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- 1 We have endeavoured to ensure that these are the abstracts presented in Montréal. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included. Please advise us of any errors at support2015@iamcr-ocs.org.
 - 2 The email addresses have been intentionally altered to prevent harvesting by spammers.

Id: 9208

Title: GLOBALIZING COMMUNICATION/JOURNALISM, ENDING FRAGMENTATION WITHIN PHILOSOPHY, AND ANALYZING HISTORY AS LIFE-SPANS IN SAMSARA

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Abstract: : This paper is an attempt to expand the theoretical, methodical and historical boundaries of communication/journalism studies to suit the beginning phase of the contemporary Digital Era. First, this paper suggests that communication scholars should consistently use the term “globalization” to describe the current endeavor to apply the horizontally integrative macrohistory approach to produce a universally acceptable body of knowledge encompassing communication/journalism studies. Second, it demonstrates the potential of deploying the principles of Buddhist phenomenology, which broadly reflects the major aspects of Eastern philosophy, to “globalize” communication/journalism studies by dismantling the unrealistic separation of science from philosophy, as well as the division of philosophy into epistemology, ontology, axiology, etc. Third, it demonstrates the possibility of identifying global developments in communication as a series of life spans similar to the Buddhist wheel of becoming (bhavacakra) circling around our perpetual cyclic existence (samsara). It concludes by asserting that because existence is coterminous with communication, tracing communication history will require a global effort that extends the methods of inquiry beyond empiricism to cover quantum mechanics and phenomenology. The paper argues that the new Digital Era is conducive to developing a globalized view of communication/journalism by examining the interconnections, interdependence and interactions among the divisions within philosophy and between science and philosophy in order to formulate globally acceptable theories. Emphasis should be on finding the similarities within the differences and uniting them to derive viable theories (keeping in mind that infallible theories are outside the realm of human capacity). The paper asserts that the Web 2.0 interface of the WWW has dismantled the concept of mass audiences thereby enabling citizens to create their own “communities of journalism” (Nord (2001)). The intention of this paper is to convince the scholars about the suitability of the Buddhist phenomenological approach to investigate the philosophical theories derived from metaphysics or onto-cosmology that the “scientific” method is unable to handle. Because Buddhist principles are neither “philosophic” nor “scientific,” they could bridge the gap between philosophy and science by situating themselves in epistemology as the branch of knowledge established through psychoanalysis or mind development. For phenomenology could uncover much of the universe that science alone cannot. This paper recognizes the difficulties associated with writing a horizontally integrative macrohistory of communication. This task requires a coordinated effort of global scholarship that extends its methods of inquiry beyond empiricism to cover quantum mechanics and (radical) phenomenology. The reason is the simple fact that communication is coterminous with existence and tracing its history so far back is not feasible by resorting to empiricism alone.

Id: 9247

Title: How Western and Chinese Perceptions of human rights influenced the framing of the 3.14 Tibetan Riots: Implications and lessons for practicing HRJ

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Abstract: The aim of our research is to investigate how the different cultural perceptions of human rights in the West and China influenced the framing of the riots and what this means for the practice of human rights journalism (HRJ), which, according to Shaw (2012), demands a holistic approach to human rights reporting, that is emphasising both First and Second Generations Rights, both inspired by the Twin 1966 Covenants of the UN Charter of 1948. Shaw (2012; 46) defines HRJ as diagnostic reporting which critically reflects on the 'experiences and needs of the victims and perpetrators of human rights violations of all types' physical as well as cultural and structural 'in order to stimulate understanding of the reasons for these violations and to prevent or solve them in ways that would not produce more human rights imbalances or violations in the future'. Shaw's (2012) idea of HRJ resonates with Galtung's ABC Conflict Triangle (1996), which emphasizes not only direct political violence but also indirect structural and cultural violence. Our paper argues that the failure of the western and Chinese press to provide a holistic human rights framing of the riots means that they failed to practice HRJ. Our paper will use quantitative (manifest) and qualitative (latent) content analyses of the coverage of the riots between 10th March'10th April 2008 in the New York Times, Washington Post, The Times(London), Guardian (London) South China Morning Post, & People's Daily: to answer these research questions: 1) What was the volume of news coverage devoted to the Tibetan riots in the Western and Chinese presses 2) What category of First and Second Generations rights received major emphasis in the coverage of the Tibetan riots in the Western and Chinese presses' 3) What amount of coverage was devoted to the dramatic evocations or critical diagnosis of the riots 4) What specific sources were most frequently cited in the six newspapers' framing of the riots 5) What are the implications and lessons of the framing of the riots for the practice of human rights journalism in the west and China'

Id: 9263

Title: A Tale of Two Cities under China's Hegemony: Social Media, Political Resistance, and Civil Disobedience in Taipei's Sunflower Student Movement and Hong-Kong's Umbrella Revolution

