Born in 1964 at Kadirenigudem village of Telangana, Aelay Laxman is highly reputed artist for his contemporary depictions of the rural Telangana imagery. Like many other successful artists, he too started his artistic journey as a signboard artist and illustrator before coming to the mainstream art. Now, a research scholar at the English and Foreign Languages University, Laxman completed his Masters in Painting from Jawaharlal Nehru Architecture and Fine Arts University, Hyderabad and worked as an Art Director for films. He is credited with numerous important shows and was part of several art camps held in India and abroad.

Laxman's vibrant quasi-realistic paintings and arduously drawn imagery evoke a sense of apprehension and nostalgia. His men and women in typical Telangana attire proclaim their cultural identity. His first solo show in 90' was titled, 'Images of Kadirenigudem', on the name of his native village. From then on, the representation of Telangana life in all its vitality and vigor become his personal visual idiom even in his recent one man show, 'Fellow Travellers' in 2014. The paintings at his very recent solo show in Gallery, Mumbai, titled 'Fellow Travellers' demonstrate highly skillful renditions of portraits layered with imagery taken from folk arts of Nakashi, Kalamkari, Paithan etc. These larger than life size hyper realistic images of street performers, itinerant bards and tantalizing common people are built and rebuilt over multiple layers of motifs that burst from his subconscious memory revealing predicaments of oppressed communities.
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Exhibitors

Annapurna International School Of Film & Media
Balaji Pearls
Frameside Lounge Launch Event - Comic Art
HarperCollins Publishers India
Hyderabad Sarees
Intellect Books
Jai Ganesh Pearls
Kriti Social Initiatives
Mangatrai Pearls
Orient Blackswan
Oxford University Press
Palgrave Macmillan
Prasar Bharati
Routledge
S. V. Handlooms Pochampally
Sage Publications India Pvt. Ltd
Sri Krishna Pearls
Z-Apparels
Zee Entertainment Limited
Sponsors
Chai, Culture and Conversation

It’s July and the monsoons have broken over the centuries-old Deccani city of Hyderabad. It’s a special time here, in many ways, reflecting the cultural mélange that makes the city what it is. It is the month of Ramzan and our city’s icon, the Charminar, is brilliantly lit up, inviting the devout and the curious to explore the old city’s bazaars. The lights of the Infotech city beckon with a different message, repositioning themselves in a capital that is rediscovering its place in India. In the chai shops that dot the city, conversations revolve around politics (always), the rain (sometimes) and the future (accompanied by a hopeful “inshallah”). The tone seems perfect for discussion and debates, both old and new.

Telangana, India’s 29th and youngest province, is an apt location in which to situate our discussions around the conference theme, “Region as Frame: Politics, Presence, Practice.” Statehood followed a protracted struggle on several fronts, and its achievement is not without continued contestation. Identities, rights and responsibilities become foregrounded against a politics that is simultaneously hyperlocal and global, fuelled as it is by multiple migrations of people, goods, and ideas across state and national borders.

For the members of the Local Organizing Committee, the conference will be the culmination of more than a year’s effort. Beginning with the bid and its confirmation at the 2013 Dublin meeting, we have travelled the intervening months with a mix of anxiety and excitement, arguing over the programme and fretting over the arrangements, wanting to put together something that would help participants catch up with old conversations and begin new ones. From worries about visas to micromanaging arrival and departure schedules, we have tried to make your journey here as smooth as possible.

The programme is a packed one, perhaps no different from every other IAMCR meeting, and sometimes this means difficult choices for participants. But it’s a problem of plenty. And when the mind needs a different kind of stimulus, there is also a film festival and many interesting special panels to choose from. We also hope you will take some time to get to know Hyderabad—its old and new avatars.

The Local Organizing Committee is delighted to welcome you all to the conference and hope that you will have an enriching experience in our city.
The different interwoven strands represent the movement of people across distance and time to draw and redraw the shifting boundaries of region. Within these imagined spaces people commune, connect and sometimes move away and beyond to create new formations, new networks, that are in some ways the same, yet in others, diverse and unforeseen.

**Region as Frame: Politics, Presence, Practice**

The breaking down of some of the world’s walls has created an uncertainty about the geographies and substantive nature of the regions they had once defined. This includes physical boundaries such as the Berlin wall, ideological ones such as those in Eastern Europe and the former Soviet Union, economic ones such as those that had once separated India and other socialist economies from the capitalist West, and cultural ones such as those that had hidden the lives of people in the Middle Eastern and Soviet bloc.

Mobility, migration and disembodied interactions by cyberspace further complicate the notion of region as a conceptual and experiential category. New regional hierarchies, such as the economic power of emerging economies (BRICS) are taking shape, serving to centre traditional loci of power, while different forms of identity politics are creating fissures in the modern nation state. Corporations have acquired the power to dictate politics through their ownership of forms and channels of expression, and this has created a new urgency to re-think old political economy arguments around media control and dispersal in a regional rather than global framework.

The conference theme seeks to explore the dynamics of media systems, communication patterns and organizational relationships within this new “framing” of region as a physical and conceptual category. The theme thus lends itself to panels and papers dealing with a wide range of specific sub-themes and topics. These may include:

- What are the politics that drive media discourse, organization and economics?
- What kind of presence is at all possible in this redefined regional space, and how does region become a real and imagined construct across new media presences?
- What sorts of practices then become key to media and communication spaces enclosed in or defined by this new frame?
Message from the Co-Chairs, IAMCR 2014

Welcome to Hyderabad!

The University of Hyderabad and the English & Foreign Languages University are delighted to host this year’s conference of the International Association for Media and Communication Research. Both institutions have a tradition of combining a global outlook with a regional—and local—focus, structuring their programmes and activities in a manner that gives students and researchers a space to draw from a range of perspectives while encouraging them to apply their learning in locally appropriate ways. This is the approach that underlies scholarship and practice across the disciplines that are represented in our institutions. We believe that the learning to be derived from media and communication studies can play a role in fostering such critical thinking and reflective practice in the wider academy as well as in the public sphere.

Given this orientation, we are particularly pleased to be involved in organizing this conference, which attracts a diverse group of scholars, activists and practitioners from around the globe. The theme of this year’s conference is not only relevant but timely, considering the recent movements and shifts that have taken place in our own region.

Hyderabad represents a unique confluence of cultures and a blend of the modern and the traditional. It offers many studies in contrast, but at its heart is a cosmopolitanism that has made it attractive to the many groups that now call it home. We hope you will take time to discover something of the city. If you have the time, we’d be happy to welcome you to our campuses as well.

Best wishes for a productive and stimulating conference!

Prof Ramakrishna Ramaswamy  
Vice Chancellor  
University of Hyderabad

Prof Sunaina Singh  
Vice Chancellor  
The English and Foreign Languages University
IAMCR has gathered in Hyderabad this year to share our research, to work together, and to renew old friendships and make new ones.

“Region as Frame: Politics, Presence, and Practice” - the conference theme chosen by the Local Organizing Committee - is timely and important in the context of India, as well as the rest of the world. The theme is represented by a compelling image that features multicolored strands interwoven to become a strong and beautiful braid. As described by the committee: “The different interwoven strands represent the movement of people across distance and time to draw and redraw the shifting boundaries of region. Within these imagined spaces people commune, connect and sometimes move away and beyond to create new formations, new networks, that are in some ways the same, yet in others, diverse and unforeseen.” Undoubtedly, this theme will be woven through the plenaries, special sessions, and Section and Working Group panels, as well as the social events and informal gatherings.

In addition, several special sessions have been planned to discuss IAMCR’s participation in UNESCO’s Global Alliance for Media and Gender (GAMAG) and Global Alliance for Partnerships on Media and Information Literacy (GAPMIL), as well as recent UNESCO studies of the Internet, and Freedom of Expression and Media Development. (A summary of these sessions can be found in the back pages of this program.) We will also honor Stuart Hall in a special plenary, which will include the announcement of a new IAMCR award.

We were pleased this year to be able to support 25 early-stage members from 16 different countries through travel grants, as well as 15 additional fellowships awarded by the Local Organizing Committee to early career scholars from India in honor of Professor K. E. Eapen (The recipients are listed on the Awards page).

As you participate in the conference activities, you may want to reflect on the conference theme as it relates to the nature of IAMCR itself. “International” is not just a word in the name of the association. IAMCR strives to be a truly international organization. As a reminder: We have members in over 95 countries. We maintain a formal relationship with the United Nations system as a non-governmental organization and have Special Consultative Status with UNESCO. In addition, we serve as an umbrella association for national and regional organizations in the field, encouraging groups to organize activities at our conferences. Over the years, we have met in 30 different countries and have traveled to every continent. We have an obligation to meet in different regions of the world to facilitate global participation, to share our work with a wide range of researchers, and “to commune and connect.”

Finally, we would like to express gratitude to our local hosts from the University of Hyderabad and the English & Foreign Languages University, as well as the many sponsors and individuals who helped make these meetings and events possible.

Best wishes for a productive and enjoyable conference!
Local Organizing Committee

Co-Chairs, Prof. Ramakrishna Ramaswamy (Vice Chancellor, UoH); Prof. Sunaina Singh (Vice Chancellor, EFLU). Co-Convenors: Usha Raman, John Varghese

Members, University of Hyderabad: Vinod Pavarala, Vasuki Belavadi, Kanchan K. Malik, Sathya Prakash E; Shruti Singhal

Members, English and Foreign Languages University Hyderabad: G. Naga Mallika, Ravindra Kumar Venula, Suchitra Patnaik, Hrishikesh Ingle; Shruti Singhal

Advisors To LoC: Usha Vyasa Reddy, Jyotirmaya Sharma, Padmaja Shaw, C Ram Manohar Reddy, P K Manvi, Amita Desai


IAMCR Governing Bodies


Alina Bernstein (Media and Sport), Sandra Braman (Law), Satarupa Dasgupta (Participatory Communication Research), Divina Fra-Meigs/ Manuel Pinto (Media Education Research), Arne Hintz (Community Communication), Christina Holtz-Bacha/ Maria-Jose Canel (Political Communication Research), Epp Lauk/Chandrika Kaul (History), Peter Lunt (Audience), Kaitlynn Mendes/ Margaretha Geertsema-Sligh (Gender and Communication), Francesca Musiani/Sandra Ristovska (Emerging Scholar Network), Hillel Nossek (Mediated Communication, Public Opinion, and Society), Jo Pierson (Communication Policy and Technology), Ibrahim Saleh (Journalism Research and Education), Helena Sousa (Political Economy), Herman Wasserman (International Communication)

John Lent (Comic Art), Nanna Engebretsen, Sarah Cardey and Ravindra Kumar Venula (Communications & HIV/AIDS), Ester Pollack (Crisis Communication), Roza Tsagarousianou (Diaspora and the Media), Olga Smirnova (Digital Divide), Pieter Maeselee (Environment, Science and Risk Communication), Manuel Pares and Maria Teresa Nicolas (Ethics of Society and Ethics of Communication), Claudia Padovani (Global Media Policy), Kate Holland and Marjan de Bruin (Health Communications and Change), Basyouni Hamada (Islam and Media), Roel Puijk, Chris Paterson and Ida Shultz (Media Production Analysis), Victor Khroul, Yoel Cohen and Dominica Dipio (Media, Religion and Culture), Barry King (Popular Culture), Anastasia Grusha (Post-Socialist and Post-Authoritarian Communication), Leen d'Haenens and Jo Bardoel (Public Service Media Policies), Sunny Yoon (Visual Culture)

Executive Board: Janet Wasko (President), Maria Michalis (Secretary General), Nico Carpentier (Treasurer), Pradip Thomas (Vice President), Aimée Vega (Vice President)

Past Presidents: Jim O'Halloran, Cees Hamelink, Robin Mansell, Frank Morgan, Hamid Mowlana, Manuel Pares i Maicas, Annabelle Sreberny
Reading the Programme

The plenaries, special sessions, panels and breakout sessions have been assigned a code, like this: **AUDW1 MR1**.

The code represents:

- The Abbreviation of the Section/Working Group (AUD)
- The Day of the Session, W for Wednesday, etc.
- The Number 1, 2, etc. indicates the order of the session in the schedule for the respective section/working group.
- The Venue is given by the abbreviation of the room with its number.

**AUDW1 MR1 9:00 - 10:30** is read as:

**Audience Working Group, Session 1, on Wednesday at 9.00 am in room number MR 1**

The list of all rooms with their abbreviations is given below:

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FIRST FLOOR PLAN

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Staircase  Lobby

M R 1.08  M R 1.09

M R 1.10

lift
Lobby
Staircase

M R 1.06  M R 1.05  M R 1.04  M R 1.03  M R 1.02  M R 1.01

M R 1.06  M R 1.05  M R 1.04  M R 1.03  M R 1.02  M R 1.01

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Awards

2014 Smythe Award
Benjamin Birkinbine (University of Oregon, USA) Incorporating the Commons: Towards a Political Economy of Corporate Involvement in Free and Open Source Software

2013 Schiller Award
Sandra Ristovska (University of Pennsylvania, USA) Strategic Witnessing in an Age of Video Activism

Travel subsidy recipients for 2014

2. Basil N. Hamusokwe, South Africa, Emerging Scholars Network
4. Carole Phiri-Chibbonta, Zambia, Community Communication Section
5. Chikezie Emmanuel Uzuegbunam, Nigeria, Popular Culture Working Group
6. Chun Liu, China, Law Section
7. Elaśl Mambwe, Jr., Zambia, Emerging Scholars Network
8. Elira Turdubaeva, Kyrgyzstan, Political Communication Section
9. Fernanda Capibaribe, Brazil, Gender and Communication Section
10. Geisa Fernandes, Brazil, Comic Art Working Group
11. Hamid R. Akrami, Iran, Community Communication Section
12. Jacinta Mwende Mawe, Kenya, Political Economy Section
13. Luíza Alvim, Brazil, Visual Culture Working Group
15. Nesrine Abdel-Sattar, Egypt, Media Production Analysis Working Group
16. Radhika Mittal, India, Environment, Science and Risk Communication Working Group
17. Rabi C Dahal, Bhutan, Journalism Research and Education Section
18. Shanshan Zhang, China, Emerging Scholars Network
19. Shudipta Sharma, Bangladesh, Political Economy Section & Community Communication Section
20. Sivani Pillay, South Africa, Journalism Research and Education Section
21. Viktor Chagas, Brazil, Political Economy Section
22. Wajha Raza Rizvi, Pakistan, Gender and Communication Section
Prof. K E Eapen Fellowship

Professor Eapen was the first convener of the University Grants Commission (UGC) panel on mass communication, and the first UGC National Lecturer and Emeritus Fellow, Journalism/Communication. He served as consultant, Ministry of Information and Broadcasting; Vice-President, Commonwealth Association for Education in Journalism and Communication; and Vice-President, International Association for Media.

Professor Eapen was a pioneer in identifying the significance of the Satellite Instructional Television Experiment (SITE) and initiated a SITE evaluation study in the Karnataka cluster in 1975-76 when the nation experimented with satellite technology in taking developmental messages to the underdeveloped areas. His book, *Critical Issues in Communication: Looking Inward for Answers* has been inspiring for many communication studies scholars. Prof. Eapen passed away in 2010.

The Local Organizing Committee of the IAMCR 2014 Hyderabad Conference is pleased to announce fellowships to the following candidates in memory of Prof K E Eapen:

1. Shinto Augustine, Karnataka University Dharwad
2. Nuaiman Keeprath Andru, University of Hyderabad
3. Yuki Azaad, IGNOU, University of Delhi
4. Saaya Chattopadhya, Jadavpur University; Baraipur College
5. Rajani Karki Chhetri, Assam Don Bosco University
6. Bidu Bhushan Dash, Tata Institute of Social Sciences
7. Neeraj Khattri, Jagran Lakecity University
8. Nithila Kanganasabai, Independent Researcher
9. Ugyal Lama, Jain University Bangalore
10. Rachita Malik, Save the Children
11. Sriram Mohan, Tata Institute of Social Sciences
12. Ankhi Mukherjee, The English and Foreign Languages University
13. Shalini, Janastu
14. Akanksha Shukla, Amity School of Communication
15. Neha Miglani Vadhera, Punjab University

The fellowships were made possible through a grant from Taleem Research Foundation, Ahmedabad.
Plenary Sessions

Opening Plenary
The Networked Metropolis: Global Connectivity, Regional Disconnection
Tuesday July 15 2014, 17.30 – 19.00. Hall 3

Professor of Sociology and Professor of City and Regional Planning at the University of California, Manuel Castells is especially associated with research on the information society, communication and globalization. His talk will explore the dynamics between the global communication networks that connect the world through metropolitan nodes, and the process of cultural and social inequality within each region, following the logic of networks that both connect and disconnect.

Mr. Jawahar Sircar, Chief Executive Officer of Prasar Bharti, India's national public service broadcaster, with the rank of Secretary to the Government of India, will speak on how broadcasting professionals and academicians can work together for mutual benefit.

Plenary 1
Tribute to Stuart Hall
Wednesday, July 16, 2014, 11.00 – 12.30. Hall 3

Communication and cultural studies scholars the world over learned with deep regret of the passing on February 20, 2014, of Professor Stuart Hall, one of the preeminent and iconic leaders of social and political discourse in our field. IAMCR will pay tribute to his memory by dedicating one of its plenary sessions in his honour at IAMCR 2014 Hyderabad, India.

Speakers

Hopeton Dunn is Professor of Communications Policy and Digital Media at the University of the West Indies in Jamaica, where he holds an endowed Chair in Telecommunications Policy and Management.

Prof. Susie Tharu is a member of the Subaltern Studies Collective and founder member of Anveshi, Research Centre for Women's Studies, Hyderabad, she was instrumental in introducing Cultural Studies at EFLU and setting up the department.

Colin Sparks is Professor of Media Studies at Hong Kong Baptist University in Hong Kong. A founder editor of the journal Media, Culture & Society, he has written extensively on international communication, development and journalism.

Sandra Ristovska is a documentary flmmaker and a PhD student in communication at the Annenber School for Communication, University of Pennsylvania. Her research explores the role of online video in public discourse and policy deliberations with a particular focus on human rights video advocacy.

Garry Whannel is Professor of Media Cultures and Director of Research Institute for Media Art and Design (RIMAP) at the University of Bedfordshire. He has been researching popular culture, media and sport for over 30 years.
Plenary 2
Innovations in C4D
in collaboration with UNICEF
Thursday July 17 2014, 11.00 – 12.30, Hall 3

Although progress has been made over the years, a recurrent observation in the communication for development (C4D) field has been the limited cross-fertilization between theory and practice. Many in the academic world of C4D would argue that the pace of theoretical analysis and growth often exceeds the ability of practitioners to reflect it in their applied work. By contrast, C4D practitioners are increasingly confronted with greater demands for articulating a clear theory of change (i.e., what interventions lead to what results), and robust evidence of how C4D contributes to programmatic outcomes.

This panel examines trends, challenges and opportunities to bridge the gap between theory and practice in communication for development, including perspectives from a mix of representatives from the academic world and from the world of practitioners (including UN agencies and NGOs). Panel presentations will map out current trends in the C4D field, including a focus on social norms, social networks, ICTs; discuss case studies that illustrate how the practice of C4D has evolved and what differences it makes in and across development sectors (e.g. Health, HIV, Water and Sanitation); and share lessons learned on collaborative efforts between academics and practitioners to broaden the richness of C4D as a field of study and practice. Panelists will put forward key questions and recommendations for further discussion with the audience and beyond.

Speakers
Rafael Obregon, Chief, Communication for Development, UNICEF
Vinod Pavarala, Professor & UNESCO Chair on Community Media, Department of Communication, University of Hyderabad
Jo Tacchi, Deputy Dean Research & Innovation, Royal Melbourne Institute of Technology, Australia
Amparo Cadavid, Universidad Minuto de Dios, Colombia
Mario Mosquera, Chief, C4D UNICEF India
Venu Arora, Co-Founder, Ideosync Media Combine, India

Plenary 3
Governing Digital Spaces: Issues of Access, Privacy and Freedom
Friday July 18 2014, 11.00 – 12.30, Hall 3

Internet governance affects a wide range of social and political issues. It affects who gets to participate in the online economy. It affects intellectual property and determines who gets access to the key technical resources, such as domain names and IP addresses, that make Internet service possible. And access to this technology is restricted not only by price but also by control, not only in terms of technology, but also by policy. As a target of government surveillance, it affects privacy and civil liberties. It affects freedom of expression, forcing the world’s diverse policies to be harmonized. Internet governance provokes debates over the global balance of power, surveillance and privacy among citizens and organizations. This panel comprises speakers from different countries, each representing a different standpoint on the issue.

Speakers
Robin Mansell, Chair
Carlos Affonso de Souza, Marco Civil, Brazil
Sunil Abraham, Executive Director at the Centre for Internet and Society (CIS)
Michael Gurstein Executive Director, Centre for Community Informatics Research, Developing & Training (Vancouver BC, Canada & Cape Town, South Africa).
Anita Gurumurthy, IT for Change, an India-based NGO that works at the intersection of development and digital technologies.
The Asian newspaper industry is remarkable in having continued to grow against the new media-use patterns of the digital era. In countries such as India, Japan, Indonesia and China, newspaper readership continues to broaden, with the number and range of publications, particularly in non-English spaces, growing or at the very least, stabilizing. The panel, which will involve representatives from both the industry and academia, discusses the factors behind this resilience and the dynamics of print media in the region.

Speakers

Dr. N. Bhaskara Rao is the founder and Chairman of the Centre for Media Studies (CMS), New Delhi. His work focused on electronic media and telecommunications which helped the respective ministries in formulating perspectives and strategies. He contributed in expanding television and India going for color TV.

Siddharth Varadarajan is a journalist and academic. Previously Editor-in-Chief at The Hindu, Mr. Varadarajan has held academic positions at various universities in the USA, including the New York University and the University of California Berkeley.

Dr. Debao Xiang is presently an Associate Professor at the School of International Journalism, Shanghai International Studies University. His research interests include international communication, political communication and journalism studies.

Shudipta Sharma is Lecturer at the University of Chittagong, in Bangladesh. His research interests include Bangladeshi journalism and the media market.
Special Sessions

Special Session 1
Media Education: The Changes and Challenges
Wednesday July 16 2014, 14.00 – 15.30. Hall 5

In an increasingly complex media environment, educating young professionals and preparing young scholars present several challenges. The demand for cross-functionality, the pressures of corporatization, the politics of ownership and the emergence of community voices and channels has led to a rethinking and retooling within the academy. The panel will reflect the challenges that continue to face media educators.

Speakers
Braj Kishore Kuthiala, (Chair), B. P. Sanjay, Basayouni Hamada, Ibrahim Saleh, Guy Berger

Special Session 2
Regional Cinemas in India: Practices, Politics, Stardom
Wednesday July 16 2014, 16.00 – 17.30. Hall 5

Indian cinema, constituted of the cinemas produced in regional languages like Tamil, Telugu, Kannada, Marathi etc., has always enabled a heterogenous space towards asserting the nation-state as the site of representations and contestations. The various regional film industries have historically traversed the arenas of social mobilization, religious adulation and political processes and have asserted their significance apart from the nationally popular Hindi cinema. In the last two decades there has been a resurgence of the regional film industries in India. This session has been planned to facilitate a dialogue and discussion occasioned by some of most important publications centered on regional cinemas in India.

Speakers
M. Madhava Prasad (Chair), Moinak Biswas, S. V. Srinivas, Vamsee Juluri

Special Session 3 and 4
Mediating Marginalities: Issues of Race, Caste, Ethnicity and Gender
Thursday July 17 2014, 14.00 – 15.30; 16.00 – 17.30. Hall 5

The contemporary world has to contend with multiple forms of marginalities. Social Sciences and Humanities have engaged with familiar marginalities relating to race, gender, ethnicity, caste and sexual orientations. Recent scholarship also acknowledges the proliferation of ever newer forms of marginalities which correspond to global economy, international relations, stability and instability of national regimes and cultures. Some of these marginalities relate to religious and linguistic minorities, borderland and diasporic communities, populations displaced due to civil and international wars and so on. This two-session symposium explores global perspectives in marginalities of race, caste, class, ethnicity and gender, simultaneously as philosophical, political and anthropological categories.

Speakers
Sukhadeo Thorat, K. Satyanarayana, Anthea Garman
Ammu Joseph, Carolina-Acosta Alzuru, Radhika Parameswaran, Nahed Eltantawy
Special Session 5
Regional Framing and ICA
Friday July 18 2014, 14.00 – 15.30. MR 1.06

How academic associations accommodate place is a central aspect of their self-identity. This panel considers the ways in which “the region” has been made and kept relevant in scholarship associated with the International Communication Association, to both positive and negative effect. It brings together present and former officers of the association, journal editors and longstanding members to address how “the region” has been variously used as a frame in ICA-related contexts. Under discussion will be the shape of comparative media studies, the global spread of feminist studies, the internationalization of ICA-related journals, the uneven inclusion of countries of the Global South in research agendas, and the role played by regionalism in the crisis facing contemporary journalism.

Speakers
Barbie Zelizer, Colin Sparks, Carolyn Byerly, Peter Voderer, Radhika Parameswaran

Special Session 6
Continuing Challenges in Health Communication
Organised in collaboration with the Mudra Institute of Communications, Ahmedabad
Friday July 18 2014, 14.00 – 15.30. Hall 5

In the context of the Millennium Development Goals, the focus in health communication has shifted to looking at and addressing the “causes of the causes” of disease and ill health. This has necessitated a move beyond the usual campaign targets of communicable diseases, immunization, and maternal and child health, to encompass more deep rooted social, cultural, political and behavioural issues that need to be tackled if health for all is to become a reality. Chronic disease and lifestyle diseases are a major thrust in this new approach to health communication. This panel will focus on some of the challenges and opportunities facing health communication in these areas.

Speakers
Arbind Sinha, Sunil Verma, Irfan Khan, Seema Kumar, Avishek Hazra, Marjan de Bruin-Maxwell

Special Session 7
Soft Power and the Media Industry in the BRICS

This panel will examine the emerging Soft Power discourses within the BRICS (Brazil, Russia, India, China and South Africa) nations, whose annual summits are being increasingly noticed outside the five countries, which together account for 20 per cent of the world’s GDP. Although it has been in operation as a formal group since 2006 and holding annual summits since 2009, the study of BRICS’ Soft Power in a comparative and transnational perspective has escaped academic and policy scrutiny.

