSION TWELVE

Thursday, July 19
16:00 - 17:30
Room: SH 11
Panel 11. Gender, News and Newsmakers
Chair: María Josefina Gatica

Ranu Tomar
Alumni Centre for Jawaharlal Nehru Studies, India
Status of Women Journalist in Hindi Print Media in India

POSTERS:
Gladys Ortiz Henderson
Universidad Autónoma Metropolitana
México, México

Nkem T Fab-Ukozor
Imo State University Owerri, Nigeria
Gender and communication rights in nigeria: implications for journalistic practice

Claudia Ivette Pedraza Bucio
Universidad Nacional Autónoma de México
De la redacción a la cancha: reflexiones sobre el acceso y participación de las mujeres en el periodismo deportivo.

Irene Dorothy Awino
Nation Media Group, Kenya
Can women editors please stand up! Female journalists in a male dominated industry

Nainan Wen
Nanyang Technological University Singapore

Cherian George
Nanyang Technological University Singapore

Xiaoming Hao
Nanyang Technological University Singapore

SingaporeGender and Political Communication: News Consumption, Sense of Civic Duty, Political Knowledge and Efficacy

Anneke Denobili
University of the Free State, South Africa

Dalm Mulder
University of the Free State, South Africa
The impact of LSM categories on packaging preference

Norsiah Abdul Hamid
Universiti Utara Malaysia, Malaysia
Empowerment of women and girls through social media

Xiana Gomez-Diaz
Autonomous University of Barcelona, Spain

Nuria Garcia-Munoz
Universitat Autònoma de Barcelona
Edifici, Spain
Gender in culture magazines: the case of news speakers

GLOBAL MEDIA POLICY

SPECIAL SESSION

Monday, July 16
16:00-17:30
Room: SH 1
This Special Session features a number of mapping projects that have communication and media at the core, each characterized by their own rationale, methodologies and target, but all sharing the ultimate goal of making media (content, tools and policies) meaningful to a broad set of actors, in view of allowing them to contribute in framing issues and articulate solutions: in one word to meaningfully participate in communication societies. Comments and suggestions will be offered by a number of media practitioners, advocates and policy makers based in the Global South

SESSION ONE

Monday, July 16
14:00 - 15:30
Room: MTB C-7
Competing and emerging practices in multi-level media policy: challenges and future trends
Chair: Marc Raboy
McGill University, Canada
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SESSION TWO

Tuesday, July 17
9:00-10:30
Room: MTB C-7
Chair: Arne Hintz
McGill University, Canada
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Discussant: Claudia Padovani
University of Padova, Italy
claudia.padovani@unipd.it

South-North Conversations around Global Media Policy: Normative Standards, Strategies and Narratives

Katharina Sarikakis
University of Vienna, Department of Communication
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Sarah Anne Ganter
University of Vienna, Department of Communication
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The policy transfer approach and its place in Media Governance studies

Julie Reid
Department of Communication Science
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The battle for freedom of speech and an ethical press goes beyond the question of strengthening press regulation

Heita Mashilo Boloka
Department of Communications, Republic of South Africa
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Soft diplomacy as the driving force of world politics

Sibongile Sindane
Department of Communication Science at the University of South Africa
sindas@unisa.ac.za

Renegotiating media freedom: A critical assessment of the ANC’s media policy towards the press in post-independent South Africa

SESSION THREE

Tuesday, July 17
16.00-17.30
Room: MTB C-7
Mapping Global Media Policy: future scenarios
Chair: Marc Raboy
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This session brings together IAMCR members who have been active contributors to the Mapping Global Media Policy project over the past years. This research and policy-oriented project has produced a digital platform, including a database and data visualization options, which has proven useful to research explorations, as well as teaching activities around media policy and communication governance. Reference to thematic sections in the platform and to the lessons learned will serve as a basis to discuss future developments in order to fully harness the potential of this open access resource for the use of all IAMCR interested members.

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Soft diplomacy as the driving force of world politics

Heita Mashilo Boloka
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Sibongile Sindane
Department of Communication Science at the University of South Africa
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Renegotiating media freedom: A critical assessment of the ANC’s media policy towards the press in post-independent South Africa
SESSION FOUR

Thursday, July 19
9:00 - 10:30
Room: MTB C-7
Strategic planning session
jointly organized with: IAMCR Task Force Communication Policy & Technology section Law section
Chair: Claudia Padovani
University of Padova, Italy
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Vice-chair: Arne Hintz
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The goal of this session is to provide a space for discussion for IAMCR sections, groups and individuals, on the role and activities of IAMCR as a scholarly community (also) engaged in policy debates. Many IAMCR members have been over the past years active in different policy-relevant international spaces, from UNESCO to IGF and CSDT; while the IAMCR has taken position on several occasions. Looking ahead to 2015, with a number of communication-related events coming up - from WSIS+10 to MDG to Beijing+20 - we invite those who would like to brainstorm and discuss ideas, to join this session with a focus on how the association could take advantage of opportunities for policy intervention, in view of strengthening its capacity to orientate debates as well as connecting such global discussions to local practices.

Elections for a second vice-chair of the WG will be held at the end of this meeting.

SESSION FOUR

Monday, July 16
14:00 - 15:30
Room: SH 15
Tabloids and tabloidization across media history
Chair: Carlos Barrera
University of Navarra, Spain
Jürgen Wilke
Johannes Gutenberg Universität Mainz, Germany
juergen.wilke@uni-mainz.de
A Leap into Modernity. The BZ am Mittag as the first German tabloid (1904-1943)

Melanie Leidecker
Johannes Gutenberg Universität Mainz, Germany
melanie.leidecker@uni-mainz.de

The evolution of the lead story in German newspapers as an example of formal tabloidization

Jan Cebe
Charles University Prague, Czech Republic
cebe@sv.cuni.cz
Brief history of the tabloid press in the Czech Republic - From contempt to adoration

Svennik Hoyer
University of Oslo, Norway
svennik.hoyer@edia.uio.no
Hedda Nossen
University of Oslo, Norway
hedda.nossen@rv.no
Traces of a metamorphosis in print journalism

SESSION TWO

Tuesday, July 17
9:00 - 10:30
Room: SH 15
Historical research on foreign correspondents
Chair: Jürgen Wilke
Johannes Gutenberg Universität Mainz, Germany

Thomas Birkner
University of Münster, Germany
thomas.birkner@uni-muenster.de
German chancellor Helmut Schmidt and foreign correspondents - a special relationship

Christopher David Tulloch
Pompeu Fabra University Barcelona, Spain
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Marcel Mauri
Pompeu Fabra University Barcelona, Spain
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Tobias Reckling
University of Portsmouth, UK
Tobias.Reckling@port.ac.uk
Foreign Correspondents Coverage of the Spanish Transition to Democracy

Lotta Lounasmeri
University of Helsinki, Finland
lotta.lounasmeri@helsinki.fi
Through rosy or bluewhite glasses? Decades of news about Soviet Union in the Finnish press
SESSION THREE

Tuesday, July 17
16:00 - 17:30
Room: SH 15
Methodological approaches to media history
Chair: Thomas Birkner
University of Münster, Germany

Halliki Harro-Loit
University of Tartu, Estonia
halliki.harro.ut.ee
Diachronic perspective of journalistic culture: methodology and sources

Carlos Barrera
University of Navarra, Spain
cbarrera.unav.es
Antonio Herrero and the reasons of his unfinished autobiography

Marcel Mauri
Ruth Rodríguez-Martínez
Jaume Guillamet
Pompeu Fabra University, Barcelona, Spain
marcel.mauri.upf.edu
ruth.rodriguez.upf.edu
jaume.guillamet.upf.edu
Historical research of press in no official language: the case of Catalonia

Víktor Chagas
Fluminense Federal University
vktor.midia.uff.br
Extra! Extra! Historical institutionalization and political economy of the newsstands at Rio de Janeiro, Brazil

SESSION FOUR

Wednesday, July 18
9:00 - 10:30
Room: SH 15
Media and empire: historical perspectives (I)
Chair: Carlos Barrera
University of Navarra, Spain

Nelson Costa Ribeiro
Catholic University of Portugal
nelson.ribeiro.ucp.pt
Transborder Broadcasts during the Portuguese Colonial War: the Role of Transmissions from Romania and Algeria, 1961-1974

Peter Putnis
University of Canberra, Australia
putnis.canberra.edu.au
Reuters, the Australian Associated Press, and the idea of a British Commonwealth news agency in the aftermath of World War 2

Ah-reum Kim
University of Tokyo, Japan
ahreum@gmail.com
Formation of International Community around The Thought Magazine and its Role in Rebuilding South Korea in the 1950s

SESSION FIVE

Wednesday, July 18
14:00 - 15:30
Room: SH 15
BUSINESS MEETING
Chair: Carlos Barrera
History Section Chair

SESSION SIX

Wednesday, July 18
16:00 - 17:30
Room: SH 15
Media and empire: historical perspectives (II)
Chair: Peter Putnis
University of Canberra, Australia

Donal Patrick McCracken
University of KwaZulu-Natal, Durban South Africa
mccrackend.ukzn.ac.za
Wild Geese reporters or British imperial running dogs: Irish journalists in Victorian South Africa

Ruth Elizabeth Teer-Tomaselli
University of KwaZulu-Natal, Durban South Africa
teer.tom@ukzn.ac.za

Kate Zambon
University of Pennsylvania, USA
kzambon.asc.upenn.edu
Shifting privilege: The transcontinental struggle for representation of race and power during Holocaust and the rise of Apartheid

Hina Ayaz
Albert-Ludwigs University Freiberg, Germany
hina.ayaz@gmail.com
Historical research on foreigner and Pakistani correspondents reporting from tribal or northern parts of Pakistan

SESSION SEVEN

Thursday, July 19
9:00 - 10:30
Room: SH 15
The role of international media in historical events and processes
Chair: Nelson Costa Ribeiro
Catholic University of Portugal

Gideon Kouts
Université Paris 8, France
gkouts.wanadoo.fr
Fashion, Zionism and imagined Jewish culture in the thought of Nahum Sokolow

Jaume Guillamet
Pompeu Fabra University Barcelona, Spain
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Ruth Rodríguez-Martínez
Pompeu Fabra University Barcelona, Spain
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Francesc Salgado
Pompeu Fabra University Barcelona, Spain
francesc.salgado.upf.edu
The role of the international press in the Spanish transition to democracy
INTERNATIONAL COMMUNICATION

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH 12
PANEL: Academic Journals and Knowledge Production: South-North Conversations Between Editors
Chair: Herman Wasserman
Rhodes University, South Africa
h.wasserman@u.ac.za
Discussant: Herman Wasserman
Rhodes University, South Africa
h.wasserman@u.ac.za

Ian Richards
University of South Australia, Australia
ian.richards@unisa.edu.au

Journal Editing and Contextual Influences: Views From Editors Around the World

Barbie Zelizer
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Is a Global Field of Authors Possible?