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Abstract: With the rapid growth of Chinese economy in the past decades, China has increasingly posed herself as an emerging power challenging the US hegemony around the world. In addition to military build-up that has stirred the status quo in the Asia Pacific region, China has increasingly used what Joseph Nye, a Harvard professor, call 'soft power' to enter the world stage (Oded, 2006). China's aspiration to become a superpower is best captured by her new leader, Xi Jinping, envisions as 'Chinese Dream.' Hong-Kong and Taipei (Taiwan) are two cities that used to compete with each other during the era of Asian Four Tigers. However, the hand-over of Hong-Kong to P.R. China in 1997 and Taiwan's first national presidential election demonstrated the diverse historical and political path taken by people in these cities-- both threatened by China's increasing political, economic, and military hegemony. On March 18, 2014, a group of student protestors have raided and occupied the Legislative Office and later the Executive Office in Taipei. The student-led movement lasted for about 3 weeks after Taiwan's President made significant concessions to change his non-transparent practices when signing the Cross-Strait Service Trade Agreement (CSSTA) with People's Republic of China. The Sunflower Student Movement is viewed as 'a further democratization of Taiwan, with additional safeguards to let the people, not any political party, decide the fate of Taiwan.' according to BBC (Sui, March 26, 2014). The movement has accumulated a large number of international supports among Taiwanese communities who reside overseas. In September 2014, six months after Taipei's successful student movement, college students in Hong-Kong took a similar Occupy Central (with Love and Peace) approach to protest China's plan to change Hong-Kong electoral system for its political leader. After three laborious months of stand-off without positive government's responses, the Umbrella Revolution in Hong-Kong did not generate any significant effects. Objectives of this Project One of the most noteworthy characteristics of these two student-led political movements is its sophisticated integration of social media into mobilizing both societies through participant recruitment domestically and globally, competing with (and replacing) the agenda-setting and framing functions of pro-government or state-controlled mass media, and publicizing their causes to both domestic and international audiences. Many political commentators and political communication researchers have applauded their creative social media applications as one of the main reasons for its success. Method In this project, we

will use a case study approach to examine the role of social media in political mobilization in these very successful civil disobedience and resistance movements in these two Asian cities increasingly threatened by China's hegemony. The case study approach is an appropriate method to enable researchers to develop 'a deep understanding about a particular case, its features, and its impact' (Eltantawy & Wiest, 2011, p. 1209). We develop our in-depth observation and discussion of this movement through the theoretical lens of Resource Management Theory (Eltantawy & Wiest, 2011) to examine the role of social media in organizing temporal, monetary, psychological, and social resources to make this movement successful.

Id: 9322

Title: An Acta of Resistance: The Cinema of Small and Stateless European Nations in 'Minor' Languages

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Abstract: In this paper, we will study the strategies adopted by the cinema made in three small and stateless nations(Finland, Galiza, Wales) in order to build their own space as a community in the European context. These cinemas act as a resistance against cultural hegemony in a new technological and communicative environment. One symptom of the weakness of any system is the emergence of 'speech acts' that draw attention to the loss of symbolic and functional meaning of the framework within which such a system legitimizes its policies; namely, the representativeness and universality of a certain hegemonic block. The necessity to rename European cinema 'until now, national or authorial- as small, independent, post-national and identitarian is, perhaps, the vestige of a kind of act of resistance that anticipates a new paradigm. From 'Cultural Exception' (1994) to Diversity as a core concept of the 'Creative Europe' Programme (2014), Cinema in 'Minor' languages is giving rise to a collective commitment in order to define and occupy their own geopolitical space. Digital technology defies the hegemony of the system adopted by European Cinema, based on nation-states' productions and its related policies of distribution. Digital cinema allows post-national cinema (produced in minoritised languages) to face the hegemony imposed by the marketing the areas of language and distribution. This identitarian cinema defends the exhibition in original language as the sine qua non condition to achieve cultural diversity. The concept of nation as a socio-communicative space proposed by Schlesinger and Elsaesser' statement (with the shift from Classical Film Studies to Cultural Studies, the idea of the 'nation' once more became a focus of critical framing, almost on a par with class and gender) invite to a critical reading of academic literature concerning the subject, from Higson to Hjort, Bergfelder or Le Corff. The intersection of empirical and qualitative tools (reviews of dossiers, public data, support programmes related to small cinemas as well as in-depth interviews with experts from an institutional, academic, professional and creative background) will allow us to present a proposal in order to understand the role of subtitling in the visibility of identitarian cinema, not only its implications in

terms of consumption, but also as a cultural and participative expression. Cinema is not just a commercial product, but rather a place for creative, innovative and cultural exchange. Taking into account that a new globalized and digital context has modified the production and dissemination landscape as well as the access to films, the cinema of small and stateless nations could represent another way of thinking about policy and politics, transnational public sphere within the new geopolitics and, finally, a model related with cultural diversity as communal empowerment

Id: 9419

Title: Wikileaks and the Internet as a Democratizing Medium

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Abstract: Title: Wikileaks and the Internet as a Democratizing Medium Author: Pawel Popiel Affiliation: UT-Austin Address: 2239 Cromwell Circle, Apt. 908, Austin, TX 78741 email: ppopie_@_mail.com This paper engages the theoretical conceptualizations of the Internet as a potential public sphere, which emphasize its democratizing potential. It evaluates the strength and persuasiveness of these theories in the context of the Wikileaks US diplomatic cable leak and the ensuing marginalization of the organization by the US state and corporations. In the first section, the paper provides a review of theoretical approaches to construing the Internet as a democratizing medium, namely a Habermesian public sphere, noting the limitations of such approaches. Then, it provides a two-pronged analysis of the aftermath of the cable leak, first by addressing the institutional forces that stifled Wikileaks, then by analyzing the public response. The paper argues that the former constricted and severely disempowered the latter, suggesting that formulations of the Internet as a public sphere understate structural forces that can limit the impact of public opinion expressed via the medium. However, despite theoretical shortcomings, the public sphere notion retains strength as an ideal, even amidst very powerful and economic forces that wield substantial influence within the medium.