Speakers
Kaarle Nordenstreng, Daya K. Thussu, Colin Sparks, Joseph Straubhaar, Herman Wasserman
Growing interconnections between countries and regions within an increasing globalised planet are inviting all scholars to critically think about the historical evolution, the current status quo and the future of Communication Research worldwide. This necessary approach must be completed from a wide perspective in terms of its geopolitical scope, being always open to the dialogue between local, national, regional and global insights and situations.

This panel tries to take a new step in this process, following some other previous relevant (Montevideo 2012) and ECREA (Istanbul 2012) conferences or the first meeting of Communication Research Associations held in Bilbao last January.

**Speakers**
Nico Carpentier, César Bolaño, Fernando Oliveira Paulino, Miguel Vicente, Binod Agrawal

**Social Event**

**Hyderabadi Dinner**
Venue HICC
July 17 2014, 19:30
Side / Lunchtime Events

Communication for Social and Behavioral Change: Learning Modules for Academic and Training Institutions in India

A Workshop organised in collaboration with UNICEF

Tuesday, July 15 2014. 13.00 – 16.00. MR 2.03/2.04

Objective 1.
To establish the relevance of initiatives focusing on building capacity in Social and Behavioral Change Communication (SBCC)/ Communication for Development (C4D) within the current trends in development debates and policies.

Description:
The presentation explores the role of SBCC in the context of current and future trends in development, highlighting the need to create a critical mass of professionals to respond to challenges and opportunities arising from changes in the political economy of development.

Methodology: Presentation and Discussion

Objective 2.
To disseminate the India C4D Curriculum Platform

Description:
The presentation will illustrate the background of the initiative, the competency-based approach supporting the curriculum design and will provide a brief description of architecture and content of the curriculum platform.

Methodology: Presentation

Objective 3.
To take stock of what has been achieved to date regarding the C4D curriculum platform

Description:
Universities/institutes that participated in the design of the SBCC curriculum will share experiences in implementing the modules, the challenges faced, discuss future cooperation and explore the possibility to replicate the same experience in India and other countries in the region.

Methodology: Plenary Discussion

Book Launch: New book by IAMCR members

Communication Theories in a Multicultural World

Wednesday, July 16 2014, 12.30 – 14.00. Exhibition Space, Hall 4

Edited by Clifford Christians and Kaarle Nordenstreng

This volume is an up-to-date account of communication theories from around the world.

Authored by a group of eminent scholars, each chapter is a history and state-of-the-art description of the major issues in international communication theory. While the book draws on an understanding of communication theory as a product of its socio-political and cultural context, and the challenges posed by that context, it also highlights each author’s lifetime effort to critique the existing trends in communication theory and bring out the very best in each
The Frameside Lounge (FSL) Launch Event
Presented by the Comic Art working group at IAMCR 2014
Wednesday, 16 July, 15.30 – 16.00. Exhibition Space, Hall 4

Open Dialogue – ‘Conversations with Cartoons’

The Frameside Lounge (FSL) serves as a coffee-comfort conversational space at IAMCR 2014 Hyderabad where delegates can exchange ideas, storylines and sketches around graphic novels, comics and cartooning. The activations include:

- Opportunity for Comic Art working group to design a cartoon style Frameside Lounge T-Shirt and badge for members of the group to sport at IAMCR Hyderabad and stickers to hand out to other participants, funded by personal budgets
- Storyboard frames mounted on display stands with visitors encouraged to enrich the process by continuing and contributing to graphic narratives
- Example material from respective origin countries of participants placed on coffee table for browsing
- Crowd-sourced material from The Frameside Lounge will be incorporated as part of a “Catalogue of Thrills”

The intention is for product from joint-creations conceptualised at FSL Hyderabad to be on display at FSL Montréal – IAMCR 2015

IAMCR contribution to the Global Alliance on Media and Gender
(Joint session with Gender and Communication Session and Working Group on Global Media Policy)
Wednesday, July 16 2014, 16.00-17.30. MR 2.03/2.04

Chair: Janet Wasko (University of Oregon)
Discussant: Claudia Padovani (University of Padova)

Presentations:

Aimé Vega Montiel (UNAM): IAMCR Contribution to the Global Alliance on Media and Gender: towards a research agenda

Karen Ross (University of Northumbria): The challenges of cross-cultural collaborations: lessons learnt from a pan-European research project

Carolyn Byerly (Howard University): The ‘policy challenge’ of gender equality and women's empowerment in media systems

Ammu Joseph (India): Global Alliance on Media and Gender: Challenges for India/South Asia

Lisa McLaughlin (US): What is Missing from the Global Alliance on Media and Gender?: Women, ICT and Entrepreneurship Development as a Critical Concern

Anita Gurumurthy (ICT for change): Women's rights and ICT in the Global South

Claudia Padovani (University of Padova): The ‘sharing of knowledge’ challenge: using Mapping Global Media Policy to support a research agenda

Kaitlynn Mendes (University of Leicester): Towards a sustainable research agenda: the role of the IAMCR Gender and Communication section
## Home and the World: A Festival of Films from South Asia
Organised in Collaboration with Magic Lantern Movies and South Asian University

**July 16 to July 18, 14.00 – 17.30**
**Hall 6**

<table>
<thead>
<tr>
<th>Nation and Region</th>
<th>Red Ant Dream</th>
<th>Sanjay Kak</th>
<th>120 min</th>
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<tbody>
<tr>
<td>16 July 2014</td>
<td>Tales From The Margins</td>
<td>Kavita Joshi</td>
<td>23 min</td>
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<tr>
<td>14.00 - 17.30</td>
<td>A Certain Liberation (Shadhinota)</td>
<td>Yasmine Kabir</td>
<td>37 min</td>
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<tr>
<th>Corporeal, Cultural, Engendered</th>
<th>We Homes Chaps</th>
<th>Kesang Tseten</th>
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<tr>
<td>17 July 2014</td>
<td>View From a Grain of Sand</td>
<td>Meena Nanji</td>
<td>82 min</td>
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<tr>
<td>14.00 - 17.30</td>
<td>Death On a Full Moon Day</td>
<td>Prasanna Vithanage</td>
<td>69 min</td>
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<tr>
<th>Domains of Home and Work</th>
<th>Narayan Gangaram Surve</th>
<th>Arun Khopkar</th>
<th>45 min</th>
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<tbody>
<tr>
<td>18 July 2014</td>
<td>Tales of the Night Fairies</td>
<td>Shohini Ghosh</td>
<td>74 min</td>
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<td>14.00 - 17.30</td>
<td>Manjuben TruckDriver</td>
<td>Shema Dastur</td>
<td>52 min</td>
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<td>I Am Your Poet</td>
<td>Nitin K Pamnani</td>
<td>40 min</td>
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AUDIENCE (AUD)

Chair: Peter Lunt (Leicester University)
Vice-Chair: Toshie Takahashi (Waseda University)
Vice-Chair: Miguel Vicente-Mariño (Universidad de Valladolid)

AUDW1  MRG.01  09:00-10:30
News Reception
Chair: Peter Lunt (Leicester University)
Presentations:
Kayoun Kim: Change of Korean viewers’ attitudes toward product placement in dramas: Focusing on viewers’ comments on internet news articles about product placement
Musawenkosi Wiseman Ndlovu: South African (Young Adults’) Viewership of Television News and Implication for Democracy
Vanessa Malila: Media consumption and political participation - the decisions facing South African youth

AUDW2  MRG.01  14:00-15:30
Media and social uses
Chair: Miguel Vicente-Mariño (Universidad de Valladolid)
Presentations:
Antonieta Rebeil, Rebeca Iliana Arevalo and Victor Manuel Rodríguez: The impact of interaction between youth and cellphones
Muthu Selvi Subburaj and Govindarajan Periasamy: Psychological influence of mobile phone usage and addictive behaviour among students of rural-based university
Miguel Vicente-Mariño (Universidad de Valladolid) and Sirin Dilli (University of Giresun): Exploring the action of active audiences: perceptions and uses of media among social activists in Spain and Turkey
Kurniawan Adi Saputro: The Collective Attention of the Indonesian Audiences to the Mt. Merapi

AUDW3  MRG.01  16:00-17:30
Theoretical and Conceptual Issues in Audience Research
Chair: Peter Lunt (Leicester University)
Presentations:
Asta Zelenkauskaite: User-generated content and audience autonomy
Changwook Kim: Rethinking the Audience: Jacques Ranciere’s Concept of Emancipated Spectator
Adrian Athique: Transnational Audiences: Media Reception at a Global Scale

AUDT4  MRG.01  09:00-10:30
Literacy and the social value of media
Chair: Miguel Vicente-Mariño (Universidad de Valladolid)
Presentations:
Bingjie Liu: Is critical knowledge of media helpful? Presumed media effects on others and females desire to be thin
Aakanksha Sharma: Determining media literacy among rural women in India: Study on new media usage
Ashay Sahasrabuddhe: Better Understanding of the Feature Film among Deaf Viewers through Usage of Multiple Sign Language Interpreters.

AUDTBM  MRG.01  14:00-15:30
Audience Section Business Meeting
Chair: Peter Lunt (Leicester University)
Vice Chair: Miguel Vicente-Mariño (Universidad de Valladolid)
New Media Audiences/Users

Chair: Peter Lunt (Leicester University)

Presentations:
- Rahul Gadekar and Saumya Pant: Facebook Use and Issues of Privacy: An Indian Perspective
- Andreas M. Fahr and Anja Graf: Debordering of Privacy- Risk-Benefit Calculus of Models on their Social Network Sites
- Jie Gu: The co-construction of expertise in YouTubing practice: Product, competence and producer

Peter Lunt (Leicester University): Footing and...

Narrative and Audiences

Chair: Miguel Vicente-Mariño (Universidad de Valladolid)

Presentations:
- Miruna Doicaru: Outcome Delay as determinant factor of suspense in scenes with a positive ending: A focus on the film genre differences
- Maria T., Soto-Sanfiel (Universitat Autònoma de Barcelona): Transportation in audio narrative engagement
- Rajneesh Krishna and Neel Mani Chawla: Online and Offline Social Networks: A Qualitative Study of Digital Natives

Commercial Media and Audiences

Chair: Miguel Vicente-Mariño (Universidad de Valladolid)

Presentations:
- Vinnie Guo-Chiang Yu: Analyzing Elements of Video Collector Satisfaction with Digital Video Files: the Application of Tetraclass Model

Miguel Vicente-Mariño (Universidad de Valladolid) and Belén Monclús (Universitat Autònoma de Barcelona): How are online audiences investigated? Updating the state of the art of scholarly and commercial contributions to the field of audience research

Farah Fazlinda Mohamad: The effects of consumer sale promotions towards buying branded products: a study in Aeon Buset Raja Klang, Malaysia

Genre and Active Audiences

Chair: Peter Lunt (Leicester University)

Presentations:
- Karina Aveyard: The Social Geography of 'Going Out': Teenagers and Cinema in Rural Australia
- Rama Raj: Who is the audience of Gyanvani FMs in Tamil Nadu?
- Andreas M. Fahr, Lukas Angerer, Katharina Schmidl, Janina Modes and Anna-Victoria Behr: Cultivation Effects of Scripted Reality Viewing: A Prolonged Exposure Study

Young People and New Media

Chair: Miguel Vicente-Mariño (Universidad de Valladolid)

Presentations:
- Ana Francisca Monteiro and António José Osório: Online competitiveness: Exploring children's devotedness towards digital spaces and participation challenges
- Wendy Susan Keys: Child Audiences and Media Convergence: the unbounded child in a post-broadcast world
- Chikezie Emmanuel Uzuegbunam, Nelson Obinna Omenugha and Kate Azuka Omenugha: When the old meets the new: Exploring Nigerian children's engagement with traditional and new media
- Betsy Forero Montoya: The expansion of Japanese Popular Culture in Colombia: an analysis
COMIC ART (CA)

Chair: John A. Lent (International Journal of Comic Art)

Vice-Chair: Geisa Fernandes D’Oliveira (Observatório de Históriasem Quadrinhos-ECA/USP, UBA)

Business Meeting
Chair: John A. Lent and Geisa Fernandes D’Oliveira

Cartooning in Africa
Chair: John A. Lent (International Journal of Comic Art)

Presentations:
Levi Obonyo (Daystar University): To Draw or Not to Draw: The Cultural Textual Ethical Framework for Cartoonists in Africa
Mikhail Peppas (SanKofa Book & Design Fair, Durban) and Sanabelle Ebrahim (University of KwaZulu-Natal): Framing Spatial Identity: The BunnyKat as Cultural Signifier of Green Heart City

Political and Journalistic Cartooning?
Chair: John A. Lent (International Journal of Comic Art)

Presentations:
Chithra Anand (Bharathiar University): Analyzing Political Cartoons as Found among the Readers of a Regional and National Daily of the Same Newspaper through Burack’s Cartoon Analysis Checklist
Vimal Krishnan R. (Amrita School of Arts and Science): Frames of Fringes: Sketching Dalit

CAS3 MR1.03 9:00 - 10:30
Cartoonists/Scholars Collaboration; Cartoonist Jerry Robinson
Chair: Geisa Fernandes D’Oliveira (Observatório de Históriasem Quadrinhos-ECA/USP, UBA)
Presentations:
John A. Lent (International Journal of Comic Art): Conversations with the Ambassador of Cartooning, Jerry Robinson
Geisa Fernandes D’Oliveira (Observatório de Históriasem Quadrinhos-ECA/USP, UBA): We Should Drink More Beers Together: How Cartoonists Could Teach Comics Scholars a Thing or Two
COMMUNICATION POLICY & TECHNOLOGY (CPT)

Chair: Jo Pierson (Vrije Universiteit Brussels)
Vice-Chair: Bart Cammaerts (London School of Economics and Political Science)
Vice-Chair: Aphra Kerr (National University of Ireland Maynooth)

CPTW1  MRG.02  9:00-10:30

Social Media and Social Networks
Chair: Jo Pierson (Vrije Universiteit Brussels)
Discussant: Stefania Milan (Tilburg University)

Presentations:
Indra de Lanerolle and Mark Orkin (University of Witwatersrand): Ethnoscapes and Technoscapes: Social Networks and an Internet of the next five billion
Jeremy Shtern (Ryerson University) and Sylvia Blake (Simon Fraser University): User Generated Perspectives on the Creation of Social Media Advertising Markets: A Q Method Study
Debora A Lui (University of Pennsylvania): The Private as Implicitly Public: Online participation within the context of social curation sites
Joseph Kayany (Western Michigan University): Social information processing and its value to

CPTW2  MRG.02  14:00-15:30

Socio-technical design of ICT
Chair: Lawrie Hallett (University of Bedfordshire)
Discussant: Joseph Kayany (Western Michigan University)

Presentations:
Jo Pierson (Vrije Universiteit Brussels), Laurence Claeyys (Vrije Universiteit Brussels), Anthony Morton (University College London), Bettina Berendt (Katholieke Universiteit Leuven) and Seda Guerses (New York University): ‘Tool clinic’ as a technique for interdisciplinary research and dialogue in ICT design: the case of privacy and user control in online social networks
Lela Mosemghvdlishvili and Jeroen Jansz (Erasmus University Rotterdam): How free and open is Google’s Android? An analysis into differences in open source code development for mobiles
Francesca Musiani (Mines ParisTech): Decentralized Trust: Expert Knowledge and Confidence-Building in Bitcoin
Sandra Braman (University of Wisconsin-Milwaukee): Designing for Instability: Internet Architecture and Constant Change

CPTW3  MRG.02  16:00-17:30

Digital, regulatory and commercial challenges for traditional media systems
Chair: Maria Michalis (University of Westminster)
Discussant: Robin Mansell (London School of Economics and Political Science)

Presentations:
Sibongile Sindane (UNISA): Regulatory alternative of the press in South Africa
Titik Puji Rahayu (Airlangga University and University of Sydney): Communications Access as The Fourth Estate of Democracy in Convergence Era: How Communications Policy Should Adapt
Anis Rahman (Simon Fraser University), Shameem Reza (Goldsmiths University of London and University of Dhaka) and Fahmidul Haq (University of Dhaka): The Politico-commercial Nexus and the Broadcast Policy Reform in Bangladesh

CPTT4  MRG.02  9:00-10:30

Factors influencing internet governance
Chair: Divina Frau-Meigs (Sorbonne Nouvelle University)
Discussant: Julia Pohle (Vrije Universiteit Brussel)

Presentations:
Daphne Mangalouisi and Lela Mosemghvdlishvili (Erasmus University Rotterdam): The debate on establishing the Digital Single Market in Europe and its implications for Net Neutrality
Ramesh Subramanian (Quinnipiac University and Yale University), Colin Agur (Columbia University and Yale University) and Valerie Belair-Gagnon (Yale University): India and Internet Governance: Interplay between National and Global Internet Policies

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>14:00-15:30</td>
<td>Business Meeting</td>
</tr>
<tr>
<td>16:00-17:30</td>
<td>Media and Communication Activism</td>
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<tr>
<td>9:00-10:30</td>
<td>Mobile communication technologies, policy and usage</td>
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</table>

**Mobile Broadband Adoption in Major Countries: Focusing on Smartphone**

**Hsin-yi Sandy Tsai** (Michigan State University): Mobile Broadband Policies: A Qualitative Comparative Approach

**Sushobhan Yeshwant Patankar** (Symbiosis International University): Digital Media in India: Study of Indian Hindi, English and Regional language TV News channels, websites and their mobile device interface

**Users and (dis)empowerment by digital media**

**Chair:** Nico Carpentier (Vrije Universiteit Brussel)

**Discussant:**
Gerard Goggin (The University of Sydney)

**Presentations:**
- Anne Dippel (Humboldt-University Berlin): I am back now. I had to kill video and reconnect. Through the labyrinth of Computer-Simulations to the interpretation of Big Data with the help of communication technologies in team-oriented knowledge production of contemporary high-energy physics
- Meghdad Mehrabi (Nanyang Technological University) and Masoud Kousari (Tehran University): Excessive video game playing: A grounded investigation of players’ addictive experiences in Iran

**Amit M Scheijer** (Penn State University and Ben-Gurion University of the Negev), **Orit Ben Harush** (Ben-Gurion University of the Negev), **Noam Tirosh** (Ben-Gurion University of the Negev), **Shula Mola** (Ben-Gurion University of the Negev), **Jonathan Mendels** (Ben-Gurion University of the Negev) and **Malka Shaham** (Ben-Gurion University of the Negev): Be openhanded toward your fellow Israelites who are poor and needy in your land: Introducing a need-based approach to digital divide policy interventions

**Normand Landry** (Université du Québec) and **Joelle Basque** (HEC Montréal): Literature, curricula and practices: connections and disconnects in media education in Canada.

**Shobha Vadrevu** (National University of Singapore): The school in Asia's technological society: Pedagogy, new media and agency in Singapore
Technology-centric perspectives of states and ecosystems

Chair:
Helena Sousa (University of Minho)

Discussant:
Dana Schurmans (Vrije Universiteit Brussel)

Presentations:
Seongbin Hwang and Yasunari Takita (Rikkyo University): Techno-Nationalism in Japan: A case study of Japanese Electronics Industry

Usha Raman, Himabindu Chintakunta and Rebecca Girigalla (University of Hyderabad): Glittering and Grey: the two facets of Hyderabad's IT-led growth

Gwang James Han (Chung Buk National University): Five major shifts in the TV ecosystems in the midst of N-screen services: A comparative analysis of the US and South Korea.

Policy Analysis of Television Distribution in India (PANEL)

Chair:
Adrian Athique (University of Waikato)

Discussant:
Noah Arceneaux (San Diego University)

Presentations:

Shruti Ravi (Jamia Millia Islamia): Relevant Markets in the Cable and DTH Market: A Case Law and Policy Formulated Opinion

Rajat Kumar (Independent lawyer): Tariff Regulation and Access of Cable Television in India: An Analysis

Susan Koshy (Jamia Millia Islamia): Tracing the Legislative Discourse around Digitization of Cable Distribution
COMMUNICATION, HEALTH AND HIV/AIDS (CHA)

Co-Chair: Nanna Engebretsen (Lillehammer University College)
Co-Chair: Kate Holland (University of Canberra)
Co-Chair: Sarah Cardey (University of Reading)
Co-Chair: Marjan de Bruin (University of the West Indies)
Co-Chair: Ravindra Kumar Vemula (The English and Foreign Languages University, Hyderabad)

Organisational and Cultural Influences on Health and HIV and AIDS Communication Initiatives

Chair: Abeer El Kayaty (University of Reading)
Discussant: Sarah Cardey (University of Reading)
Presentations:


Nanna Engebretsen (Lillehammer University College): HIV and AIDS from UNESCO's point of view

Mariekie Burger (University of Johannesburg): Community driven HIV/AIDS communication in South Africa

Yuki Azaad Tomar (University of Delhi) and Kiron Bansal (Indira Gandhi National Open University): Assessing Information needs of rural women on HIV/AIDS: A qualitative exploration

Presentations:

Nancy Muturi, Tandalayo Kidd, Koushik Adhikari and Janavi Kumar (Kansas State University): Understanding Childhood Obesity among Ethnic Minorities through Participatory Action Research


Sunday Olayinka Alawode and Stephen Fatonji (Lagos State University): Home Video depictions of Health and Moral Decadence as Correlates of Entertainment-Education in Nigeria

POSTERS:

Xiaofei Song (Kansas State University): Influence of Nutrition Literacy on College-Age Consumers' Dietary Behavior

Yu Wang (Communication University of China): How Do We Deal with the Time of the "Over-Sugary": Urban Media's Agenda building of Diabetes mellitus

Mobile and Social Media for Health and HIV and AIDS Communication

Chair: Nanna Engebretsen (Lillehammer University College)
Discussant: Colin Tinei Chasi (University of Johannesburg)

Presentations:

Brian Pindayi (Rusangu University): Mobile Phones and Health Education: A Comparative Study of South Africa, Zambia and Zimbabwe

Ammina Kothari (Rochester Institute of Technology) and Dennis D Elliott (Indiana University): Acknowledging and Acting on SMS Health Messages: A Study of User Needs in Tanzania

Sinikka Torkkola (University of Tampere): Pharmaceutical Discussions in the Social Media

Guido Zurstiege, Alexander Ort and Tino G.K. Meitz (Eberhard Karls Universitäet Tuebingen): Sowing Bad Seeds? - The Diffusion and Re-contextualisation of a Provocative Public-Service Campaign against Childhood Obesity in Digital Media

CHAW1 MR1.09 9:00-10:30

CHAW2 MR1.09 14:00-15:30

CHAW3 MR1.09 16:00-17:30
Conceptual Issues in HIV and AIDS and Health Communication

Chair:
Subba Rao M Gavaravarapu (National Institute of Nutrition)

Discussant:
Ravindra Kumar Vemula (The English and Foreign Languages University, Hyderabad)

Presentations:
Musara Lubombo (University of KwaZulu-Natal): Transcending limits of GIPA: Ubuntu as a framework for mainstreaming participation of people living with HIV in social change communication for HIV prevention in Sub-Saharan Africa

Colin Tinei Chasi (University of Johannesburg): Towards an African moral theory of health communication

Semiu Musa Bello (University of Canterbury): The Concept of Health Communication, History and Emerging Concepts: Towards a more Informed Populace

Sanjay Singh (United Nations Children’s Fund) and Nilesh Chatterjee (Johns Hopkins University): Putting the change in Behaviour Change Communication (BCC): “BCC inside a box” strategic approach from Jharkhand

Pallab Maulik (The George Institute for Global Health), Aditya Deshbandhu (University of Hyderabad), Kishor Mogulluru (The George Institute for Global Health), Robyn Norton (The George Institute for Global Health), Georgia Lockwood (Imperial College London) and Usha Raman (University of Hyderabad): Would a Health Information App Work? Adolescents, Social Media and Health Communication

Presentations:

Karthik Kamalanathan and Usha Raman (University of Hyderabad): Tracing the History and the Media Discourse on the Nutrition Policy in India

Kate Holland and Kerry McCallum (University of Canberra): Media Reporting and Women’s Understandings about Alcohol Consumption during Pregnancy

Shobha Mocherla (L V Prasad Eye Institute), Usha Raman (University of Hyderabad) and Brien Anthony Holden (University of New South Wales): Fears and Anxieties of Patients in Chronic Disease

Lun Meng (Hohai University): Disadvantaged Village Doctors: Insufficient Sharing of Information

Co-sponsored session with COMMUNITY COMMUNICATION (CoC)

Citizen Media and Health Communication

(See page 12)
COMMUNITY COMMUNICATION (CoC)

Chair: Arne Hintz (Cardiff University)
Vice-Chair: Susan Forde (Griffith University)
Vice-Chair: Adilson Cabral Filho (Fluminense Federal University)
Vice-Chair: Joanah Gadzikwa (Monash University)

**COCW1** MRG.03 9:00-10:30

Community & Citizens’ Media: Experiences Between the Local and the Global

Chair: Arne Hintz (Cardiff University)

Presentations:
- Mukesh Kumar (Panjab University): Local Newspaper, Global Reach: A Case Study of "Khabar Lahariya"
- Einar Thorsen, Daniel Jackson, and Ann Luce (Bournemouth University): "The People Must Have Their Voices": Empowering Marginalised Groups through Citizen Journalism
- Shanthini Sarah, Govindaraju Periyasamy (Manonmaniam Sundaranar University): A Study of Representation of Community in Community Radio Station through the Prism of Lefebvre’s Spacial Triad

**COCW2** MRG.03 14.00-15:30

New Opportunities and New Challenges: Policy Change for Community and Citizen Media

Chair: Dorothy Kidd (University of San Francisco)

Presentations:
- Carole Phiri Chibbonta (University of Zambia): Shaping community radio broadcast policy in Zambia
- Gabriel Kaplun (Universita de la Republica): Community Media in Uruguay: Overview after legalization and new challenges
- Kate Coyer (Central European University): Hungarian community radio: In the crossfire
- Adilson Vaz Cabral Filho (Fluminense Federal University): Sustainment and sustainability in Community Broadcasting

**COCW3** MRG.04 16:00-17:30

'Rurality': Domestication of Technology Through Community Memory (Panel)

Chair: T B Dinesh (Janastu, India)

Presentations:
- Harsh Satya and Navjyoti Singh (International Institute of Information Technology): 'Rurality': Domestication of Technology Through Community Memory
- Harsh Satya and Pravin Patil (International Institute of Information Technology): Rurality Apps for Community Expression and Utilization of Knowledge: Venkatampur Initiative
- Sunil Lohar and Vibhav Srivastava (International Institute of Information Technology): Media Empowerment of Traditional Artist Community: Raghurajpur Village Experiment
- Shalini A (International Institute of Information Technology): Follow the Sheep

**COCW4** MRG.04 16:00-17:30

Challenges of the Online Space: Community Communication and Digital Media

Chair: Einar Thorsen (Bournemouth University)

Presentations:
- Chen-Ta Sung (London School of Economics and Political Science): Taiwanese Online Interpersonal Interaction on Facebook: Exploring Localised Culture Unfolding on a Global Social Media Platform
- Chen-Ling Hung (National Taiwan University): Broadband adoption and low income community:
Fei Jiang, Kuo Huang (Chinese Academy of Social Sciences): Community Media and Communication Infrastructure - A Comparative Case Study between China and Australia

Payal S Kapoor and Srinivas Gunta (Indian Institute of Management Indore): How does anonymous communication impact reputations?