Keyan Tomaselli
University of KwaZulu-Natal, South Africa
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Scholarly Publishing - South-North Issues

Daya Thussu
University of Westminster, UK
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The Role of Academic Journals in Internationalizing Media Studies

Pieter Fourie
University of South Africa, South Africa
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Viola Milton
University of South Africa, South Africa
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Peer Review Research Journals in the Age of Social Media: Some Views of Young South African Academics
Anthea Garman  
Rhodes University, South Africa  
a.garman@ru.ac.za  
Peer Review and the Creation of Truly Collegial North-South Conversations

Debashis Aikat  
University of North Carolina-Chapel Hill, USA  
deb@unc.edu  
A Paradigm Shift in Global News: The Internet and Mobile Media Transform Journalism in Bangladesh

Tara Susman-Peña  
Independent Consultant  
tarasusmanpena@gmail.com  
Healthy Media, Vibrant Societies: How Strengthening the Media Can Boost Development in Sub-Saharan Africa

Monday, July 16  
14:00 - 15:30  
Room: SH 12  
Mobile Technology Applications and the Web in Global Context  
Chair: Sandhya Rao  
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Tang Mui Joo  
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Chan Eang Teng  
Tunku Abdul Rahman College, Malaysia  
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Web Credibility for The Development of An E-Government: Malaysia

Lauren Roig  
Texas Tech University, USA  
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Sandhya Rao  
Texas Tech University, USA  
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A Silent Revolution: Glimpses of a Cause via Twitter and New Media

Cheryll Ruth Reyes Soriano  
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Nanditha Raman  
National University of Singapore, Singapore  
nanditha@nus.edu.sg  
The Social Embeddedness of Technology: An Analysis of Mobile Advertisements in the Philippines

Monday, July 16  
16:00 - 17:30  
Room: SH 12  
Information Technologies, Media, and International Development  
Chair: Matt Ebonye Mogekwu  
Ithaca College, USA  
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Matt Ebonye Mogekwu  
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Social Media and the Democratization Process: Challenges for Sub-Saharan Africa

Sujatha Sosal  
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sosalau@gmail.com  
Modemizing Communication in French Madagascar: Beginnings of a Networked Society

Deepti Chittamuru  
University of Pennsylvania, USA  
dchittamuru@asc.upenn.edu  
Issues Influencing Maternal Healthcare Behaviors In Rural India: A Needs-Assessment Study

Tuesday, July 17  
9:00 - 10:30  
Room: SH 12  
PANEL: Global Communication and Chinese Perspectives: Theory, Research and Practice  
Chair: Tsan-Kuo Chang  
City University of Hong Kong, Hong Kong

Luisa Caitlin Ryan  
Internews, Democratic Republic of Congo  
luisa_caitlin@hotmail.com

Together Liberia - Collaborative Monitoring and Evaluating Contributions to a Strengthened Media Development Project

Janet D. Kwami  
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Digital Humanitarianism and the Global South: A Critical Discourse Analysis of the One Laptop Per Child (OLPC) Project

Tara Susman-Peña  
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Healthy Media, Vibrant Societies: How Strengthening the Media Can Boost Development in Sub-Saharan Africa

Luisa Caitlin Ryan  
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Together Liberia - Collaborative Monitoring and Evaluating Contributions to a Strengthened Media Development Project

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Healthy Media, Vibrant Societies: How Strengthening the Media Can Boost Development in Sub-Saharan Africa
Limin Liang  
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From “the Wolves are Coming” to “the Wolves are Incubating the Sheepfold”? - Sociology of News in China’s Quest for Soft Power

Fen Jennifer Lin  
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The Moon over the Eastern Hill: The Chinese Imagination and Cultural Consumption of Tibet

Karen Arriaza Ibarra  
Computense University of Madrid, Spain  
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The Evolution of Public Broadcasters in Europe, From Public Service Media Institutions to Public Value Structure Organizations: The Analysis of Six European Countries

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Media Multitasking and Perceived Attention to Media Messages: A Study of College Students in the Kuwait, Russia, and the United States

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Art Works and Migrant Workers: A Field Experiment Examining Visual Cues to Attitude Change Towards Immigration  
Jingwei Piao  
University of Westminster, UK  
amypiac@gmail.com  

Financial Media and China’s Global Economic Integration

Tuesday, July 17  
16:00 - 17:30  
Room: SH 12  
International Broadcast News Research: Disasters, Divisions, Conflicts and Integrations  
Chair: Seon Gi Baek  
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Sae Rom Yu  
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Differences of Media Coverage on the Japanese Earthquake and Tsunami Among Korea, Japan and China: A Comparative Study on Contents and Formats of Their Coverage Among TV News Coverage of Korea, Japan and China

Stijn Joye  
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Domesticating Global Suffering: A Critical Discourse Analysis of Television News Reporting on Distant Suffering

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Dannilo Duarte Oliveira  
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Portraits of Crisis: The Addressing Mode In Brazilian Television Journalism on European Crisis

Johannes von Engelhardt  
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The Funding Systems of European Minority Language Media: Differences and Commonalities Crossed by Permanent Uncertainty and Current Crisis
INTERNATIONAL COMMUNICATION ... continued

Julia Hoffmann  
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Proximate and Distant Suffering:  
A Comparative Content Analysis of the  
Coverage of the 2011 Horn of Africa  
Crisis in Western and Eastern  
African Media

Sweta Singh  
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Coverage of International Conflicts by  
Television Channels in India

Mohammed Musa  
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BBC World Service and Counter  
Hegemonic Practices in Africa

Markus Beiler  
University of Leipzig, Germany  
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The Work of International News Agency  
Journalists in Germany

Elijah Chiwota  
South African Labour Bulletin, South Africa  
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An Inquiry into How Inter Press Service  
Africa Makes Alternative News from  
the Global South

Nikhil Moro  
University of North Texas, USA  
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Becoming Minority: How News  
Coverage Has Produced and Un-  
produced Minorities in South Asia

Wednesday, July 18  
09:00 - 10:30  
Room: SH 12  
The World of News and News in  
the World  
Chair: Seon Gi Baek  
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baek99@skku.edu

Wanjiku Dorothy Njoroge  
Daystar University, Kenya  
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Empowering Discourse? Tracing UK  
Press Coverage of an Anti-poverty  
Campaign for Africa

Leshuo Dong  
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Naren Chitty  
Macquarie University Australia, naren.chitty@gmail.com  
Exploring News Frames of Diplomatic  
Visits: A Comparative Study of Chinese  
and American Media Treatment of Vice  
President Xi Jinping’s Official Tour of  
the USA

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Eric Kit-Wai Ma  
The Chinese University of Hong Kong  
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The Compressed Modernity in  
South China

Wajiha Raza Rizvi  
University of Punjab, Pakistan  
wajiharaza@yahoo.com  
BeDevil, Colonialism and the Children of  
Miscegenation

Wednesday, July 18  
16:00 - 17:30  
Room: SH 12  
International Communication Section  
Business Meeting

Wednesday, July 18  
14:00 - 15:30  
Room: SH 12  
Nation, Culture, Politics, and Identity  
in the Media  
Chair: Seon Gi Baek  
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Nollywood Movies as Derivatives of  
Western Culture: Implications for  
Symmetrical Communication

Anu Masso  
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The Transition from Intercultural to  
Transcultural Communication: The  
Emigration Wishes of Estonian Youth

Convenor: Tania Cantrell Rosas-Moreno  
Loyola University, USA

Weerapong Polnigongit  
Suranaree University of Technology  
Thailand  
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The Roles of Thai Border Radio in  
Fostering the Relationship Between  
Thailand and Cambodia

Bridgette Colaco  
Troy University, USA  
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Jai ‘O’: How Five Indian Newspapers  
Covered President Barack Obama’s  
First Visit to Their Country in 2010
Monday, July 16
14:00 - 15:30
Room: MTB-C6
Social Networks and Arab Spring
Chair: Prof. Basyouni Hamada

Dr. Anastasia Kononova
American University of Kuwait, Kuwait
The Collective Interest Model and the Arab Spring: Social Networking as Collective Action

Charles Mitchell
American University of Kuwait, Kuwait
The Collective Interest Model and the Arab Spring: Social Networking as Collective Action

Elamira Samah Farag Saleh
Cairo University Faculty of Mass Communication, Department of Broadcasting, Egypt
Climates of Risk: An analysis of Egyptian Journalism Aattitudes toward the Islamist Political Power during & after the Parliament Elections 2012

Mahmoud M. Galander
Qatar University
Al-Jazeera Coverage of the Arab Spring of Revolutions: Towards a Southern revivalism of Advocacy Journalism

Tuesday, July 17
16:00 - 17:30
Room: MTB-C6
Media and the Stereotyping Image of Muslims
Chair: Prof. Awatef Abdel Rahman

Prof. Awatef Abdelrahman
Cairo University, Faculty of Mass Communication, Journalism Department, Egypt
The Reciprocal Media Images between Arab, Islam and the West

Prof. Ashiya Osman Abdool-Satar
University of South Africa, South Africa
Challenging Stereotypes Sensitizing the Media to Fair Depiction of Muslims

Azza Abdul-Aziz Abdullah Osman
Media Department, Sohag University, Egypt
The Factors behind the Stereotyped Image of Arab Muslim Women in Western Media: An Arab Academic Elite Perspective

Sudeshna Roy
Stephen F. Austin State University
United State
You Are Not One of 'Us': A Comparative Critical Analysis of Hollywood's Representation of Redemption, Reconciliation and Repatriation of Germans and Muslims after Significant Wars

Wednesday, July 18
9:00 - 10:30
Room: MTB-C6
Media, Dialogue and Conflict Resolution
Chair: Bushra Hameedur Rahman

Bushra Hameedur Rahman
Institute of Communication Studies
University of the Punjab, Pakistan
Pakistani media: An Agent of Conflict or Conflict Resolution- A Case of Lal Masjid

Shazia Saeed
University of the Punjab, Lahore Pakistan
Role of Religion & Media Consumption in Identity Formation Experience of Youth in Pakistan

Shazia Saeed
University of the Punjab, Lahore Pakistan
Role of Journalists in Managing Conflict between the North & South: A Case of Representing each other as "Other"

Anke Fiedler
University of Munich
Political Newspapers in Sudan. Fig leaves or Real Alternatives to the State-run Media

Wednesday, July 18
16:00 - 17:30
Room: MTB-C6
Business Meeting

Thursday, July 19
11:00 - 12:30
Room: MTB-C6
Media, Muslims and Others
Chair: Fernando Resedde
ISLAM AND MEDIA ... continued

Fernando Resende
Fluminense Federal University (UFF), Brazil
Inventing Muslims as the other in the 19th Century Brazil

Bibi Ayesha Mall
Department of Media, Language and Communication, Durban University of Technology, Durban
South Africa Muslims and the New Media - the South African Scenario

Muhamad Zaki Mustafa
USIM-Islamic Science University of Malaysia
A Communication Analysis on University’s Choice: A Study on Islamic School in Malaysia

Zulkiple Abdul Ghani
Islamic Science University Malaysia (USIM) Malaysia
Islam and Entertainment: Al-Ghazali’s Theoretical Perspectives of Baba Al-Sama’s Entertainment and its Application in Television Programmes

JOURNALISM RESEARCH AND EDUCATION

Monday, July 16
11:00 -12:30
Room: SH 5
Theme III: Professional Journalism
Panel on Peace journalism discourse and practices in South Africa
Moderator and Panelist:
Nathalie Hyde-Clarke
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Nathalie Hyde-Clarke
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Peace journalism in South Africa: A theoretical discussion

Pieter Fourie
University of South Africa
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Peace journalism as a world and life view and the practice of journalism as a semiotic act

Wadim Schreiner
Media Tenor
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Global and local perspectives of Peace Journalism

Wellington Samuel Radu
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Kgalalelo Lebogang Morwe
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Is it the role of the media to offer alternatives to violence?

Last Moyo
University of Witwatersrand
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5-Structural and Symbolic Violence: Media Power, Citizenship and the State in Zimbabwe

Ylva Rodny-Gumede
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University of Johannesburg
6-Peace Journalism and the usage of online sources

Monday, July 16
11:00 - 12:30
Room: SH 17
Theme II: Innovations in Journalism
New Media, Convergence and the Information Ecosystem
Chair: Matthew Jonathan Hibberd
University of Stirling, UK
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Fernando Zamith
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Online news: Where is the promised context?