Id: 9540

Title: 'Hegemony or resistance' The film 'Interview', media coverage, international conflicts between U.S. and North Korea: A Discourse analysis on media coverage of argumentations for it among South Korea, North Korea and U.S.

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Abstract: The purpose of this study was to explore media coverage and discourses about argumentations on the film 'Interview' between North Korea and U.S. The film was a kind of comedy which dealt with assassination for the leader of North Korea, Jung-Eun Kim. North Korea threatened severely Sony Pictures, producer of this film, not to run on Christmas time of 2015. North Korea would suspiciously hack the whole of computer system of Sony Pictures to shut down it. The Sony Pictures canceled the plan of running it on Christmas time because it considered threatens of North Korea ' bombing movie theatres running it and hacking Sony Pictures ' seriously. President Obama of U.S. denounced threatens of North Korea, and suggested that the film should be run on the time. The author was interested in media coverage and discourses about this issue among North Korea, U.S. South Korea, China where were very sensitive. As main research objects, he selected CNN of U.S., Central TV News of North Korea, YTN of South Korea, and CCTV of China. He collected news items from such four media from Nov. 30, 2014 over Dec. 18, 2014, Sony Picture's cancelling to run the film, to Jan. 14, 2015. He analyzed those news items with semiotic research methods and discourse analyses, especially, critical discourse analyses. As a result of this study, it was firstly found that there were so many controversial issues in media coverage of four countries such as 'who hacked it', 'why North Korea was suspicious', 'how much impacts such cyber terror affected', 'what were interactive responses between North Korea and U.S.', etc. Secondly, there were dichotomous structure between North Korea and U.S. likewise 'indignity against the leader of North Korea vs. freedom of expression by U.S.', 'threaten to Sony Picture and U.S. vs. threaten to North Korea', 'resistance of North Korea vs. hegemony of U.S.', 'criminal activity of North Korea vs. international security of U.S.', 'authoritarian regime vs. democratic country', etc. Thirdly, U.S. media led the whole of argumentations about this issue without clear materials and confirmations, while North Korea media defended not to hack the Sony Pictures without indicating clear clues. Fourthly, U.S. media utilized the whole of hegemonic power to depict North Korea as the most criminal regime, North Korea media just resisted U.S. argumentations without furthermore persuasive actions. Fifthly, South Korean media tended to deliver the whole of argumentations between North Korea and U.S. transparently with the position of U.S. media, while Chinese media had a tendency of defending North Korea with criticizing the position of

U.S. media. In short, even though four media covered this issue and created many controversial discourses, there were no resolutions about it. Without any clear confirmations, U.S. media utilized hegemonic power to lead the international public opinion toward a certain direction, while other three media did not have such power just to resist or follow U.S. media coverage.

Id: 9544

Title: The role reflection between a journalist and a public diplomat: A case study of Chinese overseas correspondents

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Abstract: The first assignment for a Chinese overseas correspondent can be traced back to 1947, and the first overseas branch of a news organization under the governance of People's Republic of China was set up in Moscow in March 1950, with a journalist couple from Xinhua News Agency as the pioneer overseas correspondents. At present, Chinese overseas correspondents are sent mainly from the state media, and they station in important developed countries, neighboring countries, regional powers and where important international organizations locate in. Chinese overseas correspondents play multiple roles in fulfilling their job requirements. Firstly, they are journalists sent to foreign countries. Secondly they serve as important references and consultants for the Chinese government since they investigate and report current affairs happening in host countries. Thirdly, they are opinion leaders as well as gatekeepers for domestic Chinese, since they are one of most important channels, or even set up the framework, for the domestic public to approach to the world. Lastly and most importantly, foreign correspondents are public diplomats of China since they have direct involvement and interaction with the host countries and local people. They contribute directly to China's national image and soft power, and serve as a bridge of cross-cultural communication between their home and host countries. Despite the significance of Chinese overseas correspondents, there is very limit research on it. This paper intends to investigate the following questions: 1) Which role do Chinese overseas correspondents identify themselves with, a journalist, a consultant, an opinion leader, or a public diplomat? 2) Is there collective role identification among the group of Chinese overseas correspondents? The research adopts the quantitative research method, and conducted e-mail questionnaires in November and December 2014. Forty-one valid samples were obtained, covering Xinhua News Agency, China Central Television (CCTV), China Radio International (CRI), People's Daily and other media. The sample is balanced in gender (male 24 and female 17), and over half of the samples have experiences of working in more than two countries. The research finds that all surveyed Chinese overseas correspondents agree that journalist is their principle role, and about 90 percent are aware of their role of public diplomats. Over 70 percent consider they need cooperation from Chinese embassies in host countries, as well as proper training in fulfilling the role of public diplomats and supporting materials.

