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Id: 11947

Title: Palm Leaf Manuscripts in India: Preserving their Antiquity for the Millennials

Session Type: Individual submission

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Abstract: Deepti Ganapathy

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India's rich repository of knowledge has been passed down from generations through oral and written traditions from centuries through a variety of writing materials such as stones, copperplates, birch bark, palm leaves, parchments and paper. Palm leaf manuscripts form an invaluable part of India's documented heritage. Written in different Indian languages, these manuscripts are scattered all over the country in different monasteries, temples, libraries, museums, with individuals and in several private institutions. India has the oldest and the largest collection of manuscripts. Various scholars have documented the preservation of these ancient manuscript collections, including indigenous methods of preserving palm leaf manuscripts like wrapping, applying extracts of some natural products and other chemical treatments. Studies have also been conducted on the digitization of these manuscripts for passing on their wealth of wisdom for the future generations.

While efforts have been taken to digitize these endangered documents from deterioration due to factors such as biological, chemical and climatic conditions, digital archiving has not been centralized to enable the present generation of digital citizens of the world also known as 'Millennials'. The life of a palm leaf manuscript is far longer than a modern day device like CD or microfilm. The increasing popularity of printed books has revitalized the interest for collecting and preserving of manuscripts in India. The Government of India has made consolidated efforts in preservation and providing access to manuscripts through many Research Centres across India.

This paper seeks to document the preservation of palm leaf manuscripts in India and assess the role that these institutions are playing in creating awareness about these cultural heirlooms to the Millennials. Is the new generation aware of the preservation and archiving of these manuscripts? Do they feel proud to hold a slice of history in their hands as they read a script? What are these institutions doing to include the Millennials in the journey of transmitting these memories of India's rich legacy?

These are some of the key issues that this paper will address. The aim of this study is to understand if the efforts taken to preserve and restore these manuscripts is of any interest to the Millennials.

KEYWORDS: Digital Library, Digital Archiving, Digital Preservation, Palm leaves manuscripts,

Endangered Documents, Millennials.

Id: 12117

Title: To Publish or Not to Publish: The Charlie Hebdo "Je Suis Charlie" Mohammed Cartoon Cover and Journalistic Paradigm Work in a Global Context.

Session Type: Individual submission

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Abstract: This paper was concerned with how different journalistic cultures and paradigms handled the problem of the republication of Charlie Hebdo's "Je Suis Charlie" Mohammed cartoon cover after the terrorist attack of January 2015. It was found that editorial decisions to republish or not to republish the "Je Suis Charlie" cover in different countries were associated with paradigm work as an expression of particular journalistic cultures. The dominant themes that emerged were transnational journalistic solidarity as a form of paradigm work, and the deployment of editorial independence as a tool of paradigm repair for purposes of defending decisions to republish or not to republish the "Je Suis Charlie" Mohammed cartoon cover. The Continental European media presented the "Anglo-Saxon", especially the American media, as outliers who were not brave enough to defend freedom of speech and expression—and the journalistic paradigmatic right to criticize and offend religion.

Id: 12121

Title: Is it real or fake' North Korea's Hydrogen Bomb Test and media responses of four countries: A Comparative discourse analysis on media coverage of South Korea, North Korea, China and U.S.

Session Type: Individual submission

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Abstract: The purpose of this study was to explore different media coverage of four countries such as South Korea, North Korea, China and U.S. on the North Korea's Hydrogen Bomb Test, and international conflicts among them. On Jan.6, 2016, North Korea broadcasted that she had such hydrogen bomb test and it was successfully done, and declared that she should belong to a group of country of owning nuclear bomb. However, neighboring countries criticized it severely against threatening security of Korean Peninsula, and were suspicious that it would not be a hydrogen bomb test but simply a nuclear bomb test.

The authors concerned different media coverage patterns, focuses of their coverages, and discourses which they produced. He selected four TV stations such as KBS-TV 1 of South Korea, Central TV station of North Korea, CCTV of China, and CNN of U.S., and collected news items from Dec. 1, of 2015 to Jan. 26, 2016. He divided such collected news items into four phases, and analyzed them with semiotic and discourse analyses, especially, Baek's SNA (Semiotic Network analysis) and DSA (Discourse Structure Analysis).

As results of this study, it was found that there were many differences in covering it among four countries' media. Firstly, Central TV of North Korea argued that it was an act of self-defense against threats of U.S. and the West, and declared that North Korea joined to the group of countries of owning the nuclear bombs. On the other hands, the other three media criticized severely that it violated the international nuclear agreements of using it peacefully, provoked worldwide angers and resistances against North Korea, and set various sanctions including political and financial ones to punish such reckless attempt. Secondly, media of South Korea's considered it as a direct and serious threat against security for South Korea and Korean Peninsula, and asked the South Korean government for setting immediately effective policies to ban another hydrogen bomb tests. However they admitted that South Korean government would have very limited ways of punishing and sanctioning North Korea. Thirdly, even though Chinese

media shared same position with U.S. media to criticize North Korea, there were delicate differences in forcing sanctions against North Korea between Chinese media and U.S. ones. Chinese media tended to focus peaceful settlements for it, avoid international sanctions against North Korea, and more sensitively concentrate countermeasures of U.S. government's likewise sanctioning North Korea and keeping the whole of Korean Peninsula under her control. On the other side, U.S. media had tendency of paying attention to Chinese governmental responses rather than U.S. governmental resolutions, and concentrating Chinese government in the Security Council of UN to use veto sanctions to North Korea.

In short, each of media reflected its own national interests, and represented voices for its own country. This tendency would damage basic principles of media coverage such as objective, neutral and unbiased coverage. Media were not just representative voices for their countries, but objective and balanced voices for them. This kind of media tendency should be discussed more seriously.

Id: 12228

Title: Trans-mediatised War-on-Terror: East-West Comparative Analysis

Session Type: Individual submission

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Abstract: Terrorism seems an ongoing theme in contemporary political and media discourses across the world. The public sphere has experienced a shift from the national to the global and is increasingly constructed around global communication networks (Castells 2008) that share the same global concerns or risks such as terrorism. The mediatised ‘war on terror’ narrative does not seek to limit or reduce the risk of terrorism, instead its objective is to wipe it out by drawing clear lines of conflict between supposed victims and potential perpetrators. Beck (2006) suggests that the lines of conflict of world risk society are no longer drawn along socio-economic factors or East-West geographies, but along racial, cultural and religious ones. In this sense, by choosing to present Muslims and their religion as the enemy, the West seems to have created a clear distinction between ‘us’ and ‘them’. Interestingly, Muslim-majority countries in the East, are not immune to this brand of phobia, though it tends to manifest itself in slightly different forms than in the Muslim-minority societies of the West.

This paper presents an empirical analysis of media construction of terrorism and its association with Islam in Muslim-minority and Muslim-majority states. Deploying case study and critical discourse analysis, the project draws out similarities and differences in the reportage, reaction and aftermath of acts of terror in Australia and Pakistan. The cases examined are the December 15, 2014 Lindt Café siege in Sydney, Australia, and the December 16, 2014 Army Public School massacre in Peshawar, Pakistan.

In both States, the terror incidents appeared a ‘turning point’. In effect, as a result of the terror attacks in both Australia and Pakistan, activist movements such as ‘Reclaim Pakistan’ and ‘Reclaim Australia’ emerged with the common objective of eradicating extremism in all its forms. However, while the former focused on the need to change extremist narratives and reclaim the country – its cities, its streets and its mosques from militants, the latter engaged in hate narratives about Islam and Muslims. While Australia and Pakistan expressed rage and grief over the senseless attacks and took decisive political and legislative actions, several differences were noted in the way the incidents played out across news and social media sites and in the way

elites and the public reacted. In the case of the Australian media, the siege was sensationalised with clear lines of distinction drawn between the perpetrator and the victims by associating 'home-grown terrorist' with militant Islam, thus creating fear of Australian Muslims. On the other hand, while the Pakistani media clearly presented the perpetrators as Taliban terrorists, they were dis-associated from Islam. The Pakistani media, in fact, focused on the victims, who were mainly children, while the Australian media focused on the perpetrator- his citizenship, police record, state of mind, religion and association with Islamic State (IS). Interestingly, this study shows that debates on terrorism were more diverse and robust in the democratic environment of Pakistan than Australia.

Id: 12268

Title: Analysis of Communication between Government and Journalists using Toulmin's Argumentation Model: Focus on the Ministry of Foreign Affairs's Briefing of Building a Safety Support Center on the Dokdo

Session Type: Individual submission

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Abstract: The purpose of this study is to analyze how the government and journalists communicate with each other with persuasive argumentations at a press briefing by focusing on the importance of public diplomacy. The authors conducted the study by choosing the case of building a safety support center on the Dokdo Island. The briefing that carried out on November 6th, 2014 by Seoul's Ministry of Foreign Affairs was analyzed by the Toulmin's Argumentation model which includes six elements of argumentation: claim (C), data (D), warrant (W), backing (B), qualifiers (Q), and rebuttals (R).

By analyzing both sayings from the government and the journalists with applying six factors that Toulmin proposes, the authors found that the communication between the two could not lead to understanding each other, just leaving "mis-communication." The main difference between the two subject was whether the government considered the relationship of Japan when deciding to cancel the building a safety support center on the Dokdo. The results of this study indicated that the government did not made logical warrants (W) at a press briefing. Some of the government's warrants were found out to be not specific arguments but general arguments regarding the international sensitive issues. On the government side, it repeatedly said general warrants and qualifiers that were mostly used to avoiding its responsibility. Although journalists at the briefing kept requiring the government to state its specific position, the government did not answer what the journalists required, wrapping the briefing without making an agreement.

To achieve a mutual communication, the both subjects have to present persuasive reasons and rebuttals to the other. From the conclusion of this study, the government needs to build up a systematic strategy to demonstrate about the sensitive issue to achieve a mutual cooperation with others. This study emphasizes on a real meaning of communication that senders and receivers should comprehend the opposite side's viewpoints by sharing well-qualified communication. In this view, the government's arguments turned out to include so many flaws, given that it did not

state adequate answers what receivers (journalists) want. Theoretical and practical implications with regard to public diplomacy which includes the concept of journalism diplomacy are further discussed.

Id: 12379

Title: Plundering a National Treasure: A Comparative Analysis of Coverage of Controversial Development News in Zambian and Australian Media

Session Type: Individual submission

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Abstract: In 2011, the Zambian government granted Australian-owned mining giant -- Zambezi Resources Limited -- a 25-year permit to prospect and mine in the Lower Zambezi National Park. As a national treasure, which the International Union for the Conservation of Nature lists as a category two protected area, the Park must be maintained for ecosystem protection. In compliance with this listing, the Zambia Environmental Management Authority in 2012 dealt Zambezi Resources Limited a blow by rejecting its environmental impact study. This set in motion the halting of the \$494 million mining project by the High Court in Zambia following an injunction filed by civil society organizations. Around that same time, because of its controversial nature, this narrative gained momentum in the media and can be neatly classified under the development news paradigm. Rogers (1978) defines this paradigm thus: "A widely participatory process of social change in a society, intended to bring about both social and material advancement (including greater equality, freedom and other valued qualities) for the majority of the people through their gaining greater control over their environment."

The over-arching purpose of the current study therefore is to examine how the narrative of the controversial lower Zambezi National Park mining project has been reported by the Zambian media from 2012 to date. Moreover, given the yawning gap in scholarship that compares coverage of development news in developed and developing countries as observed by Griswold and Swenson (1992) and Ogan (1988), this study also compares Zambian media coverage of the controversy to their Australian counterparts. The fact that an Australian company is at the core of this controversy makes this comparison imperative.

Methodologically, the study extends the 10 criteria identified by Shah (1988) as part of the "development news" paradigm in development communication. Melkote and Steeves (2015), underpin the significance of development communication in the early phase of the 21st century in their latest edition of *Communication for Development*.

While it is evident from media coverage from both countries, as the results show, that proceeding with the controversial mining project is tantamount to plundering a national treasure, they vastly differ in the types of frames used. The Australian media emphasized the environment frame while the Zambian media emphasized the political frame. In the latter, this was particularly pronounced in coverage by online media outlets, which the current Zambian government has been frequently threatening to shut down. Where sources used in the stories were concerned, the study found that not much has changed in traditional media in Zambia (Kasoma, 2009). There is still an over-emphasis on official sources. The concept of the media being “bearers of the voice of the voiceless” -- which is so crucial to development communication, remains largely absent.

Id: 12381

Title: Global Hollywood in Mediating US Narratives of the Middle East

Session Type: Individual submission

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Abstract: This submission to the international communication section builds on the central themes of the conference concerning memory and communication, exploring dominant and contested narratives prevalent in global Hollywood that chronicle the relationship between the US and the Middle East. The guiding research question is to what extent dominant articulations of power dynamics may have been resisted over time, given geopolitical contexts in which US military interventions shape the parameters of discourse. The source of data include high grossing Hollywood films from 1996 until 2015, in order to consider whether the narratives contributing to mediated memories have shifted in a post-9/11 community. Videogames produced in the past ten years contribute to this analysis as a way of connecting media genres, seeking resonance that must be addressed if engaging the significance of memory in popular culture, connected with direct international engagement.

The Middle East as object of US development intervention figured in the earliest classic text articulating a US perspective on the development process. Lerner's words broadcast a superior vision of the US in relation to his vision of strategic development: "What America is... the modernizing Middle East seeks to become" (Lerner, 1958, p. 79). In this study we explore the degree to which this perspective still permeates US development discourse, and how this might be grounded within broader communication narratives.

The dominant narrative contributing to memory of US intervention in the Middle East positions the US as a benign but necessary hero rescuing beleaguered Middle East victims from evil villains. The central argument here is that the strength of the dominant narrative needs to be understood across the media landscape, in which themes that justify US intervention, whether through humanitarian, military, economic, or other programs, are difficult to resist. It is worth exploring under what conditions there is a possibility for contesting these frames. This paper explores the connections across broad aspects of US foreign aid particularly to the Arab region (excluding then for subsequent analysis the important relationships held and negotiated with Iran, Turkey, and Israel), in connection with popular film and video games. In the broader research project not described in this presentation, links are extended as well to television news, and to policy statements. These narratives working through global Hollywood need to be understood within the political economic contexts that structure foreign aid and economic resource distribution, as well as global film and game production and distribution.

Id: 12387

Title: AFRICAN NAMES AND THEIR MEANINGS AS COMMUNICATION AND MEDIUM FOR MEMORY RECALL: FOCUS ON NIGERIA AND SOUTH AFRICA.

Session Type: Individual submission

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Abstract: There are so many ways of recalling memories of past events. Globally, history is the obvious channel for bringing past events to the present through tales retold. Denotatively, history is a systematic narrative of past events as relating to a particular people. This would imply that past events can be accurately recalled by such narrative. Sometimes, however, the authenticity of “facts” of history could be dubious. In a derision of history as (an accurate) narrative of past events, Jenkins (1991) defined it as “Basically a contested discourse, an embattled terrain, wherein people(s) , classes and groups autobiographically construct interpretations of the past, literally to please themselves... In the end history is theory and theory is ideological and ideology just is material interests.” Although it could be argued that such a definition could be tongue-in-cheek, the point should not be lost that in reality, the recall via history, could be very subjective –depending on the agenda of the historian.

What stands out in many cultures as veritable medium for memory recall in an authentic way is names and their meanings.

Many cultures give names to newborns on so many bases. Some, as in many (Christian) Anglo-Saxon cultures would pick names for their babies from admired biblical characters such as John, James, Mary, Peter, Martha, Elizabeth, and a thousand others. Others would name their children after past royalties to confer on such children the aura of royalty. These include such names as George, Henry, Sophia, William.

These names are not necessarily meaningless. But for the most part, they don't really tell a story.

This paper focuses on some African names and their meanings and the extent to which they communicate messages that serve to recall circumstances of birth and bring back memories to families, groups and, sometimes, the larger community. The meanings of many African names recall the circumstances of the child's birth – the events that took place at or around the time of birth, the impact of the event on the child's family and the hope for the child's future. When such names are mentioned and their meanings given, a whole story would have been told and such stories now become channels for memory recall. The paper focuses, in particular on Nigeria and South Africa, identifying some Igbo and Yoruba names of Southern Nigeria and Zulu names of South Africa. This phenomenon can be found in many other cultures in other parts of Africa and the world in general.

One of the goals of this paper is to shed some light on the imperative for the appreciation of some aspects of Indigenous Knowledge Systems and the role they play in holding societies together by imparting morals to generations and helping in the development process.

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Id: 12530

Title: Global 24/7 TV News Channels: The battle for sovereignty of world interpretation

Session Type: Individual submission

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Abstract: This paper aims to understand how international news channels represent reality and investigates competing ways of describing the world in news reporting. Based on the assumption that global news channels fight for the sovereignty of the world's interpretation by claiming to portray the one and only true worldview, this article examines similarities and differences between the coverage of seven global news broadcasters (Al Jazeera, BBC, CCTV, CNN, France 24, RT, and Telesur). Starting point is Michel Foucault's notion that language both structures social life and embodies systems of thought that structure what can be understood. Against this background critical discourse analysts point out that power elites manage the minds of others by controlling the unique access to public discourse. In other words, discourses are representations of power relations in the world (cf. van Dijk, 1993; Fairclough, 2003; Philo, 2007). In this process international broadcasters have a critical role because they address national and international decision-makers and most likely influence domestic mass media as well as competing news networks.

In order to analyse the world representations a category-driven qualitative content analysis was performed, grounding on Foucault's discursive formations (objects, enunciative modalities, concepts, and strategies). For this, only the international programs were selected, i.e. Al Jazeera English, BBC World Service, CCTV News, CNN International, and the English programs from France 24, RT and Telesur. The study then uses a twofold research design: a temporal and an issue-specific access to news content. For the temporal approach we analysed all news stories from the broadcaster's central newscast for one week in December 2015. For the issue-specific approach three issues of global importance had been selected: migration (focusing on the Syrian refugee crisis), climate change (focusing on the 2015 UN Climate Change Conference) and the Middle East Conflict (focusing on current reporting from October to December 2015).

The study shows that all news channels consider themselves as political actors and legitimate themselves through their news coverage as such. RT actually goes a step further and creates a counter-public by criticizing competing Western media. Moreover, the results suggest that the broadcasters' representations of reality depend both on the (political and economic) interests of the respective home country or region and on the ownership structures (including the financing

scheme) of the channel itself. Furthermore, today all examined international news channels engage in public diplomacy rather than in cultural policy – a key aspect international television once stood for. However, the sample can be divided into permanent members and non-members of the UN Security Council which share common ground, indicating that there is a dominant and a (counter-hegemonic) contra-flow of information in the world (Thussu, 2007). In regard to the UN Security Council members it can be further differentiated: CCTV News and RT are obviously instruments of China's and Russia's foreign policy, while in the news from France 24, BBC and CNN public diplomacy has to take place in compliance with Western journalistic values (e.g. transparency or reporting style).

Id: 12640

Title: The Paradigm of Social Media Research in Greater China: A Study of Major Communication Journals from 2001 to 2015

Session Type: Individual submission

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Abstract: As platforms for building users' social relations with people with similar backgrounds and interests, different forms of social media have become very popular all over the world including the greater China region. Their rapid rise in the past 10 years is so phenomenal and the communication patterns in the social media context need timely stock taking and analysis. This study reviews the research on social media in the greater China region from 2001 to 2015 in order to understand how Chinese and global scholars contribute to the domain of greater China-oriented social media research.

Academic journals articles from Chinese Social Sciences Citation Index (CSSCI), Taiwan Social Sciences Citation Index (TSSCI), and Social Sciences Citation Index (SSCI) are used as data sources in this study. They cover the major studies from mainland China, Taiwan and the international community respectively. Articles in these three databases are searched with the

following keywords including social media, social networking services, SNS (such as Facebook, Twitter and Myspace) and the top 10 visited social media platforms in China (such as BBS, Weibo, QQ Space, Renren and WeChat). A total of 354 articles from these three databases are identified for analysis. Measurements include an article's author and his/her affiliation, journal and its locality, research method(s) used, social media platform, theoretical concern, type of research, etc.

Results show that number of social media studies about China is definitely on the rise, in particular around 2013-14. Scholars from mainland China and Hong Kong usually concentrate on Weibo while scholars from Taiwan and North America are more concerned about blogs and Web-based social networking services. Methodologically, mainland Chinese scholars adopt more content analysis and textual analysis as the research methods. On the other hand, scholars from Hong Kong, Taiwan and North America have a tendency to use survey. In terms of theoretical concerns, mainland Chinese scholars are more interested in public opinion and public sphere. For scholars from Taiwan and North America, they pay more attention to individual's uses and gratifications. Hong Kong scholars are concerned about individual motivation and usage as well as public opinion.

Comparing the three databases, the most frequently used keywords in the related CSSCI articles include (in descending order) "media", "event", "society" and "public opinion". For TSSCI, the most frequently used keywords are "society", "journalism", "event" and "citizen". For SSCI, the corresponding keywords are "use", "online", "students" and "media". The reasons leading to the different patterns in the three databases as well as in different localities are also discussed in the paper.

Id: 12647

Title: The state of new media research in Asia: A review and comparison

Session Type: Individual submission

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Abstract: This study investigates the states and trends of new media research in Asia in the past decade. It also compares new media research in different Asian countries and regions. Web of Science is used as the data source for the study. “New media” serves as the keywords in the field of communication. Articles in six communication journals are included in which there are more new media studies published. A total of 247 articles on new media research in Asia are identified. Among these articles, we look at the new media technology studied, research topics, fields of study, use of theory and research method, as well as authorship.

We find that Internet, social media, website and mobile phone are the most researched technologies in these articles. In terms of topic, the more popular ones include uses and perception of new media, effects on individuals/organizations, law and policy, and effects on traditional media. Specifically, these articles tend to use communication theories the most, followed by political theories and cultural theories. The most often cited theories include uses

and gratifications, political participation, social capital, diffusion of innovation, online activism and digital divide. There are practically very few new theories coming out from new media research. In terms of research methods, about half of them employ quantitative methods such as traditional survey, online survey and content analysis. The other half use qualitative methods, most notably interview, ethnography, and textual analysis.

New media research is highly concentrated in a few countries/territories. Mainland China and South Korea take the largest shares, followed by Singapore, India, Israel, Japan, Taiwan and Hong Kong. There are interesting differences among three geographical clusters, namely (1) northeast Asia and Singapore (the largest cluster), (2) southeast Asia and south Asia, and (3) Israel (the lone, standout country). They differ in the technologies studied, related fields and methods used. The factors behind the differences among the three clusters are discussed, including the particular economic and sociocultural features in specific countries.