Anubhuti Yadav (Indian Institute of Mass Communication): The Role of New Media in Knowledge Generation by the Community: A Case Study of NROER

Advancing Theory: Conceptualising 'Our' Media

Chair:
Stefania Milan (Tilburg University)

Presentations:
- Brilliant Mhlanga (University of Hertfordshire): Theorising Community Radio - Virtuality and the aesthetics of language in community communication
- Dorothy Kidd (University of San Francisco): Theorizing social movement media
- Amparo Cadavid (University Minuto de Dios): How Latin America is thinking and problematizing communication for social change
- Tanja Dreher (University of Wollongong): ‘The world is talking. Are you listening?’: Alternative media and the injunction to listen
- Arne Hintz (Cardiff University): From the Margins to the Centre: The New Role for Citizen, Community

Business Meeting

Chair:
Arne Hintz (Cardiff University)

Activism, Participation and Technology

Chair:
Adilson Cabral Filho (Fluminense Federal University)

Presentations:
- Stefania Milan (Tilburg University): Algorithms for social change: Data activism and the evolution of policy advocacy
- Shudipta Sharma (University of Chittagong): Shahbag Protest and Communication Technologies: Exploring the Trend of Social Movements in Bangladesh
- Sarvesh Dutt Tripathi (GGS Indraprastha University): Empowerment through mobile media literacy among marginalized women activists of Kaimur region
- Hamid Reza Akrami (Allameh Tabatabaei University): The politics of Social Bookmarking in Iran
- Moa Charlotta Vennergrund (Lulea University of Technology): When new and old forms of participation come together

Freeing the Airwaves for Community Radio: The South Asia Policy Experience (Panel)

Chair:
Vinod Pavarala (University of Hyderabad)

Presentations:
- Preeti Raghunath (University of Hyderabad): Community Radio Policy In India: An Ethnography Of Policy-Making
- Sudhamsu Dahal (Kathmandu University): Sustaining the Community Airwaves through Policy Making in Nepal
- S M Shameem Reza (University of Dhaka): Revisiting Bangladesh Community Radio Policy: Addressing the Gaps and Way Forward
- Rasmin Careem (Sri Lanka Development Journalists' Forum): Legalizing Community Radio: Engaging Marginalized Groups

Social Movements and Social Media

Chair:
Kate Coyer (Central European University)

Presentations:
- Wai Han Lo (Hong Kong Baptist University): The Relationship between Social Media and Traditional Media: A Case Study of the 2013 Hong Kong Dock Strike
- Jens Dallmann and Prantik Bordoloi (Stenden Rangsit University): How Mainstream Social Media Participation Challenges Cultural Norms in Thailand Protests
Faiz Ullah (Tata Institute of Social Sciences): Workers’ Media: Discursive Strategies, Material Resistances

Alicia Wright (University of Wisconsin-Madison): Starved for Information: The Conflict Between Mobilizing Hunger Strikes and Distracting Media Frames

NGOs, Non-profits and Media Strategies

Chair: Arne Hintz (Cardiff University)

Presentations:
Altug Akin, Burak Dogu (Izmir University of Economics): Topography of media-related NGOs in Turkey: Causes, sources and international cooperation


Phyllis Celia Sakinofsky (Macquarie University, Sydney): PR from the outside - Public Relations in Australia - crossing ancient borders

Anubhuti Yadav, Vedabhyas Kundu (Indian Institute of Mass Communication): Tracking media

Media and Rural Spaces: Engaging Local Communities

Chair: Archna Kumar (University of Delhi)

Presentations:
Helen Hambley Odame, Mahmuda Anwar (University of Guelph): Power and Change in Rural Radio: Comparative Analysis from Sri Lanka and Bangladesh

Priya Kapoor (Portland State University): Community, Disaster Radio: Creating Channels of Communication in Rural Locales

Umesh Arya (Guru Jambheswar University of Science & Technology), Dev Vrat Singh (Central University of Jharkhand), Monika Verma (Makhanlal Chaturvedi National University of Journalism and Communication), Vinod Pavarala (University of Hyderabad): Modes of Listening and Audience Involvement in Three Rural Community Radio Stations in the Bundelkhand Region of India

Mary Christabel Dalima (MBC Media Networks and Internews Sri Lanka), Rasmin Mohammad Careem (Mustafa International University and Sri Lanka Development Journalist Forum), Sisini Thrikkawela (University of Colombo): Understanding the digital culture in rural communication and re-defining the concept of Community Radio

Steven Barnett and Judith Townend (University of Westminster): Artisanal News: How can national and transnational media policy help sustain and grow an emerging hyperlocal sector?

Seeing It: Alternative and Citizens’ Film & Social Documentary

Chair: Tanja Dreher (Woollongong University)

Presentations:
Kanyika Shaw (University of Thai Chamber of Commerce): Film it! The role of digital media in Community Communication in Thailand

Phyllis Dannhauser (University of Johannesburg): The ‘heartbeat’ of real people: collaborating with marginalised subjects in the social documentary

Yuko Tsuchiya (Hiroshima University of Economics), Akiko Ogawa (Nagoya University): Creating digital stories with different people: An collaborative attempt beyond discommunication and digital divide

Amir Hargil (Netanya Academic College), Lea Mandelzis (Kinneret Academic College): Documentary film plus Civil society organizations’ activity equals Social change

Ankur Datta (Commonwealth Educational Media Centre for Asia): Democratic and Participatory Potentiality of Community Video in

Community Media and Digital Technology

Chair: Amparo Cadavid (University Minuto de Dios)

Presentations:
Amolina Ray (Jadavpur University): Revisiting Community Participation and Community Radio
Venu Arora, Ramakrishnan Nagarajan (Ideosync Media Combine): Community Media Manch: Adapting technology for collaborative practice

Vinesh Kondra (University of Hyderabad): Civic Participation through Mobilizing Voice: An evaluation of two IVR-based mobile phone enabled portals in Central India

Aparna Moitra (University of Delhi), Aaditeshwar Seth (Indian Institute of Technology), Archna Kumar (University of Delhi): Mapping IVR system-mediated Community Communications - The case of Jharkhand Mobile Radio

Khushboo Khanna (University of Delhi), Zahir Koradia (Indian Institute of Technology), Archna Kumar (University of Delhi): GRINS Usage and Impact in Community Radio Stations in India.

**Citizen Media and Health Communication**

(Co-sponsored by the working groups 'Health Communication and Change' and 'Communication and HIV/AIDS')

**Chair:**
Ravindra Kumar Vemula (The English and Foreign Languages University, Hyderabad)

**Presentations:**

Neha Sharma, Ruchi Yadav (University of Delhi): mHealth: Examining an innovative ICT tool 'Mobile Kunji' for facilitating change in reproductive and child health issues

Shibaji Bose (Institute of Health Management Research): Role of media in health system ecologies in vulnerable regions: A case from Indian Sundarbans

Varghese Riju Joshua (Bharathiyar University): Social Media and Health Communication: A Content Analysis of Facebook pages for Health Communication

Anshul Singhal, Bhavisha Sehgal (University of Delhi): Synergizing Interpersonal and Mass Mediated Health Messages at the Grassroots: The
CRISIS COMMUNICATION (CRI)

Chair: Ester Pollack (Stockholm University)
Vice-Chair: Sigurd Allern (University of Oslo)

CRIW1 TB1 9:00-10:30

Routines, challenges and ethical implications
Chair: Ester Pollack (Stockholm University)
Discussants: Sigurd Allern (University of Oslo), Ester Pollack (Stockholm University)
Presentations:
Maria Konow-Lund (Høgskoleni Oslo) and Eva Karin Olsson (National Defence College): Crisis management in media organizations - when routines are not enough
Soledad Puente, Daniela Grassau and Silvia Pellegrini (Pontificia Universidad Catolica de Chile): When bad working conditions damage journalists' professional performance: A mixed method study of the relationship between difficulties in gathering information and quality of TV newscasts during Chile's 2010 earthquake
Ibrahim Saleh (University of Cape Town): Narrating Climate Change Crisis: Social Imaginaries & Harsh Realities in Africa
Cornelius Pratt (Temple University, USA) and Cheri Cutler (Temple University, Japan): Ethical Implications of Risk Communication for Government-Citizen Divides in the Wake of the Meltdown of Japan's Fukushima-Daichii Nuclear Power Plant

CRIBM TB1 14:00-15:30

Business Meeting

CRIT2 TB1 16:00-17:30

Crisis, response and mobilization
Chair: Ester Pollack (Stockholm University)
Discussants: Sigurd Allern (University of Oslo), Rikke Bjerg Jensen (University of Westminster)
Presentations:
Gregory Asmolov (London School of Economics): Mobilization of volunteers for crisis response: ICTs and the mediation of transition from everyday to

CRIF3 TB1 9:00-10:30

Narratives, frames and representation
Chair: Ester Pollack (Stockholm University)
Discussants: Sigurd Allern (University of Oslo), Barbie Zelizer (University of Pennsylvania)
Presentations:
Rikke Bjerg Jensen (University of Westminster): More than 10 years in Afghanistan: A (strategic) narrative of war
Yamini Krishna Chintamani, Prashant Sankaran: Indo-US diplomatic crisis: Framing of the Khobragade incident in The Times of India
Sudeshna Roy, Stephen F. (Austin State University): What's in a Name? The Crisis of Ethnic
EMERGING SCHOLARS NETWORK (ESN)

Co-Chairs: Francesca Musiani (MINES ParisTech)
Sandra Ristovska (University of Pennsylvania)

ESNW1 MR 2.06 9.00 - 10.30

Interrogating Journalism Practices
Chair: Elastus J. Mambwe (University of Zambia)
Discussant: Barbie Zelizer (University of Pennsylvania)
Presentations:
Archana Singh, Sanjeev Sharma and Neha Miglani Vadhera (Panjab University): Quality of Work Life of Media Professionals: Analysis of English Press Employees in North India
Manjushree Ganapathy Naik (Manipal University): Women in the Newsroom: Challenges and Opportunities
Svenja Ottovordemgentschenfelde (London School of Economics and Political Science): The Role and Impact of Social Networking Platforms on Journalistic Practices, Notions of Professionalism and Identities in an Age of Post-Industrial Journalism
Erin Maree Bradshaw (Monash University): DOOMED: Reactions of Newsmakers and Online Audiences to About-to-Die Images and Ethical Controversy

ESNW2 MR 2.06 14.00 - 15.30

Humor and Communication
Chair: Iris Jennes (Vrije Universiteit Brussel)
Discussant: Peter Lunt (University of Leicester)
Presentations:
Amulya Komaraju and Suheil Imtiaz (St. Francis College for Women): Consumption of News as Humor
Elastus J Mambwe (University of Zambia): When Entertainment Education Meets Social Media: A Case Study of Love Games Zambia
Chetna Monga (Mudra Institute of Communications Ahmedabad): Watching Comedy Nights with Kapil: Assessing the Popularity of the Show from Audience’s Perspective

ESNW3 MR 2.06 16.00 - 17.30

Media and Conflict
Chair: Toussaint Nothias (University of Leeds)
Discussant: Sigurd Allern (Stockholm University)
Presentations:
Olga Kocheva (Ball State University): The Euromaidan Across the Globe: A Cross-National Study of the Coverage of the Ukrainian Uprisings
Omar Al-Ghazzi (University of Pennsylvania): The 40th Anniversary of the 1973 War with Israel and the Breakdown in Egyptian National Memory
Admine Mare and Stanley Tsarwe (Rhodes University): "Newspapers as Purveyors of Propaganda and Hate Speech". An Analysis of the Coverage of the 2008 and 2013 General Elections by the Mainstream Weekly Newspapers in

ESNT4 MR 2.06 9.00 - 10.30

Thinking Culture(s)
Chair: Wajiha Raza Rizvi (Film Museum Society/Center for Research on Pakistani Cinema)
Discussant: Annabelle Sreberny (SOAS University of London)
Presentations:
Kate Zambon (University of Pennsylvania): "I Am Not a Racist": The Discourse of Cultural Difference in Germany's Sarrazin Debate
Toussaint Nothias (University of Leeds): How do French and British Journalists 'Actually Write about Africa? The Case of the Celebrations of 50 Years of African Independence
Andrea Sisk (University of Auckland): Transcultural Adaptations: Classic Texts, Modern Films and Visions of Empire
Anupama KP (University of Hyderabad): Body, Desire and Identity: A Textual Analysis of the Film

ESNTBM MR 2.06 14.00 - 15.30

ESN Business Meeting
Framing Research: International Perspectives
Chair:
Omar Al-Ghazzi (University of Pennsylvania)
Discussant:
Ibrahim Saleh (University of Cape Town)
Presentations:
Muhammad Hamisu Sani (University of Winnipeg): Justice Versus Prejudice: A Comparative Analysis of Selected African and International Newspapers’ Framing of the ICC-AU Friction
Shanshan Zhang (Shanghai University): Framing Analysis of the Online News Coverage of China and the Reader Comments: Case of NYTimes.com in 2013
Tabe Bergman (Renmin University of China): The

Communication and Social Impact in Place and Space
Chair:
Stefania Milan (Tilburg University)
Discussant:
Cees Hamelink (University of Amsterdam)
Presentations:
Rene Alicia Smith (Durban University of Technology): Teaching, Learning and Action Research: A Case Study of the 'journ2engage' Private Blog
Changwook Kim (University of Massachusetts Amherst): Assembling Creative Cities in Seoul and Yokohama: Rebranding East Asian Urbanism
Tindra Thor (Stockholm University): Cosmopolitan Performances: Mediating of Alter native

Special Session on Research Paths In and Outside of the Academy
Chair:
Sandra Ristovska (University of Pennsylvania)
Discussant:
Sunil Abraham (Center for Internet and Society, India)
Global Cultures and Media Studies

Chair:
Francesca Musiani (MINES ParisTech)

Discussant:
Herman Wasserman (Rhodes University)

Presentations:
Basil Nchimunya Hamusokwe (University of KwaZulu-Natal): Breaking Away from the West: Towards a Zambian Political Economy of Communication

Lauella Amy and Kanchan K Malik (University of Hyderabad): In Search of Roots: Tracing the Historical Trajectory of Citizen Journalism in India

Laure Marchis-Mouren (University of Avignon): Des Taureaux en France et en Inde: Versune Culture de la Médiatisation Engagée?
Chair: Roza Tsagarousianou (CAMRI, University of Westminster)

Vice-Chair: Jessica Retis (California State University)

ICTs and Cyberspace
Chair: Roza Tsagarousianou (University of Westminster)

Presentations:
- Sofia Cavalcanti Zanforlin, Florence Marie Dravet, Ana Carolina Kalume Maranhao (Universidade Catolica de Brasilia): Bangladesh to Brazil: migration, intercultural communication and use of ICTs
- Rama Krishnan (Bangalore University): Diaspora space to virtual space: A hybrid effect. A mixed-method study on the use and satisfaction of digital content among teenagers.
- Svetlana S Bodrunova (St.Petersburg State University), Olessia Koltsova, Sergey Nikolenko and Sergey Koltsov (Higher School of Economics): Mapping Ethnic Attitudes in the Russian Blogosphere: Regions As Key Drivers of Public Thinking on Ethnicity
- Uwes Fatoni [Universitas Islam Negeri (State Islamic University)/UIN Sunan Gunung Djati Bandung]: The Significance of Online Citizen Journalism Media for Indonesian Diaspora (Case

Imagining Togetherness
Chair: Margherita Sprio (University of Westminster)

Presentations:
- Lun Meng (Tsinghua University): Imagined Togetherness Across Social Media by Diaspora Ethnic Minority in China
- Roza Tsagarousianou (CAMRI, University of Westminster): European Muslim Charities Online and the Politics of Muslim diasporic identities
- Ahammed Junaid NP (University of Hyderabad): Kerala Malabar Islamic class room: Exploring the counter public sphere role of a podcaster on regional Islam
- Charu Uppal (Karlstad University): Negotiating Identity: Young Indo-Fijians and Media

From production to consumption
Chair: Moises Lemos Martins (Universidade do Minho)

Presentations:
- Boram Jeon, Kang-Seok Kim and Seon-GiBaek (Sungkyunkwan University): Migrant Televised Broadcasting, a Diaspora media, and its Cultural Implications: A Semiotic and Discourse Analysis on Contents of the Migrant Workers TV, MWTV, in Korea
- Jozon Angeles Lorenzana (Ateneo de Manila University): Successful star and sacrificial hero: Exemplarity in Filipino diasporic and homeland media and class politics
- Margherita Sprio (University of Westminster): Migrant Memories: Cinema and Diaspora
- Chun Chen (University of Zurich): Media Use and Social Integration: A Study on Students with Migration Backgrounds in Switzerland
**GENEWS & COMMUNICATION SECTION (GEN)**

**Co-Chair:** Kaitlynn Mendes (University of Leicester)
**Co-Chair:** Margareth Geertsema-Slig (Butler University)

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<td>GENW1</td>
<td>MR1.05</td>
<td>9:00-10:30</td>
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<tr>
<td><strong>Media Use</strong></td>
<td>Chair: Kaitlynn Mendes (University of Leicester)</td>
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<td>Presentations:</td>
<td>Hadiza Jummai Ibrahim (Bayero University Kano): The Impact of Domestic Violence on Media Usage Among Women in Kano Metropolis, Nigeria</td>
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<td>Sumana Kasturi (University of Hyderabad): Framing Feminist Discourse through the Everyday: Blogging about gender in India</td>
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<td>Vidya Ramachandran (Amrita School of Arts and Sciences): Empowerment, Presence and Social Networking of Women in the New Defined Frame of Governance: An Analysis of Akshaya Women Entrepreneurs</td>
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<td>GENW2</td>
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<tr>
<td><strong>Representations of Violence Against Women</strong></td>
<td>Chair: Kaitlynn Mendes (University of Leicester)</td>
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<td>Presentations:</td>
<td>Smeeta Mishra (Institute of Management Technology Ghaziabad) and Amani Ismail (The American University in Cairo): Violence Against Women Digitized: An Analysis of Times of India Online Videos after the Delhi Gang Rape</td>
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<td>Sushmita Pandit (Institute of Leadership, Entrepreneurship and Development): &quot;If It Bleeds It Leads&quot;: Journalistic Writings on Violence against Women in India</td>
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<td>Radha Bathran and Periasamy Govindaraju (Manonmaniam Sundaranar University): Local press coverage of violence against women: ethical considerations</td>
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<td>Punita Arun Harne (UGC): Gender Disharmony and re-reading patriarchy in Media: A content</td>
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<td>GENW3</td>
<td>MR2.03 &amp; 2.04</td>
<td>16:00-17:30</td>
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<tr>
<td><strong>IANCR contribution to the Global Alliance on Media and Gender (Joint Session with the Global Media Policy Working Group) (PNo.141)</strong></td>
<td>Chair: Janet Wasko (University of Oregon)</td>
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<td>Discussant: Claudia Padovani (University of Padova)</td>
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<td>Presentations:</td>
<td>Aimée Vega Montiel (National Autonomous University of Mexico): IAMCR Contribution to the Global Alliance on Media and Gender: towards a research agenda</td>
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<td>Karen Ross (University of Northumbria): The challenges of cross-cultural collaborations: lessons learnt from a pan-European research project</td>
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<td>Carolyn M Byerly (Howard University): The 'policy challenge' of gender equality and women’s empowerment in media systems</td>
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<td>Ammu Joseph (Journalist): Global Alliance on Media and Gender: Challenges for India/South Asia</td>
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<td>Lisa McLaughlin (Miami University): What is Missing from the Global Alliance on Media and Gender?: Women, ICT and Entrepreneurship Development as a Critical Concern</td>
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<td>Anita Gurumurthy (IT for Change): Women's rights and ICT in the Global South</td>
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<td>Claudia Padovani (University of Padova): The 'sharing of knowledge' challenge: using Mapping Global Media Policy to support a research agenda</td>
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<td>Kaitlynn Mendes (University of Leicester): Towards a sustainable research agenda: the role of the IAMCR Gender and Communication section</td>
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<td>GENW4</td>
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<tr>
<td><strong>Representation (Part 1)</strong></td>
<td>Chair: Rajashree Gandhi (Tata Institute of Social Sciences)</td>
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<tr>
<td>Presentations:</td>
<td>Ruchi Nitin Sowarodekar (Tata Institute of Social Sciences): Serial Woman: Textuality and Reception of the Contemporary Marathi Woman in Television</td>
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Ketaki Savnal, Aakash Karkare, Khushbu Srivastava, Srushti Iyer and Smita Dutta (Sophia Institute of Social Communications Media): Knights in Shining India: Portrayal of Men in Indian Chick Lit

Rajashree Gandhi (Tata Institute of Social Sciences): Televison of a Marathi Past - The Brahmanical emancipation of women in 'Uncha Mazha Zoka', a TV show based on Ramabai Ranade's life

**GENW5**  MR1.06  14:00-15:30

**Media, Sexuality and the Erotic (Part 1)**

**Chair:** Fernanda Capibaribe Leite (Federal University of Pernambuco)

**Presentations:**
- Wajiha Raza Rizvi (Film Museum Society/Centre for Research on Pakistani Cinema): The censorship of visual pleasure in Pakistani films
- Emília Teles da Silva (Universidade Federal Fluminense): The absent kiss: influences of colonialism and the struggle for independence on the increased conservatism of Indian Hindi film of the colonial era
- Prabhakar Kumar and P N Vasanti (Centre for Media Studies Media Lab): Sexualization of Female in Hindi/ Bollywood Music in India
- Fernanda Capibaribe Leite (Federal University of Pernambuco): Being Male and Female: gender identity, sexuality and subjectivities in Brazilian

**GENW6**  MR1.06  16:00-17:50

**Audience Studies**

**Chair:** Nan Lu (Hong Kong Baptist University)

**Presentations:**
- Maria T Soto-Sanfiel and Adriana Ibitti (Universitat Autònoma de Barcelona): Reception of lesbian sexual scenes: A case study of Abdellatif Kechique's "La vie d'Adèle"
- Diana I Nastasia (Southern Illinois University), Charu Uppal (Karlstad University) and Sorín Nastasia (Southern Illinois University): Girls around the World Interpret Non-Western Disney Princesses
- Neha Miglani Vadhera (Panjab University): Are Editors in India good Leaders?