Meghdad Mehrabi
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Vivian Hsueh-hua Chen
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Convergence in Online News Media: An Exploration of Organizational Convergence and Cross-media Production in Iranian News Websites
Monday, July 16
14:00 - 15:30
Room: SH 5
Theme III: Professional Journalism
Panel on Journalism & Conflict
Chair & Panelist: Beate Josephi
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bj josephi.ecu.edu.au
The visibility of conflicts as an ethical necessity: A West Papua case study

Barbie Zelizer
University of Pennsylvania
Communications, USA
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Conflict as a Mindset for Journalists

Rune Ottosen
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Tore Slaatta
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Oslo University College & Sigurd
Østfjord, Norway
Norwegian news media as arena for support and critique of Norwegian participation in the NATO-led military engagements in Libya

Zhengrong Hu
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Lei Zhang
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Framing or Staging the Conflicts: A Comparative Analysis of the Chinese Newspaper Coverage and the Weibo War of the ‘Han vs. Fang’ Debate

Monday, July 16
16:00 - 17:30
Room: SH 5
Theme III: Professional Journalism
Journalism Cultures & Public Spheres
Chair: Suruchi Mazumdar
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Tetiana Vaskivska
U Complutense de Madrid, Spain
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Kyle Conway
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University of North Dakota, USA
Richard Shafer
University of North Dakota, USA
unprof1@gmail.com
Journalists as Agents of Cultural Translation: A Case Study of Spanish Newspaper Coverage of Bans Against Traditional Head Coverings for Muslim Women

Gabriel Johannes Botma
Stellenbosch University, South Africa
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Complexity between North and South: In search of a cultural approach to South African journalism

Martin Oller
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Mapping journalism culture in the European South: Portuguese, Spanish and Greek compared

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Kyle Conway
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University of North Dakota, USA
Richard Shafer
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Journalists as Agents of Cultural Translation: A Case Study of Spanish Newspaper Coverage of Bans Against Traditional Head Coverings for Muslim Women

Gideon Mumeson Tebid
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South Africa
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Mapping journalism culture in the European South: Portuguese, Spanish and Greek compared

Shenid Bhayroo
Temple University, USA
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Study Away: Creating Critical Consciousness in the Global South

Kerry Philip Green
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Jolyon Sykes
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Perception versus Reality: How the vulnerable see themselves portrayed in the media

Jin Young Chung
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SUNG-HEE LEE
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The Study on Media Coverage for Foreign Worker's Crime since the Introduction of the Foreign Employment Permit System
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Rathambalage Hasitha Mihirani
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Press Narratives on War against Terror in Sri Lanka

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Stability and Change in Public Perceptions of the Media

Tuesday, July 17
09:00 - 10:30
Room: SH 5
Theme IV: Methods for Quantifying Professional Journalism Frames, Games & Deliberation
Chair: Kerry Philip Green
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Yao SUN
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Fan YANG
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Hong Kong Baptist University, Hong Kong
Three angles of viewing China’s in-waiting new leader: News framing within ideology boundaries

Azmat Rasul
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Arthur A Rane
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One World, Two Voices: Framing of Friendly Attacks in the Elite English Press of the United States and Pakistan

Lisa Jane Waller
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De-colonizing Indigenous affairs reporting: A new mode of information gathering and storytelling in journalism

Tsai Ching-ching
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Analyzing the news about Taiwan’s Fourth Nuclear Power Plant: What has the public been informed by the media?

Eno Akpabio
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Children and crime/abuse frame: The view from Botswana

Ilíana Ferrer
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Luisa Martínez
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Vinicio Sinta
Universidad Autónoma de Barcelona, Spain
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Cuando imperan los protagonistas de la información por encima de los hechos noticiosos. Análisis del tratamiento periodístico de la mayor trama de corrupción en España

Tuesday, July 17
09:00 - 10:30
Room: SH 17
Theme I: Innovations in Journalism New Spaces, New Refuge & Different Practices
Chair: Irene Neverla
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irene.neverla@uni-hamburg.de

CHUJIE CHEN
City University of Hong Kong
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Citizen Journalism as Ritual Practices: A study of PeoPo Citizen News Platform in Taiwan

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Citizen Journalism in China and Reflections on Future Journalism Education

Anette Forsberg
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Participation as mourner in journalism and social media

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Ebrahim Shamshiri
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Allameh Tabatabai University, Iran

Iran 2.0: Bloggers, Development of Citizen Journalism in Iran and the Prospect of Improved South-South and South-North Conversation

Tuesday, July 17
14:00 - 15:30
Room: SH 5
Theme V: Generic Studies of Journalism Journalism Education: Roles & Parameters
Chair: Lee Bernard Becker
University of Georgia, USA
lbbecker@uga.edu

Claudia Mellado
University of Santiago, Chile
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Federico Subervi
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Mapping educational role dimensions among Chilean journalism educators
Assya Yassin El-Shokairy  
University of Modern Arts and Sciences (MSA), Egypt  
Validating British Degrees in the Arab Region: Prospects and Concerns

Rene Alicia Smith  
Durban University of Technology  
renealicia.com  
New Media Technologies and Journalism Training: A case study of the Durban University of Technology

Oddgeir Tveiten  
The University of Agder (UiA), Norway  
oddgeir.tveiten@uia.no  
New models of journalism - investigating news media's capacity for adaptation, with a focus on education, training and learning

Willemien Marais  
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Training the foot soldiers of democracy: Journalism education for community media in central South Africa

Alana Souza  
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Broadcast Discourse and Construction of Meaning: the Voice for Political News

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Miguel Vicente-Marinho  
Universidad Complutense de Madrid Spain  
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Changing patterns in journalism production: How online worlds are forcing the TV newsrooms' adaptation

Kyung Rag Lee  
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Sae Rom Yu  
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Hani Lee  
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mrgniev@naver.com  
A Globalized trend of main TV news program in the world and its international and intercultural implications: A comparative study on formats and contents of TV news program among Korea, U.S, U.K, Germany, Japan and China

Beatriz Becker  
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Convergence x Diversity: rethinking the quality of TV News

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Ingrid Bachmann  
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Pontificia Universidad Católica de Chile, Chile  
Beyond the public/commercial broadcaster dichotomy: Homogenization and melodramatization of news coverage in Chile

Tuesday, July 17  
14:00 - 15:30  
Room: SH 17  
Theme III:  
Professional Journalism  
Broadcasting Between Present & Future  
Chair: Abiodun Salawu  
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Marcus Assis Lima  
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The Twitterisation of Journalism: Charting a Research Agenda for ‘Social Journalism'
Wednesday, July 18
09:00-10:30
Room: SH 5
Theme III: Professional Journalism: New Players & New Voices in Global Journalism
Chair: Stephen Rendahl
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ser2149@hotmail.com

Ylva Rodny-Gumede
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The local and the global: Challenges of teaching global journalism

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The pauperization phenomenon among young journalists: A case study of Taiwan

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Nainan Wen
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News Consumption as a Predictor of Young People’s Political and Civic Engagement

Kristoffer Holt
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New Media, New Participants - New Ethics?

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Viper Kola
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University of Melbourne, Australia

Exploring the ‘South-North’ dialectic: media practices of PNG journalists during and after media attachment in Australia

Wednesday, July 18
09:00-10:30
Room: SH 17
Theme III: Professional Journalism
Freedom, Democracy & Harsh Reality
Chair: Paul Bjørke
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Katrin Voltmer
Leeds University, UK
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Domesticating press freedom: Journalists’ interpretations of press freedom in eight new democracies

Eric Freedman
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Richard Shafer
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Challenges Facing Press Freedom in the Baltics: Two Decades after Independence

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Reporting from Germany: A quantitative survey of foreign correspondents on their role and their criteria for news selection

Jyotika Ramaprasad
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Pakistan Journalists: Ethics and Values

Suruchi Mazumdar
Nanyang Technological University, Singapore

Wednesday, July 18
14:00-15:00
Room: SH 5
JRE Business Meeting & Panel on NEW Journal
Journal of Applied Journalism & Media Studies
Moderators: Leon Barkho
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Ibrahim Saleh
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Tim Mitchell
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Windesheim University of Applied Science, Netherlands.

Wednesday July 18
16:00-17:30
Room: SH 5
Theme III: Professional Journalism
Language, Discourses & News Coverage
Chair: Debao Xiang

Jyotika Ramaprasad
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Pakistan Journalists: Ethics and Values

Suruchi Mazumdar
Nanyang Technological University, Singapore

Nookaraju Bendukurthi
University of Hyderabad, Andhra Pradesh, India

Your Morning cuppa and the Language of Disability: A Study of usage, Metaphors and Attitudes in Telugu News Reporting

Abiodun Salawu
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Indigenous language media, language politics and democracy in Africa
Leon Barkho  
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Can we rely on Discourse Analysis for a critical understanding of media texts?

Moniza Waheed  
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Values and their Depiction by Journalists: Comparing the News Coverage of Political Speeches of Developed and Developing Countries

Petrus Potgieter  
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George Angelopulo  
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University of South Africa, South Africa  
Concentration of voice: South Africa and the African continent

Gilbert Motsaathebe  
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The political role and efficacy of indigenous language media during the colonial South Africa

Thursday, July 19  
09:00-10:30  
Room: SH 5  
Theme V:  
Generic Studies of Journalism Policies, Journalistic Tools & Media Criticism  
Chair: Claudia Lago  
Morumbi University, Brazil  
claudia.lago07@gmail.com

Halliki Harro-Loit  
Tartu University, Estonia  
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The complexity of media policy instruments governing journalistic profession. A case study of Estonia

Joy Kirimi Marjawar  
Free Lance Journalist  
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Changing Perceptions' government PR in a Developing Country: A Case of Kenya's First Office of Public Communications

Annia Stoffel  
Zurich University of Applied Sciences, Switzerland  
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Media criticism: a powerful self-regulation tool or just a journalistic side product? Selected results from a content analysis about the situation of media journalism and media criticism in Swiss newspapers 2009 - 2010

Paul Bjerke  
Volda University College, Norway  
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Zhuan XIONG  
Wuhan University, China  
twobears2001@gmail.com  
Defiant Institutionalization of Bounded Innovations: Investigative reporting as a reforming force in China

Ernane Correa Rabelo  
Universidade Federal de Viçosa, Brasil  
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La formation professionnelle pour un "nouveau journaliste"

Thursday, July 19  
11:00-12:30  
Room: SH 5  
Theme III:  
Professional Journalism  
Climate Change & Journalism  
Domestication  
Chair: Halliki Harro-Loit  
Tartu University, Estonia  
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Jaquelyne Crystal Kwenda  
University of Cape Town, South Africa  
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Communicating Climate Change: The Role of Political Economy in the Communication Practices, Strategies and Tactics of Environmental Non-Governmental Organizations

Matthew Jonathan Hibberd  
University of Stirling, UK  
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Audiences, Impartiality and the Climate Change Debate

Alet Janse van Rensburg  
University of Cape Town, South Africa  
aletjvr@gmail.com  
Local journalism practices for COP17: The case of the Afrikaans media

Billy Sarwono  
University of Jakarta, Indonesia  
billysarwono@gmail.com  
Voicing the people Interest Within Global Perspective (A Study on REDD+ Scheme on Global Warming News in Media)
SESSION ONE

Monday, July 16
11:00 - 12:30
Room: MTB 167
The State of the Law
Chair: Sandra Braman
University of Wisconsin-Milwaukee
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Amit Schejter
Pennsylvania State University, United States
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Yik Chan Chin
Hong Kong Baptist University, Hong Kong
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SESSION TWO

Monday, July 16
14:00 - 15:30
Room: MTB 167
Current Challenges for Privacy, Freedom and Human Rights on the Internet co-sponsored with the Communication, Policy, & Technology section
Chair: Jo Pierson
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Dimitris Tsapogas
University of Vienna, Austria
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Katharine Sarikakis
University of Vienna, Austria
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The Modernization of the European Privacy and Data Protection Policies: Social, Legal, and Technological Challenges

Adedayo Ladigbolu Abah
Washington and Lee University
United States
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Whose Internet is it Anyway? Anonymity and Personal Privacy Rights in Online Media

Vicky Breemen
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Joris van Hoboken
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Freedom of Expression Implications of Europe’s Proposed Right to be Forgotten

Joris van Hoboken
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Search Engines and Intermediary Liability: A Comparison of Different Approaches and their Implications for the Right to Freedom of Expression

Slavka Antonova
University of North Dakota, United States
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The Internet and the Emerging Community of Rights: Exploring the Multistakeholder Human Rights Debate at IGF
Discussant: Bart Cammaerts
London School of Economics
United Kingdom
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SESSION THREE

Tuesday, July 17
9:00 - 10:30
Room: MBT 167
Challenges to Freedom of Expression
Chair: Karen Arrizaba Ibarra
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Anasa D. Sinegal
University of North Carolina-Chapel Hill, United States
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Stifling the Diversity of Voices: Are Business Privilege Licenses and Taxes Undue Burdens on the Homeless Press and New Media Outlets?