Id: 9585

Title: Emerging Economies, Emerging Power' A Citation Network Analysis of Global Media

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Abstract: There are consistent empirical indications to support Wallerstein's (1974) World System Theory which argues for the presence of an unbalanced international news flow and points to the domination of Western news agencies and their specific core-periphery-news exchange (Chang et al., 2009; Wu, 2007). In the age of digital information and communication technology, however, fast-growing global communication networks have arguably not only decentralized the news delivery, but also have changed how the readers consume it. In terms of international communication flows, for example, mixed evidence suggests that the increasing centrality of some core countries is coupled with a growing presence of semi-peripheral countries (e.g., Barnett & Park, 2005; Segev, 2008). Given emerging economies and the profound changes in the new media environment (Pavlik, 2001), the phenomenon of news flow across national borders should be reconsidered and re-examined. Using the Social Network Analysis (SNA), this study aims to examine the flow of information between 30 global media network of 15 countries from 2010 to 2014, to explore the reconfiguration of power distribution between emerging countries and other countries. Based on Babones' list of world economies in core, semi-periphery and periphery zones (Babones, 2005), this paper selected five countries from each world system zone, for a total of 15 countries. Five semi-periphery or periphery economies--Brazil, Russia, India, China and South Africa, the so-called BRICS countries--are the focus of the analysis, while the other ten countries were randomly selected. This study views the citation relationships between global media as network metrics and each global media outlet as a social actor. It compares information power of the BRICS media with the other media in three zones, by analyzing the whole network, ego-

networks, sub-groups, and longitudinal differences over the past 5 years. Several conclusions can be drawn from this study' 1) Regarding the whole network, statistics show the network centralization is very low, which indicates that the flow of information among global media is less concentrated and very difficult for any one actor to control the whole network. 2) Centrality analysis indicates that BRICS media are neither more powerful than core countries nor significantly more powerful than other semi-periphery media in the citation network. 3) The density of BRICS network is far lower than core network, and not significantly higher than semi-periphery network, which means there is no active exchange of information within BRICS countries. 4) Longitudinal analysis indicates that BRICS media are not getting more powerful during the past 5 years in the citation network. 5) As an exception, China's information power is growing rapidly during the past 5 years. The results suggest that although China has risen rapidly both as an information sender and as an information receiver, the BRICS network as a whole is still at the semi-periphery. The structure of global information networks has not been challenged by emerging economies. This study could be further discussed relative to China's rising power and the potential reconfiguration of power in the networked world.

Id: 9590

Title: Resisting Western Hegemony: Russian Strategic Communication through the BRICS Diplomacy

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Abstract: My project explores strategies and agenda of the Russian public diplomacy mediated through its membership and leadership in BRICS, a group of the world's largest emerging economies of Brazil, Russia, India and China, and South Africa. Commenting on the recently announced agreement to establish a New Development Bank headquartered in China with a staggering \$100 billion in its coffers, O'Neill, author of the term BRIC, declared: [The] 'BRICS name is certainly here to stay, and in terms of global governance, their influence is likely to rise.' Considering the growing power of the BRICS and its impact on the global economic and, increasingly, political order, it is very important to understand how member states represent this collective entity and perceive their roles within it and their ambitions in a larger context of the world politics. Addressing these questions, my research provides important insights into these issues and offers analysis, flashing Russian strategic interests and stakes in the group as reflected in the Foreign Policy Concept of the Russian Federation and portrayed through Russian media. Taking into account strong leadership, efforts and commitment with which Russia promotes the bloc as a powerful global player with growing international reputation and authority, the Russian government sees the BRICS development as one of the most important tasks of its foreign policy agenda and understands the BRICS diplomacy as a platform for Russia to communicate its important political messages to the international community. Going beyond mass media stereotypes imposed by Western media my project provides a serious critical analysis of the foreign policy documents of Russia and their representation through Russian television. In this case, it makes an important contribution to the international political and academic discourse and analysis, where understanding key players of the global multilateral diplomacy helps to build healthy international relations.

Id: 9604

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.

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Abstract: ABSTRACTThe 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,2013). 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,

Id: 9618

Title: 'Sinicization' of the 'Proletarian' Capitalist' ' A New Reflection of Structural Imperialism On CCTV-News and Its Foreign Audiences

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Abstract: Introduction In the field of political economy media studies, China has long been regarded as one of the vulnerable periphery nations, partially because of its previous identity as a developing and deeply socialist country. Despite the fact that China is actually still playing the role of a passive recipient of Western cultural hegemony, it has also attempted to build up its own dependent relations with other peripheral countries to maximize profit from multi-lateral business activities. The successful implementation and practice of this dependency between China and other countries, and others still introducing economic and urban progress suggests that it may be the right time to rethink the 'cultural imperialism' theory in a more dynamic and multipolar global arena that has expanded in the late 20th and early 21st centuries with new players like China and potential trend of sinicization. Literature Review Dan and Herbert Schiller implied that, with the help of transnational media corporations (TNMC), the world stage is going to be largely westernized or made up of an Americanized homogenization (Schiller, H., 1991; Schiller, D., 2007). However, no matter that the weakening trend of America's cultural products is too obvious to ignore, it is as yet too optimistic to proclaim that the contra-flow of other cultures packaged in a modernized and capitalistic way will lead the world to a better future. The theory of structural imperialism (1971) developed by Galtung has also proved the self-sufficient nature of capitalism, which has been mentioned in Lukacs' reification theory (1971: 82-110), from the perspective of the internal structures of periphery countries. Originality What the model of structural imperialism might not be able to fully prescribe is the complexity of the power relations and the cultural inequality within the less developed world itself instead of an obscure integration. This research is aiming to answer the question of how the imperialist structure has changed in recent times. A revised triple structural model based on Galtung's, will be drawn up to illustrate the power struggle taking place through international media between the highly industrialized core nations, periphery nations and those that are in the process of industrialization. Methodology Aims and Objectives This research is aimed at revising the structural model brought up by Galtung based on the case of China and its state-owned media ' with a focus on China Central Television (CCTV) News - in order to explain imperialist relations and power between different countries in the present multipolar world. The objectives of the research are: firstly, on a theoretical level, to illustrate how the self-sufficient nature of capitalist mechanisms have been presented in the new triple structure with participators like China as a country 'in between'; secondly, to examine the theory based on the case of CCTV-News and its foreign audiences. Research Methods The theoretical part of this research will deploy the method of discourse analysis and the field research will deploy the method of questionnaire and focus groups.