The most active authors, their institutional affiliations and their co-authorship patterns are identified among these journal articles. Korean and Chinese scholars top the authorship list, and the following universities are more active in new media research: Nanyang Technological University, Chinese University of Hong Kong, National University of Singapore and Seoul National University. Regarding the authorship in different countries, more than half of the articles about China and India are written by Western-based scholars (who may be of Asian origin). But articles about Singapore, Israel and South Korea are primarily done by scholars residing in their own countries. Co-authorship patterns reveal that new media scholars based in the United States are more active in collaboration with scholars in the Asian countries. Results also show that young scholars, particularly assistant professors and graduate students, are very active in new media research. The developmental path of Asian new media research leading to these patterns is discussed in light of the above findings.

Id: 12680

Title: The Global Construction of the Chinese Internet, 1994 ' 2014

Session Type: Individual submission

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Abstract: Main thesis

Since the late 1990s the Chinese government has engaged in a *longue duree* process of attempting to reform the technical global internet governance regime (Galloway and Baogang, 2014). During the last years, the Chinese government has been supporting a multilateral model (Lu, 2014) in opposition to the multi stakeholder model (Maclom, 2008; Kleinwachter, 2007; Dutton, 2009). Internet history is dominated by national and American history (Curran, 2012). while this project plans to study the two opposite dimensions, international and non-Western perspectives. So, potentially, this article may sustain and generate new trends towards a de-westernization of the global Internet history providing an original perspective based on Chinese sources.

This proposed article aims to study the history of the political and economic construction of the Chinese Internet on an international level. Specifically, how international organizations' policies have affected the development of domestic Internet policies in China and, conversely, how the "Chinese model" was influential at international level.

Research Questions

More in detail, the article will investigate the following research questions:

1. How the international organizations such as ICANN, IGF and ITU debated the rising power of Chinese government in terms of Internet governance;
2. How international organizations affected the development of the Internet in China;
3. How Chinese model influenced the discussion among international organizations

Methodology

These issues can be retraced and analyzed through historical research based on international sources (mainly conferences, debates reports and interviews with international organizations' staff) and domestic sources (mainly interviews with Chinese ministries, managers of Chinese Internet companies, and political and business reports). Coming to timeframe, the proposed research starts from 1994, China was officially and internationally recognized as a country that really had the access to the global function Internet (CNNIC, 2012), to 2014 when Chinese government decided to present itself as main actor of global Internet governance organizing the first World Internet Conference in Wuzhen.

The research is based on archival research both at the international and Chinese level. The article will analyze data that existed before the time of the study. The data are thus not generated as part of the study (Jackson, 2009) but will be interpreted after the collection from ITU, ICANN and IGF archives for the international level and the Chinese Ministry of Industry and Information Technology (MIIT), the State Council Internet Information Office (SCIO), the Central Leading Group for Information Security and Informatization and the China Internet Network Information Center (CNNIC).

Id: 12695

Title: PANEL: The External Image of Africa: Conclusions from the new research anthology

Session Type: Panel Submission

Authors:

Name: Chris Paterson

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Abstract: This is the first of two related panels which present recent research about how “Africa” - as place and as concept - is communicated to the world. Earlier versions of this work appear in the new anthology published concurrently with this conference, “Africa's Media Image in the 21st Century.” This is the first book in over twenty years to examine the international media's coverage of Sub-Saharan Africa.

This panel examines factors that have transformed the global media system and it's reporting of Africa, changing whose perspectives are told and the forms of media that empower new voices. Case studies consider questions such as: how has new media changed whose views are represented and what are the contemporary role of charity groups and PR firms in shaping news content? Other panellists have researched how the African diasporic press may subvert the dominant portrayal of Africa in the Western media, and examined Western media coverage of the HIV/AIDS pandemic in Africa . And Scott's paper invites us to reconsider common assumptions about negative news coverage of Africa which he suggests are not supported by close examination of the literature.

Panel Structure:

- 1) Mel Bunce, City University; The International News Coverage of Africa: Beyond the ‘Single Story’
- 2) Olatunji Ogunyemi, University of Lincoln; The image of Africa from the perspectives of the African diasporic press in the UK
- 3) Ludek Stavinoha: Univ. of East Anglia; Paper Title: BBC coverage of the HIV/AIDS pandemic in Africa
- 4) Kate Wright, Roehampton University; It was a ‘simple’, ‘positive’ story of African self-help (manufactured for a Kenyan NGO by advertising multinationals)
- 5) Martin Scott, Univ. of East Anglia; How not to write about writing about Africa

The panel chair, Chris Paterson, will provide contextual remarks to explain the origin of the papers and invite reflection from the panellists and audience on the image of Africa following the papers. To provide time for each paper and this discussion, there will not be a separate panel discussant.

The intention of the new anthology and the two related IAMCR panels is to move academic

discussion beyond traditional critiques of journalistic stereotyping, Afro-pessimism, and 'darkest Africa' news coverage. In so doing, these panels both reinforce the goal of IAMCR to promote inclusiveness and critical international scholarship and connect with the theme of the conference which invites a focus on the historical construction of cultural narratives and a look forward to what may now be overtaking these: a progression which could not be better exemplified than through the contrasting “Afro-pessimism” and “Rising Africa” discourses which are these panels’ foci.

Id: 12712

Title: "PANEL: Africa, Media and Globalization: Independent or Imperialised"

Session Type: Panel Submission

Authors:

Name: Katherine Louise Wright

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Abstract: PAPER TITLE: It was a ‘simple’, ‘positive’ story of African self-help (manufactured for a Kenyan NGO by advertising multinationals)

Mainstream journalists are often pilloried for portraying sub-Saharan Africa as a hopeless basket-case, worthy of little investment or cultural recognition (de Beer, 2010; Gathuo & Waritu, 2015). International aid agencies are often strongly associated with producing such images in order to justify, and raise money for, their own intervention (Lugo-Ocando & Malaolu, 2015). But journalists’ are increasingly reluctant to reproduce this harmful negativity or to act as the mouth-pieces of powerful aid agencies (Magee, 2014). However, this paper argues that journalists are in danger of steering too far the other way: eagerly grabbing at seemingly simple, “positive” and “light” stories about “Africans helping themselves” which are disseminated through social media, without checking them out properly.

In particular, this paper will use theory about promotional cultures (Davis, 2013), post-humanitarian communication (Chouliaraki, 2013) and “Africa Rising” narratives (Bunce, Franks & Paterson, forthcoming) to explore a case study about the production of the “Bring Zack Back Home” campaign for the Kenyan Paraplegic Organization. This was covered as an example of African empowerment by Kenya’s The Standard, The New York Times, The Observer newspaper in the UK, Al-Jazeera and BBC News Online. But it was actually created by Northern expats at the pan-African advertising and marketing network, Scanad, in order to help them break into the continent’s lucrative “emerging markets”.

Id: 12713

Title: PANEL: Africa, Media and Globalization: Independent or Imperialised'

Session Type: Panel Submission

Authors:

Name: Chris Paterson

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Country: GB (United Kingdom)

Affiliation: University of Leeds

Abstract: This is the second of two related panels which present recent research about how “Africa” - as place and as concept - is communicated to the world. This panel includes, but is not limited to, research appearing in the new anthology published concurrently with this conference, “Africa's Media Image in the 21st Century.” This panel focuses on the question of whether new imperialisms equate to a new victimization of Africa (in reality and/or in terms of global discourse), or if new patterns of media representation mostly depict an independent, successful, “rising” Africa dealing with global forces on its own terms.

Papers address how Africa is portrayed by the media of the super-powers China and the United States and how those countries, and their often surreptitious accumulations of power throughout Africa, are portrayed by African and global media. Does the presence of a thriving – if still minority - middle class in Africa, indications of families returning to Africa from adopted homes in North America and Europe, and a booming communication sector in many countries justify a universal “Afro-optimism,” or do these forces offer a narrative of an Africa which works for them, while leaving an impoverished and often hungry majority out of the story? An ongoing search for wealth in Africa by those from outside problematizes the narrative of an autonomous continent free of external shackles, for the vast extraction of wealth from Africa by non-African corporate and state entities – with little evidence of resultant prosperity for most Africans – strikes many as a continuation of the imperial project. Are these evolving foreign interventions exploitative or cooperative, or does a discourse of neo-imperialism support a neo-colonial media image of Africa as a continent (and 1/5th of the world’s population) incapable of autonomy?

Panel Structure:

Chair: Kate Wright, Roehampton University

- 1) Toussaint Nothias; Stanford University: ‘Rising’, ‘hopeful’, ‘new’: visualizing Africa in the age of globalization
- 2) Winston Mano; University of Westminster: Is China Colonising Zimbabwe? The Politics of News Media Coverage of President Xi’s Official Visit
- 3) Herman Wasserman, University of Capetown: Shifting power relations, shifting images: The implications of China-Africa relations on Africa’s media image
- 4) Chris Paterson, University of Leeds: New Imperialisms, Old Stereotypes: Depictions of the US in Africa

Discussant: Suzanne Franks, City University

The intention of the new anthology and the two related IAMCR panels is to move academic discussion beyond traditional critiques of journalistic stereotyping, Afro-pessimism, and 'darkest Africa' news coverage. In so doing, these panels both reinforce the goal of IAMCR to promote inclusiveness and critical international scholarship and connect with the theme of the conference which invites a focus on the historical construction of cultural narratives and a look forward to what may now be overtaking these: a progression which could not be better exemplified than through the contrasting "Afro-pessimism" and "Rising Africa" discourses which are these panels' foci.

Id: 12716

Title: Panel: Africa, Media and Globalization: Independent or Imperialised'

Session Type: Panel Submission

Authors:

Name: Chris Paterson

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Country: GB (United Kingdom)

Affiliation: University of Leeds

Abstract: Paper title: New Imperialisms, Old Stereotypes: Depictions of the US in Africa.

This research examines discourses about an increasing US non-commercial role in Africa and asks why neo-colonial aspects of this involvement remain substantially hidden in journalistic accounts of the continent. This paper starts from the premise that for the first time a single imperial power has established a military presence across most of the continent of Africa. The last decade of secretive US military expansion across Africa, with US military elements active in nearly every African country, has only recently been comprehensively exposed by a few investigative journalists but has only received very selective and generally favourable coverage by mainstream news organisations. This phenomenon exists alongside US commercial, cultural, and religious imperialisms, but shifts the thrust toward secrecy and hard power. This paper focusses on the inter-related non-commercial aspects of US originating expansion in Africa – the military and the religious – and builds from a 2015 media content study by Paterson and Nothias (expected in *Communication, Culture & Critique* 8-1) examining the representation of China's role and the US role in Africa by three global news providers. This paper seeks to demonstrate that an imperial grip on Africa has altered shape, but not disappeared, and that it is supported rather than challenged in media reporting. Content research to date demonstrates that news coverage of the US role in Africa positions the continent as an exploitable object lacking an ability to develop and thrive independently of external powers – thereby reinforcing enduring stereotypes.

Id: 12726

Title: GLOBAL COMMUNICATION THEORY: OBSTACLES TO COMPREHENSIVE CONCEPTUALIZATION

Session Type: Individual submission

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Abstract: A comprehensive theory of processes of global communication does not yet exist. Theories in Media and Communications Studies on macro-, meso- or micro-levels are confined to local processes that follow the logic of the nation state, national languages and cultures. The macro-concept of the "public sphere", for instance, cannot easily be extended to the global realm. A global media system hardly exists and world news are filtered by national media and markets. The "global public sphere" has no real center or periphery but it consists of decentralized observational sub-systems that are loosely connected. In most cases, the "global" is not a system but serves as an environment for national or, in geo-linguistic regions, regional media systems. Communication theory on the meso-level in organized (social) systems (politics, enterprises, NGOs etc.), which seems to comprise the bulk of transnational communication, is much more dialogical and interactive once these system are transnational (transnational corporations etc.). However most of these communication processes are strategic in nature which limits the benefits of such communication. The outcome of organizational activity might change the world, but it has no direct effect on the global public sphere. Non-organized social systems like transnational online communities (through social media etc.) seem to fill the gap that is left by mass media and organizations through a real connection of people in a global civil society. The problem, however, is that "societies" are "systems" only in a very limited sense. Global communities that are linked via social media are "networks", in which other actors like - again - organizations or individuals are the real nodes of activity. To this day, it remains unclear, to what extent individual life worlds (micro theory) are shaped by communication across borders and if global "elites" and "masses" penetrate local or national communication systems that seem rather dominated by either national mass media, social media or organizational communication. The argument that individual life worlds could be "colonized" by organized systems (the mass media etc.) and that domesticated forms of global news lead to fragmented world views by consumers, ignores that a considerable part of the modern "man" has transformed his/her individual life worlds into hubs of cosmopolitan dialogues that might immunize against strong media effects in international affairs. A more skeptical view, however, considers the "global man" to be still rather provincial, hardly ever breaking out of his/her local communication realm, with a world view that is still dominated by national mass media and other organized systems. These systems, be they national or transnational in nature, adapt their external communication to local markets, cultures and demands which, again, leaves global communication scattered, non-interactive and - although connected through communication networks - dominated by non-integrated systems

and life worlds. - The suggested paper will seek to outline some of the major theoretical questions in order to identify possible obstacles to comprehensive theory building in the field of global communication.

Id: 12744

Title: The G20 2014 in Brisbane as a Digital Diplomacy case study

Session Type: Individual submission

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Abstract: This paper will describe actors and context involved in the G20 in Brisbane, focusing on the Australian political goals and narratives, as well as on commentaries and debates surrounding the G20 before and during the meeting of the 15-16 November 2014 in Brisbane. The context of the G20 has been characterised by a complex combination of the Australian Government political agenda as chair of the international meeting, trials happening around the world, and different leaders' agenda. Particularly, the tensions between Australia and Russia related to the Australian Prime Minister's statement of "shirtfronting" Vladimir Putin over the loss of Australian lives in the shooting down of Malaysia Airlines flight MH17 will be described and contextualised. Also, the different political positions among the governments participating to the G20 regarding the issue of climate change will be described. Indeed, this dispute took centre stage after the Obama's University of Queensland speech, forcing the Australian government to change its communication strategy and narrative, which were more focused on economic growth rather than climate change.

Drawing from the Public Diplomacy's literature about assessment and engagement, the paper will critically describe the frictions and successes in the Australian communication strategy during the G20. By using a mixed approach, the paper will illustrate the findings from the analysis of 500k tweets. It will focus in the role of diplomatic accounts on Twitter and provide a deep description of the conversation on social media during the G20. Finally, it will expound my approach for capturing valuable data for assessing social media Public Diplomacy strategies and actors, and consequently build effectiveness criteria able to cope with the complexity of the cross-border social media communication. This will provide an example of how the effectiveness of diplomatic social media communication can be assessed and critiqued, and give insights about the tensions in the Australian communication strategy during the G20 in Brisbane.

Id: 12808

Title: From parachute training to media ecologies ' Conceptual changes in media development cooperation

Session Type: Individual submission

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Abstract: Based on a systematic review of findings on media assistance in the fields of journalism training, civil society support, and good governance this contribution asks which changes in the recent years had been made in media development cooperation. Background of the research is the analyses of changes in theoretical concepts of development communication. While scholars had overcome those concepts of modernization and dependency theories which put the receivers of media assistance into a role of pure objects of changes, prescribed by the industrialized donor countries, media development cooperation longtime stagnated in a situation where training journalists was supposed to be the gold standard to induce media change. Thus, the conceptual emphasis on mono-disciplinary explanatory factors was reflected in the reality of media assistance.

Theoretical concepts of media development have moved since then to a holistic and participatory approach. These changes are – this is the result of our recent research on international media assistant organizations – reflected in an approach which takes into account complex media ecologies.

The research was conducted by combined methods of qualitative interviews with representatives of media assistance organizations and an qualitative analyses of their relevant documents and results in a thick description of the practices of media assistance.

The results are as well compared to the models of communication processes that are the base for the concepts of development communication. These models shifted from a view of the communication process as a message going from a sender to a receiver to an understanding which acknowledges the interactive nature of communication as fundamentally two-way rather than one-way, interactive and participatory rather than linear process. Cultural identity, empowerment, and participatory communication are the normative aims, which are reflected in the approaches of media development communication as our research results show.

Id: 12816

Title: The news framings and political implications of news photos about HK's Occupy Central Movement in global newspapers.

Session Type: Individual submission

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Abstract: This study explored the topical framing strategies and their political implications of news photos adopted by global newspapers for presenting the realities of the 2014 Hong Kong Occupy Central movement.

The significance of news photos in journalism had been recognized as a legitimate source of information (Bethune, 1994; Rossler, Bomhoff, Ferdin, Haschke, Kersten, & Muller, 2011). Some scholars emphasized that news photos might change or maintain people's cognition a of social realities through visual approaches (Finkelstein, 2009). Santana and Russial (2013) further indicated that one of the important functions of news photos was to provide people with mutually shared meanings of critical events. Consequently, as Santana and Russial (2013) suggested, in the era of Internet journalism, news photographers shared equal status with reporters and editors in Internet news organizations.

Regarding the frameworks that photo journalists apply to take pictures of news events, Goffman (1974) and Entman (1993) had indicated that a frame is a psychological structure in which a person understands what happens in his environment. Speaking of the routine of taking pictures of a news event like Occupy Central movement, previous studies found that news photos about democratic demonstrations frequently focused on participants' violent behaviors with dramatic visual effects (Arpan and Tu'zu'nkan, 2011; Bruce, 2014; Cynthia and Martin, 2005; Edwards, 2012; Raymer, 2009; Finkelstein, 2009; Li, 2012).

A content analysis was conducted for answering each of the research questions. A total of 3,586 photos publisher by 12 global newspapers about the Hong Kong "Occupy Central" movement were content analyzed under the categories of topic frames and roles. The newspapers were selected either by their local or global credits or the amounts of relevant news photos carried by the paper. Purposive sampling was used to select Occupy Central photos from the 12 newspapers' official websites from the time period of Sep. 28, 2014 to Nov. 2, 2014. Every single newspaper photo about the movement was unit of analysis in this study.

Two groups of categories were applied to analyze the 3,586 photos about the movement. The

first category is concerned with the topic frames of the photos. The second category is the roles of the subjects that appear in the photos.

The research findings of this study altogether suggest that the “facts” presented in the photos about Hong Kong’s Occupy Central movement were nothing but realities constructed through the utilization of topical and framing strategies on the basis of news routines and different newspapers’ news policies on the movement. Although most newspapers, except for China’s Global Times, expressed greater compassions on the pros than the cons of the movement, the extent of concerns about China’s severe condemnation on Occupy Central might still more or less affect the quantity of photos that each respective newspaper decided to publish on their websites. This suggests that international communication is inevitably influenced by international politics to a certain extent.

Id: 12840

Title: The CNN Effect and 'Post' Ebola Epidemic Coverage ' A Content Analysis of AllAfrica, BBC and CNN Websites

Session Type: Individual submission

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Abstract: Ebola virus disease continues to affect the lives of many people living in West Africa, particularly Guinea, Liberia and Sierra Leone even after the World Health Organization (WHO) declared the region “Ebola-free” on 14 January 2016. International coverage of the Ebola epidemic has however declined from the frenzy of news coverage a year ago that was characterized by fear, hysteria and misinformation. Ebola remains a relevant issue, affecting many lives despite the wane in international media coverage. This study presents a comparative analysis of the coverage of Ebola in West Africa (AllAfrica.com) and Western media (BBC.com and CNN.com). The issue of the media framing of African nations has been well documented and continues to reflect asymmetrical portrayal of the continent in global media coverage. This study monitored fourteen consecutive days of news coverage from of AllAfrica.com, CNN.com, and BBC.com in 2015 and in terms of the number of stories, sources used to frame coverage, images associated with coverage, tone of coverage and use of social media. At the same time, the study analyzed news coverage for two years (2014 and 2015) beyond the sample to capture the news hole dedicated to the Ebola epidemic by the respective new sources to examine the impact of the CNN effect on the coverage.

A significant body of literature examines the CNN effect – the influence of the media on

international news agenda setting and the effect this influence has on policy decision-making. The decline of coverage of the Ebola epidemic in the Western media coverage makes invisible efforts made and challenges faced by many nations in West Africa as they try to recover from the impact of Ebola epidemic. In terms of number of stories carried by the respective news sources, there were twice as many articles published on AllAfrica.com than CNN.com and BBC.com combined. While AllAfrica.com managed to address the Ebola epidemic that is still present in West Africa, the majority of the Ebola related coverage highlighted on both CNN.com and BBC.com news sites focused on ethnocentric news values that are proximate to and resonate with their respective audiences. The findings from this study however lends support to the fact that today's convergent media landscape allow news outlets at the periphery of global news construction and circulation to subvert traditional global news agenda setters to set regional and local agendas by cross promoting news content through multiple social media outlets. Thus, while the CNN effect in global news agenda setting is inferred, the findings suggest that the impact of the CNN effect is however limited by a convergent media landscape. This lends support to several calls (Gilboa, 2005, 2007; Jakobsen 1996, 2000; Livingston 1997; Robinson 1999, 2005, 2011) for more evidence and clarification (methodological and theoretical) to validate the CNN effect as a framework in explaining the interrelationship between global news construction and international relations.

Id: 12842

Title: #SomeonetellCNN: the Agonistic relationship between South and North Media Memories

Session Type: Individual submission

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Abstract: The international media stand accused for creating a negative retrospective memory about Africa through misreporting. This retrospective memory has been aggravated by lack of counter-narratives from conventional African media that can be said to reflect a more colonised mindset than media that can 're-member' Africa. However social media has provided an alternative channel to air counter-narratives, a knowledge production mechanism outside the hegemonic international media. Through Discourse Theoretical Analysis this paper uses agonistic democracy to explain how Twitter is enabling Kenyans to create a prospective memory as a counter narrative to western media's negative retrospective memory about Africa. Mouffe's concept of "agonism" will be utilized to conceptualize how uncivil attacks are enabling Kenyans to fend off misreporting by international media by creating an agonistic national memory. Agonism follows Mouffe's revision of Carl Schmitt's conception of 'the political' as friend/enemy. Mouffe contends that antagonistic confrontation in which political opponents are viewed as enemies to be destroyed can be kept in check if the antagonistic relation is transformed into 'agonism', which creates political adversaries who share the same symbolic space and respect the democratic rules established as conditions for the struggle for hegemony. A key focus of this presentation will therefore be on the ways in which social media incivility is used to counter Western media misreporting of Africa. The presentation will unpack how Kenyans on Twitter (KOT) used incivility against CNN to to create a national agonistic memory. In July 2015, ahead of President Barack Obama's visit, CNN called Kenya a "hotbed of terror", a statement that outraged KOT who re-launched #SomeonetellCNN and used it to attack the broadcaster through satirical and uncivil statements. It will be argued that social media incivility created an antagonistic prospective memory among Kenyans, by continually pressurizing CNN leading to a formal apology for the misreporting. KOT created prospective memory, what needs to be done, by linking the past to the present, and the future. The paper analyses incivility at #SomeonetellCNN as a form of collective remembrance, meaning not only remembering what CNN had already said, the retrospective memory, but also remembering what CNN was expected to do, the prospective memory.