Yik Chan Chin
Hong Kong Baptist University, Hong Kong
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Defenses of Freedom of Expression in Chinese Right to Reputation Lawsuits

SESSION FOUR

Tuesday, July 17
14:00 - 15:30
Room: MBT 167
The Political Economy of Media Law & Policy
Chair: Lyombe Eko
University of Iowa, United States
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Amit Schejter
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Ben Gurion University, Israel
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Sara Bannerman
McMaster University, Canada
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WIPO and African Countries in Historical Context

Nikhil Moro
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Debashis "Deb" Aikat
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deb@unc.edu
Digital Rights Management and Corporate Hegemony: A Legal Analysis

SESSION FIVE

Tuesday, July 17
16:00 - 17:30
Room: MBT 167
Law-Society Interactions
Chair: Peter Lunt
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SESSION EIGHT

Peter Henrique Ramalho Gomes
University of Brasilia, Brazil
pedrogomes182@gmail.com
Law and the Right to Communicate: The History of Normative Judicial Standards in Brazil

Lyombe Eko
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The Regulatory and Cultural Media History of the Arab Spring

Luke J. Heemsbergen
University of Melbourne, Australia
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“Past” Radical Transparency to Future Openness: An Empirical Critique of Past, Present and Future Governing

Fabio B. Josgrilberg
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Jamile Bittar
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Communications, Internet and Open Government: A Comparative Analysis of Municipalities in Brazil

SESSION SIX

Wednesday, July 18
9:00 - 10:30
Room: MBT 167

Legal History
Chair: Mohammed Ullah Sahid
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Thomas Wiedemann
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Catholic Journalism in the Third Reich: The Case of Walter Hagemann

Fernando Oliveira Paulino
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SESSION SEVEN

Wednesday, July 18
14:00 - 15:30
Room: MBT 167

Business Meeting
Chair: Sandra Braman
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Murej Mak'Ochieng
Multimedia University College of Kenya, Kenya
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Kaarle Nordenstreng
University of Tampere, Finland
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What has the Information Society Done to the Law?

SESSION EIGHT

Wednesday, July 18
16:00 - 17:30
Room: SH6

Current Challenges for Internet Policy and Infrastructure co-sponsored with Communication Policy and Technology (Session 12 for CPT)
Chair: (being assigned by CPT)
Discussant: Maria Michalis
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Dong-Hee Shin
Sungkyunkwan University, Korea
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Network Neutrality in Korea

Sandra Braman
University of Wisconsin-Milwaukee
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Developing Countries in the Internet Design Process
MEDIA AND SPORT

SESSION ONE

Monday, July 16
14:00 - 15:30
Room: MBT 200
Media, Sport and its audience
Chair: Nathalie Hyde-Clarke
School of Communication, University of Johannesburg, South Africa
nhyde-clarke@uj.ac.za

Elisabeth Guenther
FG Kommunikationswissenschaft, Universität Hohenheim
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Ruth Festl
Thorsten Quandt
Media as Sports: Let the Digital Games Begin!

Niann-Chung Tsai
Shih Hsin University, Taiwan

Yi-hsuan Chiang
Shih Hsin University, Taiwan

Hui-Hsien Chiu
Shih Hsin University, Taiwan
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Acceptance analysis of media device of Taiwanese sport audience in the convergence era: Generation as the influence factor"

Allison Harthcock
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Mediated Soccer as the International Language for a Global Dialogue

Tatiane Hilgemberg Figueiredo
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Rui Noyais
CECS-University of Minho/ University of Porto/ University of Liverpool
ruinavais@gmail.com

Disability coverage: South-North depiction of the paralympic games

SESSION TWO

Monday, July 16
16:00 - 17:30
Room: MBT 200
Media and Global Sport
Chair: Yeheil Hiliik Limor
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Azmat Rasul
School of Communication, Florida State University, USA

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Promoting patriotism through mediated sports: Political economy of Bollywood's sports movies

Cindy Cheung-Kwan Chong
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Ethnification and Global-local Tension: A Comparative Study on the Asian Games Beijing 1990 & Guangzhou 2010

Nataliya Ikonnikova
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Sochi-2014 Olympics as headlines: diffusion of symbols and gestures

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Rune Ottosen
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Toby Miller
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The Prevailing Discourse of Nation-Building and the FIFA World Cup, South Africa (2010)

SESSION THREE

Tuesday, July 17
09:00 - 10:30
Room: MBT 200
Media, Sport and Celebrityhood
Chair: Pam Creedon
School of Journalism and Mass Communication, University of Iowa, USA
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Linda K. Fuller
Communications Department, Worcester State University
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When sports announcers become the news: A review of sportscaster celebrityhood

Qiaolei Jiang
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What kind of celebrities? Newspaper representation of Beijing Olympic gold medallists and discursive construction of Hong Kong identities

Hongmei Li
Georgia State University, USA
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The South Fights Back: Li Ning as a Challenger to Global Sports Brands

SESSION FOUR

Wednesday, July 18
09:00 - 10:30
Room: MBT 200
Changes in Media and Sport
Chair: Linda K. Fuller
Communications Department, Worcester State University
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Misun Bong
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Eun-Kyong Han
Ha-Ni Lee
Si-Joung Kwon
A Study on the Paradigm Shift of the Sports broadcasting right: Focusing on 'the commercialization' and 'the universal access right' for the sports
SESSION ONE

Monday, July 16
14:00 - 15:30
Room: SH 13
Tensions in the Curriculum and Creative Learning
Moderator: Sara Pereira
University of Minho, Portugal

Slavka Antonova
DCSD-University of North Dakota, USA
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Global expertise in the classroom: Evaluating the learning potential of teaching videoconferencing

SESSION FIVE

Wednesday, July 18
14:00 - 15:30
Room: MBT 200
Business Meeting
Chair: Alina Bernstein
section head, School of Media Studies, Academic College of Management (COMAS), Israel
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SESSION SIX

Thursday, July 19
09:00 - 10:30
Room: MBT 200
Media and Sport: Men's Football
Chair: Alina Bernstein
section head, School of Media Studies, Academic College of Management (COMAS), Israel
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MEDIA EDUCATION RESEARCH

MEDIATION OF SCIENCE: FASTER, HIGHER, STRONGER AND...

PR: The intensive involvement of PR in sports

Kate Taeuber
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Kerry Philip Green
University of South Australia
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Full-time score: Sensationalism v Fair
Go 1-0

Pam Creedon
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May Al-Khaja
Mass Communication Department, United Arab Emirates University
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Arab Women's Sports: An Historical and Descriptive Overview

Michael Meyen
Institut für Kommunikationswissenschaft und Medienforschung, Universität München
Anke Fiedler
Institut für Kommunikationswissenschaft und Medienforschung, Universität München
medialization of soccer: How TV changed our favourite sport

Mohammed Musa
University of Canterbury, New Zealand
mohammed.musa@canterbury.ac.nz Televion, Football and identity: Understanding the neo-liberal connection

Gerard Akindes
Ohio University, USA
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Transnational television broadcasting of sport in Africa and electronic Colonialism

Maddalena Fedele
GRISS - Universitat Autònoma de Barcelona
Maddalena.Fedele@uab.cat
Laura Aymerich-Franch - Social media as teaching resources in traditional university: the students’ perspective

Charmaine Annmarie Henry
charmainehenry@cwjamaica.com
Creative Teaching in Media and Communication at the Tertiary Level: A Case in Jamaica
SESSION TWO

Tuesday July 17
9:00-10:30
Room: SH 13
Media Education Policies in Evolution: Shaping the Agenda
Moderator: Divina Frau-Meigs
University of Paris 3 - Sorbonne, France

Hans Martens
University of Antwerpen, Belgium
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Media literacy in context: policies, practices, and educational model through Media Practice in High School: A Teaching Experience in Taiwan's Compulsory Education

Manuel Pinto
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Social inclusion through media education (best) practices

Claudia Lago
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How to embed media and education in public schools? The implementation of the course "Media and Education" in São Paulo State, Brazil

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Cultural Imperialism and Counter-hegemony: The Case of 'Nollywood', Nigeria

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Cultures of Media and Information Literacies among the Young: South-North Viewpoints

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Supporting advertising literacy of children - Evaluation of teaching materials and educational interventions

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Significance of Parental Guidance Ratings in Determining What Children Watch on Television among Families in Western Kenya

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Educat ing our kids about the risks of social network sites: useful or pointless?

SESSION FOUR

Tuesday, July 17
16:00-17:30
Room: SH 13
Media Literacy Studies as Social Practice
Moderator: Manuel Pinto
Minho University, Portugal

SESSION FIVE

Wednesday July 18
9:00 - 10:30
Room: SH 13
ICT, social networks and impacts on Media Literacy and Learning Process
Moderator: Gabriel Kaplun
Republica University, Uruguay

Sara Pereira
University of Minho, Portugal
sarapereira.cs.uninho.pt

Ana Melro
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The (non)place of digital literacy in the technological policies for primary school in Portugal - the voices of public and private agents

Marlen Belafi
Technische Universität Dresden, Germany
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**SESSION SEVEN**

Wednesday, July 18  
16:00 - 17:30  
Room: MTB 104  
**Business meeting**

**SESSION EIGHT**

Thursday, July 19  
9:00 - 10:30  
Room SH 13  
**Crossing media literacy: professional education**  
Moderator: **Beate Josephi**  
Edith Cowan University, Australia

**Phyllis Denise Dannhauser**  
University of Johannesburg, South Africa  
phyllisdj.ac.za  
Najma Agherdien  
najma@j.ac.za  
**Developing Film Literacy through online dialogue: enhancing collaborative knowledge building in teaching Film and Television Studies to multicultural undergraduates.**

**Physya Jameel**  
UN, Pakistan, p.jameelunesco.org  
**Mobile Technologies Changing Lives of Female Rural Teachers in Pakistan**

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Monika Unterreitmeier  
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Katrin Etzrodt  
Katrin.Etzrodt@tu-dresden.de  
Nina Haferkamp  
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I can Facebook!? - A Theoretical Reflection on the Impact of Social Media Literacy on the Handling of Private Information

Denize Correa Araújo  
Universidade Tuiuti do Paraná, Brazil  
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Wikipedia: a transcultural encyclopedia

Miriam Herrera-Aguilar  
Universidad Autónoma de Querétaro, Mexico  
comunicacion.educacion@yahoo.com.mx  
Los usos de las tecnologías digitales de la información y la comunicación en la educación básica: Estudio comparativo Francia-México.

David Tuwei  
Kenya, dtuwei@gmail.com  
Samuel Chege Mwangi  
scrmwangi@su.ac.edu  
Nancy Muturi  
nmuturi@k-state.edu  
**Information Communication Technologies and education: News Media representations of e-learning in Kenya**

Rosane Silva Borges  
Universidade Estadual de Londrina, Brazil  
rosanedsa@uol.com.br  
**Education for the media and race relations in Brazil**

Gerda Dullaart  
AFDA film school, South Africa  
gerda@afda.co.za  
**Creolising Academic Support for Media Students**

Paschal Baylon Atengdem  
Ghana  
pbatengdem@gmail.com  
Benedicta Adiita  
bandiita@yahoo.co.uk  
**Literacy for Development: A Discourse between Mother Tongue, National Language and English in Ghana**

Sholain Govender-Bateman  
Tshwane University of Technology, South Africa  
sholain.work@gmail.com  
**Closing the digital divide: Training journalism students to produce online packages using a single Blackberry device**

**Business meeting: Wednesday July 18th, 16:00-17:30, room to be announced**

Amna Ashraf  
Kinnaird College for Women, Pakistan  
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Naveed Iqbal Ch  
naveed.icr@gmail.com  
**Media Education in Pakistan; Curricula, Facilities and Practices in Public Sector Universities**
SESSION ONE

Monday, July 16
16.00 - 17.30
Room: MTB-C8

Journalism and cross media
Chair: Chris Paterson

Johannes Gerstner
University of Leipzig
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Felix Gerstner
Zeppelin University
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Markus Beiler
University of Leipzig
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Strategic management of a media company’s structural and procedural organization with special consideration of the newsroom architecture: creation, implementation and impact

Irene Dorothy Awino
Nation Media Group, Kenya
irenedawino@gmail.com

Challenges Day 2 journalism poses for The Daily Nation and the Standard Newspapers