Id: 9742

Title: Frail Infrastructure on the Periphery: An examination of Media and Internet on the Western Frontier of Brazil

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Abstract: Brazil being the largest nation in Latin America is often looked to as an example of successful development of Media and Internet technologies. Brazil has especially been noted, since the 1960s, for the fairly rapid expansion of telecom and media infrastructures. However, these examinations are almost always limited to the major metropolitan areas of the country, such as São Paulo, Rio de Janeiro, Belo Horizonte, Brasilia, Natal and Salvador, which leaves the developing dynamic of the large rural interior of the country frequently unexamined. The author, Spence, had the opportunity to spend two years on-the-ground in two rural communities on the western frontier in the state of Mato Grosso and pursued a research strategy of community ethnography focused on the questions of infrastructure, media and internet availability and uses. Findings from this research project will be reported herein. The early colonists to the region of Juiná and Juara, Mato Grosso, were limited to amateur radio networks modern residents have a much broader swath of communications and media technologies available to them and are actively forging an ever stronger connection between these isolated communities and the larger Brazilian media-verse, frequently based in São Paulo and Rio de Janeiro, thousands of miles away. Unfortunately, even as these communities are gaining access to more sophisticated technologies and services, large obstacles interfere with their ability to maintain connectiveness with the rest of the country of Brazil, and indeed with the rest of the world.

Id: 9817

Title: Neoliberal Constraints of the Chilean press in a democracy: personal trajectories and professional models after postdictatorship according journalists and editors

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Abstract: La industria de la prensa en Chile no es ajena a las transformaciones que a escala global han experimentado los diarios. La presente ponencia problematiza las transformaciones y continuidades específicas para el caso chileno a partir de las voces de sus protagonistas y los relaciona con los cambios organizacionales que afectaron a los diarios en el período y con las tendencias extraorganizacionales experimentadas en Chile en la postdictadura. En particular, este trabajo indaga en los modelos de periodismo materializados en la prensa escrita nacional (Mellado, 2014), considerando las características específicas de la transición chilena (Garretón, 1994; Godoy, 1999) a la luz del concepto de democracias transicionales (G. O'Donnell, 2007; G. S. O'Donnell, Philippe; Whitehead, Laurence 1986). Se siguió el siguiente procedimiento metodológico: para indagar en las construcciones subjetivas del periodismo chileno en la postdictadura, se entrevistó a 16 periodistas que se desempeñaron como reporteros, editores, jefes de prensa, subdirectores o directores en los diarios de circulación nacional, dentro del período considerado en el estudio. En segundo lugar, se indagó en las características organizacionales de la prensa chilena en el período analizado a partir de cinco dimensiones: características generales del diario; entorno competitivo; organización editorial; estructura/propiedad, y entorno laboral. Se utilizó una ficha diseñada ad-hoc, entrevistas con 17 informantes clave (representantes sindicales, editores, jefes de personal, gerentes y periodistas), y se revisaron ejemplares de los diarios, aleatoriamente, para todos los años de la muestra. Finalmente, se indagó en las características extraorganizacionales del sistema de medios chileno en seis dimensiones: política, económica, desarrollo social, desarrollo cultural, sistema de medios, y educación y periodismo. Se utilizaron fuentes oficiales, nacionales e internacionales. Los resultados muestran que el sistema de medios chileno y el periodismo en específico, han vivido un conjunto de transformaciones sustantivas en distintos planos y niveles, con distintos ritmos y en un proceso de superposición de lo 'tradicional' y lo 'nuevo' (Santa Cruz, 2013). Los factores más relevantes en la configuración y reorganización de los diarios y los modelos periodísticos asumidos por éstos durante el período son: La transición de la dictadura a la democracia y la configuración de lo que O'Donnell llama democracias transicionales que, en el caso chileno, fue pactada con el régimen saliente; la consolidación del modelo neoliberal y, en particular, en la industria de medios (competir por más y 'mejores' audiencias, en el sentido de que sean más atractivas para los avisadores; la incorporación de estrategias de reducción de

costos en desmedro de estrategias editoriales); la penetración de las nuevas tecnologías en la década del 2000, con un mayor impacto y más acelerado, según los datos disponibles y la percepción de los informantes clave- a partir de fines de esa década. El trabajo contribuye a un mayor entendimiento de las particularidades de los modelos de periodismo en Chile en la postdictadura y, asimismo, ofrece una perspectiva pertinente para sociedades que, debido a sus características, quedan fuera de los modelos propuestos para comprender los sistemas de medios occidentales y hegemónicos.