Key Words: Agonism, memory, prospective, remembrance, misreporting, incivility, social media

Id: 12861

Title: Syrian Migrant Crisis: Differences in Media Coverage in the United States and the Middle East

Session Type: Individual submission

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Abstract: Since the start of the Syrian civil war, millions of Syrians have fled their country to seek refuge in surrounding countries. Displaced Syrians have fled to neighboring countries such as Turkey, Lebanon, Iraq and European countries. This study examines coverage of the Syrian migrant crisis by Middle Eastern and US news media. This study analyzes the content of four different news sources – Fox News, CNN, Al Jazeera and The Syria Times to gain a better understanding of how their reporting of the migrant crises differs due to national context, ideological bias, media philosophy and geographic proximity. The study analyzes how each outlet frames the issue through their coverage, including their framing of cause and blame, as well as who the burden of finding a solution to the crises rests on. The research questions include: How do the respective media outlets frame the Syrian Crisis? Does reporting on the Syrian migration crisis change given the national context and/or ideology of the news sources? Will certain news sources reflect bias in the way they frame their story? Will certain sources engage in thematic framing apart from traditional episodic framing? (Iyengar, 1991). The findings suggest that factors such as geographic proximity and ideological bias of the news sources in fact influenced reporting of the Syrian Crisis. These factors can be seen in the framing of stories, and in the use of emotional appeals through the use of narratives and visuals to evoke a desired response and influence public opinion on the issue. Episodic framing was more

emotionally engaging, eliciting specific emotions —sympathy and pity for the refugees. The findings are consistent with the conclusion that framing effects on policy and public opinion (Robinson, 2000, 2002) operate through both affective and cognitive channels (Donohue, Olien & Tichenor, 1985). The findings add to the research that currently exists on framing of international conflicts (Galtung, & Ruge,1965; Norris 1995; Evans, 2010) and presents analysis that looks deeper into the differences in reporting between news outlets in two world regions.

Id: 12901

Title: A Review on the Narration of China as a Rising Economic Power by the Global Media

Session Type: Individual submission

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Abstract: China has been making increasing financial news on the global media. This research takes a look at how the news is reported and what messages are delivered, i.e. how China is narrated as a rising economy by the global media today.

Despite the rich academic literatures on the narration of China culturally and politically, this research focuses on the narration of the country's financial news, especially those themselves having global or transnational significances, e.g. news of the AIIB (Asian Infrastructure Investment Bank), TPP (Trans -Pacific Partnership Agreement), MES (China's Market Economy Status) and SDR (China's Special Drawing Rights).

The sampled news will be collected from four financial media i.e. the Financial Times, the Wall Street Journal, the Bloomberg and NIKKEI. These media are both globally operated and with certain national relationship with China and viewpoints upon China. Samples will also be collected from the Chinese domestic financial media CAIXIN to complement the analyses.

Content analyses will be conducted in two comparative ways, to compare the same news covered by different media, and to compare the same media covering different news. By doing so, this research efforts to explore the portrait of China as a rising economy.

The arguments are i) recent financial reporting by the global media on China is as much biased as it has always been, further enhancing the image of China as a threatening power to all instead of to some, ii) the content that is narrated is justified and complete and conforms with almost all journalistic codes, yet iii) the narration itself, the way it is narrated, is predetermined and prerequisite.

The ambition of this research is to make one step forward, if not breakthrough, in reconciling the long existing stereotype over China by the global media.

Id: 12928

Title: The Internet, Mobile Phone, and Geographical Identities: Local, National, and Global in 45 Countries

Session Type: Individual submission

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Abstract: This paper aimed to explore how people use the Internet and mobile phone to construct their geographical identities – local, national, and global. Although few scholars would disagree with the fact that media have played a critical role in identity formation, prior research concentrated on individual media use but ignored the broader media context in which geographical identities are formed, such as development level, content control, and social/cultural conventions of a society.

This study highlighted a number of contextual factors and explored their impacts on individual identification. Specifically, the analyses were performed at two levels. The individual-level analysis first mapped out how the Internet and mobile were used for constructing geographical identities. At the country level, then, media context was examined in two directions. One was about material freedom and informational freedom in a country, which determine how much people are free to choose their identities. The other was about the development levels of the Internet and mobile phone in a country, which constitute media-specific environment for identity-building. For each media, therefore, there were a variable at the individual level to measure media use and a corresponding variable at the country level to measure media context. In addition, the interactions between two levels were explored to account for the moderating effects of contextual factors on the individual-level relationships. Using the secondary data from the World Values Survey 2010-2014, this paper carried out multilevel analyses with a big probability sample of 58,894 respondents in 45 countries.

For the Internet, the results at the individual level highlighted its disembedding function to undermine local and national identities, and strengthen global identity. At the country level, however, its disembedding function was only confirmed in local identity but not in national identity and global identity. It implied a parochial situation that the Internet was still balkanized by national forces and its globalizing potential was contained by the unbalanced development in the world.

For mobile phone, the results at the individual level indicated that mobile communication allows people to have all three identities simultaneously. At the country level, the results revealed the disembedding function in local identity and the constructing function in national identity. The nationwide coverage of mobile networks displaced local relations and restructured them on a

national scale.

At the country level, all three identities were fostered by informational freedom but restrained by material freedom. Their paradoxical contributions illustrated how identification choices were negotiated between the informed opportunities and the material reluctance.

In addition, the moderating effect of material freedom pointed out that material inequalities within countries distorted equal participation into global dialogue on the Internet. The moderating effect of informational freedom illustrated how mobile phone was used to shelter marginalized identities and resist the state's media control.

Finally, piecing together the findings above illustrated the dialectic interaction between social structure and individual agency. On the one hand, social structure shaped the directions of the individual relationships. On the other hand, individual agency neutralized, deflected, and even reversed the influence of social structure.

Id: 12931

Title: Factors Influencing Press Freedom: An Examination of Four Cultural Dimensions

Session Type: Individual submission

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Abstract: Press freedom is a core principle in the U.S. Constitution and a value in many Western nations. Press freedom, however, is not universally practiced. Some countries have modest restrictions on the press – for example, Iceland, which created the world’s strongest law to protect journalists. Other nations exert substantial control over mass media – for example, North Korea, which maintains tight control on media and the Internet within its borders. Of concern here is the source of the press restrictions. Is the commitment to press freedom part of the culture of a country? And if so, what cultural factors best predict the level of press freedom within a country?

Any number of cultural factors could impact press freedom in a country. The present study utilizes Hofstede’s four dimensions of culture to examine whether there is an association between any of the indicators and the level of press freedom for 78 countries. Hofstede’s cultural indicators – Masculine/Feminine, Individualism/Collectivism, High/Low Power Distance and High/Low Uncertainty Avoidance – may well be at the heart of press freedoms. For instance, a country’s acceptance of unequal distribution of power throughout society, may correlate with having more restrictions on the news media than countries with a flatter power structure. The analysis here then will identify potential links between culture and press freedoms, an area that has received little attention previously. While this link has been evaluated in strategic communication, culture and communication is rarely examined within the news media from a quantitative perspective. While the link between journalism and intercultural communication can be extremely informative, few studies address this issue. Our study attempts to fill this void. A regression model tested whether any of the Hofstede cultural dimensions are statistically significant when used to predict restrictions on the media. Our findings show that not all four cultural indicators equally determine press freedoms within the 78 examined countries. Each of the individual indicators, as constructed and measured by The Hofstede Center, are based on a continuum of paired extreme measures. Findings show that press freedom can be predicted by two factors: The more individualistic a country, the more press freedoms; the lower the power distance, the more the press freedom. The findings suggest that press freedom used in this study may be biased toward Western standards.

The implications of these findings may raise questions about the role of culture in understanding censorship around the world. The findings of this study can be helpful in explaining why some researchers found that individuals from some nations believe that the media are free in their countries while organizations such as Freedom House do not consider it to be free. Further, this study raises questions about the validity of indicators of freedom, which were confirmed by some scholars after an examination of the Eastern Europe after the fall of communism, of the press as they apply to different cultures.

Id: 12932

Title: Belongingness and 'Memory': Third Culture Kids, New Media and the Creation of Nostalgia.

Session Type: Individual submission

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Abstract: The term Third Culture Kid refers to “a person who has spent a significant part of his or her developmental years outside the parents' culture” (Pollock & Van Reken, 2009). With the opening up of the world's economies, the number of Third Culture Kids (TCKs) is growing and is expected to grow as more people move to work, taking their families along with them. TCKs often have difficulty pointing to only one identity, developing “a sense of relationship to all of the cultures while not having full ownership in any” as defined in 1988 by Pollock. Frantz Fanon's (1963) assertion that “every culture is first and foremost national” may elude the TCK 'culture' as many TCKs find it difficult “owning a national identity” (Fedorak, 2013). However, it is this cultural flexibility that makes TCKs internationalists, or as Ted Ward had described them in 1984 - “prototype citizens of a future”.

The communication revolution and the expansion of new media have meant immediacy and easy access for users. For TCKs, the new media have been instrumental in allowing TCKs to learn about themselves, interact with former classmates from around the world, form TCK communities on the internet, and to read specific news on countries they grew up in (and also their passport countries). The new media have also allowed TCKs to connect with their passport countries in different ways, by allowing the creation of groups not much unlike Appadurai's (1990) “communities of sentiment”. By allowing TCKs to engage with their passport culture through news, online forums, videos, and other means, the new media may also have been responsible for the creation of a “nostalgia without memory” (Appadurai, 1996) for TCKs; a nostalgia that may shape the notion of their passport countries. The new media have allowed TCKs to forge a sense of belongingness and identity in a way that was perhaps not available to TCKs who grew up in the period before the communication revolution - but how far this 'memory' of a past that was not personally experienced by the TCK, shapes the TCK's perception of the passport country, is what this paper focuses on.

Drawing from detailed interviews, this paper examines how adult TCK expatriates (those TCKs living in countries other than their 'passport countries') from all around the world use the new media to connect with their passport countries to forge a sense of belonging and identity. The study will look at the effect the new media have had on the creation of a “nostalgia without memory”. The questions this paper raises are: how strong is this notion of a passport country that is created by the new media? Do TCK repatriates (those who are back in their passport countries) have a better understanding of their passport countries as a result of their previous exposure to new media? Additionally, this paper asks if these 'windows' to their passport countries point to a

common TCK quest to belong and forge a national identity.

Id: 12938

Title: Global Injections in Local Lifeworlds: New Concepts and Theoretical Challenges in Global Communication Studies

Session Type: Individual submission

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Abstract: Theories in global communication tend to ignore communication processes in the lifeworld of people. Global communication is rather linked to questions of media-systemic border-crossing, communication in transnational organizations or local adaptations of the micro-narratives of global culture. Yet, global understanding as a social practice beyond systemic or structuralist approaches is a desideratum in theory building.

However, in times of a worldwide refugee crisis, neo-nationalist political tendencies and intensified xenophobic rhetoric in public discourses, which helps to solidify stereotypes about supposedly irreconcilable cultures of the “West” and “Islam”, the relevance to understand how individuals and groups process and negotiate global knowledge is more than obvious.

Building on the concept of the “lifeworld” as a heuristic frame will help to structure the various modes (e.g. conscious/unconscious; strategic/discursive; dialogic/monological) and arenas (e.g. indirect (mass-)mediated global encounters via entertainment, news and Social Media; direct interpersonal encounters in multicultural settings) of global communication in local everyday life.

In contrast to few global elites who share cosmopolitan experiences, local masses only rarely cross their communicative borders supposedly. Even if they do – either directly or indirectly –, the discursive impact on global communication needs to be specified. Empirical evidence suggests that today’s “global injections” in the lifeworld do not automatically foster a better understanding of and engagement with “others”. For example, global entertainment helps worldwide audiences to adapt to transcultural codes but it does not help to negotiate global discursive repertoires. Follow-up communication still took place in local realms, which is also true for foreign news. Thus, global media communication as a communicative dimension of the lifeworld does not make people inevitably think and act more cosmopolitan. Besides mass-mediated communication, even face-to-face encounters reveal limits to global communication. Data on tourist communication exemplarily reveals that the majority of travelers encounter the world in an observation mode rather than interactively. Social Media provides tools for digital journeys; however, discourses so far flourish primarily within geo-linguistic/cultural borders. Moreover, everyday action on these platforms might be strategic rather than discursive: since opinion prevails against knowledge, Social Media rather resembles unidirectional conversations on regulars’ tables and does not create multidirectional arenas of global participation. Cross-border discourse more obviously appears in dispersed subcultural communitization such as in fan-groups. However, negotiations of shared identity-structures might outweigh cross-border

negotiations of global diversity. Finally, multicultural face-to-face encounters in everyday life have potentials to shape global knowledge. However, social communication can also deflagrate in routine patterns of communication; it can result in conscious but also in unconscious global experiences.

Thus, the paper seeks to systematize global communication in everyday lifeworlds. It aims at discussing how moments of global communication in the loose cross-border networks of individuals and groups complement or oppose global dynamics on the structural level of (media-)systems. The mutual influence of systemic structures and lifeworld experiences in the communicative construction of global knowledge is one of the crucial current challenge in global communication theory.

Id: 12983

Title: PANEL: The External Image of Africa: Conclusions from the new research anthology

Session Type: Panel Submission

Authors:

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Abstract: "The International News Coverage of Africa: Beyond the 'Single Story'". The international news coverage of Africa has changed dramatically in the last twenty years. In the 1990s, media coverage of sub Saharan Africa was sporadic, simplistic, and overwhelmingly negative in its subject matter and tone (e.g. Hawk 1992). This news content was widely considered a form of 'Afro-pessimism', as it suggested that Africa had little or no prospect of positive development. In the early 2010s, however, leading news outlets like The Economist started to publish cover stories about an economically vibrant, 'Rising Africa' with burgeoning consumption, investment opportunities, and technological innovation.

This seemingly seismic shift in the continent's meta-narrative has been widely noted and discussed in the media, online fora, and conferences – but it has not been systematically researched. We know there have been a handful of high profile stories that are distinctive and more positive in tone than historical representations of Africa. But we do not know if these stories are now commonplace in mainstream day-to-day coverage, or they remain the exception.

This paper contributes to our knowledge by presenting the results of a content analysis comparing two large samples of news content, one from the early 1990s and one from the 2010s. The results find that, taken as a whole, news coverage of Africa has become significantly more positive in tone. In addition, there has been a decrease in stories that focus exclusively on humanitarian disaster, and an increase in stories about business and sport.

These results suggest that we may finally be moving beyond a reductive and negative 'single story' dominating the international news coverage of the continent. It is important to note, however, that these changes have not been made uniformly across the news industry. Representations of Africa in the media are diverse and multifaceted, and it is no longer possible – if it ever was – to speak of 'The representation of Africa'. Even within one publication, content can range from texts and images that are reductive and stereotypical through to those that are challenging, self-reflective and critical.

Id: 12999

Title: PANEL: Stability, Transition, and Change: Dimensional Analysis of BRICS Journalists' Views

Session Type: Panel Submission

Authors:

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Abstract: PANEL: Stability, Transition, and Change: Dimensional Analysis of BRICS Journalists' Views

Panel Chair: Jyotika Ramaprasad
Panel Discussant: Svetlana Pasti

Framing Text

The purpose of this panel is to provide a kaleidoscopic view of the journalism of the BRICS countries. This view covers community journalism in Brazil, journalism and political protest in Russia, journalists' professional identity in India, media ownership dynamics in China, and newsmaking in South Africa, all discussed within the context of each country and using journalists' narratives. Country contexts outline transitions and transformations that have led to greater or less freedom and to digitalization and dependency. The findings indicate how these have impacted journalism: a lessening of communitarian public media spaces in Brazil, a variance in attitudes to protests in Russia, an addition in India of digital skills as an indicator of professionalism; a move towards an ideology of objectivity in China, and a presence of an alternative voice enabled by online media in South Africa.

The journalists' narratives emerge from indepth interviews that were part of a study of BRICS journalists' views about various aspects of their work and the structures within which they perform this work. The study was conducted under an umbrella project funded by the Academy of Finland. While BRICS is oft discussed as an economic coalition, not much attention is paid to other institutional parts of its being such as its media systems. Herein lies the significance of this panel.

Authors and Titles of Presentation:

Status of community communication and journalism in Brazil today
Raquel Paiva, Full Professor, Federal University, Rio de Janeiro, Brazil

Journalism and Political Protest in Russia

Dmitrii Gavra and Dmitry Strovsky

Ownership dynamics in China

Ruiming Zhou

The professional identity of Indian journalists

Jyotika Ramaprasad

Changes in making news in South African journalism and their implications for journalists' attention to their audience

Herman Wasserman and Musawenkosi W. Ndlovu

Id: 13000

Title: PANEL: Stability, Transition, and Change: Dimensional Analysis of BRICS Journalists' Views

Session Type: Panel Submission

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Abstract: Paper Title: Status of community communication and journalism in Brazil today

Using responses from community journalists themselves as well as theories of local/alternative media and the role of journalism, this presentation addresses the status of community journalism in Brazil. The presentation begins with the political histories of Brazil and of its media systems, in which the Brazilian community media and journalism are embedded, and a description of the contemporary relationship between these media and their community and audiences, all in a comparative framework. Against this backdrop, it explores the role of community journalism in the context of the declining institution of news journalism. In the Brazilian '70s and '80s, a flourishing rise of what might be described as counter-hegemonic media took place. Unartful or simple-hearted radio stations, newspapers, tabloids and video broadcasts generally named as "communitarian" secured public spaces. The beginning of the new millennium however witnessed a change. The State began an offensive harassment of community radio through the most restrictive community radio broadcasting legislation in South America and by a permanent persecution of unlicensed stations. Additionally, new technologies, especially social networks, have been adding to this transformation of community radio in Brazil.

Id: 13012

Title: PANEL: Stability, Transition, and Change: Dimensional Analysis of BRICS Journalists' Views

Session Type: Panel Submission

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Abstract: Paper Title: The professional identity of Indian journalists

Using the narratives of Indian journalists, this presentation indicates how all that can be said about the identity of a journalism professional in India is that it fuses the local with the global, the presence of the global likely explained by the almost worldwide visibility of Western journalistic norms (Waisbord, 2013). The attempt to define journalism professionalism is wrought with difficulty but is essentially historically characterized by a traits approach; a more critical approach considers the idea as hegemonic in terms of creating market closure, allowing only some to be included among the “legitimate” creators and disseminators of news. Indian journalists also used the traits approach in defining their professional status: they considered technical expertise, adherence to norms of journalism, and moral-ethical values as indicators of professionalism. They almost never defined their professionalism in terms of power, i.e., they did not suggest that they were the sole arbiters of a legitimate view of the world; they defined professionalism more as residing in the person rather than in the person’s relationship with

Id: 13013

Title: PANEL: Stability, Transition, and Change: Dimensional Analysis of BRICS Journalists' Views

Session Type: Panel Submission

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Abstract: Paper Title: Ownership dynamics in China

This presentation explores how Party-state owned traditional news media are facing fierce challenges from privately owned online news media. A majority of news institutions in China are still under the control of the Party-state, and owners of these organizations are still nominated by the authorities. The Party-state has succeeded in founding online versions of traditional media, but these do not appear to be attractive places of employment for online journalists, resulting in high turnover. Online journalists in this study reported leaving the Party-state owned online media because of the poor economic condition of these media and further because of the attraction of working in private firms which have the independence to formulate their editorial policy, even if under certain limitations set by the Party.

Most interviewees from online news media also reported ascendant economic conditions for these media. Web and mobile portals, video clip sites as well as social media platforms attract a large number of advertisers. They start flourishing, recruit a large staff, and expand their footprint into diverse and innovative news services. In this way, they are pushing a new occupational ideology of both objectivity and open participation. On the other hand, respondents in traditional media argued that the rise of social media is creating a loss in advertising revenue for them and thus destroying them. State-owned news outlets are forced to catch up with the digital transformation, including reporting with new digital devices, coordinating editing and publishing online, and hiring extra editors to cope with day-long news production despite the shortage of revenue. To meet some of these challenges, readers in traditional news media have initiated some “innovations” such as reducing printing costs, re-enacting journalists’ evaluation, and so on.

Id: 13015

Title: PANEL: Stability, Transition, and Change: Dimensional Analysis of BRICS Journalists' Views

Session Type: Panel Submission

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Abstract: Paper Title: Changes in making news in South African journalism and their implications for journalists' attention to their audience

This presentation discusses both the background for and the empirical findings about the journalist-audience relationships in the current South African media system.

The background provides details about the shifting journalism scenario. The South African media have undergone major shifts since the advent of democracy. New threats to freedom of expression in the democratic era, such as the Protection of State Information Bill, and a proposed Media Appeals Tribunal to replace the self-regulatory appeals mechanism of the Press Council, have met with strong resistance from civil society, particularly from the broad-based coalition Right to Know Campaign (R2K), supported by many journalists. Journalism as an occupation in South Africa has come under similar pressures as in many other parts of the world, with significant ownership changes and declining circulation figures for mainstream print media (although tabloid newspapers aimed at a working class, black audience seems to largely resist this trend). The growth point for journalism seems to be the new, online media that have provided platforms for alternative voices – particularly from the youth – to emerge, with implications for the attention journalists pay to their audiences and for news consumption patterns.

The empirical part of this presentation provides beliefs of journalists about the 1) attention dynamics of local versus global media (e.g., are local media more attentive to their audience than central (or global) media; 2) the difference between traditional and online news media in terms of providing additional spaces for communication with the audience, and 3) the main functions of media that shape this relationship.