SESSION TWO

Tuesday, July 17
14.00 - 15.30
Room: MTB-C8

Media production and management
Chair: TBA

Sonja Kröger
University of Hohenheim
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Emese Domahidi
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Thorsten Quandt
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Managerial Career Pathways in the Games Industry

Lynette Steenveld
Rhodes University
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Editors’ impact on a news organisation: a South African case study

SESSION THREE

Wednesday, July 18
16.00 - 17.30
Room: MTB-C8

Ethnography and methods
Chair: Chris Paterson

Esteve Ollé Sanz
European Commission Joint Research Center
esteve.sanz@gmail.com

The Production of Televisual Post-Consensus Format

SESSION FOUR

Thursday, July 19
09:00 - 10:30
Room: MTB-C8

Business meeting

MEDIA PRODUCTION ANALYSIS
SESSION ONE

Monday, July 16
11:00 - 12:30
Room: MTB-C8
Visual images, cinema, and spirituality
Chair: Yoel Cohen

Prof. Ines Gil
Universidade Lusofona of Lisbon, Portugal
‘The expression of the sacred in contemporary cinema’

Prof. Dominica Dipio
Makerere University
Uganda: ‘Religion, Spirituality and Female Agency in Haile Gerima’s Sankofa (1993)’

Prof. Tania Cantrell Rosas Moreno
Loyala University Maryland: ‘News and Novela Versions of Syncretism can Indicate Brazil’s degree of Media Freedom’

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: MTB-C8
Religion communication
Chair: Frank Coffey

Dr. Maria Way
University of Westminster, England
‘Divide and/or Conquer’

Mr Franscix Xavier Bernard Ngatigwa
Bayreuth University, Germany
‘Religion Divides: Mapping ‘others’ in Religious Radio Broadcasts in Tanzania’

Dr. Joseph Muyangata
Wing of Eagles International Bible College Blantyre, Malawi
‘Communication in a High-Tech World: Use of High-Tech Preaching in the 21st Century ‘New Methods of Message Delivery in Malawi’

SESSION THREE

Tuesday, July 17
09:00 - 10:30
Room: MTB-C8
Religious dissent the Media’s role
Chair: Francis Ngatigwa

Mr Saveria Mujib Shami
University of the Punjab, Pakistan
‘Silence of Opinion Makers on the issues of Religious Tolerance? (The case of Urdu Dailies and Pakistani Society)’

Prof. Cherian George
Nanyang Technological University, Singapore
‘Hate Spin: Taking Offence as a Political Strategy’

SESSION FOUR

Tuesday, July 17
16:00 - 17:30
Room: MTB-C8
Consumerism and religious goods
Chair: Dominica Dipio

Mr Jie Qin
City University of Hong Kong
‘The Production and Consumption of Digital Religious Goods: Web Data Mining of Buddhism Blogs from the perspective of Religious Economy’

Prof. Yoel Cohen
Ariel University Center, Israel
‘Jewish Religious Holiday Advertising in Israel’

SESSION FIVE

Wednesday, July 18
09:00 - 10:30
Room: MTB-C8
Media, the public, and Sacred text
Chair: Walter Ihejirika

Amir Abdoreza Sepanj
Public Opinion and its Influencing Factors in the Qur’an discourse”

SESSION SIX

Wednesday, July 18
14:00 - 15:30
Room: MTB-C8
Business meeting

SESSION SEVEN

Thursday, July 19
11:00 - 12:30
Room: MTB-C8
Crime & conflict reporting
Chair: Ines Gil

Dr Aliyu Musa
Liverpool Hope University, England
‘Citizen Journalism, principle of neutrality and the reporting of violent conflict in Nigeria’

Professor Priscilla Ann Boshoff
Grahamstown University, South Africa
‘The truth about witchcraft: reading witchcraft crime narratives in the Daily Sun’

Irfan Raja
University of Huddersfield, England
‘Will Pakistan Survive? Framing Pakistanis in the Western & American Media’

Frank Coffey
David Bauer Quest Program
Stratford, Canada
‘Mass Media as Site of Confirmation in History and Culture for Meaning of Sacred Text: Relations Media Religion and Culture’

Dr Walter Chikwendu Ihejirika
Federal University of Port Harcourt, and Catholic Institute of West Africa, Nigeria
‘Missionaries or Migrants?’
MEDIATED COMMUNICATION
PUBLIC OPINION & SOCIETY

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH7
The "Arab Spring" and its Inspirations?
Chair & Discussant: Lea Mandelzis
Netanya Academic College, Israel
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Ibrahim Saleh
University of Cape Town, South Africa
jre09is@gmail.com
When the sweet "Arab Spring" turns sour: The ties that bind

Katie Brown
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Diana Betz
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The University of Michigan, USA
Anti-Arab Humor and Support for Arab and Minority Rights

Kevin Gotkin
University of Pennsylvania USA
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Internet Relay Chat and the Vicissitudes of the Global Protest Meme

Sara Mourad
University of Pennsylvania, USA
smourad@asc.upenn.edu
"This is not Tahrir Yet": How the mainstream press framed the Occupy movement

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH7
Mediatization: Theoretical and Empirical Questions
Chair & Discussant: Knut Lundby
University of Oslo, Norway
knut.lundby@medie.uio.no

Friedrich Krotz
University of Bremen, Germany
krotz@uni-bremen.de
A critical concept of Mediatization

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: SH7

Christian Schwarzenegger
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Susanne Kinnebrock
susanne.kinnebrock@hil.uni-augsburg.de
University Augsburg, Germany
The Mediatization of Belonging and Proximity. An Empirical Approach to Transnational Lifeworlds

Knut Lundby
University of Oslo Norway
knut.lundby@medie.uio.no
Mediatization of terror. The 7/22 case in Norway

SESSION FOUR

Tuesday, July 17
09:00 - 10:30
Room: SH7
Civic Relations and the Public Sphere
Chair & Discussant: Corinna Lüthje
University of Hamburg, Germany
corinna.luethje@googlemail.com

Yanshuang Zhang
University of Queensland, Australia
yanshuang.zhang@uqconnect.edu.au
Microblogging: Evolution and Revolution in Public Sphere of Urban China

Inta Brikse
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inta.brikse@lu.lv
Beyond East and West: Case study of public sphere development in online discussions in Latvia

Yunxia Pang
Tsinghua University, China
pangyx06@gmail.com
Mapping the Chinese Micro-blog: How the Opinion Leaders Act
SESSION FIVE

Tuesday, July 17
14:00-15:30
Room: SH7
Media and Public Memory
Chair & Discussant: Hillel Nossek
College of Management Academic Studies, Israel
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Jacques Alkalai Wainberg
Catholic University, Brazil
jacqalwa@pucrs.br
The utopian discourse and memory of the revolutionaries of the 60's

Kamal R Sigde
Subaltern Forum, WACC member
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Media constructs in the post-2006 peace deal in Nepal

Corinna Lüthje
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Irene Neverla
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Mediated social memory and the perception of geohazards: The case of storm surges in Hamburg and the role of urban north-south conversations

Sharma Sharma
SOAS, University Of London
United Kingdom
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Justice for Bhopal: Contending Histories, Communication Challenge

SESSION SIX

Tuesday, July 17
16:00 - 17:30
Room: SH7
New Media Use and Socio-Political Identities
Chair & Discussant: Friedrich Krotz
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Lea Mandelzis
Netanya Academic College, Israel
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Alina Bernstein
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College of Management Academic Studies, Israel
Talkbacks as a meeting point between national-political attitudes and sport

Nohil Park
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JiYeon Jeong
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Dialoguing and Socially Being Together Online: The Social Presence-mediated Communication Model in organization-public Relationships

Katrin Etzrodt
TU Dresden, Germany
Katrin.Etzrodt@tu-dresden.de
Mediated Identities in Social Network Sites - More Than Just Self-Presentation

Fiorence Chee
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Stuart Poyntz
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Sociotechnical transformation between paradigms: Togetherness in the liminal spaces of Korea's Information Society

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Periyasamy Govindaraju
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Online Social communication pattern of college going students in Tamilnadu

SESSION SEVEN

Wednesday, July 18
09:00 - 10:30
Room: SH7
Media Activism
Chair & Discussant: Jacques Alkalai Wainberg
Catholic University, Brazil
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Yunbo Chen
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Yin Zhang
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Application of Social Networking Services (SNS) by Greenpeace in Mainland China: An Empirical Study

Alper Altunay
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Tamer Engin Sen
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A Study on Video Sharing Sides of Turkey

Chiung-ching Tsai
National Taiwan Normal University
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Exposing the Process of Internet Political Communication: A Case Study of the Taiwan Wild Strawberries Movement

Janina Wozniak
Nelson Mandela Metropolitan University, South Africa
janina.wozniak@nmmu.ac.za
An analysis of video activism against fracking in the Karoo, as posted on Youtube

SESSION EIGHT

Wednesday, July 18
14:00 - 15:30
Room: SH7
Gramsci and Media Studies and Section Business Meeting
Chairs: Hillel Nossek and Friedrich Krotz
Andreas Ytterstad
Oslo and Akershus University of Applied Sciences, Norway
andreas.ytterstad@fioa.no
What could good sense do to Gramscian media studies?

Anat First
Netanya Academic College, Israel
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Cracks in the hegemony? Multi-cultural representation in prime-time Israeli television

Friedrich Krotz
University of Bremen
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Gramscian Categories and Facebook Research

Wednesday, July 18
16:00 - 17:30
Room: SH7
Panel 9: Media and Nation Building
Chair & Discussant: Corinna Lüthje
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Tutku Akter
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Nazif Fuat
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Isolation from boundaries of South and North: Reunification of identities and necessity for redefinition of national identity

Hualin Chen
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Impact of Media Use on National Pride of Chinese Residents after Beijing Olympic

Piyanian Wang
City University of Hong Kong
piyanian.wang@gmail.com
Media As A Leveraging Of Hybridized Identity: Hong Kongers’ Consumption Of Mainland China’s Media and Influence on Social Identity Formation

Lesley Cowling
University of the Witwatersrand, South Africa
ljc@unw.it
Building a nation: The Sowetan and the creation of a black public

Thursday, July 19
09:00 - 10:30
Room: SH7
Media Research Methodologies
Chair & Discussant: Irene Neverla Neverla
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Anna Katharina Schnauber
University of Mainz, Germany
anna.schnauber@uni-mainz.de
Online vs. memory-based - moderating and mediating variables in second-order cultivation

Shahab Mobasher
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Ghazal Shoilizadeh
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Freelance Journalist and Researcher, Iran
Utilizing Information Theory and Linguistic Rules in Content Analysis of Persian Weblogs in Two Post-electoral Time Intervals

Katharina Lobinger
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If Only the Donkey Was a Fiat, and the Horse a Mercedes-Benz! A Qualitative Heuristic Approach to How People Experience and Make Sense of Visual Images

Cibele Mariano Vaz de Macêdo
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Regina Gloria Nunes Andrade
State University of Rio de Janeiro, Brazil
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Notes about Participative Research in Social Psychology

SESSION TEN
Thursday, July 19
11:00 - 12:30
Room: SH7
Theoretical and Conceptual Questions
Chair & Discussant: Friedrich Krotz
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Wilhelmina Johanna Greeff
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Communicating for survival in the mining and construction industries: Northern conversations and Southern contextualisations

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Gregor Daschmann
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Need for Cognition - an Elite Concept

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Ayo Ojebode
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Public trust and non-trust of Governance in Nigeria and Elsewhere: Is there need for theoretical reconceptualization

Tatiana Alekseeva
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Yale University (USA), Spain
Time and acceleration in the information society

Vasupradha Srikrishna
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Mudra Institute of Communications, India
A study exploring concepts and complexities emerging from a discourse on capital punishment
SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH14
Social Networking, Social Movements & Social Change
Chair: Lauren Eve Dyll-Mykleburst
Discussant: Ullamaija Kivikuru

Joel Khalil
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Youth Generated Media & Cultural Globalisation

Antonio Jose Rosas
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Paula Espirito Santo
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Sergio Felgueiras
sfelgueiras@gmail.com
Protesting in a cultural frame: How social media is being interpreted and used by Portuguese 'Geração à Rasca' activists

Henry Mainsah
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SOCIAL MEDIA AND DESIGN FOR YOUTH CITIZENSHIP

Ana Duarte Melo
anamedlo@cs.uminho.pt
Helena Sousa
hsousa@cs.uminho.pt
Subvertising as participation: reflections on digital consumer-citizen activism

Pradip Ninan Thomas
pradip.thomas@iq.edu.au
Participatory Communication and Communication Rights: Learnings from Social Movements

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH14
Participation, Journalism and Digital Journalism
Chair: Pradip Ninan Thomas
Discussant: Vipul Mudgal

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: SH14
"Old" Media, "New" Media & Social Change
Chair: Chris Paterson
Discussant: Suchi Gaur

Abul Kashem
makashem53@gmail.com
Effectiveness of Mobile Phones as Communication Media

Pragati Bhalla
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Dr. Anjali Capila
Capila.anjali@gmail.com
Street Theatre for Social Change: A Participatory Research

SESSION FOUR

Tuesday, July 17
09:00 - 10:30
Room: SH14
Understanding Participatory Communication as Process
Chair: Pradip Ninan Thomas
Discussant: Giles Robert Dodson

Melissa Tully
melissa-tully@uiowa.edu
Fist to Five for Change: Analysis of the effectiveness of an integrated media strategy to promote conflict resolution and peace

Lynnette Fourie
Participatory Governance: A participatory communication for social change perspective

Wei Bu
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Empowering Migrant Workers through Participatory Communication in China

Anjali Capila
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Nilanksha Sachdev
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VIDEO A TOOL FOR PARTICIPATORY COMMUNICATION? A STUDY CONDUCTED WITH VIDEO SEWA COOPERATIVE

Vered Malka
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Deliberation Forum as an Empowerment Agent: The Case Study of Israeli Communication Students

Emmanuel Prem Kant Das
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Effectiveness of Information Sources in Adoption of selected Farm Innovations.