Id: 9854

Title: Popular culture, soft power and resistance : Taiwanese media portrayals of Japan and Korea before/after their cultural inflows

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Abstract: The rise of regional media centers and their cultural flows across national borders within specific geographic-cultural regions have drawn attention from communication scholars. In the context of East Asia, popular cultural flows from such regional centers as Japan and Korea have been well discussed from various perspectives. One argument is that the seemingly globalization phenomenon in the East Asian region is actually initiated by individual states' national projects. Such projects are described as banal inter-nationalism (Iwabuchi, 2010) or pop nationalism (Joo, 2011). In other words, popular culture is used as soft power not only to promote national products but also to rebrand national image. This paper aims to understand whether such soft power strategy works in the receiving countries. More specifically, it analyzes national images of Japan and Korea in the Taiwanese news media before and after their popular cultural flows into Taiwan in the 1990s and the 2000s, respectively. I adopt discourse analysis and review Taiwanese newspaper and magazine reportage since 1950s to date. The findings show that in the past, media discourse on Japan and Korea had centered on their roles as political alliances. Negative reports only emerged when some political controversies emerged, such as Japan's and Korea's severances of diplomatic relations with Taiwan. Upon the spread of Japanese and Korean popular culture to Taiwan, the portrayals of both Japan and Korea have changed. However, there is a sharp difference between the two countries. The sporadic criticisms of Japan focus on the historical memory of colonization and Taiwanese fawning on Japan. Besides that, the news media sees Japan as a model of civilization to emulate. In contrast, Korea is portrayed as the main adversary of Taiwan, primarily in economic terms. The theme of economic competition between Taiwan and Korea repetitively appears in the media after the Korean Wave. Such difference can be explained by historical context; that is, in the eyes of Taiwanese, Japan is a former colonizer, which brought modernization to the Island, while Korea has been a 'sibling' that should be an equal of Taiwan. Therefore, I argue that, first, instead of enhancing positive image of a nation, the transnational spread of popular culture may conversely arouse nationalistic reactions. Second, historical and social context should be taken into account if we want to understand the influences of popular cultural flow.

Id: 9890

Title: From the Aristotelian 'either/or' logic to a Taoist and dialectical approach: The role of social networking sites in social relationships among students in Austria and China

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Abstract: It is believed that the twenty-first century is the era of pluralism but according to Asian scholars communication theories are still western-centric (e.g. Dissanayake, 2003; Miike, 2007). In conducting comparative research we first have to critically discuss established theories ' which are occasionally based on undiscussed presupposition ' and applied methods in a critical as well cultural sensitive way. This helps to develop a discourse to re-think communication theory (as postulated at the IAMCR special session in Dublin 2013) and to initiate a form of de-westernizing communication research (Wang, 2011). Critique from Asian scholars is based on the discrepancies between 'either/or' thinking of the West while the tradition in East Asia is based on a cyclic process which can be described as a both/and framework (Chen, 2002) or a Taoist Yin/Yang mode of thinking (Lu and Gilmour, 2006) which is based on the principle of the dialectical completion of relative polarities. Following such an understanding we tried to find out, which role social networking sites (SNS) play in the daily routines of students in China and Austria and what impact these applications have on their interpersonal relationships. Since SNS are getting more and more ubiquitous available via mobile devices, a special focus was put on the function of smart phones in this context. To do so, we conducted a comparative research project with the aim to compare the motives, practices and preferences concerning the (mobile) use of SNS of university students in Austria and Mainland China. Therefore a quantitative questionnaire (N=450) was filled out by 214 Chinese students in the field of media and communication at three renowned universities, namely Fudan University, Beijing Foreign Studies University and Nanjing Normal University and by 236 students in the Department of Communication Studies at the University of Salzburg, Austria. Furthermore, four focus groups (N=16) were conducted to get a deeper understanding of the adoption and usage practices and to assess the emotional qualities of SNS. Our findings suggest that although there are differences in the utilization and in the perception of emotional qualities of such services, the Western 'either/or' thinking falls short in describing similarities in the (mobile) use of SNS between students in Austria and China. The question will be raised if SNS initiate and/or support the development of a kind of third space (Bhabha, 1994) as well as transcultural lifestyles (Welsch 1999). Keywords: comparative research, cultural setting; both/and approach, either/or approach, social networking sites, interpersonal relations

Id: 9900

Title: PANEL: Identities and representations of latin-american alterity in front of global communication