**Nan Lu** (Hong Kong Baptist University): Reading women's magazines: Femininity construction and self-presentation of Chinese young women

**GENT7**  MR1.05  9:00-10:30

**Gender and Technology**

**Chair:** Sheida Shirvani (Ohio University)

**Presentations:**
- Janet D Kwami (Furman University): Marginality, Gendered Engagement and Digital Mobility in the Global South: Narratives from Ghanaian Market Women
- Norma Blazquez and Raquel Güereca (Universidad Nacional Autónoma de México): Género y Tecnologías de Información y Comunicación en América Latina: Posturas Divergentes y Avances en la Región
- Ujjwala Barve (University of Pune): Tanishka: Getting New Readership by Empowering Women?
- Sheida Shirvani (Ohio University) and Christina Paschyn (Northwestern University): Human Mobility, Social Ties, and Role Prediction: Role of Gender and Religion on the Social Network in

**GENTBM8**  MR 1.05  14:00-15:30

**Business Meeting**

**GENT8**  MR 1.05  16:00-17:30

**Advertising**

**Chair:** Kaitlynn Mendes (University of Leicester)

**Presentations:**
- Ruma Sen (Ramapo College of NJ): Deconstructing empowerment: An analysis of the discourse in social media surrounding a “progressive” jewelry commercial
- Sreehari Kg (Christ University Bangalore): Objectification of Male and the Question of Female Gaze: A Content Analysis of Indian Television Advertisements
- Kavita Karan and James Henry Johnson (Southern Illinois University): Commercializing Men-Beauty, Color or just Whiteness- Convergence
| Time       | Room  | Session Title                                      | Chair(s)                                                                                     | Presenters/Abstracts                                                                 |
|------------|-------|---------------------------------------------------|------------------------------------------------------------------------------------------------|
| 9:00-10:30 | GENT9 | Feminism, Activism & Media (Part 1)                | Kaitlynn Mendes (University of Leicester)                                                     |
|            |       | **Presentations:**                                |                                                                                                |
|            |       | Kaitlynn Mendes (University of Leicester): "Is This Feminist? And Other Relevant Questions": Representations of SlutWalk in mainstream and Feminist publications |
|            |       | Christa J Ward (Walden University): The "New" Russian Feminism: Mythical Archetypes and Pussy Riot Now! |
|            |       | Zhao Wei (Wuhan Textile University): Chinese Women’s Activism and Its Resistance Politics Online    |
| 14:00-15:30| GENTBM| Business Meeting                                   |                                                                                                |
| 16:00-17:30| GENT10| Representation (Part 2)                            | Dulce Helen Mazer (Federal University of Rio Grande do Sul)                                 |
|            |       | **Presentations:**                                |                                                                                                |
|            |       | Rajani Karki Chhetri (St. Anthony's College): Media and Gender Construction: A Comparative analysis of representation of girl/women images in animated cartoon shows on Indian TV |
|            |       | Ruchi Jaggi (Symbiosis International University): Deconstructing Gender in Cartoon programming on children's television channels in India |
|            |       | Priscilla Ann Boshoff (Rhodes University): Intersexions: gendered narratives in the sexual network |
|            |       | Dulce Helena Mazer (Federal University of Rio Grande do Sul) and Thayane Cazzalias (Federal University of Rio Grande do Sul): Women and body-image representations in Brazilian press: a |
| 9:00-10:30 | GENF11| Media, Sexuality and the Erotic (Part 2)           | Nehal Jain (Sophia-Shri BK Polytechnic)                                                       |
|            |       | **Presentations:**                                |                                                                                                |
|            |       | Haoyu Wang (Fu Jen Catholic University): The Analysis of Gay Characters of 2001-2013 Taiwan Trendy Dramas |
|            |       | Rafael Ventura (Universitat Pompeu Fabra): Heteronormativity in the informative discourse of Spanish television newscasts |
|            |       | Nehal Jain, Parul Rawat, Rashmi Mehta, Shantala Phatarphod and Arundhati Sethi (Sophia-Shri BK Polytechnic): Beyond Kamasutra: Deconstructing Sex Advice Columns in Indian |
| 14:00-15:30| GENF12| Newsroom Culture                                   | Carolyn M Byerly (Howard University)                                                          |
|            |       | **Presentations:**                                |                                                                                                |
|            |       | Saayan Chattopadhyay (University of Calcutta): Reporting the Image of Thought: Hegemonic Masculinity and the Journalistic Field |
|            |       | Uche Onyebadi and Fawaz Alajmi (Southern Illinois University): Women, journalism and professional attitudes: Evaluating male journalists' assessment of their female counterparts in Kuwait |
|            |       | Nithila Kanagasabai (Tata Institute of Social Sciences): In the Silences of a Newsroom - Reflections on Sexual Harassment in the News, in the Newsrooms |
|            |       | Ranu Tomar (Tata Institute of Social Sciences): Khabar Lahariya: a Feminist Critique of Mainstream Hindi Print Media |
|            |       | Inta Brikse (University of Latvia): Gender         |                                                                                                |
| 16:00-17:30| GENF13| Feminism, Activism & Media (Part 2)                | Kaitlynn Mendes (University of Leicester)                                                     |
|            |       | **Presentations:**                                |                                                                                                |
|            |       | Kate Coyer (Central European University): Feminist technology collectives and digital activism |
|            |       | Betsy Jose (Indiana University): Queerative Spaces: The 2013 Kashish Mumbai International Queer Film Festival |
|            |       | Yue Qian (Hong Kong Baptist University): The Strategies for Sex-minority Groups in HK Public Sphere |
Komita Dhanda (Delhi University): Discourse on Gender through Performance as Protest

Panel: Feminist Media Research: The Next Generation
Chair:
Carolyn M Byerly (Howard University)

Presentations:
Carolyn M Byerly (Howard University): Women and Media Ownership
Claudia Padovani (University of Padova): Normative Frameworks for the Digital Age
Radhika Parameswaran (Indiana University) and Sunitha Chitrapu (Sophia-Shri BK Polytechnic): Women's Movement Media
Thaís de M Jorge (University of Brasilia), Alzimar Ramalho (Centro Universitário De Rio Preto) and Lais di Giorno (Centro Universitário Instituto de Educaçã0 Superior de Brasilia)- Women in charge of newsrooms and the selection of news

Communication strategies
Chair:
Kaitlynn Mendes (University of Leicester)

Presentations:
Kate Fitch (Murdoch University): Feminism and public relations: A critical overview
Sarah Cardey, Gareth Horsfield and Luisa Ciampi (University of Reading): Deconstructing Gender: Queering Development Communication Theory and Practice
Ramalakshmi Lakshmanan (Vaishnav College for Women): A study to develop an effective communication strategy to persuade victims of domestic violence to seek assistance
Sarita Anand and Ruchi Gaur (University of Delhi): Incentive based schemes for the Girl child:
DIGITAL DIVIDE (DD)

Chair: Olga Smirnova (Moscow State University)
Vice-Chair: Ali Zarqa (Auckland University)
Vice Chair: Liangwen Kuo (National Chiao Tung University)

DDW1  TB6  9:00 - 10:30

Digital Divide: the Regional Dimensions
Chair: Olga Smirnova (Moscow State University)

Presentations:
Marjan Syed Mahtujul Haque (Daffodil International University): Union Information Centers in Rural Bangladesh: A Study on Users' Perception
ASM Asaduzzaman (University of Dhaka): ICT4D in Bangladesh: A new approach to development communication?
Marina Magalhães de Morais (New University of Lisbon): 'Taste Portugal': a case study of ecosystem Net Activism in Portuguese digital networks
Liangwen Kuo (National Chiao Tung University) and Sukhan Lin (Tamkang University): A Case Study of Ethnographic Aboriginal Writers in Bridging the Gap of Digital Divide in Lanyu, Taiwan

DDW2  TB6  16:00 - 17:30

Social Issues in the Context of Digital Divide
Chair: Dipak De (Banaras Hindu University)

Presentations:
Chia Sui Crystal Sun (National Dong Hwa University): How Digital Divide affects the Indigenous Media Journalists in Taiwan: From Gender, Age and Ethnic Aspects
Uma Shankar Pandey (University of Calcutta): Addressing the gendered digital divide: An empirical study of female students' motives of internet use as social capital
Fangjing Tu (The University of Texas At Austin): Migrant workers, micro-blog use and political participation: Does the use of micro-blog encourage the inactive migrant workers to participate in politics

DDT3  TB6  9:00 - 10:30

New Angles of Digital Divide
Chair: Liangwen Kuo (National Chiao Tung University)

Presentations:
Basavprabhu Jirli (Banaras Hindu University): e-Readiness4D: An analysis
Niranjana Prem (Tata Institute of Social Sciences): Innovation and Alliances to address Digital Divide in Developing Countries
Uttaran Dutta (Arizona State University): Digital-Dive at the Margins: Co-developing Information Solutions to Address Needs of Indigenous Subalterns
Nirupam Biswas and Dipak De (Banaras Hindu University): The Effects and Drawbacks of Social Computing Perceived by the Students of

DDTBM  TB1  14:00 - 15:30

Business Meeting

DDF4  TB6  9:00 - 10:30

Digital Divide: Case of India
Chair: Uma Shankar Pandey (Surendranath College for Women)

Presentations:
Athis Ramanujam Subramanian (Central University of Tamil Nadu) and Jeba Kumar Chelladurai (Thiruvikka Government College): A Study on the problems and issues faced by older people in the usage of mobile phones in India
Mathew John Poothulll Martin (University of Mumbai): Banking and Financial Institutions in India Creates Digital Divide
Nidhya Balasubramanian (Research Scholar): Measuring OSN activities of liberal arts students in Chennai-using FAS
Junali Deka (Central University of Rajasthan): Issues, challenges in implementation of ICT and e-governance policies in North East India-with special reference to Assam

Falguni Vasavada, Santosh K Patra, Palak Gadhiya (Mudra Institute of Communications Ahmedabad): Capturing trends and identifying the emerging cool: a study of Indian Bollywood celebs on twitter
HISTORY (HIS)

Co-Chair (acting chair 2013-2014): Epp Lauk (University of Jyväskylä)
Co-Chair (acting chair 2015-2016): Chandrika Kaul (University of St. Andrews)

HISW1 SPR4 09:00-10:30

Colonial and imperial discourses in the press and broadcasting
Chair: Halliki Harro-Loit (University of Tartu, Estonia)
Discussants: Eina Russow, Siddharth Negi, Arshad Amanullah
Presentations:
Colin Agur (Columbia University): Lines of Control: Networks of Imperialism and Independence in India (1840-1947)
Vikas Pathak (Symbiosis International University): Conformity and resistance: colonial discourses on India and writings in the Punjab press in the late

HISW2 SPR4 14:00-15:30

Various impacts on public agenda and collective memory
Chair: Denize Araujo
Discussants: Kate Fitch, Michael Meyen, Noah Arceneaux, Colin Agur
Presentations:
Anne F McLennan (York University): Frames and Fences: The concept of the audience in early Canadian broadcasting in policy and practice
Menahem Blondheim (The Hebrew University of Jerusalem): From Paul Revere to the Titanic: How the Way We Come to Know of Events Affects Collective Memory
Martha Jane Evans: Nelson Mandela: the last historical television star?

Gideon Kouts (Paris 8 University): The Wanderings of Ha-Levanon (1863-1886): The Palestinian, Oriental and Indian Connection

HISW3 SPR4 16:00-17:30

Retrospective interpretations of events, personalities and cultural phenomena
Chair: Eina Russow (Stellenbosch University)
Presentations:
Denize Araujo: Point-Counterpoint: history, dictatorship and memory
Discussants: Martha Jane Evans, Sanjay M Johri, Bidu Bhusan Dash
Venkat Nagesh Babu Karri (Tata Institute of Social Sciences): The Terror of Erra (Red) Cinema: Textuality and History
Sanjay M Johri and Mili Sharma (Amity University): Impact of Global Media Culture on Folk

HIST4 SPR4 09:00-10:30

Journalism and journalists in times of political and social change
Chair: Michael Meyen (University of Munich)
Discussants: Anna Edin, Vikas Pathak, Chris Verschooten, Venkat Nagesh Babu Karri
Presentations:
Halliki Harro-Loit (University of Tartu): Change of journalistic conventions regarding privacy
Fay Anderson (Monash University): Get the picture: Australian press photographers, crime and suffering
Siddharth Negi (Punjab University): Investigative Journalism in India: Case studies of prominent journalists
Arshad Amanullah (University of Jamia Millia
Communication, technology and development

Chair:
Colin Agur (Columbia University)

Discussants:
Gideon Kouts, Anne McLennan, Menahem Blondheim, HallikiHarro-Loit

Presentations:
Noah Arceneaux (San Diego State University): A History of Mobile Spectrum Allocation in India
Jock Given: Decolonising Communications: War, Peace and Privatisation at Cable and Wireless
Bidu Bhusan Dash (Tata Institute of Social Sciences): Fifty Years of Community Radio in India: Where Is The Community?
Anna Edin (University of Gävle): Back to the future: the meaning of "social media" before social media

Representations of the past and present: resistance, democratization and professionalization

Chair:
Chris Verschooten (University of Leuven)

Discussants:
Jock Given, Denize Araujo, Fay Anderson

Presentations:
Michael Meyen (Universität München): The second wall: GDR media and the temptations of the free Western world
Elna Russow, Lizette Rabe (Stellenbosch University): Women’s magazines in a 21st century democratic South Africa: merely parrot-talk or truly shape-shifters?
Kate Fitch (Murdoch University): Professional narratives: Locating 'Asia' in Australian public

Business Meeting
# ENVIRONMENT, SCIENCE, AND RISK COMMUNICATION (ENV)

**Chair:** Pieter Maeseele (University of Antwerp)  
**Vice-Chair:** Anders Hansen (University of Leicester)  
**Vice-Chair:** Dorothee Artt (University of Bern)

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<th>ENVW1</th>
<th>SPR2</th>
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| **Climate Change and Natural Disasters in the Media**  
Chair: Pieter Maeseele (University of Antwerp)  
Presentations:  
Soledad Puente, Daniela Grassau, Rodrigo Rojas and Nicolas Vatter (Pontificia Universidad Catolica de Chile): How authorities are challenged by the anchorperson during a natural disaster: the relationship between journalist’s roles and media representation of leadership  
Arul Aram (Anna University Chennai): Newspaper  
Shubhda Arora (Mudra Institute of Communications): News media and the coverage of natural disasters: An ethnographic study of Leh, Ladakh (India)  
Prem Nivas and Arul Aram (Anna University Chennai): Climate Change Framing in TV Channels |

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| **Media Discourses on GM Food**  
Chair: Arul Aram (Anna University Chennai)  
Presentations:  
Pieter Maeseele, Laurens Van der Steen, Daniëlle Raeijmaekers, Robin Reul and Steve Paulusssen (University of Antwerp): On de/politicization and pluralism. Discourses on the GM food risk conflict in traditional and alternative news media in the case of the Wetteren field trial (Belgium)  
Yu Wang (Communication University of China): Demonization or Risk Notification? An Analysis on Chinese Media’s Agenda Construction of Genetically Modified Crops and Food  
Praveen Kumar Napari (University of Hyderabad): Science, Media and the Public: |

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| **The Environment and Public Understanding/Engagement**  
Chair: Pieter Maeseele (University of Antwerp)  
Presentations:  
Fioriane Clement (International Water Management Institute, Nepal Office) and Pawan Kumar (Freelancer - film-making and participatory video): Don’t tell us how we should adapt to climate change. Unheard narratives from men and women farmers in Nepal  
Bidu Bhusan Dash (Tata Institute of Social Sciences): Shubh Kal - Badhti Jalbayu ke Liye Tayar Hum: A Community Radio Campaign on Climate Change  
Jo Bates (University of Sheffield), Yuwei Lin (University for the Creative Arts) and Paula Goodale (University of Sheffield): The Secret Life of a Weather Datum: developing a new approach for understanding the socio-cultural worlds of weather data production, distribution and re-use  
Ming-Ying Lee (Providence University): Public mobilization of techno-science issues: Discussing risk communication in the case of establishment of Kuokuang petrochemical plant in Taiwan  
Kitty van Vuuren (The University of Queensland): Domesticating climate change discourses: Public |

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| **New Media, Film and the Environment**  
Chair: Arul Aram (Anna University Chennai)  
Presentations:  
Miki Kawabata (Mejiro University): New Media and Public Anxiety for the Environmental Issues  
Linlin Ku (National Taiwan University): Users of Social Media and their Understanding of Global |
Josep Aloysius (Guru Nanak College, Chennai): A study on the role of Facebook groups in popularizing bird conservation

Maitreyee Mishra and Manisha Mishra (Manipal University): Self-Realisation through Nature: The Feminine and Depictions of the Natural World in Studio Ghibli’s Films

Irene Carolina Herrera and Cornelius B Pratt (Temple University): Nuclear Truths. How Independent Documentary Filmmaking Influences the Female Voice on the Fukushima Nuclear Accident

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**The Environment and Society**

**Chair:** Pieter Maeseele (University of Antwerp)

**Presentations:**

Radhika Mittal (Independent Researcher): Local Food Through the Mediated Lens of Environmental Sustainability

Elisabeth Eide and Anja Haaheim Naper (Oslo and Akershus University College): The first climate election in Norway - or not?

Trish Morgan (National University of Ireland): From Economic Self-Interest to Ecological Altruism? New ecological imaginaries and the role of the media and cultural industries in their dissemination

Dan Cao and Yiping Li (Jinan University): Key Drivers in China’s Environmental Communication

Lutfiyah Suliman, Ute Schwaibold and Janeske Botes (University of the Witwatersrand): A review of environmental journalism in South African print and online media examining environmental representation and risk communication

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**Business Meeting**

**Chair:** Pieter Maeseele (University of Antwerp)

**Chair:** Pieter Maeseele (University of Antwerp), Anders Hansen (University of Leicester) and Dorothee Arlt (University of Bern)
INTERNATIONAL COMMUNICATION (InC)

Chair: Herman Wasserman (University of Cape Town, South Africa)
Vice-Chair: Tania Cantrell Rosas-Moreno (Loyola University Maryland, US)
Vice-Chair: Karen Arriaza Ibarra (Universidad Complutense de Madrid, S)

InCW1 MRG.05 09:00-10:30
Media in Emerging Regions: The Challenge of the BRICS Countries
Chair: Kaarle Nordenstreng
Discussant: Lu Xinyu
Presentations:
Fernando Oliveira Paulino: IberoAmerica – a model for regional cooperation
Dmitry Strovsky: Eurasia – an alternative to Western models
Daya Thussu and Savysaachi Jain: Chindia – real or illusory?
Yuezhi Zhao: Chimerica and beyond – the US-China rivalry shaking Inter-Asian Communication
Viola Milton: AfroAsia- do Western media systems apply?
Colin Sparks: Deconstructing the BRICS

InCW2 MRG.05 14:00-15:30
South-South comparisons
Chair & Discussant: Sujatha Sosale
Presentations:
Sujatha Sosale and Tania Rosas-Moreno: Navigating cooperation and competition in the press: A South-South partnership in the public arena
Joseph Straubhaar and Swapnil Rai: The new middle class and changes in television systems and genres in two of the main television systems of the BRICS, Brazil and India
Rajesh Kumar: Interlocalization, a dividend earned through communication business alliances and

Gita Bamezai: Meeting competitive technological diversity by shaping content, business, policies and regulation: Examining key imperatives for broadcasting in India

InCW3 MRG.05 16:00-17:30
China from a Global Media Perspective
Chair & Discussant: Wenna Zeng
Presentations:
Gejun Huang: Global and local: the networked online game industry in China
Wenna Zeng: The ‘rise of rest’ and media contraflow: A comparative analysis of changes in the adaptation of TV reality show formats in China
Gina Plana: China through British lenses: Framing

InCW4 MRG.06 09:00-10:30
Coverage under Fire: Media and conditions of conflict
Chair & Discussant: Seon Gi Baek
Presentations:
Yuval Karniel, Amit Lavie-Dinur and Tal Arzan: A bitter-sweet deal: International and Israeli media coverage of the Israel-Hamas Gilad Shalit prisoner exchange deal
Seon Gi Baek: Media coverage on the ‘surprising’ execution of the 2nd high-ranking leader of North Korea, and its international implications: An International comparative study on media coverage among Korea, Japan, China and U.S.
Chris Paterson: The normalisation of media facility destruction in modern conflict
Athanasios Samaras and Sofia Iordanidou: Fear, threat and risk in the mediated representations of hegemonic countries, PIGS and countries facing conflict situations
Democracy, Civil Society and Indian Journalism
Chair & Discussant: Vipul Mudgal
Presentations:
Kalyani Chadhya and Linda Steiner: The potential and limitations of citizen journalism initiatives: Analyzing Chattisgarh’s CG Net Swara
Shakuntala Rao and Herman Wasserman: A media not for all: Democracy and exclusion in Indian and South African media
Ravikant Sharma: Humanizing cinema, democratizing humans: Madhuri (c.1964-78)
Radhika Parameswaran: Shaming the nation on television: Colorism and civil society on Barkha Dutt’s We The People

Broadcasting the Global and the Local
Chair & Discussant: Swapnil Rai
Presentations:
Brilliant Mhlanga: Digital constellations and changing media ecologies in the age of technological convergence: a study on the impact of free-to-air satellite decoders in Zimbabwe’s political landscape
Jaromir Hanzal: Al Jazeera and the CEE Region: A Decade of Change
Swapnil Rai: India’s Zee - A networked media conglomerate from the global south
Matilde Delgado, Iliana Ferrer, Gina Plana, Sheila Guerrero, Celina Navarro: Self-promotion strategies of public and private broadcasters in Europe: A comparative study of the five main

Branding the Nation in the Context of Transnationalism
Chair & Discussant: Damien Spry
Presentations:
Amparo Maria Vázquez Garcia: The role of transnational citizen as independent journalist, international communicator and mediator in “Turtles can Fly”

Paul Thomas Jordan: “This country is land of lost opportunities”: An examination of nation branding, nation building and nationalism in Ukraine
Damien Spry: “From Morning Calm to ‘Gangnam Style’”: Soft power, discourse networks and ‘brand Korea’

Imperialism, contraflow and geopolitics
Chair & Discussant: Kasun Ubayasiri
Presentations:
Kasu Ubayasiri: War crimes allegations and the perception of cultural imperialism: International media’s challenge to post-war Sri Lankan sovereignty
Florian Toepfl: De-Westernizing the Four Theories: A discursive approach to the comparative analysis of the media and politics
Peter Roccia: Heartland, borderland, homeland: EuroMaidan’s positioning of Ukraine within the discursive functions of affective geography and geopolitics

Broadcasting Ecologies and the Cultural Industries
Chair & Discussant: Karen Arriaza Ibarra
Presentations:
Mohammad Majidzadeh: American series and the Iranian youth: An ethnographic study of Iranian youth viewers of American series
Ruma Sen: Consuming “desi” popcorn: Impact of globalization on television audiences in urban India
Karen Arriaza Ibarra: The impact of the crisis in the cultural industries in Europe: The case of the

Business Meeting

Press and Politics in Global Transitions
Chair & Discussant: Richard Shafer
**Presentations**

**Eric Freedman and Richard Shafer**: Contrasting regional portraits of press rights on post-Soviet terrain: The Baltics vs. the Caucasus and Central Asia

**Sara Said Elmaghraby and Yasmine Mohamed Abu El Eia**: Framing political change in Egypt: How does ideology influence coverage?

**Vandana Pednekar-Magal**: Bridging the ‘old’ and

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**InCF11**  **MRG.05**  **09:00-10:30**

**Framing Transnational Crises**

**Chair & Discussant:**
Richard C. Vincent

**Presentations:**

**Dani Madrid-Morales**: News coverage of GM food in three developing economies: a comparison of Brazilian, Chinese and Indian newspapers

**Richard C. Vincent and Haijing Tu**: A comparative analysis of global warming as framed in Britain and United States’ newspapers: a fourteen-newspaper study

**Mala Ekayanti**: Framing analysis of terrorism in Southeast Asia: How media in Indonesia, Malaysia, Singapore, the Philippines and Australia represent suspected terrorism actor Noordin M. Top

**Philip Onguny**: Assessing the use of interactive media as a tool to strengthen political accountability and humanitarian response in war-torn zones: Case study of Ushahidi and the Great Lakes conflicts

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**InCF12**  **MRG.05**  **14:00-15:30**

**De-Americanizing Soft Power: the BRICS dimension**

**Chair & Discussant:**
Daya Thussu

**Presentations:**

**Daya Thussu**: De-Americanizing Soft Power: an Indian perspective

**Colin Sparks**: China’s Soft Power within BRICS and beyond

**Joseph Straubhaar**: Brazilian Soft Power: From samba and telenovelas to the World Cup and Olympics

**Herman Wasserman**: China’s Soft Power in South Africa

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**InCF13**  **MRG.05**  **16:00-17:30**

**Regional Perspectives on Traditional and Social Media**

**Chair & Discussant:**
Janet Kwami

**Presentations:**

**Rofhiwa Mukhudwana**: Framing the death of a legend: Global reporting of the passing of Nelson Mandela

**Janet Kwami**: Mourning a global icon: A comparative frame analysis of media coverage of Nelson Mandela’s memorial service by BBC, CNN and SABC

**Asta Zelenkauskaite**: Emerging practices in Italian radios on social media platforms: Regional and national perspectives

**Diana Nastasia**: The impact of social media on

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**InCF14**  **MRG.06**  **09:00-10:30**

**TV Drama, Film and Documentary Film in the BRICS countries: In and between BRICS and the US**

**Chair & Discussant:**
Joseph Straubhaar

**Presentations:**

**Joseph Straubhaar**: The emergence of the social telenovela in Brazil: How television drama by left-wing writers came to dominate the national agenda under military dictatorship in Brazil

**Ying Zhu**: Film as soft power and hard currency: The Sino-Hollywood courtship

**Iliris Ruoho**: Television drama in the production of knowledge, affect, and the social imaginary: studying documentary television drama of BRICS countries

**Viola Candice Milton**: Histories of becoming: Remembering South Africa

**Xinyu Lu**: A familiar stranger: Grierson in China

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**InCF15**  **MRG.06**  **14:00-15:30**

**Cultural Production, Ethics and Regulation**

**Chair & Discussant:**
Matt Mogekwu

**Presentations:**

**Matt Mogekwu**: Global media ethics: The challenge of national identity and cultural boundaries
Benjamin Pearson: Transnational interventions in cultural production: UNESCO, the E.U., and audiovisual industries in the Global South

Simon Berghofer: Explaining new dynamics in global media and communication policy: International authority, politicization and digital networks

China and its global neighbours

Chair & Discussant:
Jingwei Piao

Presentations:
Clement YK So and Yuying Dong: Analyzing Sichuan earthquake photos: A comparison of books published in mainland China and Hong Kong

Tilak Jha: Chinese Social Media: An alternative against the global north social networks?