Gerry Bloustien
Denise L Wood
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Engaging young people in participatory research through traditional, digital and social media
Chiara Saez Baeza
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Television Digital y Sociedad Civil en Chile: avances y retrocesos desde el punto de vista de la democratización mediática

SESSION FIVE
Tuesday, July 17
14:00 - 15:30
Room: SH14
The Critique of Participatory Communications in Africa (1)
Chair: Lauren Eve Dyll-Mykleburst
Discussant: Marikie Burger

Ogu Sunday Enemaku
ogusen@yahoo.com
Application of Participatory Communication Principles for Promotion of Biosecurity and Prevention of Conflict by the FAO in Nigeria, 2009-2010

Patience Priscilla Mushuku
patiencemushuku@gmail.com
The Fallacy of Participation in Behaviour Change Programming: The case of GWAPA

SESSION SIX
Tuesday, July 17
16:00 - 17:30
Room: SH14
The Critique of Participatory Communications in Africa (2)
Chair: Patience Priscilla Mushuku
Discussant: Helene Maree Thomas

SESSION SEVEN
Wednesday, July 18
09:00 - 10:30
Room: SH14
Corporate Social responsibility - the common ground for capitalist stakeholder ideas and participatory development ideals
Chair: Helene Maree Thomas
Discussant: Louise Isabel van Dyk

Lauren Eve Dyll-Mykleburst
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‘Lodge-ical Thinking: A public-private-community partnership model for Participatory Lodge (Tourism)’
Development

Elbé Kloppers
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Lynnette Fourie
lynette.fourie@nwu.ac.za
Participatory Communications in Africa: CSR in the South
Giles Robert Dodson
gdodson@unitec.ac.nz
Effective bi-cultural partnership? Local community development and marine conservation at Mimiwhangata

SESSION EIGHT
Wednesday, July 18
14:00 - 15:30
Room: SH14
Theorising Participatory Communication
Chair: Suchi Gaur
Discussant: Sarah Cardey

Musara Lubombo
mlubombo@yahoo.com
Participatory communication for social change: Normative validity and descriptive accuracy of stakeholder theory

Vipul Mudgal
vipumudgal@gmail.com
Participatory policy and pre-legislative transparency as processes of communication: A strong case for North-South dialogue for deepening democracy

Temba Sipho Masilela
tmsiilel@hsrc.ac.za
“Between anguished silences of pretence, protest and conversations of principled planning”

Patrick William Cockayne
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Janine Joy Simon-Meyer
janine@bambinedev.co.za
“It’s my turn to talk”: the transformation of meaning and value through an alternative local communication matrix

Venu Arora
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Through the Looking Glass: Participatory Communication - From Ideology to Practice

Thomas Leigh Jacobson
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Tom Webler
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SESSION NINE

Wednesday, July 18
16:00 - 17:30
Room: SH14
Participatory Communication, Community Media and Social Change
Chair: Karin Wilkins
Discussant: Thomas Leigh Jacobson

Nico Carpentier
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Vaia Doudaki
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Community Media for Reconciliation in Cyprus

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Chris Garforth
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Sarah Cardey
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The challenge of mobile phones in addressing the gendered nature of poverty through dialogue promotion of the economically disadvantaged in India

Suchi Gaur
suchigaur14@gmail.com
Dr. Sarita Anand
sa_anand2007@yahoo.com
Catalyzing The Pace of Development: Case Study of a Community Radio in Orissa

SESSION TEN

Thursday, July 19
09:00 - 10:30
Room: SH14
Voice, Participatory Communication & Social Change: A Panel Discussion of Nick Couldry’s ‘Why Voice Matters’
Thomas Jacobson
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Florence Enghel
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Arne Hinz
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Pradip Thomas
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SESSION ELEVEN

Thursday, July 19
11:00 - 12:30
Room: SH14
Participatory Communication in International Development Research

Tessa Lewin
T.Lewin@ds.ac.uk
Andrea Cornwall
A.Cornwall@sussex.ac.uk

Jenny Edwards
J.Edwards@ds.ac.uk
“Communicating Women's Empowerment” through film: Reflecting on the Pathways of Women’s Empowerment ‘Real World’ Documentary Scheme

Nicholas Peter Benequista
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Participatory communication in international development research

Nicholas Peter Benequista
Joanna Wheeler
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Cartographers, Conciliators and Catalysts: A Praxis for Research Communication

Blane Harvey
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Zachary Patterson
Z.Patterson@ds.ac.uk
“Understanding context” in developing new approaches to communication: Making sense of a crowded field

Patricia Curmi
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Research communications in multi-organisational partnerships
SOCIAL MEDIA AND THE "ARAB SPRING"
Chair: Philippe J. Maarek
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Discussant: Ibrahim Saleh
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Gadi Wolfsfeld
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Elad Segev
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Tamir Sheaffer
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The Social Media and the Arab Spring: Politics Always Comes First

Thabo Ramphobole
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An Investigation into the Role of Social Media in the Political Protests in Egypt (2011)

Zizi Papacharissi
University of Illinois at Chicago
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Sharon Meraz
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Broadcasting and listening practices on #Egypt: How was a revolution framed on Twitter?

Anthony A. Olorunnisola
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Ayo Ojebode
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ayo.ojebode@gmail.com
Public Opinion in Nigeria’s Democracy: Why the Arab Spring stopped in the Desert

Monday, July 16
11:00 - 12:30
Room: SH4

COMPARATIVE POLITICAL CAMPAIGNING
Chair: Philippe J. Maarek
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Discussant: Gadi Wolfsfeld
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Nora A Draper
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Rowan Howard-Williams
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Manufacturing the citizen-consumer: political advertising in the age of digital surveillance

Melanie Leidecker
Johannes Gutenberg-University Mainz
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Formatting election coverage in the elite and in the popular press. A comparison of two German newspapers 2005 and 2009
Jürgen Wilke, Johannes Gutenberg-University Mainz, juergen.wilke@uni-mainz.de

Ricardo Fabrino Mendonça
Federal University of Minas Gerais (Brazil)
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Ana Carolina Ogando
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Discourses about the “feminine”: Ethics of Care and Strategic Essentialism in Dilma’s presidential campaign

Mafalda Lobo Pereira
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Portuguese presidential election of 2011: analysis of the communication strategy of political candidates on the web

Julio Juárez-Gámiz
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Marcin Gruszka
Poland
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“The media love me, don't they?": building a media index for presidential candidates in the 2012 Mexican presidential election

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: SH4

VISUAL AND TELEVISUAL POLITICS
Chair: Philippe J. Maarek
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Discussant: Julio Juárez-Gámiz
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Katharina Lobinger
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Cornelia Brantner
University of Vienna
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Different Views on Political Imagery? Examining Audience Perception of Visual Portrayals of Politicians

Lilia Raycheva
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The dynamics of the audiovisual political messages

Nuno Goulart Brandão
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Maria João Barbosa
Instituto Superior de Gestão de Portugal
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The election campaign in the portuguese television news
SESSION FOUR

Tuesday, July 17
9:00 - 10:30
Room: SH4
PRESS AND POLITICAL INFLUENCE
Chair: Julio Juárez-Gámiz
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Discussant: Lars Nord
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Vanessa Cruz
University of Michigan
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Racialized Scapegoats: Counter-Mobilizing Allies and Targeted Immigrants in Spanish Through English Media

Ivor Gaber
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Rupert and the 'three card trope' - what you see ain't necessarily what you get

Rod Tiffen
University of Sydney
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Rupert Murdoch and the Commercial Uses of Political Partisanship in News

Keval Joseph Kumar
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SESSION FIVE

Tuesday, July 17
14:00 - 15:30
Room: SH4
PRESS, MEDIA AND POLITICS: NEW MODELS OF RELATIONSHIP?
Chair: Lars Nord
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Discussant: Rod Tiffen
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Richard Shafer
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Richard Aregood
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Participatory and Interventionist Journalism Models as Obstacles to Effective Professional Practices

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Stephen D McDowell
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Barbara Robinson
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Assassinating objectivity: Framing of the political murders in the elite press

Shaima’a Zoelfakar Zoghaib
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Presumed media influence and strategic voting in the Egyptian parliamentary elections 2011

Enas Mohamed Abou-Youssef
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Media and Political reform in Egypt The role of media coverage of the transition period in forming audience attitudes towards political reform in Egypt

Ibrahim Saleh
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Elite Newspapers and Political Transformations From Cape To Cairo

SESSION SIX

Tuesday, July 17
14:00 - 15:30
Room: MTB 200
NEW MEDIA INFLUENCE ON POLITICAL COMMUNICATION IN ESTABLISHED DEMOCRACIES
Chair: Keval Joseph Kumar
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Discussant: Jens Tenscher
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Aasim Khan
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Trending in India: The rise of online social media in Indian politics and its implications for the world’s largest democracy

Seon Gi Baek
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Stigi Lee
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Social Network Service (SNS) and its Political Power: A Semiotic and discourse analysis on contents of Twitter in the Mayoral Election of Seoul City in Korea

Rui Alexandre Novais
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Álvaro Cúria
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The partisan press revival? Party websites as the new information providers

Steven Bosch
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Tweeting political participation: The use of Twitter by South African politician Helen Zille
SESSION SEVEN
Tuesday, July 17
16:00 - 17:30
Room: SH4
SOCIAL MEDIA AND NEW POLITICAL NETWORKS
Chair: Julio Juárez-Gámiz
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Discussant: Rod Tiffen
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Felicity Duncan
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Old, new, mainstream, alternative or none of the above: The blurring of media boundaries in the Tea Party movement

Caja C. Thimm
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Political Conflicts, Social Media and the Digital Citizen: A comparison between Egypt, Germany, and China

SESSION NINE
Wednesday, July 18
9:00 - 10:30
Room: SH4
POLITICAL COMMUNICATION CONFRONTING THE ECONOMIC CRISIS
Chair: Jürgen Wilke
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Discussant: Ivor Gaber
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Kajsa Larsson Falasca
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Framing the Financial Crisis: An analysis of political actors and journalists influence over news media content and the frame building process

Karen Arriaza Ibarra
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Lars Nord
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Public service under pressure: Government media policies and the economic crisis in Northern and Southern Europe

Maximilian Hänska-Ahy
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Maria Kyriakidou
London School of Economics
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The Euro Crisis in Public Discourse: A comparative study of the Greek and German Press