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Abstract: PANEL: Identidades y representaciones de la alteridad latino-americana frente a la comunicación mundial. La identidad como relación a una cultura opera un cierre comunicacional es decir que marca los límites de una cultura y las personas que se le asocian frente a otras culturas y/o individuos. No obstante, en base al auge espectacular de los intercambios culturales, nuestro desarrollo, tanto en un plan local como mundial, pasa por dinámicas de hibridación (Canclini, 2001). Los países latino-americanos desarrollaron sincretismos a partir de la combinación de las matrices españolas y portuguesas con representaciones indígenas. Desde la segunda mitad del siglo XX, nuevas influencias culturales e imperativos mercantiles los trastornan en la elaboración de sus identidades. De hecho, la aceleración de los intercambios comunicacionales facilitado por el desarrollo de los medios produce efectos de cercanía (Beck, 1999) sin que se pueda considerar una completa homogeneización cultural. Al contrario, a pesar de aquellos acercamientos mediáticos, las diferencias pueden seguir siendo percibidas hasta como amenazantes (Wolton, 1997). La comunicación en contexto de mundialización implica procesos ambiguos, veloces, espectaculares a través de los cuales las sociedades se conforman o resisten a las representaciones que producen interpretaciones ajenas. Estas últimas ganan influencia a medida que la sociedad de consumo se desarrolla interpenetrando cultural y económicamente los diferentes países. En el cruce de los conceptos de comunicación, mundialización y alteridad, este panel estudia los procesos de hibridación que resultan de la dialéctica entre identidad y alteridad. Esta dinámica supone una cierta pluralidad interpretativa ya que las representaciones construidas están procesadas por los medios que así contribuyen a la definición del uno y del otro y que al mostrar una cultura contribuye consubstancialmente a la elaboración de la cultura de los receptores. Para estudiar la relación mediada entre diferentes culturas, las comunicaciones de este panel se enfocan más específicamente en las consecuencias que tienen esas hibridaciones en términos de consumo de medios, consumo cultural y consumo de destinos turísticos. Panel chair: Benoit Cordelier, profesor, University of Quebec at Montreal (UQAM) Discussant: Carmen Rico de Sotelo, profesor, University of Quebec at Montreal (UQAM) PAPERS: + Omnivorismo y consumo cultural global en Uruguay Rosario Radakovich, Universidad de la República, Uruguay + Cosmopolitismo cultural y las relaciones de consumo de los medios de los jóvenes en Brasil Viviane Riegel, Escola Superior de Propaganda e Marketing, Brasil + Imagen-país e identidad mexicana a través de los españoles y mexicanos María Gabino, Universidad Autónoma de San Luis Potosí, México Benoit Cordelier, Universidad de Quebec en Montreal, UQAM, Canadá Antonio Castillo, Universidad de Málaga, España

Id: 9902

Title: PANEL: Identities and representations of latin-american alterity in front of global communication

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Abstract: Abstract title: Omnivorismo y consumo cultural global en Uruguay Uno de los principales debates sobre consumo cultural en la modernidad tardía replantea los condicionamientos estructurales para la reproducción de los estilos de vida cultural (Bourdieu, Peterson, DiMaggio, Chan & Goldthorpe, Warde et al, Van Eijk, Pascal-Daloz, Sassatelli entre otros). El consumo cultural en las sociedades modernas tiende a pensarse menos desde un 'eje vertical' fundado en distinciones de clase, como por ejemplo, entre alta cultura y cultura popular; y a dar relevancia a la combinación de prácticas de consumo menos asociadas a las distinciones sociales. Concretamente, en diversos contextos del mundo, se aprecia que los consumidores escuchan a la vez música clásica y rock, leen literatura clásica y novelas populares, cine de autor y comercial, rompiendo con segmentaciones sociales previas. Este fenómeno, que Peterson (1992, 2004) ha llamado omnivoridad, resulta en nuevos modelos de consumo cultural relativamente más cosmopolitas, diversos y tolerantes; propios de la inmersión en la cultura global (Featherstone). No obstante, en América Latina, destacados investigadores (Canclini, Barbero, Ortiz, Achugar, Sarlo) han remarcado el lugar de la desigualdad para pensar específicamente estas relaciones (Sunkel, Gayo Cal, Wortman entre otros) y las tensiones entre distinción social y diversidad cultural para la conformación de identidades sociales 'híbridas' o sincréticas (Canclini). No por ello desconocen que los estilos de vida se ven crecientemente afectados por procesos de mundialización cultural (Ortiz) y globalización económica que impactan en los patrones de consumo simbólico 'y así en los gustos, deseos, prácticas e imaginarios- de los ciudadanos. En ese contexto, este trabajo analiza empíricamente el consumo cultural en Uruguay actualmente, rastreando las tensiones entre patrones snobs y comportamientos omnívoros, entre intereses más cosmopolitas y parroquiales, describiendo los condicionamientos sociales que persisten en las preferencias culturales y los ámbitos más permeados por la cultura global; con particular atención al universo de consumo audiovisual. Entre los resultados surgen múltiples intersecciones entre 'lo culto', 'lo popular' y lo 'tecno-audiovisual' en el consumo cultural de los uruguayos. No obstante, persisten las tensiones entre mecanismos de distinción social y snobismo frente a comportamientos más eclécticos o de apertura cultural; formas de integración social a partir de la cultura frente a expresiones de intolerancia cultural; persistencia de comportamientos parroquiales donde se jerarquizan las tradiciones y expresiones culturales locales frente a una estratificación de los gustos y hábitos culturales internacionalizados que suponen mayor involucramiento en la cultura global. Para este análisis se plantean resultados de la Tercer Encuesta Nacional de Imaginarios y Consumo Cultural de los Uruguayos aplicada a 2.600 casos a nivel nacional en junio de 2014 (OBUPOC) por el Observatorio Universitario en Políticas Culturales (FHUCE) de la Universidad de la República en Uruguay analizando el caso de los gustos musicales, cinematográficos, televisivos, los usos de redes sociales y contacto con amigos y familiares en el exterior del país, la

asistencia a espectáculos en el exterior del país y el dominio de idiomas entre otros indicadores del perfil de gustos y las formas de internacionalización del consumo cultural de los uruguayos.