Id: 13018

Title: Panel:Transparency a Global Value' Theoretical and Empirical Perspectives

Session Type: Panel Submission

Authors:

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Abstract: Transparency a Global Value? Theoretical and Empirical Perspectives

In recent years journalism has frequently been discussed in the context of a globalized world, with researchers exploring, inter alia, the emergence of “global journalism” as a new style of news (Berglez 2007), the rise of a transnational profession (Reese 2001) as well as the potential convergence of professional values among journalists across the world (Deuze 2005). Indeed, the notion that journalists in an interconnected world increasingly subscribe to similar values typically associated with the so-called “professional model,” has gained considerable currency, with scholars arguing that a belief in journalistic autonomy, public service and the significance of ethical standards, are being adopted across the globe (Deuze 2005; Elliott 2009). But while the global spread of the canonical values of professional journalism has been often asserted, the manner in which these values are viewed or the degree to which they are translated into practice in diverse national/regional contexts remains a black box. This panel explores, how transparency — a professional value that is increasingly deemed to be crucial to the credibility of and trust in journalists in the digital age—is valued, defined and operationalized in different countries. Combining historical, theoretical and empirical perspectives, panelists explore the development and perceived significance of the notion of transparency, and the extent to which transparency resonates and influences news-making on a quotidian level in varied journalism contexts.

Rethinking Transparency after the Leveson Inquiry into British Press Ethics by Stuart Allan and Inaki Garcia-Blanco

Transparency in a Digital and Social Media World by Jane B. Singer

Transparency in the German News Media: Journalists Negotiating a New Norm by Michael Koliska

Transparency in India’s Newsrooms: Where’s the Value? By Kalyani Chadha

Id: 13020

Title: Panel:Transparency a Global Value' Theoretical and Empirical Perspectives

Session Type: Panel Submission

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Abstract: Rethinking Transparency after the Leveson Inquiry into British Press Ethics

Rethinking Transparency after the Leveson Inquiry into British Press Ethics

Transparency is a frequent touchstone in current debates regarding the extent to which the British press fulfils the roles ascribed to it in Fourth Estate ideals. This paper will examine recent instances where contending discourses of transparency were thrown into sharp relief by the Leveson Inquiry (a judicial public inquiry into the culture, practices and ethics of the British press) in the UK. It will be shown how and why debates around transparency have moved beyond traditional renderings of its normative value, particularly where scrutiny of the press is expected to generate reforms to improve the current system of checks and balances for political institutions. Prioritised for attention will be arguments that the emergence of a citizen-led Fifth Estate represents a progressive means forward, one responding to a growing demand to extend the ideals of transparency (and thereby accountability) across the mediascape. Key issues here include freedom of expression, privacy safeguards, whistleblowing, protection from surveillance, and the right to be forgotten, amongst others. Accordingly, this paper will contribute to theory-building by first identifying and then elucidating important questions for communication scholars researching how journalism's public service assurances may be envisaged anew in a digital age.

Id: 13024

Title: Panel:Transparency a Global Value' Theoretical and Empirical Perspectives

Session Type: Panel Submission

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Abstract: Transparency in a Digital and Social Media World

The rise to prominence of digital and social media has transformed news work. News production once was delineated by the activities of journalists, who gathered information, vetted it, turned it into a story, and disseminated it; audiences had little or no part in the process. News production today is inherently collaborative and iterative; gathering, vetting, processing, and disseminating information all involve people outside the newsroom to an unprecedented extent.

This presentation examines the implications in relation to the normative concept of transparency, broadly understood as involving truthful disclosure before, during, and after an act. It provides a framework for considering the issues raised by co-panelists within specific national contexts.

The argument here is that a greater openness, in various forms, is a manifestation of a shift from gatekeeping ethics – the understanding of normatively grounded responsibilities owed by those producing and disseminating information to those receiving it – to the emerging concept of relationship ethics, which encompass responsibilities in a more participatory news environment. This presentation focuses on three aspects of contemporary transparency:

* **Accountability.** Acceptance of responsibility for decisions taken and their effects is the most long-standing expression of the concept of transparency. In a traditional media world, however, accountability typically involved correcting errors of fact but only rarely acknowledging, much less addressing, errors of judgment. The ability of digital audiences to publicly challenge news judgments has discomfited journalists but has resulted in greater forthrightness about the reasons for pursuing particular stories in a particular way.

* **Reciprocity.** Perhaps the most obvious change to news today is that journalists no longer are the only ones producing it. Information is a shared commodity, in terms of its creation no less than its dissemination. In migrating to social spaces, journalists now actively participate in a reciprocal and iterative process of information exchange. Journalists embedded within the social spaces where information is shared must respond with a level of transparency that goes well beyond traditional attribution practices.

* **Verifiability.** Journalists generally are good at conveying what they know – not what they do not know. A story with ‘holes’ might be held until they were filled, or it might be published and

the missing pieces supplied in a follow-up; rarely was attention overtly drawn to the gaps. But as social media and other forms of user-supplied content have become a vital source of information for journalists, particularly in breaking news situations, the notion of transparency has been extended to explicitly include what journalists do not know. As verification processes have become more sophisticated, explanations of those processes within the news report have become more common. For perhaps the first time, transparency about the limits of knowledge is seen as integral to good reporting.

Id: 13026

Title: Panel:Transparency a Global Value' Theoretical and Empirical Perspectives

Session Type: Panel Submission

Authors:

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Affiliation: University of Maryland, College Park

Abstract: Transparency in India's Newsrooms: Where's the Value?

This paper will explore transparency issues in the context of contemporary journalism in India. Combining a content analysis of the transparency features of the country's leading English newspapers with in-depth interviews with journalists, it explores the relevance and employment of the concept in the region's newsrooms. The data indicate that although transparency has been increasingly identified in Western contexts as an important journalistic value that can potentially enhance declining public trust in journalism, it does not seem to have similar purchase in South Asian newsrooms. The paper argues that although mainstream media outlets in South Asia have not experienced significant declines in credibility or audiences of the kind that motivated calls for transparency in Western contexts, there is need for greater openness, especially in in the light of the growing control of media outlets by economic and political elites in the region.

Id: 13027

Title: Panel:Transparency a Global Value' Theoretical and Empirical Perspectives

Session Type: Panel Submission

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Abstract: Transparency in the German news media: Journalists Negotiating a New Norm

This paper examines the role of transparency in German newsrooms. The German news media look traditionally to the United States for industry innovations. As the new professional value of transparency is gaining increasingly wider institutional acceptance in the United States, German news outlets also push to open up their newsrooms to let audiences see more of the news production process. Yet, while transparency as a conceptual value becomes increasingly important for German news media outlets, German journalists still struggle to conceptualize, embrace and to implement this new norm in their day-to-day work. In-depth interviews with 20 journalists from leading news organizations indicate that transparency in Germany has still a long way to go before it can be considered an institutional norm.

Id: 13046

Title: PANEL: Uses and Motivations of Legacy and Digital Media in the MENA Region: Analyses of Longitudinal Data from Six Arab Countries

Session Type: Panel Submission

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Affiliation: Northwestern University in Qatar

Abstract: Panel Discussant: Sonia Livingstone, Professor of Social Psychology, Department of Media & Communications, London School of Economics

This panel examines legacy media use such as television and book reading in Arab countries, and also use of newer tools such as social media, direct messaging, and use of digital content generally, through uses-and-gratifications research (Katz, Blumler & Gurevitch, 1973). The four papers share a theoretical perspective: Media and other communication channels are used because they manage to meet needs better than other tools, though both cultural and individual differences moderate use.

Data on media use and cultural attitudes in six Arab countries were collected by Northwestern University in Qatar in its annual "Media Use in the Middle East" surveys. Data include input from nearly 20,000 respondents across six countries—Egypt, Tunisia, Saudi Arabia, Lebanon, Qatar, and the U.A.E.—in 2013, 2014, 2015, and 2016, selected randomly in nationally representative samples and interviewed face-to-face. The surveys cover news, entertainment, and social media use in Arab countries.

The authors of papers in this panel understand generalisations about a singular “Arab world” are problematic (Zayani, 2008). Accordingly, the authors take care to distinguish between findings in different countries, as well as demographic segments within countries.

The panel sheds light on media and communication audiences in a region that has been less researched than many other parts of the world. The panel also attempts to advance work on the uses-and-gratifications model of communication behaviour. While the uses and motivations for using different forms of communication are at times similar across cultures and borders, the authors here do not assume the universal utility of legacy and new media in Arab countries. Using data from large, systematically drawn samples in Arab countries, this panel discusses trends in media use in a half dozen Arab states.

Papers:

1) More of the same? Uses and gratifications of television and online video use in six MENA countries

Klaus Schoenbach, PhD
Associate Dean for Research
Northwestern University in Qatar

Robb Wood, MA
Director of Strategic Partnerships
Northwestern University in Qatar

Marium Saeed, BS
Research Assistant
Northwestern University in Qatar

2) Emerging practices of online content production and consumption in selected Arab countries

Ilhem Allagui, Ph.D.
Associate Professor, Journalism Program
Northwestern University in Qatar

3) Predictors of traditional and e-book reading in six Arab countries

Justin D. Martin, PhD
Assistant Professor of Journalism
Northwestern University in Qatar

Ralph J. Martins, BS
Northwestern University in Qatar

Syeda Shageaa Naqvi
Journalism student
Northwestern University in Qatar

4) Chatty women, informed men? Myths of women's use of social media in six MENA countries

Elizabeth A. Lance, MA
Research Administrator
Northwestern University in Qatar

Klaus Schoenbach, PhD
Associate Dean for Research
Northwestern University in Qatar

Id: 13054

Title: Public trust or distrust' Perception and evaluation of conflict-related news in Burundi and the DRC

Session Type: Individual submission

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Abstract: For decades the region of the African Great Lakes has been oscillating between phases of fragile peace and conflicts (Reyntjens 2011, Prunier 2009) affecting journalists' working conditions there (Frère & Fiedler 2015). Although a somewhat professional media sector has emerged over the past years, journalists are still often harassed, bribed or even detained. What impact does this unstable media environment have on domestic audiences? Do they take note of politically biased news or the scourge of paid journalism? What media do they trust and how do they find information to help them overcome uncertainty and powerlessness in situations of conflict? In those cases, do the international media, such as RFI, BBC or Voice of America, provide alternatives to domestic media outlets? Do global social networks, such as Twitter or Facebook, also offer alternatives? Between January and October 2015, we conducted 24 focus groups in several waves with more than 150 individuals including different groups of the society (high and low income, educated / non-educated, ethnic, religious and gender) of Burundi and the DRC to discuss their media use and the perception of conflict-related news in their country. The research design and the analysis of the material were based on both the Uses-and-Gratifications-Approach (Katz, Blumler & Gurevitch 1973) and previous research on media credibility (Bakir & Barlow 2007). The results show that people generally distrust the media, including, though to a lesser extent, international news broadcasters. This distrust results in the use of varied media outlets across all social classes in an attempt to balance the different narratives. The search for credible information might be an issue of "life or death" in conflict-ridden Central Africa.

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Id: 13100

Title: Of recidivism and impunity: Ethical transgressions and the self-regulation of television news in India, 2008'2015

Session Type: Individual submission

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Abstract: India's television news sector is probably the most vibrant in the world – at last count, 391 privately-owned satellite news channels beamed into Indian households (MIB, 2016), in addition to about three dozen channels from the public service broadcaster (Prasar Bharati, 2015). Energetic, brash and competitive, private television news recognises few restraints in its race to get stories on air, with the result that there is a constant stream of reports about the ethical transgressions of television journalists. This paper presents an analysis of the nature and frequency of the infringement of codes of ethics that have been adopted and acknowledged by television news organisations. It examines data from a number of sources to build a map of ethical breaches and presents a picture of how ethical concerns are perceived and articulated at different levels. It also studies how ethical concerns are addressed by the government and by the News Broadcasting Standards Authority (NBSA), which is the self-regulatory body of private television news. The sources of data include: the Government of India's Ministry of Information and Broadcasting (MIB), its Electronic Media Monitoring Centre (EMMC), and the News Broadcasters Association (NBA). The rich data covers a period of several years and includes codes of ethics; guidelines; advisories on specific issues; government orders and warnings; and decisions on complaints by the self-regulatory body, NBSA. The data shows that the range of concerns is wide, offences are frequent and often repeated, and that the most respected television news channels are among the offenders. The paper presents a typology of recorded ethical breaches and highlights a range of serious concerns. It also draws conclusions about the effectiveness of the self-regulation of television news content in India.

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EMMC: Electronic Media Monitoring Centre, Government of India, 2011–2015.

MIB: Ministry of Information and Broadcasting, Government of India, 2008–2015.

NBA: News Broadcasters Association, New Delhi, India, 2008–2016.
NBSA: News Broadcasting Standards Authority, 2008–2015.

Id: 13112

Title: A Paradigm Shift: The Propaganda Model and International Communication Revisited

Session Type: Individual submission

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Abstract: The aim of this study is to analyse the news content and explore the factors that influenced the news production at national and international level and importantly, to examine the international news dynamic in the Korean Peninsula. This article explores national and international news reporting of a major controversial news story – the sinking of South Korean corvette, Cheonan in March 2010. Research questions and hypotheses are as follows:

Research Questions:

1. What are the main news sources employed in news coverage of the Cheonan, both nationally and internationally?
2. What are the dominant news frames?
3. What were the primary factors that influenced the news frames?
4. What was the role that the international news media played in the case of the Cheonan?

Hypotheses:

1. Based on the Propaganda Model, the main news sources of sampled news data in this study are likely to be officials.
2. Based on international communication theories, news agencies and mainstream media are likely to play a role in disseminating certain established narrow frames that serve to sustain the status quo and elite consensus.

The article draws upon a comparative analysis of major news coverage pertaining to the incident with a sample of US/UK and South Korean media (AP, CNN, The New York Times, BBC, The Guardian, Yonhap, The Hankyoreh Shinmun, The DongA Ilbo). In addition 18 semi-structured interviews with foreign correspondents and Korean journalists were conducted in order to explore news gathering practices concerning the incident and to investigate factors that influence news production. There has been a growing debate that a paradigm shift in journalism theory is necessary in the post-Cold War era. This study examines how a new paradigm shift might be applicable in the case of North Korea. This study also addresses international news flow and explores the propaganda model by Herman and Chomsky (2002) in light of media influence in foreign policy. Specifically, this study attempts to investigate the applicability of some filters in the propaganda model in the context of the North and South Korea's conflict coverage, concentrating on the use of news sources and the impact of new media on journalism practices. This is contextualised by addressing journalistic challenges of covering South and North Korean

conflicts.

Key findings are that the dominant news frames identified were conflict frames in international news media and human interest frame in national news respectively. One of the most significant factors that influenced journalism practices at a national and an international level was a journalist's ideology. Moreover, a routinized journalism practice, and inaccessibility to North Korea that entailed limited news sources also influenced the ways in which news relating to the Cheonan incident was reported. Some filters of the propaganda model, which are routinized news sources relying on officials and ideological convergence such as anti-communism were operationalised in the case of the Cheonan. The international news agencies also played a pivotal role as primary definer and seemed to influence national and international mainstream media.

Id: 13116

Title: Panel: The External Image of Africa: Conclusions from the new research anthology

Session Type: Panel Submission

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Abstract: Paper title: How not to write about writing about Africa

This paper presents the results of a comprehensive scoping review of empirical research into US and UK media representations of Africa published between 1990 and 2014. The results show that existing research has a remarkably narrow focus on a specific number of countries, events, media and texts. Research into representations of North Africa, Francophone Africa, non-news genres, non-elite media and radio content, is particularly scarce. This, I contend, provides an insufficient basis for reaching any firm, generalisable conclusions about the nature of media coverage of Africa. The common assumption that representations are dominated by Afro-pessimism, for example, may be accurate – but it is not currently substantiated by the existing evidence. In short, the widespread belief that we know how Africa is represented in the US and UK media is shown to be a myth.

I further argue that this myth about the comprehensiveness of existing research has persisted for so long, in part, because of certain citation practices and patterns of interpretation with the literature. Finally, I suggest that repeatedly emphasising only the anticipated and problematic aspects of representations of Africa may, inadvertently, end up reinforcing the very same ideas that these studies often seek to challenge. If nothing else, generalised critiques about the apparent limitations of all news coverage of Africa can inhibit constructive dialogue with those responsible for producing such coverage.

Id: 13143

Title: What are the notions of journalism and Latin America used to research journalism in Latin America'

Session Type: Individual submission

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Abstract: To what extent Latin American academia has adopted and naturalized Western journalism as concept and profession? What are the colonial traces of journalism in the continent? The answer to these questions is the main aim of this paper. Based on a critical assessment on the way in which the notion and practice of journalism has been researched recently by Latin American scholars, this paper points out that Latin American academia has a colonial approach for studying journalism. This assertion comes after a qualitative analysis on academic texts published in 2014 in journals indexed in the Scientific Library Online (SciELO) and is based on two major features.

The first of these features is a depiction of Latin American journalism as a backward realm that sooner or later will follow European and United States styles of journalism. From this colonial point of view, the challenges of first world journalism are understood as the challenges that Latin American journalism will face in the future. Other regions of the globe, such as Africa or Asia, are not considered or mentioned by Latin American scholars as territories worthy to inquire on, to investigate or to take examples from.

The second feature comes along portraying Latin America as a place in which the state not only has failed on its welfare duties but also has contributed to social and political violence. In this landscape, certain Latin American research trend has given journalism the role of a watchdog defending and sustaining democracy. However, this trend has depicted citizenry as a passive group whose participation is reduced to voting and has left aside a type of journalism fostering more horizontal links between citizens.

As a consequence of these two features, the analysed publications assume that Latin American journalism responds to a universal, objective and unbiased model. Within this framework, theoretical insights coming from Latin American scholars have legitimated than hegemonic universal journalistic practice instead of challenging it. The latter has implied that, for instance, in Latin America subjectivity seems to have only relation with journalist's perspective or bias but not with the way in which 'news' is produced and stories are told. This homogenization of what journalism means as a concept and for the daily life of the profession, also reaches readership as

long as audiences are assumed to read journalistic texts in a homogenous way. As it has mentioned earlier, we sustain that the tendency to understand journalism as a universal practice by Latin American scholarship implicitly promotes a colonial understanding of journalism. By deepening this trend, local academia misses the chance to consider indigenous worldviews; 'mestizo' and grassroots communicative practices as constituent elements of a decolonized journalism. Indeed, what local academia finally conveys is the naturalization of a hegemonic understanding of journalism that perpetuates western theoretical frameworks.

Id: 13149

Title: Remembering Marshall Plan and forgetting Turkey: Marshall Plan Films in/about Turkey as an overture to Development Communication

Session Type: Individual submission

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Abstract: Since its implementation (1948-1952), Marshall Plan (MP) has become a model for exhorting planned external intervention elsewhere, to do what the MP is alleged to have done admirably for Western Europe after World War II. Respectively, MP communication campaign in general, and MP Films in particular frequently have been hailed as exemplary case of successful international communication, to ‘sell Europeans on’ democracy, shared economic goals and the hope of a new, peaceful, united Europe built on the ashes of the ruined old one. Yet, such arguments can easily be disputed when Turkey’s case is taken into consideration. Although not involved in WW2, Turkey was one of the countries benefited from MP. Turkey was also the audience/theme of some MP Films, such as Yusuf and his Plough (1951), The Village Tractor (1951) and Turkish Harvest (1952). Predominantly illustrating the transformation of “backward” conditions under which Turkish peasants live, to a “productive and normalized” social environment thanks to MP, these films provide with valuable insights about a certain discourse within which Turkey was embedded, namely development. Particularly in 1950s and 1960, when “modernization paradigm” was leading nascent Communication Studies field under the rubric of Development Communication, development was the most dominant discourse in Turkey. And since then, it has been such a powerful notion in Turkey, in economical, political, social and cultural spheres, as the name of last 14 years’ government party in Turkey, Justice and Development Party, illustrates its centrality in Turkish social imaginary.

In this paper, two particular aspects of relationship between MP and Turkey will be approached from the perspective of memory, the theme of IAMCR 2016 conference. First, how MP in Turkish context is remembered will be presented through an unusual object of memory that constituted to the core of MP in Turkey, as well as MP films: Tractor. As opposed to the rest of the MP receiving European nations, MP in Turkey implied mechanization of agriculture to feed European countries more than anything else. Consequently, tractor as well as the social changes it brought along, is at the heart of Turkish collective memory for significant portions of population. Secondly, Turkey’s place in MP will be examined from the perspective of other countries involved in the MP. This endeavor is indeed a study of oblivion or forgetting rather than remembering, since for many outside the country, Turkey’s presence in the MP is not known, or rather, forgotten. These two aspects, remembering MP via tractor in Turkey and forgetting Turkey as a part of MP elsewhere, it is argued, can partly be explained by Turkey’s unusual place in MP, which has to do with development rather than WW2 recovery, with “modernization paradigm” rather than European unification. Qualitative analysis of Turkey’s

representation in MP Films and study of their production contextualized in frames of remembering MP provides basis of these arguments.

Id: 13150

Title: Memory Frames of Nazi War Crimes in Transnational Media Spaces. The Demjanjuk Trials in Israeli, German, U.S., Dutch, and Russian Media Discourse.

Session Type: Individual submission

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Abstract: War crimes' trials and the accompanying media discourses are eminent social, legal, and communicative events for cultural memory making. The trials of John/Ivan Demjanjuk in Israel (1983-1993), the U.S.A. (2001-2004), and Germany (2009-2011) are, therefore, prime examples for studying the rifts and relations of mediated Holocaust remembrance and issues of historic guilt on a transnational and transcultural scale.

The paper examines the trials' media coverage in a cross-country and cross-linguistic comparison of media frames. It thus zooms in on discursive aspects of mediated memory cultures in general and Nazi war crimes' commemoration in particular. Our paper interrogates the conceptual and methodical aspects of the project.

We ask: Which media frames are constructed in Israeli, German, U.S., Dutch, and Russian media about the Demjanjuk trial? What are the similarities and differences between media frames within and across discourses in terms of national and linguistic boundaries as well as of broadcasting, press, and social media? With respect to contexts potentially informing similarities and differences found in framing we also ask: What are the historical, cultural, and legal systems of meanings grounding media framing? What themes of individual and collective remembrance

become articulated and what are their implications for the constitution of cultural memories?

With its examination of, as Levy and Sznajder (2005) have argued, global holocaust memories and the ways the past is re-mediated within and across national, linguistic, and cultural boundaries as well as in and between different media systems and forms, our paper contributes to the overall theme of the conference. Moreover, the analysis speaks to questions of cultural transmission of memories nationally and internationally as well as of strategies to collectively share memories.

First, we introduce the project's design to look at European, Israeli, U.S.-American, and Russian discourses about the trials and its protagonist. This comparison advances research into transcultural framing processes. Given the extensive duration of the series of trials within changing media environments, the analysis includes social media in addition to press and television. It thus also sheds light on changing relations of professional journalistic work and mass-self communication in framing cultural memories.