Jingwei Piao: Financial media in framing China’s globalization – comparing the neoliberal narrative constructions of Economist and Caijing

Global media perspectives on India

Chair & Discussant:
Kokil Jaidka

Presentations:
Smitha Lakshminarayan: Chhota Bheem: India’s Global Superhero

Savyasaachi Jain: Resolving Indian media’s Janus paradox: Mapping the instrumentalization of journalism for multiple practices of power

Saituddin Ahmed and Kokil Jaidka: Within and outside the wall: A comparative study of framing the 2013 Little India riots in the Singaporean and international media

Swati Maheshwari: Tracing parallel flows: A cross-cultural analysis of the Indian Film 3 Idiots
ETHICS OF SOCIETY AND ETHICS OF COMMUNICATION (ETH)

Vice-Chair: María Teresa Nicolás Gavilán (Universidad Panamericana)
Vice-Chair: Manuel Parés I Maicas (Universidad Autónoma de Barcelona)

**ETHW1**
**TB4**
**14:00-15:30**

Ethical and aesthetic values in contemporary tv series

Chair & Discussant:
Concha Edo (Universidad Complutense de Madrid)

Presentations:
Maria Teresa Nicolás Gavilán (Universidad Panamericana): Proposal for an anthropological and narratological analysis model for characters in tv series

Lourdes López Gutiérrez (Universidad Panamericana): Madmen, structural, analytical and formal analysis

Juan Carlos Carrillo and María Teresa Nicolás Gavilán (Universidad Panamericana): Moral chemistry: ethic and narratological analysis of Breaking Bad

**ETHW2**
**TB4**
**16:00-17:30**

Select themes from Communication Ethics I (UP)

Chair & Discussant:
Lourdes Lopez Gutierrez (Universidad Panamericana)

Presentations:

Fernando Oliveira Paulino (University of Brasilia): Ethics, journalism and nationalism of occasion

Milindo Migom Taid (University of Hyderabad): Advertising Practice in India: ethical negotiations and the practitioner

Concha Edo (Universidad Complutense), Elvira García de Torres (CEU-CH University), Juan Carlos Marcos and Javier Mayoral (Universidad Complutense): Emerging media and social networks weaken the ethical requirement of contrasting information sources. Analysis of the new perspectives of journalistic documentation in Spanish media

Neeraj Khattri, Ankita Bisen and Nikita Kothari (University, Bhopal): Coverage of sexual harassment news in print media of Bhopal

**ETHT3**
**TB4**
**09:00-10:30**

Select Themes from Communication Ethics II

Chair:
Maria Teresa Nicolas Gavilán (Universidad Panamericana)

Discussant: Maria de Lourdes Lopez

Presentations:

Fernando Oliveira Paulino (Professor at University of Brasil): Ombudsmen and Media in Ibero American Countries

Ramu Suravajjula (University of Hyderabad): Journalist and Ethics: An Exploratory Study of Issues in Telugu Press

Helena Lima (Universidad do Porto) and Susanne Fengler (TU Dortmund University): Media accountability in Eastern and Southern Europe: Key results from a journalist’s survey in 15 European countries

**ETHTBM**
**TB4**
**14:00-15:30**

Business Meeting
JOURNALISM RESEARCH & EDUCATION (JRE)

Chair: Ibrahim Saleh (University of Cape Town)
Vice-Chair: Claudia Lago (Anhemb Morumbi University)
Vice-Chair: Kerry Green (University of South Australia)

JREW1  MR 1.01  09:00-10:30

Journalism Education: Regional and Geographical Challenges
Research Symposium
Theme V:
Generic Studies of Journalism Research & Education
Moderator & Discussant:
Ibrahim Saleh (University of Cape Town, South Africa)
Presentations:
Ann Hollifield (University of Georgia) Anthea Garman (Rhodes University) Beate Josephi (Edith Cowan University) Claudia Lago (Anhemb Morumbi University) Jyotika Ramprasad (University of Miami) Sheeva Dubey (Mudra Institute of Communications Ahmedabad) Elisabeth Eide (Oslo University College)

JREW42  MR 1.02  09:00-10:30

Journalism Practice: Are We Going To Crack The World Open?
Theme II:
Professional Journalism
Chair:
Kerry Green (University of South Australia)
Presentations:
Rune Ottosen (Oslo and Akershus University College of Applied Sciences) and Cathrine Andenaes Bull (Nordisk Film TV): How to explain the “unthinkable”? An analysis of the coverage of July 22 events in Dagbladet and Aftenposten
Robert E Gutsche Jr (Florida International University): Boosterism as Banishment: Identifying the Power Function of Local, Business News and Coverage of City Spaces
Surbhi Dahiya (University of Delhi): Editorial Freedom; Fettered by Business Bigwigs or Political

Assya Yassin El-Shokairy (October University for Modern Sciences and Arts): Journalism Performance Impact Role on the Coverage of Egypt's 2014 Referendum

JREW73  MR 1.03  09:00-10:30

Journalism & ‘The Words of Power’
Theme II:
Professional Journalism
Chair:
Sharon Daniel (Mudra Institute of Communications Ahmedabad)
Presentations:
Bunty Avieson (Macquarie University): From mani stones to twitter: Bhutan creates a unique media matrix for a new democracy
Sivani Pillay (University of Cape Town): Politics, economics and power, the case of the Independent Newspaper Group in South Africa
Shakuntala Rao (State University of New York) and Pradeep Weerasinghe (University of Colombo): The Rise (and fall) of Television News: A comparative study of television journalism practices in India and Sri Lanka

JREW4  MR 1.01  14:00-15:30

Proliferation of Journalism Education & Its Effects on Professional Standards
Theme V:
Generic Studies of Journalism Research & Education
Chair:
Fiona R. Martin (University of Sydney)
Presentations:
Lee Bernard Becker, Cheryl Ann Hollifield and Tudor Vlad (University of Georgia), Wilson H. Lowrey (University of Alabama): Predictors of Technical and Administrative Innovation in Professional Communication Education at Institutions of Higher Education
Wolfgang Donsbach (Technische Universität Dresden): Journalism as Knowledge and Orientation Profession: Consequences for Journalism Education
Ammina Kothari and Andrea Hickerson (Rochester Institute of Technology): Social Media in Journalism Education: Comparing Student and Faculty Expectations

Lorenzo Dalvit (Rhodes University): Knowledge and external influence in journalism education: reflections on a Master course in New Media at a South African University

JREW5  MR 1.02  14:00-15:30

Meddling in India’s Political Landscape: Media’s Itch for Change and Media Punchline at Reflections

Theme II:
Professional Journalism

Chair:
Uma Shankar Pandey (Surendranath College for Women)

Presentations:
Vipul Mudgal (Centre for the Study of Developing Societies): Newsroom in the times of Neo-liberalism
Suguna Kasinathan (Loyola Jesuit College): Beyond and behind the Media frames: A case study on the Karaikal gang rape case

JREW6  MR 1.03  14:00-15:30

A Taste of Home! Brazilian Researchers Negotiate the Present & Future of Journalism Research and Education

Theme II:
Professional Journalism

Theme IV:
Generic Studies of Journalism Research & Education

Chair:
Beatriz Becker (Federal University of Rio de Janeiro)

Presentations:
Beatriz Becker (Federal University of Rio de Janeiro): A historiography of audiovisual journalistic narratives: dialogues between media and education
Monica Martinez (University of Sorocaba): Mapping Walter Benjamin influence in the Brazilian Journalism Researchers Association (SBPJor) (2003-2012)
Marcia Avanza (FIAM-FAAM - University Centre - USP) and Rafael Grohmann (University of Sao Paulo): Knowledge-Based Journalism: the 'new' Patterson and the 'old' Brazilian Research

Marcus Assis Lima (Universidade Estadual do Sudoeste da Bahia) and Rafael Flores (Gambiarra Magazine): The Production of Information as an Alternative Communication Process: The Brazilian Media Ninja (Independent Journalism & Action) Project

Cláudia Lago (Anhembi Morumbi University): Journalism Research in Brazil: The SBPJ or Experience

JREW7  MR 1.01  16:00-17:30

Political Journalism and Web 2.0

Podium Session

Theme III:
Innovations in Journalism

Moderator:
Ibrahim Saleh (University of Cape Town)

This podium session aims to address key questions: Can Web 2.0 truly displace the Main Stream Media (MSM) as the premier medium of political discourse? Can political journalism change the current mass-market media stage?

Wolfgang Donsbach, Director of Department of Media and Communication, Technische Universität

JREW8  MR 1.02  16:00-17:30

Climate change and Journalism’s challenges

Panel

Theme I:
International Collaborative Research

Chair:
Elisabeth Eide (Oslo University College)

Discussants:
Hillel Nossek (The College of Management Academic Studies) and Anders Hansen (University of Cambridge)

Presentations:
Elisabeth Eide (Oslo University College): International climate negotiations - declining interest? An analysis of and discourses in the Norwegian coverage from 2007 to 2013
Dmitry Yagodin (University of Tampere) and Matthew Tegelberg (McMaster University): Climate news on the move: Comparative analysis of the non-diffusion patterns of Donors Trust news in Canada and Russia
Billy Sarwono (University of Indonesia): Climate change and journalism challenges
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<td>MR 1.01</td>
<td>JRET9</td>
<td><strong>New Media Impacts on Journalism: Revisiting the Dynamics of News Production</strong></td>
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<td><strong>Chair:</strong> Kokkeong Wong (Sunway University)</td>
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<td>Johan Lidberg (Monash University): Next generation Freedom of Information - from &quot;pull&quot; to &quot;push&quot; - a comparative study</td>
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<td>Mike Friedrichsen (Stuttgart Media University): Traditional Press in World 2.0 - Journalism adapt or die?</td>
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<td>Oscar Parra (Universidad del Rosario): Challenges in linking new players in investigative journalism in Colombia</td>
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<td>Corinne Irolene Barnes (University of the West Indies): Reading the signs of transparency in journalism: An interactive model</td>
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<td>Michael Koliska and Kalyani Chadha (University of Maryland): Reading the signs of transparency in journalism: An interactive model</td>
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<td>Fiona Martin (The University of Sydney): The politics of participation: online journalism and the nature of commenting work in news and opinion sites</td>
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<td>MR 1.02</td>
<td>JRET10</td>
<td><strong>Imagination of News Practice Knows No Boundaries</strong></td>
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<td><strong>Theme III:</strong> Innovation in Journalism</td>
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<td><strong>Chair:</strong> Jan Boesman (Catholic University Leuven)</td>
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<td>Uma Shankar Pandey (Sarendranath College for Women): Beyond the hegemony of Instrumental Rationality in news collection: A study of Indian journalists’ use of online resources</td>
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<td>Jyotika Ramaprasad and Katharina Lang (University of Miami): Botswana's Journalism in an Era of Commercialization and New Communication Technologies: Stasis or Change?</td>
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<td>Abiodun Salawu (North-West University): Discourse of User-Generated Content on Nigerian online news media</td>
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<td>MR 1.03</td>
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<td><strong>Wanted, Dead or Alive: Media Frames, War Narratives, and Support for the War</strong></td>
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<td><strong>Chair:</strong> Ylva Rodny-Gumedde (University of Johannesburg)</td>
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<td>Fernando Resende (Fluminense Federal University): From Far West to Middle East: Can Journalism Look Beyond Regions?</td>
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<td>Sharon Daniel (Mudra Indsitu of Communications Ahmedabad): : War Narratives, Citizen Journalism and the Question of Ownership</td>
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<td>Omar Al Ghazzi (University of Pennsylvania): Digital media practices and meta-narratives: The citizen journalism frame in an Arab context</td>
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<td>Kari Andén-Papadopoulos (Stockholm University): Journalistic witnessing in a digital era: Audiences’ experiences of connecting to distant crises through crowd sourced images</td>
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<td><strong>Business Meeting</strong></td>
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<td><strong>Journalists in online media: Perspectives from the BRICS countries</strong></td>
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<td><strong>Chair:</strong> Svetlana Pasti (University of Tampere)</td>
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<td><strong>Discussant:</strong> Jyotika Ramaprasad (University of Miami)</td>
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<td>Txema Ramirez de la Piscina, Beatriz Zabalondo, Alazne Aiestaran and Antxoka Agirre (University of the Basque Country): The future of journalism: Agreement and disagreement among the visions of European professionals and internet users (2013 - 2014)</td>
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<td>Wenbin Tang (China Daily Hong Kong Limited) and Alice Y. N. Lee (Hong Kong Baptist University): Where Reading's Past is also its Future : A Case Study of News App of Nandu Daily</td>
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35
Brazil: Raquel Paiva (Federal University, Rio de Janeiro): Twenty years of online journalism in Brazil: A mirror of the country

Russia: Dmitrii Gavra (St. Petersburg State University): Journalists of the Russian online media: Values and Professionalism

India: G. Nagamallika (The English and Foreign Languages University, Hyderabad): Understanding online journalism: Redefining news coverage in India

China: Yu Xu (Tsinghua University) and Raymond Ruiming Zhou (Fudan University): Online journalism in China: Views from a period of transition

South Africa: Musawenkos W. Ndlovu (University of Cape Town): What is the state and future of online Journalism in South Africa?

Learning From Newsroom Nightmares

Theme II:
Professional Journalism

Chair:
Clement Y K So (Chinese University of Hong Kong)

Presentations:
John Babu Koyye (University of Kashmir): What kind of news that drive media discourse in Kashmir region? A content analysis of regional newspapers

Kerry Philip Green (University of South Australia): Australia: The land of the compliant press

Stefania Milan and Alice Corona (Tilburg University): Between news and algorithms. How does technology shape journalistic practice (and vice-versa)?

Imagining the Spaces of Regional Action: News Framing Problems & Solutions

Theme II:
Professional Journalism

Chair:
Lee Becker (University of Georgia)

Presentations:
Beate Josephi (Edith Cowan University) and Rabi Dahal (Bhutan Media Foundation): Region is not always the frame, or how Bhutan's journalists carve out their own path

Azmat Rasul (National College of Arts), Define Billir (Florida State University), Stephen McDowell (Florida State University) and Barbara Robinson (Florida State University): Framing Syria: Identifying individual and media frames in the coverage of the Syrian crisis in Al-Jazeera Qatar and Al-Jazeera USA

Annika Sehl and Mike Kortsch (Dortmund University of Technology): A Comparison of the Euro Crisis Coverage in East and West German Regional Newspapers

Heba Metwally Ibrahim (Cairo University): Child Labor Phenomenon: A Visual Communication and Anthropological Study in Egypt

Sofia Iordanidou (Open University of Cyprus) and Athanassios N. Samaras (University of Piraeus): Nation Images of South-East Asia Countries in the Cypriot, Greek, Turkish and British Press: A Comparative Analysis

Network-Centric Advocacy, Social Imaginary & New Generations of Freedom

Theme II:
Professional Journalism

Chair:
Bunty Avieson (Macquarie University)

Presentations:
Alet Jan van Rensburg (University of Cape Town): Communicating climate change in an age of integrated media in South Africa: the potential and pitfalls

Melinda B. Robins (Emerson College): Palestinian Imaginary: Resistance and Existential Dread in Palestine Online

Ylva Rodny-Gumed and Colin Chasi (University of Johannesburg): Ubuntu, community and the individual in the coverage of Mandela
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<td>09:00-10:30</td>
<td>JREF16</td>
<td><strong>Question the Press: (RE) Contextualizing Past, Present &amp; Future</strong>&lt;br&gt;<strong>Theme II:</strong> Professional Journalism&lt;br&gt;<strong>Chair:</strong> Fangzhou Ding (Zhejiang University)&lt;br&gt;<strong>Presentations:</strong>&lt;br&gt;Rui Alexandre Novais (CECS - University of Minho) and University of Liverpool): Cyclical or unprecedented? The newspaper crisis put into context&lt;br&gt;Mike Friedrichsen (Stuttgart Media University): Traditional Press in World 2.0 - Journalism adapt or die?&lt;br&gt;Kalyani Chadha and Michael Koliska (University of Maryland): Journalism Practice in Politically Affiliated Newsrooms: The Case of Four Regional Television Indian Television Channels&lt;br&gt;Markus Thieroff (LMU Munich, Institute of Communication Studies and Media Research,): Online is the Message? - Media Logic in Online and Offline News Coverage&lt;br&gt;Anthea Corinne Garman (Rhodes University): Voice and Listening and Journalism: young South Africans' experience of the new internet age &lt;br&gt;<strong>Moderators:</strong>&lt;br&gt;Mercedes Iturralde (Deusto University):&lt;br&gt;Daniel Othavio Jardim dos Santos (University of Coimbra):&lt;br&gt;<strong>Discussants:</strong>&lt;br&gt;Henrique de Souza (Universidade Federal do Rio de Janeiro):&lt;br&gt;Daniel Meirelles (University of Coimbra):&lt;br&gt;<strong>Audience:</strong>&lt;br&gt;200 persons&lt;br&gt;<strong>Language:</strong> Spanish and English&lt;br&gt;<strong>Language of the presentations:</strong> English and Spanish&lt;br&gt;<strong>Organizers:</strong>&lt;br&gt;European Journalism Institute (EJI) and University of Coimbra&lt;br&gt;<strong>Contact:</strong>&lt;br&gt;<a href="mailto:info@reu2018.coimbra.eji.org">info@reu2018.coimbra.eji.org</a></td>
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### JREF20  
**MR 1.01  16:00-17:30**

**New Voices in the Public Sphere: Political Conversation in the Mediatized Society**

**Theme II:**  
Professional Journalism

**Chair:**  
Sophia Iordanidou (Open University)

**Presentations**:
- Jan Boesman, Leen d’Haenens and Baldwin Van Gorp (Catholic University Leuven): Who is responsible for the frame? The influence of frame sponsors, generic frames and intermedia agenda-setting on the cultural framing of the Belgian ‘Syria-warriors’
- Kalyani Chadha (University of Maryland): Journalism Practice in Politically Affiliated Newsrooms: The Case of Four Regional Television

### JREF22  
**MR 2.01  16:00-17:30**

**Journalism Education in BRICS and SAARC: Challenges of Media Sector Reforms**

**Panel**

**Theme I:**  
International Collaborative Research

**Chair:**  
Sanjay Bhartur (University of Hyderabad)

**Discussant:**  
UNESCO representative (TBC)

**Presentations**:
- Kaarle Nordenstreng (University of Tampere): Overview of journalism education in BRICS countries
- Sanjay Bhartur (University of Hyderabad): Media sector reforms and journalism education in SAARC
- Shafiu Alam Bhiyani (University of Dhaka): Journalism teaching institutions vs. pressures of commercial media market in Bangladesh
- Azmat Rasul (Florida State University): Pakistan’s response to media sector reforms and impact on Journalism education context of media sector

### JREF21  
**MR 1.02  16:00-17:30**

**Capacity Building Workshop for Journalism Academics**

Across Themes of Journalism Research & Education (JRE)

**Workshop**

**Trainers:**  
Ammina Kothari (Rochester Institute of Technology) Richard Shafer (University of North Dakota)

The workshop aims to enhance the capability of conducting quality research among faculty members. The workshop will give a thorough exposure to research methodology, data analysis, field research and academic writings. The aim is to give participants’ hands-on experience in conducting field surveys, preparing a field report, project proposal and writing quality research papers/articles.

### JRES23  
**MR 1.02  09:00-10:30**

**Pushing Change in Journalism Education with Revamped Education Shift Section**

**Theme V:**  
Generic Studies of Journalism Research & Education

**Chair:**  
Dimitrij Umansky (University of Cape Town)

**Discussant:**  
Alet Janse van Rensburg (University of Cape Town)

**Ganga Vadhavkar** (University of Wisconsin-Eau Claire): Understanding the Disparities in Global Teaching and Learning Models To Advance International Collaboration in Journalism Pedagogy and Research

**Jothi Kumar** (Annamacharya Institute of Technology & Sciences): Mobile News Communication Practice

**Dimitrij Umansky** (University of Cape Town): The male world of football media and beer drinking: a case study of sports bars in Cape Town, South Africa
Exploring Methodologies for Journalism Research and Professional Practice

Across Themes of Journalism Research & Education (JRE)

Moderator and Presenter:
Richard Shafer (University of North Dakota)

Presentations:
Lars Willnat (Indiana University-Bloomington),
Richard Shafer (University of North Dakota) and
Gary Rice (California State University) Karin Becker (University of North Dakota) Richard Aregood (University of North Dakota) Sivani Pillay (University of Cape Town) Opportunities and Challenges of Online Survey Journalism Research
GLOBAL MEDIA POLICY (GMP)

Chair: Claudia Padovani (University of Padova)

Vice-Chair: Gerard Goggin (University of Sindey)

Vice-Chair: Arne Hintz (University of Cardiff)

GMPW1  G.04  14:00-15:30

Emerging Issues in Communication Policy: Roundtable by the IAMCR-OSF Rapid Response Grantees

Chair:
Arne Hintz (University of Cardiff)

Presentations:

Julia Pohle (Vrije Universiteit Brussel): Mapping the WSIS+10 Review Process

Sylvia Blake (Simon Fraser University): Media diversity in the era of communicative abundance: Mapping Canadian and global policy

Veronique Wavre (University of Exeter): Does the EU’s influence matter? Discussing trends in communication and media policies in Southern Mediterranean countries

Preeti Raghunath (University of Hyderabad): Reconstructing Histories – Community Radio Policies and Policy-making in South Asia

Harsh Taneja and Angela Wu (Northwestern University): What Balkanizes the Internet: Access Denied or Access Unwanted

Benjamin Birkinbine (University of Oregon): Open Source Brasil:The Role of Information and Communication Policies in Granting Communication Rights

The IAMCR has offered, with the support of the Media Program of the Open Society Foundations (OSF), several grants for research conducted by emerging scholars to contribute new and critical knowledge in several topic areas within the broader terrain of media and communications policy where new trends are emerging and where research gaps exist. Grants have been assigned at the end of 2013 and research has been conducted in early 2014. This session offers the recipients of those grants the possibility to publicly present their work, discuss a range of emerging issues in global communication policy, and identify ways in which their work can be connected to existing policy-related projects, including the IAMCR Mapping Global Media Policy.

GMPW2  MR 2.03 & 2.04  16:00-17:30

IAMCR contribution to the Global Alliance on Media and Gender (Joint session with Gender and Communication Section and Working Group on Global Media Policy)

Chair:
Janet Wasko (University of Oregon)

Discussant:
Claudia Padovani (University of Padova)

Presentations:

Aime Vega Montiel (UNAM): IAMCR Contribution to the Global Alliance on Media and Gender: towards a research agenda

Karen Ross (University of Northumbria): The challenges of cross-cultural collaborations: lessons learnt from an pan-European research project

Carolyn Byerly (Howard University): The ‘policy challenge’ of gender equality and women’s empowerment in media systems

Ammu Joseph: Global Alliance on Media and Gender: Challenges for India/South Asia

Lisa McLaughlin: What is Missing from the Global Alliance on Media and Gender? Women, ICT and Entrepreneurship Development as a Critical Concern

Anita Gurumurthy (IT for change): Women’s rights and ICT in the Global South

Claudia Padovani (University of Padova): The ‘sharing of knowledge’ challenge: using Mapping Global Media Policy to support a research agenda

Kaitlynn Mendes (University of Leicester): Towards a sustainable research agenda: the role of the IAMCR Gender and Communication section

This operational and forward looking session will discuss how can IAMCR best contribute to the Unesco-promoted Global Alliance on Media and Gender between 2014 and 2015. The final goal of the session is to develop an articulated proposal to structure (thematically) and implement (in terms of concrete collaborations) a truly international research agenda with a focus on women’s empowerment in transformed media environments and on gender equity in the evolving governance
Business Meeting
Chair: Claudia Padovani (University of Padova)
Discussant: Gerard Goggins (University of Sydney)

Presentations:
The Working Group on Global Media Policy has decided to focus its activities over the years 2014 and 2015 on major upcoming international events and high level summits that will take stock, assess, celebrate longer term processes relevant to the evolution and transformations of global media policy: the World Summit on the Information Society +10, the Internet Governance Forum, the Beijing Conference on Women +20 and the Millennium Development Goals. The Business meeting will therefore focus on such activities, including preparation for the IAMCR 2015 Conference and cooperation with the IAMCR Policy TF.

Does scientific knowledge make a difference in knowledge societies?
Chair: Claudia Padovani (University of Padova)

Introductory remarks:
Francesca Musiani (CSI, MINES ParisTech) & Julia Pohle (Vrije Universiteit Brussel)

Invited participants:
Jeremy Stern and Stefania Milan (IAMCR Policy Task Force), Almée Vega Montiel (UNAM), Anita Gurumurthy (ICT for change), Divina Frau (Université de Paris III), Hopeton Dunn (University of the West Indies), Jo Pierson (Vrije Universiteit Brussel), Michael Gurstein (Centre for Community Informatics Research, Development and Training (CCIRDT), Nikhil Agarwal (Cambridge Global Partners and University of Edinburgh), Robin Mansell (LSE), Sameer Padania (Open Society Foundations), Sandra Braman (University of Wisconsin–Milwaukee), Wolfgang Kleinwachtter (University of Aarhus).

This interactive session invites a number of IAMCR members who have been actively involved in different national, regional or international policy processes - including UN and Unesco, ITU, Internet Governance – to interrogate themselves on the relevance of research-based knowledge to policy-makers and decision-making. The question ‘does scientific knowledge make a difference in knowledge societies?’ invites a reflective attitude towards how knowledge is ‘conceived and used’ in ideating and implementing mechanisms to steer and regulate today’s digital environments. The panel also welcomes experience-based storytelling of the opportunities and risks of channeling scientific knowledge through policy making.

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**LAW**

**Chair:** Sandra Braman (University of Wisconsin – Milwaukee)

**Vice-Chair:** Slavka Antonova (University of North Dakota)

**Vice-Chair:** Mohammad Sahid Ullah (University of Chittagong)

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**Legal and Policy Practice**

**Chair:** Juan Du (Hong Kong Baptist University)

**Respondent:** Abubakar Alhassan (to be confirmed)

**Presentations:**

- **Judith Townend** (University of Westminster/City University London): Decentralised Media-Legal Work in Australia and the UK: Court Suppression Orders and Injunctions
- **Julie Reid** (University of South Africa): Freedom of Expression and the Independence of the Media in Sub-Saharan Africa: A Snapshot View of the Continent between 2006 and 2012

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**Chair and Respondent:**

Judith Townend (University of Westminster / City University London)

**Presentations:**

- **Chun Liu** (Southwest Jiaotong University): The Race between the Dragon and the Elephant: Comparing China and India's National Broadband Plans
- **Juan Du** (Hong Kong Baptist University): Toward Electronic Governmentality: The Real-Name System, Censorship, and Other Internet Laws and Policies in China
- **Anthony Löwstedt** (Webster University): Transnational Media Regulation: How to Balance Human Rights, Cultural Diversity and Regionalism?