SESSION TEN
Wednesday, July 18
14:00 - 15:30
Room: SH4
BUSINESS MEETING
Chair: Philippe J. Maarek
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Jens Tenscher
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Two Levels of Campaigning: An Empirical Test of the Party-Centered Theory of Professionalization

Lars W Nord
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Marie Grusell
University of Gothenburg
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Spin, strategies and social media. A study of professionalization and digital campaigning in Sweden 2009-2010
Institutions adapting to new media technology. Norwegian parties and the Internet

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Friederike Schultz
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Re-shaping the meaning of crises: The role of strategic framing and institutional justifications for affecting mass media crisis coverage

Leilah Shaikh
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Issue Frequency in Political Speeches: An investigation of Jacob Zuma’s Political Communication Strategy

SESSION THIRTEEN

Thursday, July 19
9:00 - 10:30
Room: SH4

Changes in communication influence on political participation

Björn Buß
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Political parallelism as a contextual factor in comparing media systems in Europe

Pei Zheng
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The Internet and political communication research from 1990 to 2011: A meta-analysis

SESSION TWELVE

Wednesday, July 18
16:00 - 17:30
Room: MTB 200

Framing and priming in political communication

Chair: Jürgen Wilke
Johannes Gutenberg-University Mainz
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Discussant: Katharina Lobinger
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Kaleidoscope of Framing: Multi-Framing

Youths, social media and political participation. Measuring Effects of Traditional News Media and Social Media Attention

Weiyu Zhang
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Making sense of non-participation: How ICTs influence average youth in Singapore

SESSION THIRTEEN

Thursday, July 19
9:00 - 10:30
Room: SH4

Changes in communication influence on political participation

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Political parallelism as a contextual factor in comparing media systems in Europe

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The Internet and political communication research from 1990 to 2011: A meta-analysis
SESSION FOURTEEN

Thursday, July 19
11:00 - 12:30
Room: SH4

MANAGING THE COMMUNICATION OF GOVERNMENT POLICIES
Chair: Ibrahim Saleh
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Discussant: Rui Alexandre Novais
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Rofhiwa Felicia Mukhudwana
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The uniqueness of government communication: investigating communication management of government departments in the KwaZulu-Natal metropolitan

Ying Li
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Resurrecting the “Wandering Ghost” of Confucius: Branding China

Kerry McCallum
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The mediatization of Indigenous policymaking in Australia

Leshuo Dong
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Public petitions and online battles in Brazil

POSTER SESSION (by alphabetical order of titles)

Tendai Joseph Chari
University of Venda in South Africa
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Electoral contest as war: Press, politician and citizen interface during Zimbabwe’s 2005 elections

Sharma Sharma
SOAS University Of London
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Justice for Bhopal: Crisis? Moral Panic? Political Scandal?

Leshuo Dong
Tsinghua University in Beijing
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Chien-Yi Hsiang
Tsinghua University in Beijing
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Political News Discourse Analysis on Chinese media: Investigation of Scientific Outlook on Development Coverage

Alessandra Aldé
Universidade do Estado do Rio de Janeiro
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Public petitions and online battles in Brazil

Jieying Wang
Hong Kong Baptist University
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Reclaiming the Identity through Social Movement Participation

Lyon Ncube
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Shifting the goal posts: The interplay between Political advertisements and editorial slants in newspapers during election period

David Mekelberg
The Max Stern Yezreel Valley College of Israel
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Softer Power: The Power of Civil Society

Ali Ulusoy
Erciyes University of Turkey
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The Cultivation of Reality in Turkish Islamic, Leftist and Liberal Press, the case of Armenian Genocide Bill which passed from French Parliamentary

Kim Alexa Johnson
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The Framing of Crime as a ‘Coloured’ Phenomenon

Mohammad Hosseini Moghaddam
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Hossein Ali Afkhami
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The ideological expectations of the government and the resistance of the oppressed: A study on the image of disfranchised groups in Iranian post-revolutionary press (1980-2010)

Amos Owen Thomas
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Would you hire this person? Empowering Voters in Peru
POLITICAL ECONOMY

SESSION ONE

Monday, July 16
11:00 - 12:30
Room: SH3

Local and glocal dynamics
Chair: Helena Sousa

Joe F Khalil
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Empowering the Local: Challenges to Post-Revolution Arab Media Environment

Dal Yong Jin, Florence Chee
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The Evolution of the Notions of Imperialism in Media Studies: from Lenin to Platform

Zanetta Lyn Jansen
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Can we still speak of a global North and South and how is this divide significant despite globalization? Playing the devil’s advocate and constructing a debatable post-Marxist framework

Ellen Strickland
University of Queensland
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Political Economy at the Periphery: Communications and Connectivity in the Pacific Islands

Peichi Chung
Department of Cultural and Religious Studies, The Chinese University of Hong Kong
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The Regionalization Narratives of Two Asian Cities: Hybrid Cultural Policy and Creative Industry Development in Hong Kong and Singapore

SESSION TWO

Monday, July 16
14:00 - 15:30
Room: SH3

Media and Financial Crisis
Chair: Peter A. Thompson

Steve Schifferes
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BBC Coverage of the Financial Crisis

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Eva Karin Olsson
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Wayne J. Hope
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Time, Crisis, Rupture; global capitalism and the communication of revolt

Peter A. Thompson
Victoria University of Wellington
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Great expectations? The role of the media in trading decisions and the generation of financial bubbles and crises

SESSION THREE

Monday, July 16
16:00 - 17:30
Room: SH3

Journalism and news reporting
Chair: Janet Wasko

Fredrick Oduor Ogenga
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Is Peace Journalism Possible in the ‘war’ against terror? The Daily Nation and The Standard representation of Operation Linda Nchi in Somali

SESSION FOUR

Monday, July 16
16:00 - 17:30
Room: SH13

Participation and social media
Chair: Rodrigo Gomez

Irina Anja Turner
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Political communication about the state of the South African nation: rhetorical turning points in an evolving democracy
SESSION SEVEN

Tuesday, July 17
16:00 - 17:30
Room: SH3

 Ups and Downs in Media Industries
Chair: Wayne Hope

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Vivien Zhou Shou
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Gloom in the West. Boom in the East: Exploring different trajectories of the newspaper industry through an examination of the Hong Kong case.

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Creative destruction in the digital milieu

Randall Nichols
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Macro Meets Micro: Cultural Capital and the Political Economy of Video Games

SESSION SIX

Tuesday, July 17
14:00 - 15:30
Room: SH3

Consumption and citizenship in the digital sphere
Chair: Peichi Chung

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The Internet as an advertising medium

Leon van Jaarsveldt
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Beliefs about Democracy, Economic Powerhouses and Mediating Role of the Internet: A closer look at developing Southern Democracies, South Africa, India and Brazil since 1994

Cecilia Carrossini Bezerra Cavalcanti
Federal University of Rio de Janeiro
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Digital communication: the conflicts in the transmission and distribution of information in the era of knowledge economy

SESSION FIVE

Tuesday, July 17
09:00 - 10:30
Room: SH3

Visions and (Di)visions: the political economy of language and memories
Chair: John Sinclair

Maria Immacolata Vassallo de Lopes
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Cultural and Political Economy
Considerations on Brazilian Telenovela

SESSION SEVEN

Tuesday, July 17
09:00 - 10:30
Room: SH3

Surveillance, immaterial labour, and exploitation on social networking sites: Empirical findings and critical reflections

Michael Serazio
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Crowd-Sourcing Consumer Governance: Social Media Marketing and the Web 2.0

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Impact of Social Media on Economic Development - A Perspective of Transaction Costs and Social Capital

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Jo Pierson
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Not all privacy settings are created equal - evaluating social media privacy settings for personal and advertising purposes

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Surveillance, immaterial labour, and exploitation on social networking sites: Empirical findings and critical reflections

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Creatividad, eurocentrismo y lucha epistemológica

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The Language unit and the CPLP: The concertation of the harmony

Helena Sousa
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Regulating for whom? An analysis of media regulatory entities in Lusophone countries

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The Portuguese language internet communication flows: contribution for a multicultural global world

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A Tale of Two Counties: Bridging the Digital Gap in Rural China?

Tara S. Nair
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Making of the Audience or Unmaking of the Citizen? Media, Market and the Middle Class in Contemporary India

Lida Holtzhausen
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Non-Profit organizations bridging the communication divide in a complex South Africa

Haiqing Yu
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A Tale of Two Counties: Bridging the Digital Gap in Rural China?
Productivity and Efficiency of the Cultural and Creative Sector in Europe: North and South Divide

Özge Özdüzen
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All that is Large-Format Movie Theater Melts Into Air: The Transformation of Movie Theaters in 2000s Beyoğlu, Istanbul

SESSION EIGHT

Wednesday, July 18
09:00 - 10:30
Room: SH3
Identifying and exploring models
Chair: Randall Nichols

Janet Wasko
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Teaching the Political Economy of Media

Antonio Martins de Araujo Neto
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The Propaganda Model and the Financial Press

Henry James Silke
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Zhuang XIONG
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twobears2001@gmail.com
"Whether the propaganda model was out of date?" Critical discourse analysis of criticism on American neoliberalism media system during China’s media reforms

SESSION NINE

Wednesday, July 18
14:00 - 15:30
Room: SH3
Business Meeting
Chair: Helena Sousa

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Svetlana Kulikova
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State ownership vs independent editorial policy in sovereign Russian democracy: Case of Echo of Moscow Radio

SESSION TEN

Wednesday, July 18
16:00 - 17:30
Room: SH3
Media self-regulation and the state
Chair: Helena Sousa Colin Sparks

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Hossein Afkhami
Allameh Tabatab’i University, Tehran
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Pattern of Contemporary Press in Iran: a Political Economy Approach
Olivier Jutel
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Populism and the New Political Economy of the Media Field

Md. Abu Naser
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Corporate Influence in Global South’s Media Industry: A Study on Bangladesh Media

Cinzia Padovani
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Media Moguls and Late Capitalism. The case of Italy.

SESSION TWELVE
Thursday, July 19
09:00 - 10:30
Room: SH3
Communication policies and the public sphere
Chair: Helena Sousa John Downing

Rodrigo Gómez
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Digital Terrestrial Television Policies in Mexico. The Telecomm Wars

Md. Abdur Razzaque Khan
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The Political Economy of Private Television Channel Ownership in Bangladesh

José Vicente García Santamaría
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Raul Magallón Rosa - rmagallo@um.uc3m.es
Carlos III University
The Spanish media walk to the duopoly informative

Michael Tracey
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Populism and the New Political Economy of the Media Field

Cinzia Padovani
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‘...this strange disease of modern life...’: the concept of Public Value and the Triumph of Materialist Modernity

Slavko Alojzij Splichal
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The ‘marketplace’ metaphor and marketization of the public sphere

SESSION THIRTEEN
Thursday, July 19
11:00 - 12:30
Room: SH3
Media policy and regulation
Chair: Janet Wasko

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Rhetorical strategy of media “owners” as a shield against social debate on sector regulation

Matthias Niedenfuehr
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The Tug-of-War between Regulatory Interventions and Market Demands in the Chinese Television Industry

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Santiago Marino
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Universidad Nacional de Quilmes
The Media Law in Argentina: new democratic regulation ways for communication

Sarah Helen Chiambu
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Knowledge and Ideas in a Context of Power: Rethinking Media Policy and Reform in Southern Africa

Victor Pickard
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The Postwar Struggle for Regulatory Power and the Triumph of Market Libertarianism in U.S. Media Policy

SESSION FOURTEEN
Thursday, July 19
11:00 - 12:30
Room: SH13
Private and Public performances
Chair: Rodrigo Gómez

Verena Kreilinger
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Critique of the Political Economy of Personal Information on Social Networking Sites

Zhihua ZHANG
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Whom to Speak to: from a post crisis global perspective

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Knowledge and Ideas in a Context of Power: Rethinking Media Policy and Reform in Southern Africa

Chang-de Liu
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National Chengchi University, Taiwan
Manufacturing consent among cultural workers: The labor process of young musicians in Taiwanese live venues

Iñaki Zabaleta
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SESSION ONE

Monday, July 16
14:00 - 15:30 
Room: MTB- C4
Emergent Spaces
Chair: Barry King

Alette Jeanne Schoon
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The mobile phone and the production of space: Domesticating Lefebvre in a black South African ‘township’