Second, we discuss the theoretical background coming particularly from theories of mediated cultural memory (Erll & Rigney, 2009; Olick, 2007; Zelizer, 1998). At its core, the analysis looks into the dynamics between the trials' proceedings and the corresponding discourse embedding the case in its cultural, historic, and judicial contexts unfolding in the interplay of national and international broadcasting and social media.

Third, we explain the framework of qualitative analysis used to study similarities and differences in media frames between cultural and linguistic territories (Van Gorp, 2010). We see media frames as socially shared, structured representations of collective knowledge privileging certain semantic aspects of an issue in order to meaningfully structure the social world. The methodology allows for situating multiple historical, cultural, and legal systems of meaning within historical contexts of diverse judicial enquiries like the Eichmann trial in Israel and in settings of cosmopolitan and ethnic remembrance.

Id: 13151

Title: Panel: Africa, Media and Globalization: Independent or Imperialised

Session Type: Panel Submission

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Abstract: Paper title: Shifting power relations, shifting images: The implications of China-Africa relations on Africa's media image

This scholarly concern with the representation of Africa in global media, in particular the legacy of imperialism on media discourses and political economy, has up until now focused on the continent's image in Western media. In recent years, however, important shifts in geopolitical developments have taken place which brought new dimensions to the way Africa is located within global media discourses. These shifts have again brought questions regarding the nature of foreign engagement with the continent, the role of the media in these engagements, and whether the emerging power relations repeat older imperialist forms of domination and exploitation. Within these shifting patterns, the emerging relations between China and Africa have become a particular point of focus for scholars of African media. This paper considers some of the key arguments in debates about how China's increased involvement on the African continent has been mediated, both in terms of the movement of media capital between the two regions, as well as the representation of China-Africa relationships in the media.

Id: 13172

Title: 'Smarter, stronger, kinder': Interests at stake in remaking Iftah ya Simsim for Gulf children

Session Type: Individual submission

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Abstract: Heralding the imminent screening of a new series of Iftah ya Simsim (Open Sesame) for pre-schoolers on Gulf television channels in 2015, the managing director of the show's production company described it as the culmination of 'passion and commitment' on the part of 'dozens of individuals across international boundaries' over four years. Behind the individuals, however, were an array of institutions, each with their own interest in getting the new localized version of Sesame Street up and running. Most would concur with the publicly declared objective of Iftah ya Simsim partner, Sesame Workshop in New York, to offer fun lessons that would make Gulf children 'smarter, stronger and kinder'. A major educational initiative is encompassed in those three words, given that school attendance is not even compulsory in Saudi Arabia, nearly two-thirds of adults in the UAE are overweight or obese, and Qatar's Supreme Council for Family Affairs has reported increasing levels of school bullying and child abuse. Yet the reality of international collaboration makes the project even more complex. This paper explores the institutional interests at stake in making Iftah ya Simsim, on the part of: the Arab Bureau for Education in Gulf States, based in Riyadh; twofour54, the Abu Dhabi media zone authority that houses production; the Dubai-based animation studios hired to make the local content; and Sesame Workshop itself, a business enterprise that pays its top executives handsomely and makes millions in toy and consumer product sales. Drawing on an international political economy perspective that probes who pays and who benefits, along with studies that highlight Sesame Street's record of representing diversity and culturally inclusive multiculturalism, this paper disentangles a web of stated and unstated agendas that have brought Iftah ya Simsim back to the Gulf after an absence of more than 30 years. It concludes that the success of the first series a whole generation ago became a significant factor in normalising educational objectives that appear to depart from twenty-first-century social norms in parts of the region.

Id: 13196

Title: Cold War discourse in the post-Cold War news media narratives. A comparative analysis of the New York Times' coverage of the downing of the 1983 Korean Air Lines Flight 007 and the 2014 Malaysian Air Lines Flight MH17

Session Type: Individual submission

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Abstract: When Malaysian Air Lines passenger jet was shot down in Eastern Ukraine in summer of 2014, many fingers pointed to Russia's role in the tragedy, and a number of media outlets mentioned "the return of the Cold War" in their coverage (Shuster, 2014; Posel, 2014; Feffer, 2014; Sharma, 2014; Hayden, 2014; Wales, 2014). While there is a growing body of research by international relations scholars and foreign policy analysts addressing the question of the Cold War political discourse resurfacing in the post-Cold War political environment (Sakwa, 2008, 2013; Lukas, 2014; Legvold, 2014), this project focuses on the role of news media in rearticulating the discourse of the Cold War in the post-Cold War time. More specifically, the project aims to examine the extent to which US media narratives about post-Cold War events that increase tensions between Russia and the US rely on or depart from the media narratives created during the Cold War. To do so, the project compares the New York Times' coverage of the downing of the Korean Air Lines jet by the USSR in 1983 and the downing of the Malaysian Air Lines passenger jet in Eastern Ukraine in 2014.

The project employs discourse analysis theory, examining news media texts as critical sites of meaning making (Reah, 2002; Fairclough, 1995a; O'Keefe, 2006). The project uses a combination of qualitative content analysis and discourse analysis, aiming to answer the following research questions: What were the dominant themes in the New York Times' coverage of the Korean Air Lines jet shot down in 1983? What were the dominant themes in the coverage of the Malaysian Air Lines jet shot down in 2014? What were the similarities and the differences among the identified themes? How do these similarities and differences help us gain a deeper understanding of the role and place of the Cold War discourse in the US news media coverage of the post-Cold War events and issues?

The similarities identified in the analysis of the two cases relate to the portrayals of USSR/Russia as brutal and not trustworthy; to holding USSR/Russia responsible; to insisting that USSR/Russia acknowledge their role in the tragedy; to frustration with USSR/Russia's refusal to admit fault; and to reports of USSR/Russia's accusations of the Western conspiracy. The findings also revealed critical differences: the New York Times' focus on a wider range of actors involved in the 2014 case; a focus on economic and political interdependence of all actors involved in the 2014 case; an overwhelming focus on the figure of President Putin in the 2014 case, as opposed

to the focus on the USSR in general in the 1983 case. The findings suggest that while the narratives about the 2014 case paint a picture of a much more complex world with a wide range of interconnected actors affected by the tragedy, the portrayals of the post-Cold War Russia are strongly influenced by the portrayals of the USSR in the 1983 case.

Id: 13208

Title: Let the Ivoirian Journalists Speak: A Case Study of Framing and Media Imperialism in the Cote d'Ivoire's 2010-2011 Civil War

Session Type: Individual submission

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Abstract: In 2011, the international audiences of France, Europe, Asia and the U.S. largely learned about the violent four-month civil war in the Ivory Coast through the news and subsequent framing of that news by the visiting AP, BBC, Reuters and Radio France Internationale news correspondents. To further complicate the role of the foreign press, France deployed several thousand soldiers to the Ivory Coast, backing the rebel forces of presidential candidate Alassane Ouattara with ammunition, extra firearms and tanks. The writing of Ivoirian journalists was not as available to the international community compared to the foreign coverage blasted to the world in that four months. Thus, Ivoirian journalists “framing” of their country’s civil war was largely canceled out to foreign audiences. How a conflict is framed and presented to the international community has immense power to impact a nation’s international standing (Linksy, 1986), including decisions for aid and foreign policy.

For the Cote d’Ivoire, this study offers to correct the historical understanding of how the 2010-2011 civil war was 1) framed by Ivoirian journalists in their writing 2) personally experienced by Ivoirian journalists, to better understand this narrative which was lost to the international audiences in the hubbub of Western coverage.

I draw on 11 in-person interviews with Ivoirian political journalists, taken in September 2015 in French and then translated into English. These journalists worked for major Ivoirian dailies, such as Fraternite-Matin, Notre Voie and Le Patriote during the election crisis. Journalists were asked about their access to official news sources compared to that of international correspondents and were asked to comment, in general, on any difficulties they experienced while reporting.

Interviews were assessed from a cultural studies perspective and a historical methods approach, which appreciates the organic culturally-specific context of the situation, including stories, feelings, personal details and political context (Carey, 2008; Tosh, 2015; Geertz, 1994).

Preliminary assessment of the interviews shows Ivoirian journalists faced death threats, destruction of their news offices and severe lack of basic reporting resources such as phone credit or transportation to events. Two journalists said they had a colleague murdered during the conflict, and their death was never broadcasted to the international community.

I also draw on 20 articles written between December 2010 and April 2011 from these three newspapers and another 20 articles from the same period by foreign correspondents of the Associated Press, Radio France Internationale and BBC. The articles will be analyzed for how each press entity framed the same news event (Entman, 1991; Entman, 1993, Goffman, 1974).

Media imperialism- the ongoing dominance of the world's media corporations and audiences by Western nations- still plays a powerful role in West Africa and other Global South conflicts (Boyd-Barret, 2015; Carlsson, 2003; Nordenstreng and Varis, 1974; Schiller, 1991) as the former colonial powers still dominate the news flowing out to international audiences. This study seeks to understand the experiences and news frames of Ivoirian journalists and what those details illuminate about the ongoing dominance of the West's transnational media empire.

Id: 13213

Title: Radio Karagwe: Voice of the People

Session Type: Individual submission

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Abstract: Radio Karagwe: Voice of the People

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The purpose of this study is to examine the development and operations of Radio Karagwe FM, a community radio station located in Karagwe, Tanzania. In rural and underdeveloped parts of the world, radio is the dominant mass medium; therefore community radio was developed to disseminate information to marginalized and rural groups. This study is significant because there is a dearth of research on media systems that operate in rural parts of the world, specifically in East Africa. Radio Karagwe FM was founded in 2007 and describes its mandate as providing information for stimulation of economic and cultural growth. The radio station covers 90% of the Kagera region and reaches 1,050, 000 in this area and can be heard in the neighboring countries of Rwanda and Uganda. According to its mission statement, the station's operations and programming reflect the characteristics of a traditional community radio in two main ways. First, the majority of programs aired are focused on health, agricultural, and educational issues. Second, the creation of the content is a collaborative effort between the leaders and lay people in the community. The research questions that guided this research include: (1) What is the management structure of Radio Karagwe? (2) What are the main sources of revenue for Radio Karagwe? (3) How does the programming on Radio Karagwe reflect the needs of the community? (4) Does the local community have a role in determining the programming? In order to answer these questions, three qualitative methods were used. First, a case study of Radio Karagwe was done by interviewing the key radio station's personnel. Second, the researcher reviewed documents and reports that the radio station provided. Third, participant observation of the radio station environment provided data that supplements the two previously stated methods. These research activities were conducted in June 2014. The results indicate that Radio Karagwe have the traditional management structure with oversight by a governing board. In the area of financing, and with diminishing donor support, the radio station struggles to bring in revenue. In order to increase revenue, in 2012, the radio station hired an advertising executive

to secure paid commercials. Other challenges include inadequate equipment and facilities, and limited coverage of rural areas. The programming on Radio Karagwe is a mixture of information and music-based entertainment, with content contributions from local government, organizations, and the public. Furthermore, this study adds to the discussion of the definition, validity and, reformulation of the term community radio to describe these ‘hybrid’ radio stations that have a community mandate but also have commercial radio characteristics.

I am willing to chair a session.

Id: 13242

Title: "Organic or Cultivated": Comparing the Soft Power of Cultural Industry-Driven versus State Media-Driven BRIC nations

Session Type: Individual submission

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Abstract: Whether it is Coldplay's nod to Indian culture through Bollywoodized snippets of colorful India and Beyonce morphing into a Bollywood diva or Russian Olympic figure skating champions Tatiana Volosozhar and Maxim Trankov dancing to a Bollywood number to win gold, a great deal of Bollywood is visible in global culture. Similarly, Brazilian telenovelas are the most beloved evening entertainment for most of Latin America and many other countries around the world. Mozambican babies, supermarkets and streets are named after Brazilian telenovela characters and locales. When they were first exported to Portugal, the national legislature would not meet at the time the most popular Brazilian telenovela was on.

This extent of media influence emerging from two democratic BRIC nations is significant. The important factor to note here is that the media industries in both countries are significantly autonomous and with negligible control by the state. The other BRICS mainly China and Russia seek to cultivate a similar global influence through media that is largely state sponsored. China through its CCTV broadcasts in English for Africa and America and Russia with Sputnik News distributes content in 34 countries across the globe with plans to create hubs in all major world capitals.

This paper attempts to highlight an important distinction between the influence and soft power from media imports from India and Brazil versus the media influence and soft power that Russia and China seek to cultivate.

The term soft power coined by Nye in the late 1980's described the ability of a country to wield influence or persuade another country without the use of force or coercion. We would like to interrogate the idea of a unitary idea of soft power, distinguishing between state-led soft power and cultural industry based soft power. We propose two theoretical ways to explore this distinction, first that the media practice of countries like Russia and China instantiate a top-down "cultivated soft power" whereas the soft power for India and Brazil can be seen as bottom-up "organic soft power". A second related theoretical distinction is between state generated cultural and informational diplomacy and the globalization or global projection of industry-led cultural exports that states try to take positive advantage of. Through examples and case studies from all

four countries this paper will underscore the distinctions between commercial private media's generated influenced versus media sponsored by the state as an overt attempt to shape opinion.

Id: 13247

Title: Assessing the Influence of Chinese Typical News Framing on Journalism in Sub Saharan Africa

Session Type: Individual submission

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Abstract: This paper places focus on Chinese media's influence on the local journalism and media system in the context of news reporting in post-autocratic African nations. Assuming that the structure of a media system dictates the practice of journalism, this enquiry turns to the question of how local mass media covers the news that involves current Chinese engagements in Africa. How frequently are the Chinese news sources referred to in the local press? To what extent do the framing, which is typically found in Chinese international media, concur with the framing in local reporting in African nations? These questions are partially answered through an analysis of news text from local newspapers, and interviews with media practitioners. The interviews indicate the common attitudes towards Chinese international media as an information source.

It has been argued that China is building soft power through its strategic international policies. The concept soft power was developed by Joseph Nye in 1990, and was applied to United States of America's foreign relations. Neither the nature nor the existence of Chinese soft power have been determined, or fully agreed on, by scholars at this point. In terms of international relations, China has gained respect in multinational forums for its principles about non-interference in other nation's internal affairs. Further more, China's economic development model has caught interest in African countries. To the wider public, and especially to the ruling elite, China's speed of development is impressive, which is a source of soft power, according to some academic scholars.

China has in recent years made investments to upgrade Xinhua News, its global news bureau, Central China Television, and China Radio International, alongside direct media assistance in Africa between 2000 and 2011. South Africa exemplifies an important trade relation for China, in respect of its demand for natural resources, and also its search for growing export markets. Kenya, is interesting because of its expanding media industry, and because Kenya has a substantial level of cooperation with Chinese enterprises and mass media. China's international media provides a platform from which ideas and information can be disseminated to the public, and thereby generate a favourable image of Chinese private and government institutions. The case study indicates whether the mass media, and the sourcing of news in South Africa and Kenya, are affected by China's strategic policy in Africa. The result of the study allows for an estimate of the influence on textual content in selective African media, ascribable to China's media policies. A debate has emerged with regards to China's possible influence on press freedom on the continent, which assumes that while Western countries have promoted a

democratic development model in Africa, China is now exporting its own alternative model for development. However, there has not been any study to date, which proves this assumption to be correct. This study aimed to collect more empirical evidence to better understand the scope and implications of Chinese international media in Africa.

Id: 13321

Title: Media systems in the BRICS countries (panel)

Session Type: Panel Submission

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Country: IN (India)

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Abstract: Panel: Media systems in the BRICS countries

Paper title: Media system in India: Capitalising on demographic dividend and enhanced options

B.P. Sanjay, University of Hyderabad bpsn54 (at) gmail.com

The collaborative research project coordinated in Finland has facilitated not only a dialogue but better understanding of the media aspects in BRICS. In this framework a comprehensive analysis of the media system in India will be presented, with areas such as the state and the media, the spread, access and reach of both conventional and new media, the problematic of national in a federal and diverse/plural setting and professional challenges. The omnibus regulatory framework guided by developments in media technologies is increasingly concerned with ownership, content, ethics and access and affordability of services that includes delivery of media content as well.

This paper, while presenting a statistical overview of the access and reach of media through a set of tables in accordance with a template developed for the project, will focus on the concerns raised by various stake holders. The spectre of paid news that rankled the political processes especially during elections and the intervention through a set of guidelines is be addressed as one of the significant challenges to the democratic fabric of the nation. With traditional models of revenues for the media being challenged by opportunities for a better and niched access to consumers, media practices with regard to news and entertainment are redefined. Further, the spread of mobile telephony in India is significant that in turn allows for bundled offers as well as subscription or pay as you see/hear options. The macro professional concerns such as corruption, political and commercial nexus find echo in other BRICS countries. This will enable the paper to draw from the work of the collaborators to offer a comparative perspective as where India is in relation to other countries in the framework of the ongoing research work. More detailed work has been done by other collaborators regarding journalists' survey and to the extent they enhance the scope of this paper they will be used to provide a better analytical framework.

Id: 13364

Title: Panel: The External Image of Africa: Conclusions from the new research anthology

Session Type: Panel Submission

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Abstract: Paper Title: The image of Africa from the perspectives of the African diasporic press in the UK.

The image of Africa in the western media is still lagging behind those of developed countries. Scholars have attributed some of the reasons to stereotypes, ethnocentric news values, tribal fixation and lack of balance leading to the preponderance of stories about conflict, poverty, disease, illiteracy, and corruption. But other scholars have found the coverage of Africa to be 'encouraging' because the 'coverage is not marginalised, negative or trivial' (Scott, 2009) as it used to be.

But while there is a wealth of literature on the portrayal of Africa in the western media, there is a paucity of research on the image of Africa from the perspectives of the African diasporic press. We need to bridge this hiatus because the African diasporas have, in the past two decades, appropriated the new information technology and journalistic professional values to counter the negative and stereotypical portrayal of Africa in the western media and to portray another view of Africa to the African diasporas, some of whom are second and third generations who have never visited Africa, and for whom the media is their main 'window' on Africa.

Using a case study of the African Voice, a weekly newspaper published in Brixton, London, this chapter argues that the newspaper projects an alternative image of Africa by subverting the dominant portrayal of Africa in the western media. The textual analysis also found that framing devices are used to counter the dominant portrayal, to provide alternative perspectives and to determine the extent of source diversity in African stories. Moreover, an interview with the editor re-affirms the newspaper's agenda regarding the projection of Africa's image and articulated how newsroom resources are deployed to achieve them. These findings provide an insight into how the newspaper contributes to shaping Africa's image through a better balance than the western press.

Id: 13380

Title: Panel: 'Interrogating transnational memory: an actor-centered approach'

Session Type: Panel Submission

Authors:

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Abstract: Framing text for panel on 'Interrogating transnational memory: an actor-centered approach'

This panel aims to critically interrogate the concept of transnational memory that has recently seen a surge of interest in memory studies as the field has shifted its focus from stable and canonized mnemonic sites, practices and objects to a more dynamic approach focusing on the dynamics of “mnemonic processes unfolding across and beyond borders” (Erl 2011, 9). This scholarly perspective has started to produce rich accounts of memory's flows, analysing among others how the Holocaust memory transcends national borders as it becomes the global memory imperative (Levy and Sznajder 2006), how international migration creates new forms of memory (Creet and Kitzmann 2011), and the transcultural circulation of memory in films and on the web (Garde-Hansen et al 2009). However, the turn towards mobility and flows has not remained without criticism, as it tends to take fluidity for granted (De Cesari and Rigney 2014) and does not consider the specific places, times and uneven material conditions in which the production, circulation and consumption of cultural memory is grounded (Radstone 2011). This panel aims to further develop critical discussion by focusing in particular on actors and the labour that the transnational mobilisation, circulation and articulation of memory involves. Approaching transnational memory from an actor-centered approach, it invites theoretical and empirical contributions focusing on one or more of the following aspects:

- How and under which conditions does memory become transnational?
- What resources do actors have or not have to participate in the production, circulation and consumption of transnational memory? How can we conceptualise power relations in memory practices?
- What role do media literacy, imagination and experiences play?
- How can we account for differences in the salience or relevance of transnational memory for different actors?

Names of panellists and titles of the papers:

Blakeley, Georgina (Open University, UK). Breaking the boundaries: the fight for global recognition of historic human rights abuses in Spain

Bisht, Pawas (Keele University, UK). Making memory transnational: social movements, media, and memory work

Rusu, Mihai Stelian (Lucian Blaga University of Sibiu, Romania). Christofascist thanatic solidarity: celebrating transnational martyrdom in interwar Europe

Korkmaz, Ayşenur (Sabancı University, Turkey). Connected memories of violence and conversion: a family history from the Armenian genocide

Pfoser, Alena (Loughborough University, UK). Heritage tourism as a site of transnational memory?

Chair/discussant:

Michael Pickering (Loughborough University, UK)

Id: 13385

Title: Panel: 'Interrogating transnational memory: an actor-centered approach'

Session Type: Panel Submission

Authors:

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Abstract: Paper title: Breaking the boundaries- the fight for global recognition of historic human rights abuses in Spain

Given that the Spanish Civil War clearly transcended national borders, it is curious that the resurgence of historical memory in Spain since the 2000s has remained, in many ways, a nationally grounded process. There is, however, a mismatch between civil society actors and state actors in their efforts to appeal across borders. Civil society actors have consistently appealed across borders in order to try to break the silence, which has surrounded the Civil War and the Francoist dictatorship in Spain. Of note here, for example, are the connections and memory transfers between Latin America and Spain via the shared symbol of 'the disappeared' and the activism of judge Baltasar Garzón. Some state actors, on the other hand, have consistently tried to keep memory within national boundaries of jurisdiction by blocking attempts to appeal across borders for justice. These different strategies on the part of state and civil society actors draw our attention to the ways in which attempts to recover historical memory do not take place on an even playing field. In this regard, the articulation between memory and power needs to be foregrounded in order to examine the politics underpinning the behaviour of state and civil society actors. This paper uses a case-study of Spain to interrogate this uneven relationship between state and civil society actors in the (re)production of memory in order to highlight the power relations underpinning attempts to make memory transnational. State attempts to prevent memory becoming transnational in order to retain the hegemony of the nation-state and converse efforts by civil society actors to encourage memory to transcend national borders shed light on the power relations in memory practices and help to account for differences in the relevance of transnational memory for different actors.