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**Collaborative Research Planning Meeting**
**ISLAM & MEDIA (ISM)**

**Chair:** Basyouni Hamada (International Academy for Media Sciences)

**Vice-Chair:** Mahmoud Galander (Qatar University)

**Vice-Chair:** Bushra Hameedur Rahman (University of the Punjab)

### ISMW1  TB3  14:00-15:30

**Global Media, Public Sphere and Interfaith Dialogue**

**Chair:** Basyouni Hamada (International Academy for Media Sciences)

**Discussant:** Mahmoud Galander (Qatar University)

**Presentations:**

- **Ahsan Akhtar Naz** and **Wajiha Raza Rizvi** (University of the Punjab): The Role of Global Elite Media in Interfaith Dialogue
- **Abdul Halik Azeez** (Sri Lanka) and **Carmen Aguilera-Carnerero** (University of Granada): Virtual Communities and the Religious-Political Interface
- **Bushra Hameedur Rahman** (University of the Punjab): Analyzing Role of Religious Values in Commercial Media: Comparing Perspectives of Media Students, Teachers and Practitioners in Religious Sensibilities
- **Raheem Karinkappara** (Sur College of Applied Sciences): Social Media as Virtual Public Sphere in the Arab World: An Inquiry in the Light of Arab Spring

### ISMW2  TB3  16:00-17:30

**Media Portrayal of Islam and Muslims**

**Chair:** Basyouni Hamada

**Discussant:** Mahmoud Galander

**Presentations:**

- **Masoud Kousari** (Tehran University) and **Meghdad Mehrabi** (Communication Research): Representation of Muslims in Video War Games: Exploration of Politics behind Misrepresentation of Muslims
- **Ganesh Kumara** (Manonmaniam Sundaranar University): The Muslim Audience Perception on the Portrayal of Islam in Tamil Cinema

**Nuaiman Keeprath Andru** (University of Hyderabad): Media Cultures: Media-tions among Mappila Muslims of Malabar, South India

**Sheida Shirvani** (Ohio University-Zanesville), **Christina Paschyn** (Northwestern University), **Leon Moosavi** (Social Policy and Criminology): Human Mobility, Social Ties, and Role Prediction: Role of Gender and Religion on the Social Network in Muslim Countries

### ISMT3  TB3  16:00-17:30

**Media, Politics and Arab Spring**

**Chair:** Mahmoud Galander (Qatar University)

**Discussant:** Basyouni Hamada (International Academy for Media Sciences)

**Presentations:**

- **Mahmoud M. Galander** (Qatar University): In Response to W. Rugh’s Model: Re-conceptualizing a Media System for Arab Media
- **Basyouni Hamada** (International Academy for Media Sciences) and **Lamees El Baghdady** (MSA University): Mapping Journalism Status in Egypt: Journalists’ View
- **Azza Osman** (Ahram Canadian University): Journalism Discourse and Management of Political Conflict in Egypt during and after Muslim Brotherhood Regime
- **Valentina Scialp** (City University of Hong Kong): Western Coverage of the Role of Social Media in

### ISMF4  TB3  09:00-10:30

**Press Freedom in Arab and Muslim Countries**

**Chair:** Mahmoud Galander (Qatar University)

**Discussant:** Basyouni Hamada (International Academy for Media Sciences)

**Presentations:**

- **Basyouni Hamada** (International Academy for Media Sciences) and **Lamees El Baghdady** (MSA University): Access to Information, Self-Regulation and Independence: Searching for the Core of Press Freedom in Egypt
Omair Anas (Jawaharlal Nehru University): Public and Counter Publics after Arab Spring

Ahmad Olyaei (Iran): Jurisprudential and Legal Study of Commercials Advertising

Fatma El Zahra Mohammad Elsayed (Cairo University): Features of the Egyptian society in Video Clips of NYT and El-Watan Online Newspapers – Semiotic study

**Media Framing, Social Ties and Political Consequences**

Chair: Basyouni Hamada (International Academy for Media Sciences)

Discussant: Mahmoud Galander (Qatar University)

Presentations:

- **Sancharide** (Jadavpur University): Framing the Protest: Real and Imagined Spaces and the Agency of New Media in Jafar Panahi’s This is not a Film (2011) and Closed Curtain (2013)

- **Priya Kapoor, Alex O Brehm, Adam – Testerman** (Portland State University): Mohamud and the Terror Factory: A Discourse Analysis of Local Media Coverage of the Christmas Tree Lighting Episode

- **Andrea Lee Press** (University of Virginia): Women in Palestine Discuss Romance, Family and Feminism: An Audience Study of Responses to a Romantic, American Film and a Documentary on Honor Killing

- **Thanzeel Nazer.V** (University of Hyderabad): Zones of Engagement and Politics of Locations

**Business Meeting**

Chair: Basyouni Hamada (International Academy for Media Sciences)
MEDIA & SPORT (SPO)

Chair: Alina Bernstein (College of management academic studies)

Acting Vice-Chair: Pam Creedon (University of Iowa)

SPOT1 TB5 09:00-10:30

Paralympics and Special Olympics
Chair: Linda K. Fuller (Worcester State University)
Panel Presentations:
Linda K. Fuller (Worcester State University): “Grit and glam: Female Paralympians’ reframing and revisioning of ‘disability’ in 2012 London”
May Al Khaja (United Arab Emirates University) and Pam Creedon (University of Iowa): “Middle East and North Africa (MENA) Special Olympics: A special look at female Paralympic athletes”
Parichart Sthapitanonda (Chulalongkom University): “Media framing of Thai Paralympics and Paralympians”
Ann Schupack (Wilbraham & Monson Academy): “The difference that extra bounce can make: Wheelchair tennis”

SPOT2 TB5 14:00-15:30

Business Meeting

SPOT2 TB5 16:00-17:30

Media and Sport in India
Chair: Nancy Muturi(Kansas State University)
Presentations:
Jayakrishnan Sreekumar (Amrita Vishwa Vidyapeetham University): “Media representation of Sachin Tendulkar’s retirement: A comparison of newspaper editorials”
Shreyas Rao (Tata Institute of Social Sciences): “Sympathy Calling - A critical analysis of newspaper reporting of Indian non-cricket sports achievers”
Joe Densy Christopher (English and Foreign Languages University): “Sports, Capital and Politics of Nation: Reading Cricket Leagues in

Vivek Sharma and Kiron Bansal (Indira Gandhi National Open University); “Analysis of Sports News Bulletins of Indian and International News Channels during London Olympics 2012”

SPOF3 TB5 09:00-10:30

Media and Sports Around the World
Chair: Pam Creedon (University of Iowa)
Presentations:
May Abdulwahed Al Khaja (United Arab Emirates University) Pam Creedon (University of Iowa): “Media Coverage of Arab Women in Sports: A Focus on the Arab Women’s Sports Championship”
Kulveen Trehan (Guru Gobind Singh indraprastha University): “Media frames and women sporting issues in India: Analyzing the extent, form and content of sports coverage in national newspapers”
Nancy Muturi and Faith Thanji (Kansas State University): “Rural Sports as a Communication and Prevention Strategy for Chronic Alcoholism in Kenya”
Hesbon Hansen Owilla (Daystar University): “The Uses and Gratifications of the Televised English Premier League Among Kenyan Fans”
Ayotunde Emmanuel Alao (Redeemer’s University): “The role of national dailies in sport development, a Nigerian example”
MEDIA PRODUCTION ANALYSIS (MPA)

Chair: Roel Puij (Lillehammer University College)
Vice-Chair: Chris Paterson (University of Leeds)
Vice-Chair: Ida Willig (Roskilde University)

MPAW1 MR1.10 09:00-10:30
Regional perspectives on media production
Chair: Roel Puij (Lillehammer University College)
Presentations:
Madhusri Shrivastava (Indian institute of Management Indore): Sleaze, Slur...and the Search for a Sanitized Identity: Bhojpuri Media at
Bhargav Ramakrishna Nimmagadda (University of Hyderabad): Tarrying with the Stringer: Towards a Field Theory of Regional Language
Journalistic Production in South India
Elvira Garcia De torres (University CEU Cardenal Herrera), Concha Edo Bolos (University Complutensce of Madrid), Pedro Jerónimo
(University of Porto) and Lyudmyla Yezers’ka (University of Piura): Crowdsourcing the news on Twitter: regional perspectives

MPAW2 MR1.04 14:00-15:30
Production Culture
Chair: Chris Paterson (University of Leeds)
Presentations:
Carolina Acosta-Alzuru (University of Georgia): Is the Happy Ending in Miami? Examining the Venezuelan Telenovela Talent Diaspora
Willemien Sanders (Utrecht University) and Roel Puij (Lillehammer University College): Identity and success - a comparison of two television
production companies in the Netherlands
Poarkodi Natarajan (Manonmaniam Sundaranar University) and Krishnapriya Natarajan Chitra (Madras University): Working Class Film
Production, Parody and Provincial Cinema of Malegaon
Ranit Grossaug (The Hebrew University of Jerusalem): The Canadian Paradox

MPAT3 MR1.02 14:00-15:30
Journalistic Production in Society
Chair: Willemien Sanders (Utrecht University)
Presentations:
Mel J Bunce (City University): Foreign correspondents in East and West Africa: exploring regional variations in news production
JaneskeBotesClass (University of the Witwatersrand): Protest and News Production: A South African Case Study
Nesrine Khaled Abdel-Sattar (Oxford University): The Political Shaping of Innovation: Comparative Study of Multimedia Innovation at Two Arabic
Newsrooms during the Arab Spring
MaiyaHadib Al Habsi (Leicester University): Visualising the audience: Political and cultural discourses in Aljazeera news production

MPATBM SPR1 16:00-17:30
Production Routines and Business meeting
Chair: Roel Puij (Lillehammer University College)
Presentations:
Golo Föllmer (Martin-Luther-University): Naturally confined? - Restrictions in variance of articulation and other identity markers in radio
Patrick Enaholo (University of Leeds): Framing Software Piracy in New Media Production
Business meeting – included election of chair and vice-chairs
MERT3  MR 1.04  09:00-10:30
Crossing boundaries in Media Literacy
Moderator: Sara Osuna (UNED)
Nikhil MG (University of Hyderabad): Serious Approach to Gaming
Atul Sinha (Jamia Millia Islamia): Overview of animation education in India
Raquel Ramírez Salgado (Universidad Autónoma del Estado de Hidalgo): Educación para los medios como contribución al aprendizaje y a los derechos humanos de las mujeres
Rosane Silva Borges, Eliane Borges Silva (State University of Londrina): Education for the media, race relations and gender in Brazil

MERTBM  MR 1.04  14:00-15:30
Business Meeting

MERT4  MR 1.04  16:00-17:30
ICT-enhanced media education and e-learning potential
Moderator: Leo Van Audenhove (Free University of Brussels)
Presentations:
Elizabeth Titilayo Aduloju, Gbemisola Omorinola Ojo, Aniefiok Jackson Udoudo (Catholic Institute of West Africa): The extent of the use of e-learning methods in Nigeria: a case study of secondary schools in Port Harcourt, Rivers State, Nigeria
Sara Osun Acedo (UNED), Vicente Montiel (Tabarca Consulting): ECO (Elearning, Communication and Open-data: Massive Mobile, Ubiquitous and Open Learning)
Jobin Joy (Sree Buddha College of Engineering For Women): Teachers’ aptitude on ‘ICT supported instruction’ and innovative pedagogical integration for quality education

**MERF5** | **MR 1.04** | **09:00-10:30**
---|---|---
Media literacy, audiences and media use contexts  
**Moderator:** Alice Lee (Hong Kong Baptist University)  
**Presentations:**  
Hendriyani Hendriyani (University of Indonesia): “No, Thank You, That’s Not Me”: How Media Literacy Changes Lifestyle Reception Among Young Audience  
Dana Schurmans, Leo Van Audenhove (Free University of Brussels): Towards a conceptual framework of urban digital inequalities  
Keti Andre Thorgersen (Stockholm University): WHOA! Constructing Swedish Hip-Hop through Online Participation

**MERF6** | **MR 1.04** | **14:00-15:30**
---|---|---
Children and youth (self) construction in media environments  
**Moderator:** Divina Frau-Meigs (Sorbonne Nouvelle University)  
**Presentations:**  
Sanjay Asthana (Middle Tennessee State University): Conceptualizing Youth Media as Post-disciplinary Studies  
Keval Joseph Kumar (Mudra Institute of Communications Ahmedabad): Self-Disclosure, Privacy and Social Media: Towards a Digital Media Literacy for Children  
Debora A Lui (University of Pennsylvania): Online Maker Contests for Broadening Participation? Youth Identity Construction in the 2013 Make-to-Learn Youth Contest  
Sirkku Kotilaainen (University of Tampere). ManishaPathak-Shelat (University of Wisconsin, USA and India): Media and Information Literacies and Well-Being of Young People: Comparative Perspectives

**MERF7** | **MR 1.04** | **16:00-17:30**
---|---|---
Media Literacy Studies as Social Practice  
**Moderator:** Manisha Pathak-Shelat (University of Wisconsin, USA and India)  
**Presentations:**  
Olaf H. Werder (University of Sydney): Balancing 21st century skill and critical thinking: Simulation as a teaching practice  
Ellen Vanderhoven, Tammy Schellens, Martin Valcke (Ghent University): Raising risk awareness and changing unsafe behavior on social network sites: a design based research in secondary education  
Cláudia Lago, Patricia Horta Alves, Richard Romancini (University of Anhembi – Morumbi): Accounts on Media and Education: Teachers, Media e Students with Special Needs  
Jyoti Ranjan Sahoo (Jamia Millia Islamia Central University): Inter-disciplinarity in Communication and Media Studies in India: Challenges and Way Forward  
Gabriele Hadl (Kwansei Gakuin University): Greening Media Education – polar bears, nature games and fairphones

**MERTBM** | **MR 1.04** | **14:00-15:30**
---|---|---
Business meeting
MEDIA, RELIGION & CULTURE (MRC)

Co-Chair: Yoel Cohen (Ariel University)
Co-Chair: Victor Khroul (Moscow State University)

MRCW1 SPR 3 09:00-10:30
New Media & Religion
Chair: Chandrabhanu Pattanayak
Presentations:
Fr. Mi Shen (University of Santo Tomas): Social Networking and Catholic Youth in China today
Anthony Roman (University of Santo Tomas): God in Facebook, Like it or Not: Filipino Youth Response to Socially Mediated Religious Messages
Shinto Augustine (Karnatak University): Reinventing Regional Self through faith expressions: the Role of New Communication Technologies in Creating Virtual Religious Space for Diaspora Kerala Christians

MRCW2 SPR 1 9:00-10:30
Religious Identity
Chair: Sebastian Perrian
Presentations:
Urvi Desai (Graduate Institute of International & Development Studies): The Creation of Hindustan: Empire, Identity Politics, and the Nation
Abdul Halik Azeez (University of Colombo) and Carmen Aguilera-Carnerero (University of Granada): The Construction of Muslim Identity in Western Cyber-Discourse
Geetanjali Kala (University of Delhi): Shah-e-Mardan: A space of religious and political intersections among Shias of Delhi
Harvey O. Igben (Delta State University): Communicating Deviance from Pulpits in Churches in Nigeria

MRCW3 SPR 3 14:00-15:30
Media in Theological Perspectives
Chair: Yoel Cohen
Presentations:
Binod C Agrawal (Taleem Research Foundation): Media and Religious Communication in Asia: Future Implications
Menahem Blondheim (The Hebrew University of Jerusalem): Communicating with Authority: The Origins of Prayer in the Bible-based Religious Traditions
Anna Salustiano (University Federal of Pernambuco): Dialogism and strategies of market liberation in the Bola of Neve Church

MRCW4 SPR 3 16:00-17:30
Covering Religion
Chair: Menachem Blondheim
Atul Anand (Tata Institute of Social Sciences): Hindutva culture: Threat for subalterns and control over newsrooms
Yoel Cohen (Ariel University): Journalists and Religiosity: a case study in Israel
Murali Balaji (Hindu American Foundation) and Vanmee Juluri (University of San Francisco): 50 Shades of Mayo: Cultural Imperialism, Orientalism

MRCTBM SPR 3 9:00-10:30
Business Meeting
Chair: Yoel Cohen

MRCT5 SPR 3 16:00-17:30
Communicating Christianity
Chair: Yoel Cohen
Presentations:
Frank Coffey: Communicating Religiously in Mass Media: Francis of Rome as a Telling Example for Practice with the Resource of Time
Zhuo cheng Li: Christianity and reconstruction of rural life: A case study of a village in South China
Franz-Josef Eilers (Santo Tomas University): Competence in Religious Communication
**Anh Vu Ta** (Royal Pontifical University of Santo Tomas): Religious Communication of Christianity in the cultural context of Vietnam: An Exploration

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**Cultural And Anthropological Dimensions of Religion: Festivals & Shrines**

**Chair:** Binod Agrawal

**Presentations:**
- **Mehak Siddiqui** (University of Hyderabad): Your Ramadan, My Ramadan: Exploring the Dynamic Shades of the Holy Islamic Month in Hyderabad City
- **Vasuki Belavadi** (University of Hyderabad): Ritual celebrations in West Africa in the New World of the Media
- **Renata Wojtczak** (Hong Kong Baptist University): Cultural environment for expression of intimacy: a comparison between China and Poland
- **Himabindu Chintakunta** (University of Hyderabad): Bonalu - A Cultural Concoction: An

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**Media, Religion And Public Interest**

**Chair:** Arul Selvan

**Presentations:**
- **Ridhima Sharma** (Tata Institute of Social Sciences): I am a Hindu but I am modern too: An analysis of ‘Awakening with Brahmakumaris’ on Aastha TV
- **Andreia P Escudero** (Anhgembi Morumbi University): The Sacred Transfiguration of media space media space: the aestheticization “Puero” of Faithful and Pastors

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**Film, Music & Religion**

**Chair:** Jennifer S. Carlberg

**Presentations:**
- **Sunday O Alawode** (Lagos State University): Dimensions of Religiosity in Nigerian Home Videos
- **Jennifer S. Carlberg** (University of Leeds): Post Secularism and Popular Music

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**Dimensions of Religion & Social Communication in Asia - Panel**

**Panelists:**

**Chair:** Sebastian Perneia

- **Binod C. Agrawal** (Taleem Research Foundation, Ahmedabad)
- **Chinmay Pandya** (Dev Sanskriti Vishwavidyalaya)

- **Anthony Roman** (Santo Tomas University)
### MEDIATED COMMUNICATION PUBLIC OPINION AND SOCIETY (MCP)

**Chair:** Hillel Nossek (College of Management Academic Studies)

**Vice-Chair:** Corinna Luthje (Rostock University)

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### Media, Public Opinion and Public Sentiments
**Chair & Discussant:** Corinna Luthje (Rostock University)

**Presentations:**
- **Deepika Mohan Dass** and **Radha Bathran** (Manonmaniam Sundaranar University): Media, Public and Politics
- **Jing Yan** and **Yalong Jiang** (City University of Hong Kong): Online populist discourses initiated by Chinese authorities or by grassroots? A comparison study on populist content in two Chinese traditional media and three Internet forums
- **Kalyani Suresh** and **Chitram Ramakrishnan** (Amrita School of Communication): Online Twitter‘ing’ Sentiments: A Study of Pre-poll tweets for predictive analysis of public sentiment
- **Akanksha Shukla** (Amity University): Role of media in ideological reorientation of public opinion. A study TV panel discussion

### Implications of New Media Technologies Use
**Chair & Discussant:** Hillel Nossek (College of management Academic Studies)

**Presentations:**
- **Santosh Patra**, **Saumya Pant** (Mudra Institute of Communication Arts Ahmedabad): 'Intersubjectivity' world of virtual reality: facebook user’s behaviour in the context of individual ‘privacy’ and extended ‘self and identity’
- **Ju-won Hwang** (Seoul National University): The differential use of relational maintenance behaviors in neighboring relationships of Blog
- **Friedrich Krotz** (University of Bremen): Apps and the Medialization of Everyday Life
- **Pedamallu Venkatasaty Prasad** (College of Applied Sciences): Hand-held devices, mobile or cell phones, as the future of news dissemination

### Media Economy and Media Structure
**Chair & Discussant:** Friedrich Krotz (University of Bremen)

**Presentations:**
- **Mike Friedrichsen** (Stuttgart Media University): Media Convergence and New Business Models: Innovations in Daily Newspaper Economy
- **Tapas Ray** (Maulana Abul Kalam Azad Institute of Asian Studies): The corporate push and media theorization
- **Markus Lang** (Friedrich-Alexander-University Erlangen Nuremberg): Reframing renewable energy-technologies. Media monitoring of the German press

### Family and Media
**Chair & Discussant:** Corinna Luthje (Rostock University)

**Presentations:**
- **Ajantha Thamayanthi Ballyas** (Manonmaniam Sundaranar University): Parental mediation and Mediation of teaching kids the use of the internet
- **Balasubramanai Raja** (Manonmaniam Sundaranar University): Parental Television Mediation towards Caste Related Violence in Southern Districts of Tamil Nadu
- **Remiya Sasidharan** (Manonmaniam Sundaranar University): Impact of Parental Television Mediation on Parent-Child Relationship
- **Shiyuan Wang** (Hong Kong Baptist University): Outsiders in the City: Media representation of Chinese Female Migrant Workers

### Business Meeting
**MCPT5**  
**MR 1.08**  
**16:00-17:30**

**Theory and methodology in Media Research**

**Chair & Discussant:**
Hillel Nossek (College of Management Academic Studies)

**Presentations:**
- **Corinna Luthje** (Rostock University): Functional analysis as method of new cultural historical communication research: Methodology, epistemology and science communication as a sample application
- **Murali Shanmugavelan** (School of Oriental and African Studies, University College of London): Caste in everyday’s communicative practices ethnographic notes from a Dalit community
- **Nasir Mirza** (University of Kashmir): Role of Press in Peace Building: A Study of Times of India’s

**MCPT6**  
**MR 1.08**  
**09:00-10:30**

**Media Uses and Effects**

**Chair & Discussant:**
Corinna Luthje (Rostock University)

**Presentations:**
- **Xiaojia Zhang** (Hong Kong Baptist University): Media use, intermedia use and value orientations in China—evidences from Shanghai university student
- **Hongli Wong** (Jinan University): A Research on News Reports of Suicide in College Students from the Perspective of Frame Theory
- **Achana Rakesh Singh** (Panjab University): Nirbhaya, Netizens and News: A semiotic analysis of Tweets with reference to the 16th December 2012 Delhi Rape Case
- **Sumana Chattopadhyay** (Marquette University): Cross-cultural framing of the 3/11 tragedy online

**MCPT7**  
**MR 1.08**  
**14:00-15:30**

**Media New and Old and the Public Sphere**

**Chair & Discussant:**
Hillel Nossek (College of Management Academic Studies)

**Presentations:**
- **Sweta Singh** (Guru Gobind Singh Indraprastha University): Social media as alternative public sphere and the growth of alternative politics in India

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**Yanshuang Zhang** (The University of Queensland): Chinese social media as a dominated public sphere: A case study of China's leadership transition on Sina Weibo

**Svetlana S. Bodrunova, Anna Litvinenko, Alexander Yakunin, Ivan Blekanov** (St. Petersburg State University): Twitter discussions on migrants in Russia and Germany: crossroads of opinion or public sphere fragmentation drives?

**K.M. Baharul Islam** (Indian Institute of Management): Identity and Ethnicity Issues in Media: Deconstructing Migrants as Imagined Communities in Public Space

**MCPT8**  
**MR 1.08**  
**16:00-17:30**

**Media and Social, political and Cultural Change**

**Chair & Discussant:**
TBA

**Presentations:**
- **Rasim Mohamed El Gammal** (Cairo University): Mass Media Tools, Social Networking and societal Culture Change The Triangle of the Popular Revolutions in the Arab World Evidence from Egypt
- **Julio Cesar Lemes de Castro** (Federal University of Rio de Janeiro): Representation and experience: Susan Sontag, photography, and social networks
- **Eunyoung Choi** (HanYang University): Kremlinology-based Journalism: The case of North Korea
- **Mologadi Makwela** (University of Cape Town): To what degree does the public’s reaction to mediated issues indicate power and/or class divisions within the South African society, 20 years into democracy? A look at the public’s responses on Twitter and Facebook, to Brett Murray’s painting: The Spear

**CSHN Murthy** (Tezpur University, Napaam, Assam): "social change": Need to examine new theoretical perspectives emanating from Indian cinema paradigm
POPULAR CULTURE (POP)

Chair: Barry King (Auckland University of Technology)

Global, National and Local Cultures
Chair: Barry King (Auckland University of Technology)
Presentations:
Sanjukta T. Ghosh (Castleton State College): Spelling Otherness: Indian Americans as the “New Model Minority”
Varunika Saraf (Jawaharlal Nehru University): This curio called Indian Miniature c. 2000
Kshitij Pipaleshwar (Tata Institute of Social Sciences): Re-emergence of Gunda and Loha: A study of the unprecedented popularity of “B”-grade films among its unintended audiences
Noa Lavie (The Academic College Tel Aviv-Jaffa) and Alexander Dhoest (University of Antwerp): Making ‘Artistic’ Television in Small-Scale Capitalist Markets: The Cases of Flanders and Israel
CSHN Murthy (Tezpur University): Inclusiveness through art films in Telugu: A Modern and Postmodern Study of K. Viswanath’s Films

Cultures of Production
Chair: John Benson (LaTrobe University)
Presentations:
Benson Rajan (Fellowship Program in Management): Communication Technology and Changing face of Sufi Music: A Case Study of Coke studio
Wei Ling Nien (London School of Economics): The Media Representation of iPod in Taiwan 2001-2010, Discourse Analysis
Aditya Deshbandhu and Usha Raman (University of Hyderabad): Life across screens: A ludological autoethnography of gaming platforms today
Garry Whannel (University of Bedford): Popular science in the media: balancing “the Popular” and “the Scientific”

Soundscapes and Spaces
Chair: Barry King (Auckland University of Technology)
Presentations:
Niranjana Prem and Parool Sharma (Tata Institute of Social Sciences): From Dhol to Dubstep- Exploring the intersections in Music in the TV show “Sound Trippin”
Leonardo Vidigal (Universidade Federal de Minas Gerais – UFMG): Reggae sound-systems and media in Brazil: occupying public spaces and public spectrum
Miaoju Jian (Taiwan National Chung Cheng University): The evolutionary politics of a sustainable DIY Career: Case studies from within the Indie music scene in China and Taiwan
Eduardo Vicente and Rosana Soares, (USP - School of Communication and Arts): Global and local perspectives on ethnic and regional Identities through Brazilian popular music

Television Imaginaries
Chair: Barry King (Auckland University of Technology)
Presentations:
John Joseph Benson (LaTrobe University): Turning intimate marriage counselling and therapy into public entertainment and relationship education.
Deborah Philips (University of Brighton): Cooking doesn’t get much tougher than this - Masterchef and theneo-liberalisation of Cookery Programmes
Simon Cross (Nottingham Trent University): Grooming the Nation: Jimmy Savile and the Dark Side of BBC Light Entertainment

Business Meeting
POPT5  MR1.07  16:00-17:30

Celebrity and Power
Chair: Deborah Philips (University of Brighton)

Ravindra Bhaskar Rao Chinchkolkar (Solapur University): Celebrity systems and the exercise of political and economic power

Sam Naidu (Rhodes University): Sherlock Holmes: Evolving Cultural Icon

Jan Fredrik Hovden and Karl Knapskog (University of Bergen): Popular Culture in the Norwegian field of Cultural Production

Elastus J Mambwe (University of Zambia): Celebrity or Just popular? Identifying the Zambian celebrity and their display of economic and political power

Kayla D. Hales and Mural Balaji (Michigan State University): Apology (not) accepted: Examining the implications of YouTube users’ responses to a celebrity apology video

POPF6  MR1.07  09:00-10:30

Spaces of Nationhood
Chair: John Benson (LaTrobe University)

Presentations:
Alex Nelungo Wanjala (University of Nairobi): The Role of Popular Media in the Construction of Kenya’s Transnation

James Mark Percival (Queen Margaret University): Independent and public: the BBC, radio and new popular music in Scotland

Shanene Louise Ditton (Griffith University): Reimagining Australia’s Gold Coast: The Cultural politics of Placemaking

Anirban Mukhopadhyay (Independent Researcher) and Satyabarta Paul (University of Calcutta): Neo-colonization and the New Logic of Cultural Space

Chikezie Emmanuel Uzuegbunam, Kate Azuka Omenougha and Nelson Obina (Nnamdi Azikiwe University): Framing of western identities in Nigerian home videos: a critical discourse analysis of select Nollywood movies

POPF7  MR1.07  14:00-15:30

Network Identities
Chair: Garry Whannel (University of Bedfordshire)

Presentations:
David Amrani (Fairfield University): Standing Together and Standing Out: Network Structures of Internet Meme Usage

Sunil Kanta Behera (Berhampur University) and Ayesha Tahera Rashid, Syed Murtaza Alfarid Hussain (Assam University): Identity, Self Esteem and Social Networking Sites: A Study of Facebook Users in Assam

Alice Samson (English and Foreign Languages University): Reality Television and Politics in India

Amulya Sai Komaraju (St. Francis College for Women): Fashioning Identities on blogosphere - A textual analysis

POPF8  MR1.07  16:00-17:30

Cinematic transformations
Chair: Deborah Philips (University of Brighton)

Presentations:
Barry King (Auckland University of Technology): Empire and Spectacle


Nikhil Thomas Titus (Tata Institute of Social

POPS9  MR1.07  09.00-10:30

Discourse and Change
Chair: Barry King (Auckland University of Technology)

Presentations:
Fernanda Martinelli and João Guilherme Xavier da Silva (University of Brasilia): Rolezinho, Youth culture, consumption and layers of inequality