Christian Schwarzenegger
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(K)no(w) -go areas: Mediated communication, popular culture references and the construction of personal geographies

Innocentia Jabulisile Mhlambi Wena
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Ungubani?: Spatial and temporal restructuring of social relations through ukuthakazela in the Internet

Dina Ligaga
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“Virtual expressions”: alternative online spaces and the staging of popular internet cultures

SESSION TWO

Tuesday, July 17
09:00 - 10:30 
Room: MTB- C4
Tracking Celebrity
Chair: John Benson

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When Nollywood looks North: History and Identity in Nollywood Collaborations

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LA as a remembered and dis-membered city

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Kate Azuka Omenugha
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Celebrity culture, media and the Nigerian youth: negotiating cultural identity in a globalised world

SESSION THREE

Tuesday, July 17
16:00 - 17:30 
Room: MTB- C4
Sounding Places
Chair: Deborah Phillips

Hongmei Li
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Orientalization and Self-Orientalization in China: Negotiation between Commercial Logic and Political Logic

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Reproducing Pleasure through Rituals: The Music Culture of Older Adults in Cantonese Operatic Singing Lessons
Juan Carlos Valencia
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High-Culture beyond the West: The changing sonic aesthetics of a University radio station in Latin America

Tsan-Kuo Chang
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Graffiti as Global Communication in Hong Kong: The Interplay between Public Space and Public Sphere

Eduardo Vicente
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Rosana Soares
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University of Sao Paulo, School of Communication and Arts
Youth Cultural Center: a look at the musical diversity in Sao Paulo/Brazil

SESSION FOUR

Wednesday, July 18
14:00 - 15:30
Room: MTB- C4
Business Meeting

SESSION FIVE

Thursday, July 19
09:00 - 10:30
Room: MTB- C4
Home and Away
Chair: Barry King

John Joseph Benson
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Transforming personal and national anxieties into popular entertainment television: the emotional public sphere as popular narrative therapy

Deborah Philips
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Making Do and Mending - Domestic television in the age of austerity: Kirstie Allsopp’s Homemade Homes

Yuval Gozansky
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Gabriela Jonas Aharoni
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School of Communication, Sapir College, Israel
The transformation of the concept of childhood in the Israeli television for children: From local to global issues and trends

Eva Bakoy
Lillehammer University College, Norway
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Travel programs in a cosmopolitan perspective
POST-SOCIALIST AND POST-AUTHORITARIAN

SESSION ONE

Monday July 16
16:00 - 17:30
Room: MTB-C4
South-North and East-West: Broadcasting, Democracy and the Public Good Today and Tomorrow
Chair: Georgina Born

Corinna Arndt
University of Oxford, United Kingdom
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The Politicisation of Newsrooms and Consequences for Organisational Culture: Lessons from the South African Broadcasting Corporation Post-Apartheid

Laura Ranca
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Broadcasting Against the Current. Challenges to Media Professionalization in Democratic Republic of the Congo

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Anna Kachkaeva
Higher School of Economics (Russia)
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Public Broadcasting in Russia – Utopia or Real Possibility?

Lucas Sierra
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The development of law governing television broadcasting in Chile 1958-2000

Saba ElGhul-Bebawi
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Domination and Resistance: a Study of Al Jazeera English within the Global Public Sphere

SESSION TWO

Tuesday, July 17
14:00 - 15:30
Room MTB-C4
Media Coverage and Media Discourse: Regional Practices
Chair: Natalia Ikonnikova

Gulnura Toralieva
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Environmental Reporting in Kyrgyzstan

Jia-Wei Tu
City University of Hong Kong
Hong Kong
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How News Media Use Affects Political Discussion in a Transitional Society: Evidence from the China Survey

SESSION THREE

Wednesday, July 18
9:00 - 10:30
Room: MTB-C4
Consumerism versus social media: communicative aspects
Chair: Kaarle Nordenstreng

Natalya Ikonnikova
Higher School of Economics, Russia
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Social communications spaces: transnational, local, public interpersonal

JING YAN
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Michael Serazio
Fairfield University, United States
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The Art of Producing Consumers: A Critical Textual Analysis of Post-Communist Polish Advertising

Michael Meyen
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Anke Fiedler
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Universität München
Institut für Kommunikationswissenschaft und Medienforschung, Germany
Mass media and collective memory: The communist GDR in today’s communicative and cultural memory

SESSION FOUR

Wednesday, July 18
16:00 – 17:30
Room: MTB-C4
Business meeting

Anthea Garman
a.garman@ru.ac.za
Speaking out as citizens: voice, agency and participation in post-apartheid South Africa
PUBLIC SERVICE MEDIA POLICIES

SESSION ONE

Monday, July 16
16:00 - 17:30
Room: MTB-C7
The Reconstruction and Revision of Public Service Media
Chair: Leen d’Haenens

Murej Mak’Ochieng
mmakochieng@mmu.ac.ke
Arguments for a public service broadcaster in Kenya

Wilson Ombeva Ugangu
ugangu@yahoo.com
Pieter Fourie
Linking normative theory to media policy making: The Kenyan case

Lenin Rafael Martell
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The construction of public radio service in Mexico within neoliberalism: The problematization of a case study

René Alicia Smith
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Public media in developing countries: ‘Revisioning’ public service broadcasting in South Africa

SESSION TWO

Tuesday, July 17
14:00 - 15:30
Room: MTB-C7
Public Service Media: Principles of Access and Participation, from Discourse to Practice
Chair: Jo Bardoel

Inta Brikse
Inta.brikse@lu.lv
Ilva Beitika
Rolands Tjarve
Sense of national identity: discourse analysis of national public service regulation acts

Maria Michalis
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The challenges and opportunities of internet-delivered TV for public service broadcasters: The BBC and projects Kanagroo and Canvas/YouView

Bouziane Zaid
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The principles of access and participation in Moroccan public service television

Winston Mano
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Public service broadcast scheduling in Africa in the digital age: Continuity and change

SESSION THREE

Wednesday, July 18
09:00-10:30
Room: MTB-C7
Partnerships of Public, Commercial and Civil Actors
Chair: Leen d’Haenens

Esteve Ollé Sanz
esteve.olle@gmail.com
Maria Luengo
Public, commercial and civil television in the new media landscape

Neeraj Khattri
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Ganesh Seth
A paradigm for media intervention in conflict

Karen Arriaza Ibarra
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Defining the scope and intensity of partnerships as a means of fulfilling public service media (PSM) mission in Southern Europe: Have all the policies been positive?

SESSION FOUR

Wednesday, July 18
16:00-17:30
Room: MTB-C7
Business Meeting

VISUAL CULTURE

SESSION ONE

Monday, July 16
14:00 - 15:30
Room: MTB 311
Gender, Sexuality and Visual Image
Chair: Sunny Yoon
Hanyang University, South Korea

Myounghye Kim
KR (Korea, Republic Of) Dong-Eui University
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“Changing beautyscape in Korea: From pre-modern to postmodern global era”

Edwin Culp
Mexico Universidad Iberoamericana
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“Reframing the obscene: Affect, Potentiality and Representation in Contemporary Mexican Cinema”
Seon Gi Baek  
baek99@skku.edu  
Hani Lee  
mrgleeve@naver.com  

“Visual Images of Film, Signs of Passion and their in-depth Meanings: A Semiotic study on the Film of Korea with cultural implication”

Xu Li  
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Xiang Li  
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Lei Gu  
guleiapply163.com  
Yajun Zhang  
graceful@hotmail.com  
HK (Hong Kong) The Chinese University of Hong Kong

“A Content Analysis of Male Images in Hong Kong Magazine Advertisements 2001 to 2011”

SESSION TWO

Monday, July 16  
16:00-17:30  
Room: MTB 311  
Visual Technology and Visual Art  
Chair: Fernando do Nascimento Gonçalves  
State U Rio de Janeiro, Brazil

Nien Wei Ling  
Province of China, Taiwan  
kristylog2@hotmail.com  
“The Media Representation of iPod in Taiwan 2001- 2010, Discourse Analysis”

Ana Serrano Tellería  
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ES (Spain) Basque Country University (Journalism) and Cantabria University (Economics and Business)

“Online Magazines Design: A Methodological Proposal”

José Gomes Pinto  
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PT (Portugal) Lusofona University

“Looking South to see North: African art as Model for European painting. Revisiting Carl Einstein Negro Sculpture (1919)”

SESSION THREE

Tuesday, July 17  
14:00 - 15:30  
Room: MTB 311  
Cinema and representation of reality  
Chair: Denise Araujo  
UTP, Brazil

Tatiana Alekseeva  
tatiana.alekseeva@yale.edu  
ES (Spain) Yale University

“Dancing Signifiers in the Internet Stage”

Ruchi Subhash Joshi  
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IN (India)  
“CINEMA NOVO - WHEN FILMMAKERS AWOKE TO REALITY”

Beatriz Morgado de Queiroz  
biamorgado@gmail.com  
BR (Brazil) Universidade Federal do Rio de Janeiro UFRJ

“Hélio Oiticica and the deny of the cinema”

Inês Gil  
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PT (Portugal) Federal Fluminense University

“Atmosphere: a filmic element”

SESSION FOUR

Tuesday, July 17  
16:00 - 17:30  
Room: MTB 311  
Psyche and Identity in Visual Communication  
Chair: Anton van der Hoven  
University of Kwazulu-Natal, South Africa

Sunny Yoon  
sunny33@naver.com  
KR (Korea, Republic Of) Hanyang University

“Spiritual Salvation in a form of popular culture: South Korean cinema ‘Secret sunshine’ and ‘Thirst’”

Julio Cesar Lemes de Castor  
jcarrascozazspm.br  
BR (Brazil) Escola Superior de Propaganda e Marketing

“Discursive memory and advertising films of consecrated brands”

SESSION FIVE

Wednesday, July 18  
14:00 - 15:30  
Room: MTB 311  
Business Meeting

SESSION SIX

Wednesday, July 18  
16:00 - 17:30  
Room: MTB 311  
South- North dialogue and visual communication  
Chair: Myounghye Kim  
Dongeui U. South Korea

Jose Mauricio C M Silva  
zemauricio@gmail.com  
BR (Brazil) Mackenzie Presbyterian University

“Cultural circuits between North and South: post colonialism and visual language of Brazilian samba schools in Portugal”
SESSION SEVEN

Thursday, July 19
09:00-10:30
Room: MTB 311
Visual Praxis
Chair: Ana Serrano Tellería
Basque country U. Spain

Edgar Gómez
eygomez@ucc.edu

Jill Arnott
arnott@ukzn.ac.za
ZA (South Africa) University of KwaZulu-Natal
"Material Cinema and the "Global South"

Hrishikesh Ingle
hrishikeshingle@gmail.com
IN (India) The English and Foreign Languages University
“Bridging the South-North Divide: Iconicity in Popular Hindi Cinema”

Denize Correa Araujo
denizearaujo@hotmail.com
BR (Brazil) UTP
"North-South visual imagery and imaginary borders"

Peyi Soyinka-Airewele
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US (United States), Department of Politics Ithaca College Ithaca
"Mutiny of the Margins and Tensions of Globalism: Negotiating Culture and Independence in the Nollywood Cinematic Landscape"

SESSION EIGHT

Thursday, July 19
11:00 - 12:30
Room: MTB 311
Still and Silence in Image
Chair: Tanja Sakota-Kokot
University of Witwatersrand, South Africa

Elisenda Ardèvol
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ES (Spain) Universitat Oberta de Catalunya
"Studying visual culture beyond representation; an ethnographic approach to image as practice"

Handan Vicdan
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US (United States) Eastern Kentucky University
"Consumption Trap by Means of Television Series"

Sandra Ristovska
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US (United States), Annenberg School for Communication, University of Pennsylvania
"Documentary Film Reception and the Voice of the Visual"

Tanja Sakota-Kokot
tanja.sakota-kokot@wits.ac.za
ZA (South Africa) University of the Witwatersrand Wits Film and Television School of Arts
"Understanding Community, Culture and Identity within a Modern World in Craig Freimond’s Material the Movie"
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