Id: 13390

Title: Panel: 'Interrogating transnational memory: an actor-centered approach'

Session Type: Panel Submission

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Abstract: Paper title: Heritage tourism as a site of transnational memory?

Literature on transnational memory has focused predominantly on the circulation of memories through films and the web as well as on the role of international migration and grassroots activism, leaving aside how tourism mobilities relate to transnational memory. Bringing together literature on heritage studies and memory studies, the paper seeks to offer an exploration of the potential of heritage tourism as a site of transnational memory. Heritage tourism is a form of special interest tourism that involves travelling to experience built heritage places, artefacts and activities. Even when articulated within a transnational framework, heritage tourism is commonly associated with stability: institutions produce and circulate authorised (national) discourses and visions of a sanitised past, which are subsequently consumed by visitors. Authors working in heritage studies however have developed more dynamic conception of heritage as cultural and social process that involves multiple actors and creates ways to understand and engage with the past in the present. Combining this more dynamic conception with the literature on transnational memory we can conceive of heritage tourism in terms of transnational encounters between tourists and hosts in which (national) memories are negotiated and contested. Heritage tourism can reinforce national difference but also lead to a reconstitution of social relations and communities through exchange. The paper explores the dynamics and politics of these transnational encounters drawing on a pilot study on Russian heritage tourism to the Estonian capital of Tallinn.

Id: 13391

Title: Digital media, democracy and conflict: South African activist perspectives

Session Type: Individual submission

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Abstract: Despite the transition to formal democracy in South Africa being heralded as peaceful, the post-apartheid political environment remains characterised by ongoing protests. Since 2004 these protests have increased as a result of growing citizen frustration and tensions resulting from high levels of economic inequality, among other things. High levels of unemployment, housing, water and sanitation, electricity, corruption and municipal administration, health and crime, have all been listed as reasons for the protests, often described a ‘rebellion of the poor’. These protests are often violent in nature, and have been met with strong responses from the state.

These conflicts can be seen as part of the democratisation process in the country, where the dividends of democracy are contested, scarce resources are competed for and marginalised citizens are asserting their rights to socio-economic rights. Several social movements have emerged that mobilize support for causes such as basic services (sanitation, water and electricity), access to information and combating xenophobia. These movements rarely receive coverage in the mainstream media, and when they do, coverage is often negative. Consequently, social movements frequently resort to alternative means of mobilizing support, which include online and mobile media.

This paper draws on in-depth interviews with representatives of a range of South African civil society organisations and protest movements to gauge their views of democracy and their involvement in democratisation conflicts, with a particular focus on their use of digital media to mobilize support. Interview data will be complemented by an analysis of social media texts, to explore the representation of these conflicts in online media as well as the communication between stakeholders.

Id: 13394

Title: Panel: 'Interrogating transnational memory: an actor-centered approach'

Session Type: Panel Submission

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Abstract: Paper title: 'Christofascist thanatic solidarity: celebrating transnational martyrdom in interwar Europe'

This study focuses on the series of funeral events organized for the martyrs of the Legion of Archangel Michael, the largest fascist movement of Romanian interwar period that managed to come to power and establish the short lived “National Legionary State” between September 14, 1940 and February 14, 1941. Four such funeral events form the analytical corpus of the case studies for this paper. The inaugural event setting the stage for the Legion’s subsequent extravagant funeral culture took place on February 13, 1937, when the burial of Moța and Marin took place. The two died a month earlier in the Spanish Civil War, fighting on the side of the Nationalists against the Republicans. As soon as they seized power, the Legionaries staged two grand funeral ceremonies in which the bones of the movement’s martyrs – executed during King Carol II’s 1939 persecution – were organized at Predeal in September 22 and October 27, 1940, respectively. Finally, the master ceremony of them all was the reburial of Corneliu Zelea Codreanu – the Captain of the movement – alongside Nicadors and Decemvirs on November 30, 1940, commemorating two years from their assassination while imprisoned. These funerals were major national events, exerting strong influence upon Romanian society and politics, in which the dead were hailed as national hero martyrs. Simultaneously, the funerals were taking place within a transnational network of alliances and allegiances, wherein the defunct were celebrated as fascist and Christian martyrs. The delegations from Nazi Germany, Fascist Italy, and Nationalist Spain present to these events transformed the funerals from national political liturgies for the dead into transnational Christofascist requiems reverberating throughout the continent. The primary aim of this paper is to explore the development of a transnational funeral culture of martyrizing the dead by analyzing the Legionary liturgy and commemoration ritual as part of the political religion of fascism. Secondly, this article intends to shed light on this martyrological politics of remembrance by examining the memory practices and rituals developed within this fascist funeral culture as embedded into a political theology of martyrdom, personal salvation, and vicarious atonement. In terms of theoretical framework, the paper brings together three scholarly traditions, drawing on fascist studies (Dorothee Sölle’s *Beyond Mere Obedience: Reflections on a Christian Ethic for the Future*, Roger Griffin’s *Modernism and Fascism*, Emilio Gentile’s *Politics as Religion*, etc.), memory studies (John R. Gillis’ *Commemorations. The Politics of National Identity*, Pierre Nora’s “*Lieux de Mémoire*”) and transnational studies (Yifat Gutman et al’s *Memory and the Future. Transnational Politics, Ethics and Society*).

Methodologically, the analysis is grounded in discourse and ritual practice analysis, drawing on the text published in contemporary press, as well as on a series of foundational writings for the Legion's political theology and worldview. Ultimately, the study renders the funerals of political martyrs as constituting sites for the formation of fascist transnational solidarities and occasions for the development of a commonly acknowledged fascist martyrology.

Id: 13404

Title: Panel: 'Interrogating transnational memory: an actor-centered approach'

Session Type: Panel Submission

Authors:

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Abstract: Paper title: 'Connected Memories of Violence and Conversion: A Family History from the Armenian Genocide'

This paper focuses on the entangled memories of violence and religious conversion towards the Armenian Genocide of 1915-16. In the summer of 1915, an Armenian family called Mitoyi, suffered from massacres that wiped out twenty thousand Armenians in Sason, a town in the Ottoman province of Bitlis. Some family members converted to Islam and stayed in their village, negotiating with Kurdish tribes and the Ottoman government. They changed their Armenian names into Turkish, and destroyed or hid any evidence that would make them suspicious and discreditable in the eyes of the state and society. Some other members of the family managed to flee the attacks of the Ottoman-Kurdish forces and found refuge in Tsarist Russia. After the genocide, they lost contact with one another and set about their new lives with different religious and ethnic identities in Sason (Turkey), Diyarbakır (Turkey), and Yerevan (Armenia). The descendants in Sason have been transmitting the traumatic memories in silence and isolation, being afraid of the societal pressure. The ones in Diyarbakır have chosen to refuse to talk about their Christian Armenian past, and preferred to become Muslim Kurds. And the ones in Yerevan, who remained as Christian Armenians, have been striving to get in touch with them and re-unify the family. In 1992, they found the address of their distant relatives in Sason and wrote them letters but did not receive any response. Finally in 2013, one of the fourth generation descendants from Sason decided to contact them. Through his efforts, both sides got together and exchanged memories and photographs, mutually complementing the puzzle of their family history in a unique collaborative effort. They also shared their daily experiences and current struggles in Soviet Armenia, Republic of Armenia, and Republic of Turkey, bringing a cross cultural dimension to their dialogue. The microcosmic experience of the Mitoyi family leads us to larger questions and themes about the violence, migration, conversion and ethno-religious identities in the aftermath of the Armenian Genocide. Also their inter-familial memories go beyond the nation state, capture the interactions between histories of post-genocide Armenia and Turkey, and thereby allow us to re-conceptualize memory as connected and multidirectional in the global world. Focusing on their family history of the Armenian Genocide, I aim to offer a novel approach to memory studies, suggesting to treat the mnemonic encounters and interactions of genocide survivors as connected across the national borders, cultures and languages.

Id: 13416

Title: Human rights journalism: a comparative study of the reporting of the 2008 Beijing Olympic in the Chinese and British press

Session Type: Individual submission

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Abstract: Ibrahim Seaga Shaw (Northumbria University) and Di Luo (Northumbria.ac.uk)

China's hosting of the 2008 Beijing Olympic no doubt sparked great international controversy over China's human rights concerns. This paper finds the news reporting of China's human rights in the coverage of the Beijing Olympic to be a worthy research case mainly for two reasons. First, the different political and ideological perceptions of human rights between the west and China, hypothetically, may have led to different framing of human rights in the news discourse between the western and the Chinese newspapers. Because of this different ideological and political perceptions, the western newspapers are expected to stress China's first generation rights of the civil and political rights, while the Chinese newspapers are expected to focus on China's second generation rights of the economic, social and cultural rights.

Second but also more importantly, such context makes a valuable case for studying human rights journalism for the first time in the state of China. Human rights journalism is a theory coined by Shaw (2012) that emphasises the holistic approach to human rights reporting, that is looking at all forms of human rights violations, be they political, civil, economic, social, or cultural on the journalistic practice on the basis of human rights. By comparatively analysing the news content of the framing of human rights in the western and the Chinese news discourse of human rights, this paper aims to obtain an initial understanding of the informed practice of human rights journalism with regards to the reporting of the Beijing 2008 Olympic in China. The questions this will address include:

What are the British and the Chinese news discourse of human rights in the news coverage of the Beijing Olympic? And what are the implications of such discourses the practice of human rights journalism?

The selected newspapers for news content analysis and the researched period are: People's Daily, The South China Morning Post, The Times, and The Guardian. And the researched period is

from 8th February to 15th August and 24th August to 24th November in 2008.

Id: 13420

Title: PANEL Media systems in the BRICS countries

Session Type: Panel Submission

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Abstract: A four-year research project entitled "Media Systems in Flux: The Challenge of the BRICS Countries" (<http://uta.fi/cmt/tutkimus/BRICS.html>) has brought together media scholars from these five countries plus Finland, the UK and the USA with the following objectives: to compare media systems in the BRICS countries by noting both similarities and differences, to locate them in a historical and global context, to maintain a critical distance from the BRICS concept itself, to build theory transcending dominant Western traditions, to contextualize journalism within the broader information environment including entertainment, and to cover both traditional mass media and new internet-based media.

The media system as a pivotal concept of the BRICS project serves here as a frame for reviewing the national media landscape of each BRICS country. Reference is provided by a factual inventory of the five media landscapes presented according to a common template. A critical review of the literature on media systems will also be provided. This way the project aims to contribute to a better understanding of the media system concept, using BRICS as a prism to get beyond the customary Western-dominated paradigms. The panel will present samples of work in progress.

Chair: Kaarle Nordenstreng, University of Tampere kaarle.nordenstreng (at) uta.fi

Respondent: Colin Sparks, Hong Kong Baptist University sparksc (at) hkbu.edu.hk

Panellists:

Brazil – Fernando Oliveira Paulino and Liziane Soares Guazina, University of Brasilia

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Paper title: Structure and characteristics of the Brazilian media system

Russia – Elena Vartanova, Moscow State University evarta (at) mail.ru

Paper title: Controversies of a post-analog and hybrid media system: The Russian context

India – B.P. Sanjay, University of Hyderabad bpsn54 (at) gmail.com

Paper title: The media system in India: Capitalising on demographic dividend and enhanced options

China – Zhengrong Hu, Communication University of China huzhr (at) hotmail.com
Paper title: “Internet +” or “+ Internet”? The changing power structure of the media system in China

South Africa – Pieter J Fourie, University of South Africa fouripj (at) gmail.com
Paper title: The South African media system in 2016: Free media under (renewed) pressure

Id: 13474

Title: Anxiety and utopian sensibility: media professionals in the Chinese TV drama Cell Phone

Session Type: Panel Submission

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Abstract: There has been a drastic change in Chinese media landscape after the People's Republic of China joined World Trade Organization (WTO) in 2001. Instead of the rigid dichotomy of the market and the state imperative there can be seen the complex dynamics of the politics and economy in Chinese media culture. While the media elite gets to feel the reality of market capitalism through their creative work, the rural working class becomes familiar with the new capitalistic order primarily through the consumption of media. In contrast to middle class city dwellers, the mobile phone, television and the Internet seem to offer rural working class the opportunity to expand the living space and an experience to be individuals. This study focuses on the ways the Chinese serial drama Cell Phone (手机 : , Shouji 2010) demonstrates how the commercialization of media culture influence on the life of media professionals and so called ordinary people. As several media scholars have already argued the Post-Reform era in China is shaped by the strong union of both economics and politics (Hu 2007, Zhao 2008, Sparks 2010). For this reason, Chinese media culture is a peculiar combination of vibrant market economy and a highly centralized social system. Media structure and the Internet networks are owned by the state, but in practice many areas of the media industry are open to private capital. The authors of Cell Phone seem to argue that the rapid change in media economy is potentially affected very differently within TV professionals and audiences. This indicates for us, that there are no identical embodied ways of living through the process. The key concept here is an affective territory, through which it illuminates how the characters, both in their private and public life, are set to negotiate the economic and cultural changes in post-reform China. Perhaps unconsciously, Cell Phone indicates how much and what kind of energy, such as anxieties and expectations, the authors suggest people in the profession and everyday life invest through and by consumption and new media technology. Not only television shows, but also micro-blogs, chats, press conferences, and online news have their own dramatic moments in Cell Phone. In fact, these moments receive so much attention in this 36-episode serial that this can be deemed as exaggerated.

Id: 13475

Title: Afro-ish ' Cultural Trauma, Man on Ground and the political economy of globalization

Session Type: Individual submission

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Abstract: Xenophobic violence in contemporary South Africa is not only bringing to the fore the country's troubling positioning on the African continent, it also underpins South Africa's struggle to come to terms with the impact of migration. This is evident in politics, institutions of citizenship and in the emergence of particular forms of national imagination, social systems and processes of inclusion/exclusion. In this country, where the rhetoric of cultural trauma is firmly embedded in everyday life and language, Joppke's (2010) assertion that 'citizenship's internally inclusive core has softened its externally exclusive edges', thus rings true. So much so in fact, that the mounting tension and hostility between South Africans and African foreign nationals is perhaps not surprising in this context where citizens tended to think of themselves as "in Africa, but not from Africa". Enter Akin Omotoso's *Man on Ground* and its reflexive engagement with the figure of the so-called kwerekwere in post-apartheid South Africa. Omotoso's film recognizes that, for as much as cultural trauma is rooted in the lifeworlds of its characters, trauma is also inevitably strange, i.e it is something constructed by society. As such, the film serves as a "sensitizing representational process", alerting us to the relationship between seemingly unrelated events, structures, perceptions, and actions within contemporary South Africa. It is about loss, resilience and human agency in a changing and increasingly connected world. Thematically, representationally and rhetorically, the film's structure allows us to understand how apparently unrelated social and personal phenomena interact with one another in coherent ways, offering the viewer the opportunity to resist the layman's approach to trauma as naturally occurring events and to re-theorize our understanding of how trauma operates and functions within the political economy of globalization. Against this backdrop, this paper seeks to theoretically reflect on *Man on Ground*'s engagement with the politics of diversity, the political economy of globalisation and cultural trauma through a textual analysis of the film's representation of the everyday praxis of living together in South Africa's evolving communities.

Id: 13479

Title: Balancing Political Economy and Cultural Studies: Creating the Social-Critical Telenovela in Brazil

Session Type: Individual submission

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Abstract: This paper examines what seems to be both a theoretical and political contradiction in an important episode in the history of global television studies. Brazilian television and its dominant prime time genre, telenovelas, have been a notable case in global media theorization, since they were one of the first media or cultural industries in the developing world to extensively replace imported U.S. programs in the 1960s (Straubhaar 1984) and go on to be a major culture export in the 1970s-80s (Marques de Melo 1988, Straubhaar 1991). As the telenovela took quite different forms across Latin America, starting from their origin point in 1950s Cuba (Rivero 2009), the Brazilian version took an early turn toward incorporating much more social and political commentary within the family stories and romance of the melodrama (Hernandez 2001). However, much less discussed is the curious fact that they took this politicized direction precisely at the most severe period of political repression and media censorship (1968-75) under the Brazilian military dictatorship (1964-1985).

Id: 13482

Title: China's Cultural War against the West

Session Type: Panel Submission

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Abstract: In July 2014, Chinese media reported that the State Administration of Press, Publication,

Radio, Film and Television (SAPPRFT) had been considering a plan to impose a quota system on the licensing of imported programs by popular Chinese video websites, which collectively stream about 400 American and British TV shows including Sherlock and The Vampire Diaries. By October 2014, rumors started to circulate that SAPPRFT was mulling over whether to follow the movie-import system by applying a quota system to TV shows. The bread and butter impact of such a policy could be devastating to Chinese video websites, as imported programs have been their major attractions among the well-educated young audiences, the core web users. Sohu, for one, is known for licensing popular US TV shows in the likes of House of Cards, Saturday Night Live and The Ellen DeGeneres Show. It is also home to, up until recently, the most popular show among the Chinese viewers, The Big Bang Theory, which was canned in April 2014, together with The Good Wife, NCIS and The Practice. The ban in April left Western media abuzz and China watchers scratching their heads. After all, the banned TV shows pale in their depictions of violence, sex and/or political scandal when compared to other foreign shows that can still be streamed online on Sohu. But for those who've been following the moves of China's censors more closely, the ban shouldn't come as a surprise. Back in March 2014, SAPPRFT reissued two Internet content regulation notices that it had previously rolled out, which aimed to root out excessive violence and sex online programming. The online content guidelines were mostly targeted at domestic programming. The regulator's inaction on foreign exports agitated domestic content providers, who appealed to censors for equal treatment so that they could better compete with foreign content providers. Foreign TV shows are viewed as a threat to state-owned broadcasters who have seen new media undermine their revenue streams. It is a further threat to the Chinese Communist Party (CCP) who is wary of Western culture influence. Since March 2014, authorities have required that U.S. and U.K. shows obtain approval from censors before they are posted on video streaming sites. In April, Chinese president Xi Jinping launched a campaign to rid Internet of porn, rumors and other unruly contents, domestic and imported, which soon precipitated the ban of four U.S. My paper explores how an all-encompassing market force has complicated China's renewed cultural war against the West launched initially on political and ideological fronts. While fending off Western cultural incursion, the battle is now frequently fought on the home turf between China's privately owned online media and the state controlled broadcast media, both vying for preferential policies from the state. Meanwhile, the West continues to serve as a punching bag and a convenient archenemy for the Party to rally

popular support in the name of patriotism and cultural identity.

Id: 13484

Title: The politics of identity, culture, and trauma in Neill Blomkamp's 'Chappie' (2015)

Session Type: Individual submission

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Abstract: Chappie, directed by Neill Blomkamp, set 2016, in a near-future Johannesburg, which is depicted as dystopic, violent and filled with crime, poverty and melancholy. This almost-apocalyptic country is in desperate need of a robotic police force, and the police enlist the help of the robotics company Tetravaal to do the job. The chief engineer Deon (Dev Patal) is not content with mere robots, he wants a creation that thinks and feels on its own. His company CEO Michelle Bradley (Sigourney Weaver) does not agree with, or support, his vision and forbids him to proceed with his project. Deon decides to take a decommissioned robot and give him human consciousness. Just as he is about to “birth” his new creation, he is kidnapped, along with his robot. The kidnappers, Ninja (Ninja Visser), Yo-landi (Yo-landi Visser) and Yankie (Jose Pablo Cantillo) “force” Deon to create Chappie. Chappie is then confronted by his different caregivers: Yolandi, who tries to teach him about love; Deon, who tries to teach him about science; and lastly, Ninja who uses tough love to try and teach Chappie to do his criminal bidding. Chappie tries to find his own identity (and humanity), in a world that is unkind, inhumane, and violent. The film is embedded with motifs and elements from South Africa’s past, for example, Tetravaal is reminiscent of the “Transvaal”, a province named by the colonisers of South Africa; the company itself is presented as dictatorial and authoritarian, very much like the previous Nationalist government, the enforcers of the violent apartheid regime. The aim of this research is to explore identity in a supposedly post-apartheid, democratic society, with Chappie’s search for his own identity, humanity, and place within this country as a metaphor for South African’s and their own search for the same. The film will be used to structure questions about identity; post-apartheid; class hierarchies; culture; as well as, inherited historical trauma, within a specifically South African context. I aim to interrogate these questions within a multi-disciplinary framework that will draw on: identity and cultural studies (Hall 2000; Bhabha 1990/2000); and, trauma studies (Caruth 1995, 2003; Rothberg 2009). The academic discourse in these fields is already established, but my unique entry point is the film itself, on which no previous work has been published. In addition to that, through the prism of the film, which provides inimitable insight into the current cultural and socio-political South African context, the study aims to argue that: and socio-political South African context, the study aims to argue that: South Africa has no national film identity (except for the Afrikaans film industry which is the most cohesive), and suggests why this is; despite being repeatedly told that South Africa is a reconciled country and apartheid is dead, this is not the case. (How can one “belong” in a country that is in extreme denial and is suffering from an identity crisis?)

Id: 13604

Title: Imported content on public channels, the beginning of a European media flow'

Session Type: Individual submission

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Abstract: Fiction is one of the main anchors of television schedules and is a genre with strong social and cultural values. Imported fiction has a significant presence and often surpasses domestic fiction. Conversely, the diversity of sources of these programmes has been characterised of being limited.

Despite the efforts of the European Union to create a common European market with different Directives and quotas for European works, the hegemonic presence of North American content has prevailed. However, a different approach can be found between public and commercial channels. With public corporations, their channels should favour more the social aspects of television and, in consequence, the variety of schedules should be greater. Furthermore, fiction acquisitions should be imported from a broader group of sources.

This study analyses the presence of international fiction in the main public corporations of the United Kingdom and Spain, the BBC and TVE. The sample of this analysis is all the imported fiction broadcast during the season 2014-2015 including the content aired on the main channels and the portfolio channels of both institutions. The central aim of this research is to explore the circulation of fiction in the public corporations and quantify the diversity of sources.

This comparative study shows us that even though the hegemony of the United States still prevails on the general interest public channels, we can find a broader diversity in the portfolio channels aimed at niche audiences. The presence of European fiction is significant in both countries and this diversity can be found in movies as well as in serialized content.

In the context of audience fragmentation, portfolio channels of public corporations can be a place to establish and grow a European television flow where audiences can benefit from the diversity of sources and broaden the cultural and social values of television.