Lyndsey Beutin (University of Pennsylvania): Instructional Satire: Complicating History and Memory in “Ask A Slave”

Laura Guimaraes Correa (Universidade Federal de Minas Gerais): Silent scenes of dissent in Brazil:
the World Cup communication and the discursive struggle in public spaces

**Aarti Wani** (Symbiosis College of Arts & Commerce): Childhood: Marathi Film in Flux

**Komita Dhanda** (Lady Irwin College) and **Joyoti Roy** (National Museum): Street Theatre: Politics, People and Practice
PARTICIPATORY COMMUNICATION RESEARCH (PaC)

Chair: Satarupa Dasgupta (New York University)
Vice-Chair: Florencia Enghel (Karlstad University)
Vice-Chair: Elise van de Fliert (The University of Queensland)

PaCW1 MR 2.05 09.00-10.30
Participatory communication strategies in the negotiation of region
Chair: Elise van de Fliert (The University of Queensland)
Discussant: Jyotika Ramaprasad (University of Miami)
Presentations:
Uttharan Dutta (Arizona State University): Voices of the Indigenous Subalterns form the Margins: Structural and Communicative Inaccesses
Sushmita Pandit (Institute of Leadership, Entrepreneurship and Development): Regional Participation in a Networked Society: Crony Journalism and the Alternative Media in India
Manoj Deori (Berhampur University): Youth activism through social media in Assam: An exploratory study
Chaya Anilkumar (Bangalore University): Role of Corporate Social Responsibility in Community Development: An Analysis

PaCW2 MR 2.05 14.00-15.30
Participatory communication strategies influencing democracy, citizen rights and identity politics in the modern nation state
Chair: Nico Carpentier (VUB Free University Brussels)
Discussant: Pradip Thomas (The University of Queensland)
Presentations:
Nico Carpentier (VUB Free University Brussels): Participation’s ambiguous relationship with democratic values. A case study of substantive participation in a Cypriot community radio station
Jonathan Hutchinson (The University of Sydney): The Impact of Social TV and Audience Participation on National Cultural Policy: Co-creating television

Satish Goud Thalla (Free University): New Media, Political Participation and Identity
Saskia Witteborn (Chinese University of Hong Kong): Forced Migrants in Europe: A Rights-based Approach to Communication and Participation
Joya Chakraborty and Anjuman Borah (Tezpur University): Participatory Strategies for Realizing Child Rights: Revisiting the Moina Parijat Experience

PaCW3 MR 2.05 16.00-17.30
Exploring the intersections between participatory communication and development: Theoretical challenges and practical application
Chair: Tanja Dreher (University of Wollongong)
Discussant: Jo Tacchi (RMIT University)
Presentations:
Srinivas Melkote (Bowling Green State University), H L Steeves (University of Oregon): Directed change in the age of globalization: Devcom actions and strategies for social justice outcomes
Thomas Jacobson (Temple University): Participatory Communication in Contemporary Approaches to Theorizing Social Change for Development
Aldrin Dale Alcafaras Garces (University of the Philippines): Qualitative Analysis of Bayan Academy’s Practice of Development Communication and Its Programs’ Impact on Selected Stakeholders
Hsin-yi Sandy Tsai (Michigan State University): Social media as a new platform for participatory communication?
Jesus Roberto Sanchez Reina (Benemerita Universidad Autonoma de Puebla): Coordinates for a map of Communication for Development: (Re) defining the profile of social communicator

PaCTBM MR 2.05 14.00-15.30
Business Meeting
PaCT4 | MR 2.05 | 16.00-17:30
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Participatory communication as a driving force in development, innovation and change

Chair:
Rico Lie (Wageningen University)

Discussant:
Srinivas Melkote (Bowling Green State University)

Presentations:
- **Rajeshwari Saha** (Tata Institute of Social Sciences): Grassroots communication through comics
- **Sarah Cardey, Peter Dorward, Graham Clarkson** and **Chris Garforth** (University of Reading): Supporting farmer innovation for agricultural growth: an innovation systems perspective
- **Renu Singh** (MAHAV): Participatory Diffusion Communication: An empowerment tool for the marginalised section (A Case Study of the Dalit or scheduled caste community of Bihar, India)
- **Gabriel Menotti Gonring** (Universidade Federal): DIY library networks: uses of ebook piracy in higher

PaCF6 | MR 1.09 | 14.00-15:30
---
Participatory communication practices: Community radio

Chair:
Kitty van Vuuren (The University of Queensland)

Discussant:
Tom Jacobson (Temple University)

Presentations:
- **Venu Arora** (RMIT), **Ramakrishnan Nagarajan** (Ideosync Media): Using Mind Maps: exploring CR Audiences
- **Rachita Malik** (Lady Irwin College): Youth Participation in Community Radio Henvalvani: Mapping the Dimensions of Youth Development through the most significant change technique
- **Anshul Singhal** and **Neha Sharma** (Lady Irwin College): Tapping the flavor of traditional rhythm: How can community radio help?
- **Suchi Gaur** and **Sarita Ananda** (Lady Irwin College): Policy & Participation in Models of Community Radio: India & Sri Lanka Story
- **S M Shameem Reza** (University of Dhaka): Engaging Communities in Community Radio Operation in Bangladesh: Challenges to Active Participation

PaCF5 | MR 1.09 | 09.00-10:30
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Reconstituting Marginality and Publics in the digital age (Panel)

Chair:
Joy Pierce (University of Utah, USA).

Discussant:
Haripriya Narasimhan (IIT Hyderabad, India)

Presentations:
- **Joy Y. Pierce** (University of Utah), **Stephanie Bor** (University of Reno): Can You See Us Now? Invisible Digital Natives and their Families Negotiate Online and Offline Space in a Technopopulous City
- **Nimmi Rangaswamy** (IIT Hyderabad), **Shriram Venkatraman** (University College, London), **Payal Arora** (Erasmus University): Polymedia: A Perspective through Filial Relationships at Panchagrami
- **T T Sreekumar** (Mudra Institute of Communications Ahmedabad): New media, space and marginality: A comparative perspective on cyber cafe use in small and medium towns in Asia

PaCF7 | MR 1.10 | 14.00-15:30
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Participatory communication practices: Community arts

Chair:
Elske van de Fliert (The University of Queensland)

Discussant:
Loes Witteveen (Wageningen University)

Presentations:
- **Saumya Pant** (Mudra Institute of Communications Ahmedabad): Acting your way to Empowerment: Using Participatory Theater to Uncover the Narratives of Surrogacy in Gujarat, India
- **Pragati Bhalla** (Jamia Millia Islamia Central University): Most Significant Change: A Participatory Research on Street Theatre with young people
- **Margriet Goris** and **Loes Witteveen** (Wageningen University): Dilemmas of Participatory and Artistic Qualities of Community Art Filming for Social Change
Evaluating Participatory Communication: Opportunities and challenges

Chair:
Jo Tacchi (RMIT University)

Discussant:
Helen Hambly Odame (University of Guelph)

Presentations:
Kelly Michelle Royds (University of New South Wales): "My friends accept me with two hands" - Using film to promote intercultural dialogue between children in Australia and Timor-Leste

Stephanie Hemelrijk-Donald (University of New South Wales), Tracy Mullan (Middlesex University): Gatekeepers: friends or foes in participatory research?

Jessica Noske-Turner and Jo Tacchi (RMIT University): Baseline studies: the time capsules of media and communication for development

Jo Tacchi (RMIT University), Rafael Obregon (UNICEF), Vinod Pavarala (University of Hyderabad), Patricia Porte la Souza (UNICEF): Building capacity in evaluating communication for development (C4D)

Kanchan K Malik (University of Hyderabad): Enabling Participatory Self-Assessment – A review of the Community Radio Continuous Improvement Toolkit (CR-CIT)

Participatory communication practices: Community based filmmaking

Chair:
Loes Witteveen (Wageningen University)

Discussant:
Christopher High (Open University)

Presentations:
Nilanksha Sachdev and Anjali Capila (Lady Irwin College): Empowering Communities through Participatory Communication: A Case Study of Video SEWA, Ahmedabad

Grady Walker (University of Queensland): A Window to Insider Knowledge: Video Production as Praxis in Critical Pedagogy

Ataharul Chowdhury (University of Guelph), Md. Asaduzzaman Sarker (Bangladesh Agricultural University), Florian A. Peloschek (University of Hambly Odame (University of Guelph): Participatory Rural Video Centre: An Approach to Support Learning and Enabling Food Security in Bangladesh

Manjari Sharma (University of Delhi): Mapping Community Video Initiatives in Urban and Rural Communities: A Study of Video Volunteers India Unheard Program

Media, Listening and Citizenship (Panel)

Chair:
Tanja Dreher (University of Wollongong, Australia)

Discussant:
Saskia Witteborn (Chinese University of Hongkong)

Presentations:
Tanja Dreher (University of Wollongong): Listening as participation

Anthea Garman and Vanessa Malila (Rhodes University): Listening to the ‘Born Frees’: politics and disillusionment in South Africa

Azwihangwisi Munamadzi (Rhodes University): Equal Education and school learners: being heard and having a voice that matters

Kerry McCallum (University of Canberra), Lisa Waller (Deakin University): Listening in Australian Indigenous Policymaking

Justine Lloyd (Macquarie University): Listening in/to panic: Australian news media coverage of anti-racist mobile witnessing practices

Participatory video – Better Practice for Social Change

Chair:
Christopher High (Open University)

Discussant:
PV Satish (Deccan Development Society)

Presentations:
Namita Singh (Open University): The Impacts of Participatory Video Practices on Young Women in India

Nick Lunch, Soledad Muñiz and Gareth Benest (InsightShare): Participatory video in practice

Christopher High (Open University): Participatory communication at scale, building a global community of practice in participatory video
### THE POST-SOCIALIST AND POST-AUTHORITARIAN COMMUNICATION (PSPA)

**Chair:**
Anastasia Grusha (Moscow State University)

**Vice-Chair:**
Katja Lehtisaari (University of Helsinki)

**Vice-Chair:**
Michael Meyen (University of Munich)

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<td>Katja Lehtisaari (University of Helsinki)</td>
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<td>Florian Toepfl (London School of Economics and Political Sciences)</td>
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<td>Presentations</td>
<td>Binod C Agrawal (TALEEM Research Foundation): Socialist transformation of communication under market economy: A case of India</td>
<td>Dragana Lazic (University of Tsukuba): Media and democracy in Bosnia and Herzegovina</td>
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<td>Michael Meyen, Anke Fiedler (University of Munich): Comparing media systems in transition: A study of Pakistan, South Sudan, Mali, Tunisia, Egypt, and Iraq</td>
<td>Lihyun Lin (National Taiwan University): Strengthening public television in a transitional context: The Taiwanese case</td>
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<td>Ylva Rodny-Gumede (University of Johannesburg): What does professionalism mean in the context of South African journalism?</td>
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<td>Katja Lehtisaari (University of Helsinki): Role of business press in media transformation and formation of business community in Russia</td>
<td>Dmitry Strovsky (Ural Federal University, Russia): Regional and local media in Russia: crisis of the journalistic profession</td>
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<td>Jing Yan, Yalong Jiang (City University of Hong Kong): Transitional Chinese consumer society: Inequality in consumption news coverage</td>
<td>Ji Pan, Dan Zhao (Shanghai University of Finance and Economics): When party-organ discourses meet non-organ discourses: Remember comrade Lei Feng in China's shifting media kaleidoscope</td>
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POLITICAL COMMUNICATION AND RESEARCH (PCR)

Chair: Christina Holtz-Bacha (University of Erlangen-Nuremberg, Germany)
Chair: María José Canel (University Complutense of Madrid, Spain)
Vice-Chair: Bengt Johansson (University of Gothenburg, Sweden)
Vice-Chair: Julio Juárez (National Autonomous University of México)

PCRW1 VIP Lounge 9:00-10:30

Exploring dynamics of media representations and its consequences on politics
Chair: Bengt Johansson (University of Gothenburg, Sweden)

Presentations:
Vipul Mudgal (CSDS, India), Srirupa Roy (University of Goettingen), Paula Chakravarty (New York University): Representation of Economic Growth, Inequality and Corruption/Impropriety in the Indian media
Edrinne Kayambazinthu (University of Malawi) and Ivor Gaber (City University London): "Horse race" or issue-based: analysis of the media coverage of the 2014 tripartite elections in Malawi
Seongbin Hwang (Rikkyo University): Utility of America's Recognition in the territorial dispute over the Senkaku/Diaoyu islands
Zahera Harb (City University London): Hezbollah, Al Manar TV Channel and Syria's War: A message of Defiance
Hossein Afkhami and Allameh Tabatabai (University of Tehran) and Elham Shamoradi (Communication Researcher and Public Relations Practitioner, Iran): Coverage of Iranian Presidential Election Campaign of 2009 and 2013 as Presented

PCRW2 VIP Lounge 14:00-15:30

Do social media matter?
Chair: Ester Pollack (Stockholm University)

Presentations:
Elira Turdubaeva (Turkey Manas University): Social network site users and political participation

Kavita Karan and Yun-Sen Chan (Southern Illinois University Carbondale Illinois): Political Engagement and Political Efficacy through Social 'Friendships' on Facebook - Impact of Presidential Campaigns Through Social Networking Sites in Taiwan
Weishan Miao (Tsinghua University): Does Weibo matter? An Analysis of the influence of microblogging on political efficacy, trust and online political participation
Bernadine Jones (University of Cape Town): 20 Years and Born Frees: towards an informed citizenry of South Africa's electorate
Pei-Ju Liu (National Chengchi University): Social Media Political Activity and Online and Offline Political Engagement

PCRW3 VIP Lounge 16:00-17:30

Politicians trying to dance Tango with journalists. New lights on the struggle for news space
Chair: Ivor Gaber (City University London)

Presentations:
Irene Dorothy Awino (University of Oregon): Parajournalists and the scramble for a piece of "hot cake" press during Kenya's 2013 elections
Vasco Ribeiro (University of Porto): Spin doctoring in Portugal. A study of professional sources of information operating in the Portuguese Parliament
Anup Kumar (Cleveland State University): Politics-Media-Politics Cycle and Competitive Symbiosis on TV News Panel Shows
Sigurd Allern (University of Oslo) and Ester Pollack (Stockholm University): 'Revolving doors' and democratic challenges
Rod Tiffen (University of Sydney): Media and Party Leadership Struggles - A unique conflict

PCRT4 VIP Lounge 9:00-10:30

Trying to explain the jump from old media to new media
Chair: Rod Tiffen, University of Sydney, Australia

Presentations:
Ugyal Tshering (Lama, Jain University): The Role of Social Media in Political Communication
Mark Brewin (University of Tulsa): Changing regions and changing frames: An alternative tradition for digital politics

Carina Jacobi, Martin Haselmeyer and Katharina Kleinen-von Königslów (University of Vienna): Campaign coverage in online newspapers as compared to print: better or worse from a pro-democratic perspective?

Gisela Gonçalves (Universidade de Beira Interior): On-line relationship management and digital participation in the political sphere: a communicative myth

Sundara Raman and Govindaraju Periyasamy (Manonmani Sundaranar University Tirunelveli): Election Campaign via Social Media in the forthcoming Lok Sabha Election in India

Rofiwa Felicia Mukhudwana (University of South Africa): Social Media (Gov 2.0) as direct government communication

Business Meeting

PCRF5 VIP Lounge 9:00-10:30

What is new about concepts, models and approaches for innovating in political communication research?

Chair: Matias Ponce (Universidad Católica del Uruguay)

Presentations:

Shih-che Tang (Nation Chung Cheng University): Networking insurgence, networking power: A re-examination of medialization as an analytic concept in political communication

Sarah El-Richani (University of Erfurt): A Variation on the Polarized Pluralist model

Gholam Khiabany (Goldsmiths, University of London) and Annabelle Sreberny (SOAS, University of London): Beyond Metropolitanism and Nativism: Toward a critique of De-Westernization

Rousiley C. M. Maia, Vanessa V. Oliveira, Patricia C. G. Rossini, Thaiane A. S. Rezende, Marcela Dantas (The Federal University of Minas Gerais) and Pedro S. Mundim (The Federal University of Goias): How to Apply the Systemic Approach to Deliberative Democracy to Political

Bengt Johansson, Nicklas Håkansson and Orla Vigsø (University of Gothenburg): From propaganda to image building. Four phases of Swedish election poster history

PCRF6 VIP Lounge 14:00-15:30

Cause and effect: rethinking the impact of political communication

Chair: Bengt Johansson (University of Gothenburg)

Presentations:

Lynnette Fourie (North West University Potchefstroom): Political posters and television advertisements: Agents of political socialization in South Africa?

Dina Matar (School of Oriental and African Studies): Narratives and the Syrian Uprising: The Role of Stories in Political Activism and Identity Struggles

Matias Ponce (Universidad Católica del Uruguay): Agents involved in the political message: Trust in the media in Latin America according to level of institutionalization of the Party System. Comparative study in Latin America

Innocent Paschal Ihechu (Rhema University), Onwuka Okererke and Uzoma chukwuemeka Okugo (Abia State University): Identity politics and the reporting of political corruption by Nigerian newspapers

Saayan Chattopadhyay (University of Calcutta): Fraudt Possibilities of the Neo-Civil Society: Regional Politics and the Journalistic Field in Neoliberal Bengal

PCRF7 VIP Lounge 16:00-17:30

New forms of spatiality, rhetoric and symbolism at the intersections of digitally mediated art and politics. Panel session

Chair: T T Sreekumar (Mudra Institute of Communications, Ahmedabad)

Discussant: Vibodh Parthasarathi (Centre for Culture, Media and Governance, Jamia Millia Islamia)

Presentations:

Peiichi Chung (The Chinese University of Hong Kong): The globalisation of digital game art in Southeast Asia

61
Shobha Vadrevu (National University of Singapore) and T T Sreekumar (Mudra Institute of Communications, Ahmedabad): Online memes in Singapore’s social media: Imagery, symbolism and critical visual culture

Melissa Fitch (University of Arizona): Locusts, and anchor babies and dogs, oh my!: Visual and rhetorical strategies used by anti-mainland activists in Hong Kong and anti-Mexican immigrant activists in the United States

Cheryl Ruth R. Soriano (De La Salle University): Cultural activism and mediated strategies of display and dissent

Santhosh Patra (Mudra Institute of Communications, Ahmedabad): Between knowledge and power: Political agenda and social engagement of Indian political elites on Twitter
PUBLIC SERVICE MEDIA POLICIES (PSMP)

Chair: Jo Baroel (University of Amsterdam, Radboud University Nijmegen)
Vice-Chair: Leen d’Haenens (University of Leuven)

PSMPW1 TB2 14:00-15:30

Public Service Media on Mobile Platforms: Between Path Dependency, Innovation, and Market Constraints

The panel is co-sponsored by the Political Economy section, PSMP working group, and Global Media Policy working group

Chair/Discussant:
Gerard Goggin (University of Sydney)

Presentations:
Benedetta Brevini (University of Sydney): PSM on the Move - A European Comparative Study
Fiona Martin (University of Sydney): Public Service Media and Mobile Internet: Anywhere, Anytime, any Device?
Yik Chan Chin (Hong Kong Baptist University): Radio Television Hong Kong ? the Public Service Broadcaster in the Tug-of-War between Technology Innovation, Identity Crisis, and Local Politics
Karen Donders and Anne-Sofie Vanhaeght (Free University of Brussels): Beyond the Borders of Top-Down Broadcasting ? An Analysis of the Threats

PSMPW2 TB2 16:00-17:30

Public Service Media and their Different Takes on Diversity and Experimentation

Chair:
Leen d’Haenens

Presentations:
Barbara Thomass (Ruhr-Universität Bochum): Diversity and human resources management in European public service
Ada Fehr, Janine Greyer, Sünie Paesch-Colbert, and Joachim Trebbe (Freie Universität Berlin): Regional Diversity as Content: How German Public Service Broadcasting Provides its Audience with regional Information
Sarita Malik (Brunel University London): ‘Creative Diversity’: UK Public Broadcasting Service after

Cinzia Padovani (Southern Illinois University): Public Media and Immigrant Audiences: A Study of three Countries
Emili Prado, Matilde Delgado, Nuria García-Muñoz and Belen Monclús (Universidad Autónoma de Barcelona): Reality TV as Experimentation Lab for new Advertising Integration Strategies in Public and Commercial European DTT

PSMPT3 TB2 9:00-10:30

The Politics of Media Policy Research: Negotiating Media Policy in the Public Interest in Post-Apartheid South Africa

Chair/discussant:
Viola C. Milton (University of South Africa)

Presentations:
Dale McKinley (University of South Africa): The Right2KnowCampaign-Policy Interventions and Advocacy Informed by ‘Voices on the Ground’
Jane Duncan (Rhodes University): Contesting Media Transformation: The Case of South African Post-Apartheid Press
Sekoeitlane Jacob Phamodi (SOS Coalition, South Africa): What’s in a Name when Public Broadcasters still Submit to the State? A case study of civil society interventions in promoting public service broadcasting values in South Africa
Julie Reid (University of South Africa): Ground-Up Perspectives - A Policy-Driven collaborative Research Approach for the Inclusion of Audience and Citizen’s Voices

PSMTBM SPR1 14:00-15:30

Business Meeting

PSMPF4 TB2 16:00-17:30

Different Contexts for Public Service Media Values Development: A Cross-Continental Approach

Chair:
Jo Baroel

Presentations:
Maria Michalis (University of Westminster): The Future of Free-To-Air in an increasingly
Media Environment. Insights from Developments in Britain

**Fernando Oliveira Paulino, Carlos Eduardo Esch, Liziana Guazina, Luis Martins da Silva** (Universidade de Brasilia): Perceptions and Challenges in Brazilian Public Broadcasting Service

**Inta Brikse** (University of Latvia): Perspectives and Risks of Public Television in Small Countries

**Maarja Lõhmus & Helle Tiikmaa** (University of Tartu): Public Trust and Values for Public Money

**Patricia Ortega Ramirez** (Universidad Autónoma Metropolitana, Mexico): Lo Público no se agota en lo Gubernamental. Cambios al régimen legal de la radiodifusión de servicio público en México/The Public Does not End with the Government. Changes to the legal regime of public service broadcasting in Mexico
POLITICAL ECONOMY (PE)

Chair: Helena Sousa (Universidade do Minho)
Vice-Chair: Rodrigo Gómez (Universidad Autónoma Metropolitana)

PEW1 MR 2.01 9:00-10:30

The Political Economy of the Aesthetic in Neoliberalism: Art, Labor, Cultural Production, and the Self in the "Creative Economy"

Chair: Deborah Tudor (Southern Illinois University-Carbondale)

Presentations:
Deborah Tudor (Southern Illinois University-Carbondale): Crowdfunding Fantasies, Please Meet Neoliberal Reality
Yuhui Tai (National Chiao Tung University): Under Dual Crisis: Neoliberalism, Chinese Censorship and TV Workers in Taiwan
Mark Walters (Auburn University): Getting a Black Belt in Neoliberalism
Jyotsna Kapur (Southern Illinois University-Carbondale): Will Teach for Food: Academic Labor and the Neoliberal University

PEW2 MR 2.02 9:00-10:30

Media and Audiovisual Policy Reform

Chair: Rodrigo Gómez (Universidad Autónoma Metropolitana-Cuajimalpa)

Presentations:
Mariana Lameiras (Universidade do Minho) and Helena Sousa (Universidade do Minho): (De)constructing discourses on state media regulation in Portugal
Cesar R. Bolano (Sergipe Federal University) and Paulo Victor Melo (Sergipe Federal University): Audiovisual Policy in Brazil and in India: approximations, distances and possibilities
Helena Popovic (University of Zagreb): Commercialization and Privatization of Media in South-East Europe: A Wolf in Sheep’s Clothing?
Hajrudin Hromadzic (University of Rijeka): Media Role in Post-Socialist Transition: The Case Study of Croatia

PEW3 MR 2.03 & 2.04 9:00-10:30

Digital or Global Capitalism? The emergence of new Communication Giants

Chair: Pei-Ching Wang (National Taiwan Normal University) Shule CAO (Tsinghua University) and Jia Dai (Tsinghua University): Law, market, and new technology: Taiwan’s audio-visual copyright norms and market

Presentations:
Akash Mukherjee (Tata Institute of Social Sciences): Region as a Frame
Mark Brewin (University of Tulsa): Money as digital media
Dal Yong Jin (Simon Fraser University): Platform Politics in Nation-states: a case analysis of Google
Mohammad Athar Ali (Aligarh Muslim University): The March of Apple and Google: Business or Digital Capitalism?
Irene Dorothy Awino (University of Oregon) and Jacinta Mwende Mawe (University of Nairobi): Till wealth and power do us part? How the marriage of convenience between the corporate community and the media shapes Kenya’s politics

PEW4 MR 2.01 14:00-15:30

Globalization and communication issues

Chair: Helena Sousa (Universidade do Minho)

Presentations:
Moisés Lemos Martins (Universidade do Minho): Globalization and Lusophony - the debate of languages
Kirsten A Kozolanka (Carleton University): Domesticating the Global Enemy: Militarized State Communication in the Post-9/11, Neo-liberal Nation
Pallavi Rao (Manipal University): The Great Indian Mall: A symbol of violence in a culture of consumerism
Sumanth Inukonda (Bowling Green State University): Telangana Movement: Nationalism as counter hegemony?
Daniel F. Ximenes Ponte (Universidade Federal do Rio do Janeiro): The Fordist model and the social functions of communications
Television Systems and Cultural industries around the World

Chair:
Benjamin J. Birkinbine (University of Oregon)

Presentations:
Scott Fitzgerald (Curtin University): Convergence and Deconvergence: New Industry Structures in the Cultural Industries?