Id: 13641

Title: Where Local Meets Global: Political Economy of the Cartoons Channels in India

Session Type: Individual submission

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Abstract: This article analyses the production, consumption, and distribution of cartoon channels in India. Through the lens of political economy of communication, this study highlights the impact of global producers of entertainment on Indian cultural market. In order to capture one of the largest entertainment markets in the world, transnational entertainment industries are keen to Indianize their products to maximize profits. Besides, increasing pressure in a fiercely competitive international market has tempted large media conglomerates to produce localized content in societies such as India (Rasul & Proffitt, 2012). In this study, the presence of US-based cartoon channels in the Indian culture market has been examined, which, under the forces of globalization, are producing and telecasting a lot of local content that is not only dubbed and subtitled (i.e. original shows from the US) but also offers extended localization popularly known as “transcreation” in the extant academic literature. Transcreation is a process to alter content with regards to script, narratives and plot to embed local aspects within global shows. A few scholars also term this phenomenon as glocalization, which has been extensively studied in the existing academic literature. For example, glocalization of McDonald's in India was successful through the introduction of veggie burgers and by avoiding beef in the McDonald's burger deals. Research on the transcreation of television programmes such as Who Wants to be a Millionaire and Pop Idol indicated that localized versions of the programmes were replicated in India as Kaun Banega Crorepati and Indian Idol (Thomas, 2006). This study thoroughly examines interdisciplinary research in this areas and applies the political economy of communication approach to understand the reasons behind glocalization of children’s television channels in India. This study is important because Indian children constitute 18.7% of the total children’s population in the world and are the largest growing population in the world. Besides, this population remains under-researched and has not been offered much attention in the studies dealing with glocalization of television programmes. To address the research gaps, this study focuses on the glocalization of cartoon channels in India and reveals that transnational cartoon channels are producing localized content in India to capture the market and enhance their reach in one of the largest entertainment consuming population in the world.

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Id: 13689

Title: "Panel: Africa, Media and Globalization: Independent or Imperialised"

Session Type: Panel Submission

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Abstract: Paper title: Is China Colonising Zimbabwe? The Politics of News Coverage of President Xi's Official Visit

Abstract

The extent to which China is establishing a mutually beneficial South-South relationship with smaller countries is becoming a major issue. President Xi Jinping's two-day official state visit to Zimbabwe, in December 2015, was described by section of the national media in Zimbabwe as the representing "takeover" of Zimbabwe's resources by a colonial-minded China. Privately owned media saw China as mainly interested in Zimbabwe's natural resources in ways that a similar if not worse than under colonial rule. State-controlled media portrayed the visit as a major economic opportunity for Zimbabwe and a political "coup" for President Robert Mugabe who was then the Chairperson of the African Union, itself an attractive lever for China keen on deepening its influence in Africa. However, the mixed portrayal of the Sino-Zimbabwe relations revealed increasingly divergent perspectives between an overly enthusiastic pro-China state media and a very critical and liberal-minded privately owned media sector. This paper examines the media coverage of President Jinping's visit and its implications for economic, cultural and social relations between a major member of BRIC countries and a small economy with developmental needs. The research unpacks the expectations that existed before and after President Jinping's visit to Zimbabwe. It is concerned with how Zimbabweans characterised the relationship between the two countries at a key moment. It deals with the politics of representation of Sino-Zimbabwe relations by locally vested media. The communication of China raises questions about the efficacy of Chinese media and soft power in Africa in the context of decolonisation.

Keywords: Sino-Zimbabwe relations; Africa-China; Zimbabwe news; Xi Jinping; Soft Power, Recolonisation

Id: 13707

Title: Nô pensa nô journalismo*: changing practices in a context of state-controlled journalism in Guinea-Bissau

Session Type: Individual submission

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Abstract: Guinea-Bissau's democratic transition has been violent and disruptive (Ostheimer, 2010). Immersed in a climate of chronic instability, the country has undergone frequent military coups since independence in 1974. The latest episode in April 2012 – a coup in which the prime minister and interim president were arrested by the military – led to a sharp corrosion in press freedom. Ranked 81st out of 180 countries in the 2015 Reporters Without Borders press freedom index, journalism in one of the world's poorest countries is plagued by financial instability, scarcity of resources and significantly low salaries. This political instability, together with Guinea-Bissau's problematic and unaccounted connection to drug trafficking (Vincent, 2007) have contributed to a hostile scenario for journalism and media freedom. Similar to earlier periods of political unrest, the 2012 coup was followed by a temporary news blackout. The chilling effect of intimidation and threats by the military authorities has ever since sustained a fear and self-censorship in Guinea-Bissau's journalism (Freedom House, 2014).

Four years past the military coup, this paper brings an updated account on journalism in Guinea-Bissau. Drawing on in-depth interviews with news professionals, this research acknowledges a relatively new stability and less hostile climate for journalism and media freedom. But the limitations and state control over the media prevail, however, evident through indirect means that continuously hinder the freedom to report. The most apparent problems in Guinea-Bissau's journalism include disguised militancy practices, unregulated professional access, fragile regulatory framework, insubstantial education and training structure, outdated and scant technical resources and an incipient access to rural and remote areas. Furthermore, and more worryingly, the sector is tormented by an acute lack of financial resources and extremely low wages. This allows the state to intrude and influence via the established payment of per diem rates and travel costs for their coverage solicitations. Accepting these rates is, for many journalists, the only possible mode of subsistence, but this also hampers the independence of news contents. As a form of control, the state organizes multiple daily events and coverage requests that take over both state-owned and private media's agenda. Consequently, the access to this extra form of income is withdrawn in case of non-beneficial coverage.

A growing group of critical journalists has started to organize themselves creating an unprecedented professional body (Ordem dos Jornalistas da Guine-Bissau) advocating for statutory and regulatory changes. This registered association has also organized the country's first conference of journalists in December 2015. In spite of these promising developments, daily

news is still saturated with government generated contents and propaganda, and forms of critical investigative journalism and analysis are rare. The present paper examines the current limitations in journalistic practices, the concerns expressed in this national conference and the ongoing mobilization efforts in this West African country.

* We think about our journalism

Id: 13726

Title: Panel: The External Image of Africa: Conclusions from the new research anthology

Session Type: Panel Submission

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Abstract: Paper Title: Shifting images of a pandemic: BBC coverage of Africa's HIV/AIDS pandemic

For some three decades, 'AIDS in Africa' has been one of the defining international news stories, profoundly shaping western audiences' understanding and imaginaries of the continent. Drawing on a comprehensive frame analysis of UK news coverage since the early 1990s, this paper charts the shifts in dominant frames and 'explanatory themes' of the HIV/AIDS epidemic in sub-Saharan Africa (SSA) on BBC News, with additional examples drawn from print media (Guardian, Financial Times, Daily Mail).

Three broad phases in coverage can be discerned. For much of the 1990s, the pandemic was portrayed as an unfortunate but largely unavoidable 'fact of life' of an innately disease-ridden and poverty-stricken continent. Root causes of the worsening health crisis were overwhelmingly framed as internally generated, drawing heavily on deeply entrenched neo-colonial narratives about African culture and sexuality, and abstracted from the disastrous socio-economic legacy of Africa's encounter with neoliberalism.

At the turn of the millennium, reporting of the pandemic changed dramatically in volume and tone, foregrounding a radically different interpretation of its root causes. HIV/AIDS was framed as one of the gravest development crises facing the African continent. The global campaign for developing countries' access to antiretroviral medicines and (the lack of) international funding became focal points of coverage, as British journalists helped to expose the complicity of Northern governments and pharmaceutical companies in the denial of life-saving medicines to millions across SSA.

Since the mid-2000s, however, media interest in Africa's AIDS crisis has declined precipitously, while the cultural-ideological construction of 'AIDS in Africa' is increasingly being shaped by various celebrity-branded charity campaigns. The result is a growing depoliticisation of AIDS, at a time when the global AIDS response and the transnational AIDS movement is facing an acute funding crisis.

The paper concludes by reflecting on the lessons to be drawn from two decades of the British news coverage of AIDS in light of the current Ebola epidemic in West Africa.

Id: 13789

Title: Panel: Africa, Media and Globalization: Independent or Imperialised'

Session Type: Panel Submission

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Abstract: Paper title: Understanding media Afro-optimism: a critical analysis of the evolving image of Africa in the global political economy.

Whereas the 1990s cemented a negative, stereotypical and racialized image of Africa in international media, the last decade has seen the emergence of an apparently new, more positive discourse about the 'rising' continent - an Afro-optimism. Academic research in media studies has generally fallen behind in terms of analyzing the significance, extent, nature and origin of this phenomenon. This article contributes to filling some of these gaps, and serves as a call for further analysis of the phenomenon. It traces a genealogy of media Afro-optimism and identifies the key drivers of its emergence. The article draws on 20 semi-structured interviews with journalists working in Kenya and South Africa for international media, as well as on the emerging literature on Afro-optimism in media studies, international relations and economics.

I argue that the uptake for Afro-optimism in international media is the result of four interconnected processes. Firstly, there has been a greater awareness among international journalists of the problems of negative and one-sided representations of Africa. Secondly, the growth of the Internet and social media in Africa – albeit unequal – has significantly contributed to empower local audiences to react to misrepresentations of the continent. This played a role in developing new journalistic sensitivities and encouraged international media to gradually adapt their coverage of the continent. Thirdly, international media are increasingly seeing Africa as relevant to the global economy and a media market itself; the appetite for positive coverage is also driven by a commercial incentive to satisfy market demands and to get a piece of Africa's growing media cake. In doing so – fourthly - media Afro-optimism aligns clearly with a narrative about Africa's economic growth and place in the global political economy that originates from the corporate discourse of the international financial institutions. This optimistic view emerging from financial circles is in continuity with the broader political economy that imposed structural adjustment plans throughout the continent in the 1990s. It encourages the development of extractive economies, which lead to tremendous social and economic inequalities and which ultimately benefit local elites and foreign countries no longer confined to Western powers.

In sum, I suggest that the foundations of media Afro-optimism are ultimately to be found in the evolution of the global political economy that shaped Afro-pessimism in the 1990s. From the extra-media level of political economy, to the level of media organizations and individual

journalistic awareness and all the way down to media representation, the uptake for Afro-optimism in the media appears to result from a discursive trickling down through which power relations of domination and inequality endure.

Id: 13790

Title: Consuming Nostalgia

Session Type: Individual submission

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Abstract: This paper tries to understand the meaning of consuming nostalgia in the Grand Bazaar.

The Grand Bazaar is a covered market and an important tourist attraction in Istanbul-Turkey and was built in mid 15th century. Currently it contains nearly 3500 shops, 40 warehouses, and 61 streets and alleys. About 25,000 people work in the bazaar, which also contains the main gold trade center as well as the unofficial stock exchange (Bocking, Salm-Reifferscheidt and Stipsicz, 2009). As the economic impact and importance of the Grand Bazaar is apparent, consumption behaviors in this unique environment need to be studied. This paper attempts to identify the nostalgic meaning of the Grand Bazaar.

In order to investigate the notion of nostalgia in terms of consumption, a set of in-depth interviews with 48 merchants and 24 foreign shoppers and 26 Turkish shoppers were conducted over 7 months. The interviews consisted of open-ended questions focusing on the meaning of consuming in the Grand Bazaar. This study tries to identify participants' perspectives (Maxwell, 1996) and the emic meanings (Denzin and Lincoln, 1994). Shoppers and merchants are used as informants in order to present a more complete picture of the Grand Bazaar and nostalgia. The interviews were video-taped and transcribed. Transcriptions were then coded by the process described by Strauss and Corbin (1990) as open coding, axial coding and selective coding. Each interview was analyzed individually and the themes that came out of each interview were compared with other interviews.

Insights from the research suggest that the Bazaar is perceived as a historical, nostalgicoverwhelmingly large labyrinth with friendly merchants who are very keen on selling in a mystical, interesting, colorful yet busy atmosphere. The merchants are conceptualized as warm, polite, funny but very ambitious to make a sale. Bargaining is conceptualized as a nostalgic spectacle (Debord, 1967) in the Grand Bazaar. It provides the consumer with a spectacular game played in the Bazaar simulation where the shopper and the merchant both know the unwritten rules of the process of bargaining and participate in it willingly. The consumer gains fulfillment of his or her ego and a feeling of accomplishment in exchange for the price paid for the product. Especially for foreign consumers it is important to experience the nostalgic atmosphere of the Grand Bazaar as it is important for many sellers. A strong research insight suggest that merchants in the Grand Bazaar recreate and retell nostalgic stories of the Bazaar over and over to international consumers. Thus consumers both create their own stories through their own experiences as well as learn about the shared memory told by the retailers.

Id: 13848

Title: Panel: 'Interrogating transnational memory: an actor-centered approach'

Session Type: Panel Submission

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Abstract: Paper title: 'Making Memory Transnational: Social Movements, Media and Memory-work'

The work of social movement organisations (SMOs) has remained under-examined in the burgeoning accounts of collective memory's mediated transcendence of the nation state (Kubal and Becerra 2014). The limited accounts that do exist tend to focus almost exclusively on instances of 'successful' memory-work where SMOs have managed to skillfully 'scale up' the remembrance of particular events beyond national frameworks, confounded state-level institutions, and achieved social and political justice through accessing transnational networks and forums and building transnational solidarities (Conway 2010). The analytical neglect of negative case studies involving unsuccessful or only partially successful attempts at transnational memory-work has meant that constraints and inequalities characterising these emergent political fields have not been brought into focus. In particular, constraints and inequalities linked to vastly differing levels of media access and media literacy amongst social movement participants have been almost entirely invisible (Constanza-Chock 2014). Quite tellingly, these analytical blind spots have also been accompanied by a lack of case studies from the global south.

In this paper, I will seek to shine some light on these neglected issues through an examination of memory politics surrounding the Bhopal gas disaster. SMOs working in Bhopal have been seeking to develop a transnational remembrance for the disaster, foregrounding the continuing soil and groundwater contamination, and making transnational linkages with toxic disasters from other times and places (Bisht 2013). Drawing on ethnographic data collected in Bhopal (2010-2014), I will demonstrate how these SMOs have only been partially successful in their attempt at forging an environmentalism based transnational remembrance, examining in particular, their inability to stabilise a transnational memory narrative for their local participants. I will connect the constraints experienced by the SMOs to glaring inequalities in media access and media literacy between movement leadership and the majority of movement participants. Overall, beyond addressing the specific areas of knowledge linked to SMOs identified above, the paper will respond to broader demands for a shift away from an exclusive focus on the multi-directionality and connectivity of memory towards a concurrent examination of both opportunities and constraints in transnational memory-work (Rothberg 2011; Amine and Beschea-Fache 2012).

Id: 13990

Title: Panel: Media systems in the BRICS countries

Session Type: Panel Submission

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Abstract: Paper title: Structure and characteristics of the Brazilian media system

Researches on Brazilian media shows that there is a complex framework characterized by economic strength in a sector, which has been developing since the 1960s without a consistent regulatory framework. This is apparent in the practically universal system of open television and radio which generates a considerable amount of revenue and the capacity for producing personal content. Even though newspapers do not share this same economic strength, they have benefitted from a broader consumer market over the last few years. Nevertheless, the private system strengthened itself without a regulatory body to guarantee pluralism and diversity. Of the more than 500 television channels on air, around 80% are connected to the main communication conglomerates. Audience participation and advertising revenue from the four largest broadcasters totals more than 70 and 90% of the market, respectively. There are 4,600 community radio stations operating under license, while another 20 thousand are still awaiting theirs. The public, community and state channels are only available for those who are able to afford pay TV, this is true for most of the population. The Internet reaches 43% of the country's households, 66% of them being broadband connections.

In reality, the public power was directly responsible for building a group of networks out of partnerships with large national media groups and state political and economic groups. There is a strong political parallelism unifying media owners and politicians. Around one third of the members of National Congress have some kind of connection to television and radio broadcasters, directly or indirectly. In legal terms, the Constitution determines important principles like freedom of expression and equal system involving public, private and state channels. However, some principles do not have a specific law and current laws are not updated.

The paper summarizes the Brazilian media system with contemporary trends: a) Television remains the most regularly used medium. Less than half of the population said they have the habit of reading print newspapers; b) Over-the-air television still dominates in terms of perceived importance, audience size and advertising expenditures; c) Internet access is rapidly increasing; d) Media and accountability remains underdeveloped; e) Majority of journalists work outside newsrooms in communication/media public relations.

Id: 13995

Title: Panel: Media systems in the BRICS countries

Session Type: Panel Submission

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Abstract: Paper title: Controversies of a post-analog and hybrid media system: The Russian context

One of the key theoretical issues for media scholars globally remains the concept of a national media system placed both in the framework of a nation state and in the global context. Recent debates on dominant media models, their homogeneity vs. hybridization have become a theoretical challenge for BRICS countries, opening new ways to explore paradigms in different media contexts as well as universal dimensions of media systems. On the other hand, BRICS countries offer timely material for global studies on digital media revolution, transitions of political cultures, clashes of old and new economic paradigms and debates on the nature and markers of media systems.

In Russia, while media structures have been adjusting to the processes of global digitalization and adapting national legislative and economic regimes to mega-changes, the national culture and socially diverse value systems continued to strongly influence on journalistic production, audience demand for content and corporate routines of media industries. Thus, media as many other social institutions and processes have converged contradictory features of ‘the old’ and ‘the new’, conflicts of digital and analogue approaches to media policies, of ‘digital natives’ and ‘digital migrants’ as drivers of content production, of globally and nationally determined professional and social value systems.

Since 2009, post-crises trends in the Russian media have revealed several core areas that make visible effects on media structures, media consumption and newsroom journalistic standards. These are media policy, digital media economy and impact of (regional) state authorities. Media policy became one of the key areas of change with an active law-making process in areas of information security and protection of minors, copyright, ownership. While the state-driven logic of Russian media policy at the national and regional levels has been strengthened, self-regulatory and accountability instruments still remained vague and inefficient, especially because of internal contradictions within Russian journalistic community and between professional newsroom cultures.

Still based on the old industrial society media infrastructure (broadcast TV, mass audience), the Russian media have been strongly driven by the logic of a digital society with its focus on a

broad access to the Internet, networked and UGC media. The most influential business forces affecting the media system came from areas of digital entertainment media – both from content and distribution segments. Though technical regulation still remains outside the media system, the size and power of the national content production sector in the multi-channeled media environment is growing, thus merging Russian cultural industries, telecoms and IT sectors into an expanding digital media ecosystem. At the regional level, media systems continue to develop as local segments of the national one, but also economically and culturally self-supporting sub-systems with particular features defined by local powers and ethnic identities.

Post-crises developments in the media have articulated an essential regulative, economic and agenda-setting role of the Russian state producing complex, multi-layer and imbalanced effects on the Russian media landscape though the ‘State’ is no more a unified and even entity.

Id: 14000

Title: Panel: Media systems in the BRICS countries

Session Type: Panel Submission

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Abstract: Paper title: The media system in India: Capitalising on demographic dividend and enhanced options

The collaborative research project coordinated in Finland has facilitated not only a dialogue but better understanding of the media aspects in BRICS. In this framework a comprehensive analysis of the media system in India will be presented, with areas such as the state and the media, the spread, access and reach of both conventional and new media, the problematic of national in a federal and diverse/plural setting and professional challenges. The omnibus regulatory framework guided by developments in media technologies is increasingly concerned with ownership, content, ethics and access and affordability of services that includes delivery of media content as well.

This paper, while presenting a statistical overview of the access and reach of media through a set of tables in accordance with a template developed for the project, will focus on the concerns raised by various stake holders. The spectre of paid news that rankled the political processes especially during elections and the intervention through a set of guidelines is be addressed as one of the significant challenges to the democratic fabric of the nation. With traditional models of revenues for the media being challenged by opportunities for a better and niched access to consumers, media practices with regard to news and entertainment are redefined. Further, the spread of mobile telephony in India is significant that in turn allows for bundled offers as well as subscription or pay as you see/hear options. The macro professional concerns such as corruption, political and commercial nexus find echo in other BRICS countries. This will enable the paper to draw from the work of the collaborators to offer a comparative perspective as where India is in relation to other countries in the framework of the ongoing research work. More detailed work has been done by other collaborators regarding journalists' survey and to the extent they enhance the scope of this paper they will be used to provide a better analytical framework.

Id: 14005

Title: Global narratives of fear: social media, radicalisation, and public affect

Session Type: Individual submission

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Abstract: Habermas, for whom the singularity of ‘9/11’ rested on its communicative modality, saw that event and the subsequent circulation of television images as engendering a ‘universal eyewitness’ of a global audience, thus rendering it ‘the first historic world event.’ It is possible to argue that current concerns regarding social media and the rise of radicalisation among Muslim youth in Western countries are resonant of the public anxieties caused by ‘9/11’ and its representation in mainstream, global television. In other words, current fears and public insecurities regarding extremism invoke the cultural memories of 9/11. With the further development and widespread use of social media technologies however, the modality, register, and the performativity of online extremist violence have shifted. Social and online media have, over the past few years, become the arena for grisly enactments of violence that evidently carry specific communicative intent. This has escalated concerns about security, both within the national context and internationally, leading to calls to ‘de-radicalise’ these sections of the community by utilising digital media platforms to promote ‘narratives’ that counter those presented in extremist media. This paper explores two related issues: firstly, most attempts at empirically investigating the links between the use of social media and radicalisation recall older and much critiqued studies on the effects of media violence on the behaviour of ‘vulnerable’ sections of the population. Overall, there has been too much emphasis on media technologies and content, and too little on the broader socio-cultural and political context. This paper argues for the need to examine current conjunctures that inform responses to digital overtures from extremist groups, including the paradoxes underlying the use of images by Islamic extremists, the global struggle over hegemonic control of images, and the reporting on international media of ongoing conflicts. The second aspect explored in this paper relates to the ways in which performativity in this theatre of violence and the attendant increase in public fear about the spread of extremist violence and radicalisation can be seen as an instance of ‘affective contagion’ (Thrift) or ‘transmission of affect’ (Brennan), and what this sophisticated orchestration of online violence and the ensuing increase in public affect (fear) reveal in terms of national anxieties and community insecurities. It will be argued that this affective contagion, together with the discourses on national security that depict the general public as potential victims of imminent extremist attacks, have contributed to the concurrent rise in racist and nationalist discourses – in both online and mainstream media – and how these, along with on-going debates on multiculturalism and immigration, marginalise communities and affect the self-perception of specific ethnic and religious groups in the West.

Id: 14006

Title: Panel: Media systems in the BRICS countries

Session Type: Panel Submission

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Abstract: Paper title: “Internet +” or “+ Internet”? The changing power structure of media system in China

Defining media has become one of the biggest challenges in the era of internet. This is not only because of the blurring of boundaries between different media forms facilitated by technical innovations (i.e. digital and network technologies) which is widely recognized as media convergence, but also driven by the concentration of trans-industrial capitals and governmental initiatives to re-regulate such a broadly-defined media or ICTs industries. With this concern in mind, this paper aims to interrogate the role of internet in China’s ICTs-led economy and specifically in the transformation of traditional media system. At stake is the critical analysis of the changing power structure of media system in China.