Martin Nkosi Ndlela (Hedmark University College): The Political Economy of Television Formats in Africa

Joseph D. Straubhaar (University of Texas) and Swapnil Rai (University of Texas): The New Middle Class and Changes in Television Systems and Genres in Two of the Main Television Systems of the BRICS, Brazil and India

Rodrigo Gómez (Universidad Autónoma Metropolitana-Cuajimalpa): Interactions of Latin American Television in Latin America Television in the USA: Addressing formats, dynamics, alliances and audiences in the "digital age"

Public Service values in the context of Neoliberalism

Chair:
Geoff Ostrove (University of Oregon)

Presentations:

Bedriye Poyraz (Ankara University) and Mesut Vahdet Ayan (Ankara University): Public Service Media, Diversity and Existence of Alevi in the Public Sphere in Turkey

Ashmi Rashmikant Desai (University of Colorado): Between the headlines and bylines: Influences on Naxal news reporting in Chhattisgarh, India

Dzina Donauskaite (Vilnius University): Mass Media Role and Ideological Underpinnings of Poverty Reduction Policies in the Baltics:

Adressing Media and Power interactions

Chair:
Paschal Preston (Dublin City University)

Presentations:
Jacinta Mwede Mawe (University of Nairobi): Worthy and Unworthy Victims? The Nexus between Media and Political Power in validating the Role of the International Criminal Court in the Kenyan Cases

Joerg Becker (Marburg University): The Role of PR-Agencies in Media War Reporting

Trish Morgan (National University of Ireland): Growing Ourselves to Death? Dual economic and ecological crises, the 'growth fetish' and the role of the media and cultural industries

Justin Schlosberg (University of London-Birkbeck): End of Story: Closure framing in media

Media Giants in India and Bangladesh

Chair:
Pradip Thomas (University of Queensland)

Presentations:
Tara Nair (GIDR) and Harsh Taneja (University of Missouri): Fragmentation of Broadcast Market and Ownership Structure: Insights from India

Nithila Kanagasabai (Tata Institute of Social Sciences): Machiavellian Dream Merchants. Power and Media Policy in the Tamil Political Landscape

Md. Abu Naser (California State University-Sacramento) and Robae Ferdous (University of Dhaka): "Media Boom" to Boost Democracy or is it Corporate Intrusion? The Political Economy of Media Industry in Bangladesh

Md. Abdur Razzaque Khan (University of Chittagong): The Political Economy of Crony Capitalism and Political Ownership of Private Television Channels in Bangladesh

Sriram Mohan (Tata Institute of Social Sciences): Making music, bridging boundaries: Examining the idea of 'fusion' music in the television show Coke Studio @ MTV in India
Political Economy meets Media Economics

Chair:
Peter A Thompson (Victoria University of Wellington)

Presentations:
Sergey Gennadyevich Davydov (National Research University): Russia "Runet Economy": Expert evaluation as a method of integration of the emerging media markets


Ada Jaffery (University of Management and Technology) and Dawood Mamoon (University of Management and Technology): Institutions and Role of middle class "Socio-political evidence from Pakistan"

Tessa Jade Houghton (University of Nottingham-Malaysia): Iron Fists & Velvet Gloves: Mapping the Repertoires of Control and Contention in the

A Roundtable on Methodologies for the Critical Researcher

Chair:
Janet Wasko (University of Oregon)

Presentations:
Carolyn M. Byerly (Howard University): Procedures, Evidence and the Emancipatory Potential: The Oft-Forgotten Parts of Critical Inquiry

Ben Birkinbine (University of Oregon) and Janet Wasko (University of Oregon): Firm Inquiries: Methods for Critically Researching Media Corporations

Peichi Chung (Chinese University of Hong Kong): Doing critical transnational research and comparative media industry analysis in Asia: A discussion on method

Peter Thompson (Victoria University of Wellington): Documentary methods in political economy and media policy

Business Meeting

Chair:
Helena Sousa (Universidade do Minho) and Rodrigo Gómez (Universidad Autónoma Metropolitana-Cujimalpa)

Addressing China Communication System

Chair:
Joerg Becker (Marburg University)

Presentations:
Mian Wang (Tsinghua University): Innovation and Fast Growth: Media in China

Kristina Karvelyte (University of Leeds): Path-dependence in culture-led urban development: Evidence from global cities in Greater China

Li Hyun Lin (National Taiwan University): In the shadow of China: The emerging media capitals in Taiwan

Kan Peng (Tsinghua University): A Political Economy of Online Film Exhibition in China

Labor and Digital Capitalism

Chair:
Helena Sousa (Universidade do Minho)

Presentations:
Wayne Hope (AUT University): Time, Worker Exploitation, and Global Capitalism


Gehao Zhang (Macau University of Science and Technology): Over the Great Firewall: The contradictory condition of digital labour
Media and Communication Governance in the digital age

Chair:
Rodrigo Gómez (Universidad Autónoma Metropolitana-Cuajimalpa)

Presentations:
Alpha Obika (University of the West Indies-Mona Campus): Growth without Growth: Caribbean Media Governance in the 21st Century
Mohammad Sahid Ullah (University of Queensland): Digital Bangladesh: The Political Economy of New Media in a Peripheral Nation-state
Peter A. Thompson (Victoria University of Wellington): 8-Wired: The Political Economy of Ultra-Fast Broadband in New Zealand
Paschal Preston and Jim Rogers (Dublin City University): The Fifth Element' - Intellectual Property Rights as New Regimes of Ideas and Practices

Locating the Indian Media Within the New Economy

Chair:
Leen d’Haenen (KU Leuven)

Discussant:
S V Srinivas (CSCS)

Presentations:
Vibodh Parthasarathi (Jamia Millia University): Television Business in a Network Era
Adrian Athique (University of Waikato): The New Indian Media: Operational Logics and Market Constraints
Douglas Hill (University of Otago): Spatialising the political economy of the Multiplex: Culture, Corporatisation and Coercion in the 'new' India
Padmaja Shaw (Osmania University): Profit for Power or Power for Profit? The state of television

Ownership, Power and Old vs. New Media: International Approaches to Policy and Regulation

Chair:
Judith Townend (City University and University of Westminster)

Presentations:
Steven Barnett (University of Westminster): When democratic rhetoric meets economic pragmatism: plurality and policy in the UK and European Union
Benedetta Brevini (University of Sydney): Squashed by Big Media? From Media policy to "Big" Media policy: the battle for pluralism in Europe and Australia
Winston Mano (University of Westminster): Broadcasting Monopoly and Politicised Liberalisation of the Airwaves in Africa
Miklos Sukosd (University of Hong Kong): Information empire and media ownership: comparing traditional and online media policies in China
Daya Thussu (University of Westminster): Media conglomeration in India: Privatising the Public

Social Media experiences and Political Economy

Presentations:
Anne M Hoag (The Pennsylvania State University) and Amit Schejter (University of the Negev): Speaking up in the start-up nation: A study of media entrepreneurs in Israel
Shanthini Sarah (Manonmaniam Sundaranar University): Role of social media activism in anti nuclear protest: a case study of Koodankulam, Tamilnadu, India
Julia Pohle (Vrije Universiteit Brussel): UNESCO and INFOethics: Seeking for global values in the
Political Economy and Journalism

Chair: Jim Rogers (Dublin City University)

Presentations:

- Ghislaine Leslyn Lewis (University of Canterbury Christchurch): Political economy: Jamaica's daily newspapers, class, escalating conflict & the shaping of an extradition
- Shudipta Sharma (University of Chittagong): Online Newspapers in Bangladesh: A Critical Qualitative Inquiry
- Viktor Chagas (Fluminense Federal University): Overlapping webs: An analytical model for use in works on the political economy of printed media
- Chang-de Liu (National Chengchi University): Keeping independent in the post-authoritarian era: The struggle of Taiwanese independent journalists with politics and corporations
- Anand Pradhan (Indian Institute of Mass Communication): Political economy of corporatization of Indian News Media and its impact on Journalism and Indian democracy

Internet regulation, Open Source, Surveillance and Cyber-security

Chair: Wayne Hope (AUT University)

Presentations:

- Sergio Denicoli (University of Minho and Fluminense Federal University): Internet regulation: unique models on a global sphere
- Rianka Roy (Jadavpur University): The Profit Network Economy: Digital Capitalism, Surveillance and the Status of Users in Social Networking Sites
- Benjamin J. Birkinbine (University of Oregon): Incorporating the Commons: Towards a Political Economy of Corporate Involvement in Free and Open Source Software
- Nir Kshetri (University of North Carolina-Greensboro): Cybersecurity-related international institutions: An assessment and a framework for

Audiovisual Industries, labour and Political Economy

Chair: Peichi Chung (The Chinese University of Hong Kong)

Presentations:

- Geoff Ostrove (University of Oregon): Sports, Movies, Theme Parks, and Disney Synergy: A Political Economic Analysis of The Mighty Ducks
- Azmat Rasul (National College of Arts) and Jennifer M Proffitt (Florida State University): A passage to India: Indian film market and the political economy of Disney's transnational operations
- Ankan Rajkumar (Tezpur University): Regional Versus Global: A Study of Contemporary Television

Public Service Media on Mobile Platforms: Between Path Dependency, Innovation and Market Constraints

(This panel is co-sponsored by the following sections: Political Economy, PSM policies working group, Global Media Policy working group)

Chair: Gerard Goggin (University of Sydney)

Discussant: Leen d'Haenens (Ku Leuven)

Presentations:

- Benedetta Brevin (University of Sydney): PSM on the move: a European comparative study
- Yik Chan Chin (Hong Kong Baptist University): Radio Television Hong Kong: the public service broadcaster in the tug-of-war between technology innovation, identity crisis, and local politics.
- Fiona Martin (University of Sydney) and Karen Donders (Vrije Universiteit Brusse): Public service media and mobile internet: anywhere, anytime, any device?
VISUAL CULTURE (VIS)

Chair: Sunny Yoon (Hanyang University, South Korea)
Vice-Chair: Myoung Hye

Technology of visual culture
Chair: Sunny Yoon (Hanyang University, South Korea)
Presentations:
Sasha Scott (Queen Mary University of London): Images of a Digital Martyr: Neda Agha-Soltan and the Ritual Performance of Mourning
Gehao Zhang (Macau University of Science and Technology): Graffiti in the City of Gambling: a visual ethnography
Devendran Munivelu Vellore (Dr. Ambedkar Government Arts College): Democratization of Tamil Cinema in the Era of Digitalization- A Critical Overview
Mehita Iqani (University of the Witwatersrand), Gilles Baro (University of the Witwatersrand): Branding the skyline: The corporatization of Johannesburg’s semiotic landscape and implications for a shared public

Glocal or Regional in visual communication
Chair: Jonathan Karp (Southern Illinois University)
Presentations:
Sita Reddy (University of Hyderabad): Return to Region: Putting Cultural Heritage in its Place
Luiza Lusvarghi (UniversidadeNove de Julho): Blurred Lines: the relations between neo-noir and neopolicial in Latin America
Hrishikesh Ingle (The English and Foreign Languages University, Hyderabad): Regionalist Disjuncture in Bollywood: Towards a Consumerist Cinema

Revisiting Political Economy and Visual Culture
Chair: Denize Correa Araujo (Universida deTuiuti do Parana)
Presentations:
Poorkodi Natarajan (Manonmanian Sundaranarara University): Working Class Film Production, Parody and Provincial Cinema of Malegaon
Sandra Ristovska (University of Pennsylvania): Video Advocacy: Cultural History, Contemporary Challenges
Sisini Thrikkavela (University of Colombo): Use of media in defining a nation-state: the case of Korean Wave
Togiya Norio (Kansai University): World War I and Japan as Seen in the News Photographic Magazine RekishiShashin
Bernadine Jones (University of Cape Town): 50 Shades of Grey: The visual rhetoric of Nelson Mandela on Google Images

Business Meeting

Cultural power, sexuality and visual media
Chair: Thomas Wiedemann (Ludwig Maximitans University)
Presentations:
Sunny Yoon (Hanyang University): Mothering, Moderning and powers of horror: the ideal of mother and modern development in Korean art films
Mauricio Albeiro Marin (Universidade Autonoma del Cabrile, Colombia): Satyajit Ray: Motives and visual mobiles of the Indian woman
Gautami Challagulla (Independent Researcher): Female Homosociality in Telugu Cinema
Eduardo Zilles Borba (Universiverty of Ferrando Pessoa): Body, image and (urban) space. Illusions
Cinema and cultural practice

Chair:
Hrishikesh Ingle (The English and Foreign Languages University, Hyderabad)

Presentations:
Thomas Wiedemann (Ludwig Maximilans University): Discursive Practice in Today’s German Cinema

Binayak Bhattacharya (University of Hyderabad): And There Was IPTA: Revisiting Indian Cinema of the 1940s

Luíza Alvim (Federal University State of Rio de Janeiro): Between genres and styles in the films of Robert Bresson

Denize Correa Araujo (Universidade Tuiuti do Parana): Powerful deceiving images of dictatorships

Ankhi Mukherjee (The English and Foreign Languages University, Hyderabad): The relevance of the ‘Regional’ in the Transnational Latin American Cinema through the films of Lisandro Alouso
Media in India: Fact File

Indian media, one of the prominent stakeholders in the country’s rich democratic heritage has emerged over the years as a highly formidable, diverse and vibrant national institution that formulates the necessary checks and balances for good governance. The growth and penetration of Indian media has been phenomenal with the figures escalating to a staggering INR 918 billion in 2013. There are about 161 million TV households, 94,067 newspapers (12,511 dailies), 214 million internet users out of which 130 million are mobile internet users (KPMG report, 2014).

The Print Media:

Braving the odds like global slowdown, the immense competition from television and digital mediums; the print media in India continues its growth trajectory. India has one of the most aggressive readership trends with whopping 52 million bi-annual subscriptions of daily newspapers (ABC, 2014). In comparison to the elite English newspaper, the regional and vernacular press captures about 60% of the market share. The broadsheet newspapers and magazines have experimented with design and content to keep pace with the changing reading preferences of new age audiences. Most print endeavours are digitally savvy and have an online presence in the form of websites and mobile apps.

Number of Registered Newspapers and Periodicals

<table>
<thead>
<tr>
<th>Year</th>
<th>Dailies</th>
<th>Others</th>
<th>Total</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>5,966</td>
<td>49,814</td>
<td>55,780</td>
<td>7.4</td>
</tr>
<tr>
<td>2003-04</td>
<td>6,287</td>
<td>52,182</td>
<td>58,469</td>
<td>4.8</td>
</tr>
<tr>
<td>2004-05</td>
<td>6,530</td>
<td>53,883</td>
<td>53,883</td>
<td>3.3</td>
</tr>
<tr>
<td>2005-06</td>
<td>6,800</td>
<td>55,683</td>
<td>62,483</td>
<td>3.4</td>
</tr>
<tr>
<td>2006-07</td>
<td>7,131</td>
<td>57,867</td>
<td>64,998</td>
<td>4.0</td>
</tr>
<tr>
<td>2007-08</td>
<td>7,710</td>
<td>61,613</td>
<td>69,323</td>
<td>6.7</td>
</tr>
<tr>
<td>2008-09</td>
<td>8,475</td>
<td>64,671</td>
<td>73,146</td>
<td>5.5</td>
</tr>
<tr>
<td>2009-10</td>
<td>9,355</td>
<td>68,029</td>
<td>77,384</td>
<td>5.8</td>
</tr>
<tr>
<td>2010-11</td>
<td>10,205</td>
<td>72,017</td>
<td>82,222</td>
<td>6.3</td>
</tr>
<tr>
<td>2011-12</td>
<td>10,908</td>
<td>75,846</td>
<td>86,754</td>
<td>5.5</td>
</tr>
<tr>
<td>2012-13</td>
<td>12,511</td>
<td>81,556</td>
<td>94,067</td>
<td>8.4</td>
</tr>
</tbody>
</table>

Source: RNI and KPMG 2014

The Broadcast Media:

The 1990s witnessed a meteoric rise in the broadcast media. The entry of a large number of private satellite TV channels and FM radio stations redefined the mediascape of the country. According to latest reports from the Ministry of Information & Broadcasting India there are more than 800 private satellite channels and around 400 FM stations.

Over the last decade, the Indian Broadcast industry has grown in scale – with new channel launches and enhanced digital distribution. With the increase in the number of channels (GEC and niche genre specific channels alike), the scale of business operations has grown manifold. The television industry in India is worth INR417 billion and registers an annual growth
rate of 16 percent. Digitisation of transmission and distribution has increased the subscription revenue for broadcasters, who are able deliver quality content to audiences.

<table>
<thead>
<tr>
<th>Year</th>
<th>INR Billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>182</td>
</tr>
<tr>
<td>2013</td>
<td>205</td>
</tr>
<tr>
<td>2014</td>
<td>239</td>
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<tr>
<td>2015</td>
<td>292</td>
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<tr>
<td>2016</td>
<td>361</td>
</tr>
<tr>
<td>2017</td>
<td>413</td>
</tr>
<tr>
<td>2018</td>
<td>473</td>
</tr>
</tbody>
</table>

Source : Adapted from the KPMG report 2014

The New Media:

India has become the world's third largest user base which follows the USA and China. The convenience, popularity and affordability of hand held devices like smart phones and tablets has increased internet exposure significantly. It is estimated that the mobile internet user base will grow up to 350 million by the end of 2018. India is a leading user of social media and also ranks third in terms of number of mobile app downloads (Google Play 2013).
Is Communication Research in India Coming of Age?

Prof. Usha Vyasulu Reddy, PhD
Educationist and ICTD Consultant. Hyderabad 500 082
E mail: reddi.usha@gmail.com

I. Introduction

The growth of communication as a discipline of study in India and my career has moved almost concurrently. When I began my career in 1975, there were just a handful of teaching and research departments, at Punjab, Osmania, Bangalore, Madras, Varanasi and a few other locations. Today, there are a plethora of teaching departments at public and private universities, and a huge number of trade schools teaching the craft. There is a sea change in the academic research and teaching community.

For the last thirty five years, I have straddled two different worlds, a world of teaching and research in communication, and the world of applications of communication for development. There are learnings from each of these worlds that I would like to share with you here, and to draw your attention to the gaps that communication researchers need to address, if indeed we are to make a ‘mainstream’ contribution to development and nation building.

Most social sciences, including communication have two dimensions, the academic and the applied. While the academic provides dimension and deeper theoretical insights and analyses, the applied perspective needs these insights to apply them to real world problems and issues in the use of communication technologies. One can argue endlessly about where our research emphasis should be, but I believe there is a synergy—action on the ground guides the formation of constructs and theories and policies—in turn, these are the guiding principles on which we base our work on the ground.

If research has no implication for theory, if it lacks even a minimum of scientific method and explanatory power, it should not be undertaken. At the same time, if research in the context of national social and economic development cannot provide a clear, direct, and unambiguous line between results and decision alternatives, it lacks pragmatic validity and similarly should not be undertaken. In a developing country, the ultimate test of the value of research is a pragmatic one, its usefulness in practice. By this test, much of the research done in the name of development has been a waste. The field of communication and communication research is no exception and I am often left to wonder about the value of many a publication I read in the field.

Wang (2011) has made a critical assessment of the centrality of the communication when faced with the digital revolution. She argues that trying to study communication today is like shooting at a fast moving target in terms of the digital revolution. What seems to have happened in the last two decades is that the sudden and exponential growth of what are today's information and communication technologies, (essentially computer and internet based systems) has so eclipsed the core of communication research in Asia that the agendas and priorities of research have shifted away. This is reflected by Bryant and Yang as an outcome of a content analysis that they have conducted into the nature of communication research in Asia. In the same vein, Lent (1989) has argued that “The speed with which much of the new technology has been introduced and expanded in Asia has brought undesired consequences, e.g., much dialogue previously focused on development journalism, ethics, or freedom of expression has shifted to information hardware.” This is also reflected in the continued requests I have received from Asia Pacific institutions that I focus less on communication and development and more on ICTs and Development in the training materials I have prepared over the last five years.

What also seems to have taken place is that the academic research has remained very much the exclusive territory of communication researchers. Wang (2011) further argues that while technologies are changing rapidly, communication studies as research and as a discipline faces some ‘inertia’ in the way we approach the field. While the technologies have undergone a sea change, the approaches to investigate these studies have remained very much the same.

However, there is a lot of activity in the second world I have straddled—i.e. field application of communication to address development programmes and projects. The application of communication media and the study of such applications has become a field which is a free for all, with everyone, from
engineers and doctors, to IT vendors and politicians, being involved, with everyone having a solution—an "end to end solution". Usually, as my experience shows, this translates to an 'end to end problem. This engagement of everyone with communication had led to the blurring of the lines between the hardware, software, and social contexts and conditions in which the technologies are placed. It has led to a dilution of the rigour which is the hallmark of good research. As a result, we have a large number of experiments and pilots (success stories, large and small) but limited clear evidence of success in bringing about the behavioural change that is the intention of the application of the technologies in the first place. In fact, the globally reported rate of success is about 20 per cent of projects—which means that four out of five communication and development experiments fail!....

Therefore, there is a disconnect between the world of academic teaching and research, and the field of applications of communication.

So, where are we going wrong? Is it in our conceptual understanding of the paradigms (the past dominant one, the current participatory approaches; or is it in the selection and application of any one selected paradigm? Or is it in our lack of understanding of digital media—transformationally different from the previous media avatars? Or, is there some other dimension or issue that has been missed?

Over the past few weeks, I have been revisiting the dominant paradigms in communication and development discourse. In the course of this revisit, I undertook a new analysis of their passing... What is it that my analysis revealed?

II. The Issues

Emerging from the current realities in the application of communications for development are some important causes of the failures reported earlier. The underlying assumptions of the dominant paradigm, that Western models are the ideal, and perhaps, the only way to achieve social change; that economic development equates with social development; that one could come in from the outside and apply media models without adequate respect and recognition for local cultures and realities; and the final assumption that communication alone can bring about social change. This much analysis emerges from my academic teaching and research work.

What my work in the application and evaluation of communication media experiments and experiences in the country tells me is a different story. It is a story of compromise with the fundamental premises of existing theory. It is a story of compromises at every stage of the process, from planning and design to implementation and evaluation. There is technological determinism; there are decisions taken which impact on a project in terms of design failures, e.g. designing the inappropriate technology or media use in a project. There are numerous instances of being driven by the agendas of donor and funding agencies; of assumptions made about field conditions without adequate data or field experience. There are the administrative locations of communication projects either in a line ministry like agriculture or locating them in information and broadcasting; and finally, the creation of hybrid agencies to deliver a programme. The hybrid agency created as a solution often becomes the problem rather than the solution. And finally, lack of political will and support; bureaucratic styles of functioning and decision making which go against the grammar of the media; all these realities add up to a myriad set of causes that all spell DOOM for communication projects.

There are also new ‘dimensions’ to the current promotion and use of information and communication technologies. Earlier, when developing countries developed broadcasting policies and systems in their countries, these were done as a part of a broader development agenda and through trial and experience, many national broadcasters understood the nature and grammar of the medium. This is no longer so. A survey of literature will yield any number of large and small scale experimentation taking place in the use of new media we do not know what worked; what did not; or what can be scaled up; what should be scaled down or why?

We are also finding that most initiatives are supply rather than need driven. In other words, the approach to an initiative has come from a donor agency, a government, ICT agency or vendor, but rarely as a consequence of an expressed demand for the provision of ICT integrated development. And we find that the deployment is most often to ‘deliver services, whether e governance, e health, e agriculture, etc” but not to result in directed social change.

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Initiatives generally designed and implemented by conventional governments as part of a broad developmental agenda reflect the “conventionalism” of existing institutions; they combine hierarchical and bureaucratic systems of administration. Models of project management where projects or initiatives are implemented centrally fail to adequately take local needs into consideration. This results in a constant tussle between local requirements and the need to enable the development of local solutions.

While economies of scale make large projects and initiatives attractive, the solutions need to be location, problem, time, and people specific. The politics of monopoly and central control do not favour decentralization and provide the autonomy need to effectively implement locally.

Conversely, local solutions when up-scaled, even to meet regional needs, often fail. Sometimes, a project that worked in one part of the country will not succeed in another. Thus, when one looks for change at a micro level, it does not get adequately reflected on a national dimension—and similarly the transformation that are possible in small well organized local and problem specific situations are not possible when either the technology or the content is upscaled to meet the needs of a wider population.

As a result, we find that large communication projects become increasingly inflexible in terms of design, content, implementation; while small projects have not addressed the issues of “how to scale up” There is little research to guide us to in addressing these kinds of issues.

And finally, despite the growing emphasis on the theme of communication and development, there is a notable lack of methodologically sound information to base policy making in these areas. (Huyer and Mitter)

The question that comes to mind is simply this—are theory and practice going in parallel lines never to converge; or are there points of intersection when there is synergy and each can benefit from the other. I think there are areas of intersection and synergy—but it is for communication scholars and practitioners to come out and mainstream the field.

Three decades ago, India and Indonesia undertook large scale experimentation with the use of satellite technologies for development. Findings from the extensive research that preceded and followed these experiments were many and demonstrated what could be done if the right kinds of questions were asked and the appropriate data gathered. Use of satellite technology for different development applications never looked back after those initial experiments.

That experimentation was perhaps the only time that both scholars and practitioners of communication and development came together to test real models of communication in the field. At least, this has been my experience during the last thirty five years of teaching, research, and practice. And incidentally, some of the names of scholars we talk about and you read about such as Kiran Karnik, Binod Agrawal, Bella Mody and Srinivas Melkote were part of those heady days of experimentation in India. And the world watched as a bunch of young, inexperienced, but deeply committed and daring team put together and successfully implemented some of the largest experiments in communication for development.

IV. In Lieu of a Conclusion

Some of you are probably wondering why I have raised these issues and questions. Some of you are probably thinking that these are the musings of a person in the twilight of a long career. I wanted to draw attention to the current disconnect between theory and the practice of communication in India. This disconnect is a cause for serious concern, but it is not one that cannot be bridged. My belief is that if communications scholars actively pursue and address application oriented research and subsequently proactively engage in advocacy with policy and decision makers, it will be possible to execute campaigns such as the Pulse Polio in India. It is my belief that we cannot afford to lose the opportunity to ensure the inclusion of our inputs into policy making, project planning and implementation in developing countries and to do that, we have to bridge the current gap between the academic and the applied aspects of communication for development.

I titled this presentation “Is Communication Research in India Coming of Age?” My answer to this question is ‘not yet.’ We are in a period of intense churning and conflict in the field of communication, much like adolescence is for human growth. Gone are the days when we will, like children, blindly accept the theories and practices that come to us from outside our borders. At the same time, our field has not yet matured as it has elsewhere. In the West, it took nearly a half century to mature. We are now midway into that half century—where departments such as this are just completing 25 years and consolidating
themselves as centres of excellence. And the pursuit of excellence is a journey, not a destination and it is a journey that we all have to take together.

We think we know the answers, but do we know the questions we seek answers to?

References


ii. Jennings Bryant and Moon Hee Yang *A Blueprint for Excellence for the Asian Communication Research* sourced from http://www.asiancommunicationresearch.com/1st/7.pdf


vi. I refer to the often quoted SITE and PALAPA experiments in the 1970s.
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- Rs. 25,000 Cr to be spent within 5 years for development of backward classes.
- 12% reservation for STs & tribal habitations to be recognized as gram panchayats.
- 2-Bedroom houses with all facilities for weaker sections.
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