The year of 2015 marked a remarkable change for China’s economic restructuring, crystalized by Premier Li Keqiang’s new economics after the name of “Internet +”. There internet is regarded as the central mechanism to restructure or upgrade the entire economy in pursuit of sustainable growth. Besides manufacturing, logistics, telecommunications and other industries, traditional media system is also absorbed into the information economy through the introduction of internet ways of thinking and collaboration with leading internet companies, for example, Alibaba’s acquisitions of popular newspapers, let alone the external threats from the prosperity of new media forms represented by social media. In other words, “Internet +”, which is obviously an internet-centric approach of development, has become a consensus among various but inter-related stakeholders including the Chinese government, international and domestic financial capital, traditional industries, ICTs hardware and software companies, and certainly traditional media who are now in deep crisis of the single advertising-driven business model.

However, an internet-oriented capitalist marketization is only one of the two defining dimensions of Chinese media system. On August 18 2014, President Xi Jinping announced the Guidelines for Integrated Development Between Traditional Media and New Media, on behalf the Central Leading Group for Comprehensively Deepening Reform, which is the highest authority for China’s economic and social reform today. In addition to the popular one-dimensional mindset of technological and market rationality, Xi also highlighted the importance to build a handful of media conglomerates of new type to maintain the dominant position in cultural leadership by the state-own media. In doing so, media “+ internet” is the core of reform rather than the opposite. It

is thus crucial to explore the nexus between the state and market in the transformation of media system with Chinese political characteristics.

Who is going to be the leading power in future? The complex and ever-changing Chinese state or the increasingly capital-laden market, or the alliance in between? Based on policy analysis and case studies of selected media and internet companies, the paper provides a preliminary analysis of how the power structure of Chinese media system changes in the age of internet, and tries to demonstrate the dynamics of development in future.

Id: 14012

Title: Panel: Media systems in the BRICS countries

Session Type: Panel Submission

Authors:

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Abstract: Paper title: The South African media system in 2016: Free media under (renewed) pressure

The presentation begins where the authors of the previous chapter on South Africa in Mapping BRICS media (cf. Milton and Fourie 2015: 181-201) left off by arguing that "...Since the demise of apartheid in 1994, black media ownership and the expansion of online media are the focal point in South African media development. With regard to print media it is clear that four groups still dominate media ownership, there are still major challenges with regard to access and distribution and the often requested 'diversity of voices and opinions' are still hampered in a media environment where convergence and revenue rule. To deal with these matters remains a challenge for media policy and management."

The "state" of the South African media system in terms of print, broadcasting, film, video and online media is updated against the background of the focal points identified above, adding increased threats to freedom of expression and threats about increased external regulation. The update is also set against the background of increased questions about BRICS as such, South Africa's inclusion in BRICS, and the value of BRICS for the media. Questions about BRICS are increasingly raised in the wake of an economic recession affecting all the BRICS countries and against the background of new international and regional political and diplomatic alliances, strategies and crises, all of which are pertinent to the development of a media system.

A main argument in the paper will be that the trends experienced by the South African media are independent from BRICS and that BRICS has up to now had a limited if any impact on the South African media (in general). (Naspers interests in China and Russia will be dealt with separately.) The trends are rather a consequence of the media-metamorphosis (and technology driven) move from mass communication to network communication and from mediated communication to mediatization. It will be argued that such mediatization is part of the contemporary South African media system, despite the continuing and even growing economic, political, cultural and educational divides in the South African society.

Id: 14027

Title: PANEL Democracy as highlighted by BRICS

Session Type: Panel Submission

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Abstract: Democracy is one of the most used denominators of societies in general and their media systems in particular. Yet the concept of democracy often remains inadequately defined – as a label typically used in the Western sense of the term. The dimension of democracy in describing and understanding media systems calls for an in-depth analysis and assessment of the concept of democracy and its use in media studies.

In this quest to revisit democracy, the BRICS constellation serves as a promising context to illuminate different ways of understanding the concept of democracy. The BRICS countries typify very different notions of democracy – both multi-party parliamentary systems with varying degrees of market economy (Brazil, Russia, India and South Africa) and a one-party communist system (China). The panel provides a platform for selected excursions into democracy in the BRICS countries, expected to lead at a later stage to a comprehensive assessment and conclusions.

Panel chair: Kaarle Nordenstreng, University of Tampere kaarle.nordenstreng (at) uta.fi

Respondent: TBA

Panellists and papers:

Brazil – Muniz Sodre Cabral, Federal University of Rio de Janeiro sodremuniz (at) hotmail.com

Paper title: Media and social rights in Brazil

Russia – Dmitry Gavra, St. Petersburg State University dgavra (at) mail.ru

Paper title: Journalism and democracy in Russia: between the old heritage and modern challenges

India – Daya Thussu, University of Westminster D.K.Thussu (at) westminster.ac.uk

Paper title: Dividends or dangers? Digital media in the world's largest democracy

China – Colin Sparks, Hong Kong Baptist University sparksc (at) hkbu.edu.hk

Paper title: What can contemporary China teach us about the media and democracy?

South Africa – viola milton, University of South Africa Milton (at) unisa.ac.za

Paper title: Media and Democracy in South Africa: The case of the public service broadcaster

Id: 14031

Title: Panel: Democracy as highlighted by BRICS

Session Type: Panel Submission

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Abstract: Paper title: Media and social rights in Brazil

Whenever we link ideas like media, citizenship and democracy, we are prone to take heed of media as a natural partner to social rights (education, health, housing and protection), which happen to be later in time than civil rights (democratic representation, freedom of expression and so on). It is so because every citizen in modern democracy purports anyhow a requirement of ongoing education towards improving or simply passing beyond the settled patterns for the social production of subjectivities. Along with the technological fitting up of media came a kind of diffused ideology stating that widespread democratic information might live up to a social right, that is, the right to receiving information.

If we focus on Brazilian case, we have to take into account that freedom of expression was firstly an issue to be joined with the military that have been haunting Brazilian attempts of democracy since they led the dictatorship that installed the Republic on 15 November 1889. Thus the civil rights in Brazilian history cannot be explained without a serious historical sketch of what is known as “the military question”, meaning a series of conflicts between Brazilian Army officers and the State, firstly the Monarchy and later the new republican regime.

But the modern media along with the market economy has brought forth the notion of information as a social right. The originating central point for that is the Federal Constitution of 1988, which assigned it from the Economic Order chapter into the Social Order by interpreting it as a citizen’s universal right. However one thing is the juridical formalism of rights, the other is their effective practice. As a matter of fact in the economic and political context in which such social right has been established the media was already an irreversible partner to the financial capital e to a “neo-liberal” State. In practical terms there is a dissonant issue between the civic claims for universal social rights and the media committed exclusively to the market logic. It all raises relevant new issues about alternative ways of information.

Id: 14035

Title: Panel: Democracy as highlighted by BRICS

Session Type: Panel Submission

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Abstract: Paper title: Journalism and democracy in Russia: between the old heritage and modern challenges

The paper focuses on the historical roots and modern state of contradictory relations between journalism and democracy in Russia during three hundred years of the Russian media history. To understand the core of Russian life and, consequently, Russian journalism, it is worth taking into account an authoritarian tradition which has been an essential part of the political powers and simultaneously stamina for the media development. This authoritarian tradition was strengthened during the communist period, and the new democratic evolution in relations between the state and the media started only in the late 1980s before the dissolution of the USSR. The modern Russian journalism as an institution of democracy is divided to three periods: late Soviet 1985–1990 of Gorbachev’s Perestroika, contradictory but still democratic reforms during the presidency of Boris Yeltsin 1991–2000, and the latest, after 2000 when Vladimir Putin came to power. The political role of media was transforming from period to period though the influence of the authoritarian political culture heritage limited the democratic capabilities of journalism.

The paper discusses the political role of journalism during these periods of the modern Russian history with special attention to the last – Putin’s period. During the late Yeltsin’s period Russian media market has become liberal and public demand for the watchdog journalism was increasing. It was the time of big hopes, of political struggle between communists and liberals. Every party used journalists for lobbying their political interests. The third period of Putin was connected with the strengthening of the role of the state in the majority of spheres of social and economic activity, including the media. The government consolidated its influence over media groups through companies affiliated with the government (Gazprom monopoly). In the regions governors were doing the same at the regional and local level. Legislation regulating media activities and journalism in general has been gradually changing in the direction of stricter control of the governmental institutions. Abilities for the foreign owners and investors in the media sphere were considerably limited.

The paper also presents empirical data concerning political values of the contemporary Russian journalists. They are split in their political values and no longer create a monolithic group of those who think similarly about the core of their profession and the opportunities it bears for society. This situation looks very contradictory because it confirms inconsistency of the media

development and uncertainties that live in mindsets of Russian journalists. In the meantime, this inconsistency looks as a good way out from the previous monotonous evolution of the media in this country. Russia still generates in the period of political and social transformation which is leading to instability of the existence of all institutions, and the media seem to be confirmative for this trend.

Id: 14045

Title: Panel: Democracy as highlighted by BRICS

Session Type: Panel Submission

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Abstract: Paper title: Dividends or dangers? Digital media in the world's largest democracy

Among the BRICS (Brazil, Russia, India, China and South Africa) countries, India retains the distinction of having a robust multi-party democracy and a pluralist media discourse. With the world's largest electorate and one of its most complex, multi-lingual and multi-layered, media systems, the country is now embarking on a digital transformation. In 2015, India overtook the United States to become the second largest Internet user in the world, after its BRICS partner China. Industry and governmental estimates suggest that the number of Internet users in India is expected to cross 600 million by 2018, increasingly driven by wireless connections. In 2002, there were 45 million users of mobiles in India; by 2015 that figure had climbed to over one billion, providing virtually comprehensive mobile telephone access to the country's 1.2 billion citizens. As 3G mobile Internet becomes affordable and 4G accessible for more Indians, especially its young – 70 per cent of Indians are below the age of 35 – this connectivity is likely to bring new players into the mediated democratic arena.

This paper will examine how the availability and affordability of new delivery and distribution mechanisms, coupled with the growing corporatization of its media industries may change the dynamic between media and democracy in India. The paper will suggest that, at one level, the so-called dividend of a 'digital India' offers huge possibilities for greater democratization of India's polity. At the same time, it cautions that the increasing concentration of media and communication power among a few Indian conglomerates could raise questions about media freedom and plurality.

The paper will argue that the excessive marketization of the media and communication industry is undermining their public-service role in a country where, despite impressive economic growth, a large number of people continue to live in extreme poverty. How can the symbolic and persuasive power of digital media be deployed to inform and enrich the public sphere in the world's largest democracy? Will the emergence of an Indian Internet and its potential for becoming the world's largest 'democratic' digital society, provide a new perspective on the development discourse – nationally and globally.

Id: 14050

Title: Framing a Humanitarian Crisis: Content Analysis of Refugee Coverage from Five European Nations

Session Type: Individual submission

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Abstract: For those who are not involved in a humanitarian crisis, media communication of the event necessarily constructs reality. Through its framing of the event, media coverage both evokes memory of past crises, and establishes the basis for the way the current crisis will itself be remembered and reconstructed later. The refugee crisis now currently facing Europe is a case in point: As Europe works to manage an influx of Syrian refugees, as well as economic migrants from other parts of the world, the way journalists frame the crisis may impact decision-making by host populations about accepting refugees within their midst. The purpose of the current investigation is to examine newspaper coverage of the escalating refugee crisis in five European countries differently impacted by the crisis (Bulgaria, Germany, Spain, Turkey and United Kingdom).

According to Kolukıřık (2009), the “symbiotic relationship between the media and public opinion is effective in determining the decisions of governments and the public regarding the issue” (p. 20). Thus, examination of the coverage in leading newspapers in countries across Europe should provide some indication of how citizens are likely to perceive the refugee crisis, and how governments are likely to respond in the wake of public opinion. The countries chosen include a cross section regarding proximity to the Syrian crisis, EU/Eurozone membership and relative economic strength and even dominant religion within the country, systemic variables

that may influence coverage.

While previous studies have looked at depictions of refugees and immigrants in news coverage (see, for example, Baker & McEnergy, 2005), few if any studies have attempted to examine coverage of a single, long-term humanitarian crisis across multiple countries and languages. This quantitative content analysis examines two constructed weeks of coverage per year between 2011 and 2014, in two different newspapers in each country, investigating frames associated with refugees, sources privileged in refugee coverage, and valence of coverage. Thus, the current study will compare and contrast coverage between countries, as well looki at the breadth of coverage within countries, to see whether or not there has been a collective, European response to the crisis.

Kolukırık, S. (2009). Image of Refugees and Asylum-Seekers in the Media: An Evaluation on Media Politics (Mülteci Ve Sığınmacı Olgusunun Medyadaki Görünümü: Medya Politği Üzerine Bir Değerlendirme. Gaziantep Üniversitesi Sosyal Bilimler Dergisi, 8(1), 1 -20.

Baker, P. and McEnergy, T. (2005). A Corpus-based Approach to Discourses of Refugees in UN and Newspaper Texts. *Journal of Language and Politics* 4(2), 197–226.

Id: 14083

Title: Panel: Democracy as highlighted by BRICS

Session Type: Panel Submission

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Abstract: Paper title: What can contemporary China teach us about the media and democracy?

While all the BRICs have experienced periods of non-democratic rule, China stands out amongst them in the early 21st Century in having had very little substantial experience of any form of democratic political order. If Greater China is included, only in Taiwan, since the end of martial law in 1987, has there been any substantive experience of electoral democracy. Hong Kong exited imperialist domination in 1997, but it is not today a democracy.

The general lessons that can be learned from all this are therefore relatively few and mostly negative. The first and most obvious is that, contrary to much bourgeois ideology, there is no necessary connection between free market capitalism and democracy. Hong Kong is regularly assessed, by right-wing US observers like the Heritage Foundation, as the world's freest economy but the main beneficiaries of this economic freedom have played a negative role in the struggle for democracy. In the recent movement to secure genuine universal suffrage in the city the overwhelming majority of the capitalist class, global as well as local, lined up with Beijing against democratization. Secondly, there is no necessary connection between the "rise of the middle class" and pressure for democracy. The last twenty five years have seen the growth of an enormous middle class in mainland China (perhaps 100 million people) who, brave individuals aside, have been at best indifferent to political change. The best known recent mass struggle for democratic rights, in the Guangdong village of Wukan in late 2011, was conducted by a peasant community, and has produced uncertain results. Thirdly, at least in a big nation, there is no necessary connection between the expression of "patriotism" in terms of the defence of the national territory, and democracy. Democratic change in mainland China would necessarily entail an engagement with the rights of self-determination, including the rights of secession, of the 55 recognized ethnic minority groups, and in particular to Tibetans and Uyghurs.

Taken together, these realities suggests much of the "democratization" theory in political science is seriously at odds with the evidence. Any adequate theory would require an understanding of the ways in which overall social relations produce conjunctures in which different social groups adopt versions of the "democratic project" to advance their specific interests. Although there are too many uncertainties to make any attempt to predict the future of Chinese politics at all convincing, the paper attempts an analysis of those general features which make the establishment of a stable, bourgeois democracy, and with it anything approaching genuine

freedom of speech and the press, extremely problematic, at least in the near term.

Id: 14127

Title: Panel: Democracy as highlighted by BRICS

Session Type: Panel Submission

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Abstract: Paper title: Media and democracy in South Africa: The case of the public service broadcaster

The interplay between Democracy and Media raises many questions in many contexts. For instance, Dahlgren (1999) argues that there is an inexorable link between public service broadcasting and the democratic character of a society. If, however, the democratic character of a society is itself fragile, such fragility cannot but be noticeable in its public service broadcasting (PSB). This presentation will discuss PSB against the contemporary preoccupation with democratizing the institution of public service broadcasting in South Africa fledgling democracy. The paper will first present a critical review of contemporary theories of democracy and what they say about the media. Next, the paper undertakes a critical evaluation of emerging democratic forces in Africa, arguing that such a review is vital to the analysis of the trends in the struggles for democratic participation in South African civic life. In this respect, the relationship between media and democracy within the African context will be explicated in detail. Through a focus on participation theory – in particular as envisioned within an Africanist paradigm – the paper interrogates the relevance of concepts such as democracy, Africanisation, and social change to Southern African broadcasting and argues that, if not already in existence, the conceptual frameworks and common language necessary for the rapprochement of Southern African broadcasting are being brought into being. Finally, the concept of “Afrokology” is introduced and it will be argued that the concept provides a useful framework for rethinking the public service ethos, professionalism and the sense of public service mission within postcolonial contexts. Afrokology as used here, is not simply about the Africanisation of PSB. It is also about democratizing PSB by making changes that, for instance, allows civic groups and audiences a voice. Public service broadcasters must engender democratic participation and inclusive communication. In this respect, there are several issues at stake, chief of which is how public service broadcasters are implicated in processes of democratization.

Id: 14133

Title: How are events remembered, retold, preserved or erased differently in different locations, historic periods, spaces and cultures' Reimagined memories of Africa in 21st Century: An exploration of a Reality TV program,

Session Type: Individual submission

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Abstract: Mix a bag of political enslavement of African regions with two cans of Hollywood movies, sprinkle a little media sensationalism, add a bit of humanitarian aid to soften the bones, cook under heated debates for two centuries, serve on a plate of economic dependency with a bottle of chilled technological backwardness, eat in a hazy moonlit jungle hut and you will have the most romantic dinner for Western voyeur. Opening a magazine or book, turning on the television set, watching a film, or looking at photographs in public spaces, we are most likely to see images of black people that reinforce and reinscribe white supremacy (bell hooks 1992:1)

Africa has been constructed on two myopic principles: the principle of the exotic and the principle of dominance. While the first is derived from anthropological reports and promoted by tourism, the latter is derived from colonisation and promoted by the media (Conrad's *The Heart of Darkness*). Western media seem insatiate with these anthropological gaze of Africa (*Bomba the Jungle Boy*, *Jungle Jim*, *The Legend of Tarzan*, *Outbreak*, *Independence Day*, *Congo* etc).

In Australia, a new reality TV program has started its second season. It is located in an African jungle with Australia celebrities vying for survival in thus hostile landscape. *I am a celebrity get me out of here (ICGMH)*, seems to extend such romanticised western imagination by situating its programs in the African jungle led by a celebrity Bondi Vet, Dr Chris, who dresses like a 21st century Tarzan and comes with medical knowledge powerful enough to tame any jungle predator.

This paper discusses ICGMOH as an extension of cultural imperialism, (Said, 1993) which dominates African cultural identity and appropriates its subjectivity (Said, 1985) (Polan, 1994); (Robbins, Pratt, Arac, Radhakrishnan, & Said, 1994), or what Lyons (1994) refers to as presence and absence. Using Said's cultural theory and Castells (2009) theory of Identity and power the paper explores the historical positioning of Africa through western media lens and how such reconstruction in today's hypermedia environment affects global harmony. It argues that while negative stereotyping of Africa image has endeared through cinematic representations, contemporary reality TV series such as *I am a Celebrity get me out of here*, is an extension of western hegemony.

Id: 14143

Title: Representation and historicisation of colonialism in The Herald

Session Type: Individual submission

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Abstract: While the state-run Herald newspaper does not hide its allegiance to the ruling ZANU-PF, it offers an alternative to the coverage of Zimbabwean politics, which since the launch of the land reform programme in 2000 it alleges has largely been biased against the government of Zimbabwe. With foreign and independent media seeking to delegitimise Mugabe's rule because of perceived land reform injustices and allegations of election rigging, The Herald has robustly maintained its nationalistic pro-Mugabe stance. The newspaper sees itself as a perfect answer to Africa's often negative and contrived image often depicted in the Western and independent media. It has steadfastly echoed the government's sentiments in blaming Zimbabwe's woes on a coalition of local and international foes including White farmers, the British government and the opposition MDC party. Discussing Zimbabwean politics would be insignificant without a comprehensive analysis of The Herald's relationship with the country's political order. The newspaper has historically taken a supportive discourse to Mugabe's policies, evidently attracting coverage disapproval from the president's opponents. This paper examines The Herald's role in contributing to the political endurance of President Mugabe's ZANU-PF party, examining why and how it maintains a loyal readership particularly through the dissemination of "colonial stories." By (discourse) analyzing articles sampled from the paper's print online edition, it traces the origins of the broadsheet's pro-ZANU-PF editorial positions, scrutinizing content focussed on commemorations of national events such as the "independence day" and critically probing not only the motive but also the impact of the newspaper's strong allegiance to the revolutionary party.

Id: 14167

Title: Are the news priorities of Pakistani press set by international news wires' A critical analysis of international pages of three English newspapers of Pakistan.

Session Type: Individual submission

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Abstract: The purpose of this study is to determine the level of reliance, for the supply of news material, by Pakistani English Newspapers on various international news agencies in general and on three major news agencies i.e. AFP, AP and Reuters in particular. The study is based on a quantitative content analysis as well the qualitative analysis. In this paper the focus has been on the analysis of ten years' time period starting from 9/11 incident. The study has been conducted by analyzing international pages of three most widely read English dailies of Pakistan i.e. Dawn, The News and The Nation in terms of their contents, use of language and format of the news stories reflecting a verbatim replication of the international news wire services. The results of the study clearly manifest and establish the fact that a substantial amount of the coverage on the international pages in these three Pakistani newspapers depends largely on the foreign news agencies and in most cases replicates the news stories verbatim with a very minimal original contribution by the most highly acclaimed newspapers in the country. This overwhelming dependence has had serious implications in conveying a one sided interpretation of the incident, its causes and its after effects. Greater dominance than before has profound implications for the public, because the agencies can be seen as monopolistic creatures that stifle the growth of other news providers, agendas, and news models (MacGregor,n.d). Due to this trend there have been various complex and unwelcome consequences which the country had to face, starting from the portrayal of an image of a country with confused priorities and delay in the process of building an anti terrorism narrative by the state. It further signified the lack of information diversity and as a consequence the assuming of role of propaganda tools and agenda setters by the foreign news agencies. This study has been conducted in the broader perspective of the theory of media imperialism as the results indicate that the age old dominant verses dependent relationship amongst the developing nations like Pakistan and the developed western countries still continues to persist. Key words: Media Imperialism, Propaganda, Verbatim replication, Anti terrorism narrative,