Id: 9906

Title: PANEL: Identities and representations of latin-american alterity in front of global communication

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Abstract: Abstract title: Cosmopolitismo cultural y las relaciones de consumo de los medios de los jóvenes en Brasil El aumento de la circulación de los bienes culturales, hasta su difusión en todo el planeta, desarrolla un sentido de conocimiento común (Riegel, 2014). Consideramos la cultura global como un motor de formas cosmopolitas del ser. También consideramos que Desde la perspectiva de la cultura global y sus relaciones a través del consumo cultural (música, TV, libros, videojuegos, películas, '), nuestra investigación tiene como objetivo discutir los significados de la globalización cultural, en base a los efectos mecánicos y a la hibridación (Canclini, 2001), centrándose en el cosmopolitismo estético. Teniendo en cuenta este contexto, nuestro enfoque se basa en el consumo de medios por los jóvenes, ya que los medios de comunicación tienen un lugar central en el consumo cultural contemporáneo. Nuestra investigación se apoya en la observación de dos fenómenos interdependientes: la creciente internacionalización de la producción y del consumo cultural, especialmente entre los jóvenes, y la efervescencia de las producciones artísticas locales: un fenómeno llamado por sociólogos "indigenización" de las prácticas culturales (Appadurai, 2005). La tensión entre estos dos movimientos se traduce en nuestra discusión de la cultura global y sus diferentes procesos de localización. Teniendo en cuenta este contexto, nuestra propuesta es analizar el aumento del consumo cultural por los jóvenes. Por esta cuestión, estamos construyendo un entendimiento de cómo el consumo de los medios se refleja en los hábitos culturales, tanto en experiencias globales, unificadoras y hegemónicas, como en los procesos de traducción de estas experiencias por los códigos locales. Dentro de las experiencias mediadas pueden haber lagunas donde los sujetos construyen representaciones de sí mismos y del mundo, a través del consumo de la imaginación de los contextos "glocales" (Robertson, 1992). Estos contextos se están extendiendo por el aumento indiscriminado de las plataformas tecnológicas (televisión, tableta, teléfono móvil, ordenador) y las modalidades de consumo de los medios. Crean así nuevos arreglos constitutivos de las experiencias cotidianas de los jóvenes. El análisis presentado se centra en los datos cualitativos de entrevistas con jóvenes estudiantes de Brasil (estudiantes de 18 a 24 años, n = 40). Este conjunto de datos es parte de un proyecto de investigación internacional, otorgado por el Ministerio de Cultura y Comunicación Francés y la ESPM-SP, sobre el consumo cultural en la vida cotidiana y el cosmopolitismo estético. Nuestro análisis se desarrolla al nivel micro, en las experiencias diversas de las prácticas de los jóvenes con los medios de comunicación, en una base reflexiva basada en: 1) el concepto de cosmopolitismo vinculado a experiencias estéticas, según Skrbis y Woodward (2013) y Cicchelli y Octubre (2013); 2) la cultura mundial tanto por la homogeneidad como la heterogeneidad, teniendo en cuenta que las diferencias culturales están omnipresentes y toman la forma de procesos hibridación, a través de identidades locales y globales (Pieterse, 2009); y, 3) el consumo de los medios de comunicación a partir del

concepto de tecnicismos en Jesús Martín-Barbero (2004).

Id: 9908

Title: PANEL: Identities and representations of latin-american alterity in front of global communication

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Abstract: Abstract title: Imagen-país e identidad mexicana a través de los españoles y mexicanosLa proyección de una imagen positiva de un país hacia países terceros es un elemento esencial en la comercialización de sus productos fundamentalmente porque la proyección de una imagen positiva de un país hacia países terceros conduce a lograr credibilidad y confianza para sus productos (Baker y Ballington, 2002; Laroche et al., 2005; Zhou et al., 2007; Heslop et al., 2008). por lo tanto, la imagen de los países se ha convertido en una cuestión política de Estado. Las administraciones se han vuelto sensibles a la idea del Estado-Marca como reflejo de su reputación (Kunczik, 2003; Price, 2003; Van Ham, 2001; Werron, 2014). La imagen del país es un activo fundamental para defender los intereses de los Estados en las nuevas relaciones económicas y políticas internacionales altamente competitivas. La imagen condensa las relaciones entre las naciones, cambiando al ritmo en que lo hacen esas relaciones. Esa imagen estereotipada es la que queda viva de la historia de los pueblos, y por ello forma parte de las culturas nacionales en las que viven en sus más diversas manifestaciones (relatos, chistes, libros de texto, canciones infantiles, etc.). Bastante estables, son difíciles de cambiar; se autorrefuerzan en el tiempo. Ante este panorama se plantea profundizar en la imagen y la percepción de México en el exterior, tomando a España como referente. El objetivo general que se ha planeado para la realización de esta investigación es analizar la imagen y la percepción que se tiene en España sobre México. Antigua colonia, la identidad mexicana se ha construido en procesos de hibridación (Canclini, 2001) que contribuyen a dar a los Españoles a la vez un sentimiento de proximidad y de exotismo. Sin embargo, México tiene también una imagen de violencia que ha ido empeorando en el último decenio. La situación mexicana se ha visto señalada en los medios españoles por la violencia, el narcotráfico y la inseguridad; lo que contribuyó a un estancamiento del turismo español en los últimos años hasta el 2013 (CPTM). Delimitado el objeto de estudio, se plantean los siguientes interrogantes: ¿Cuál es la imagen que tienen los mexicanos de México? ¿Qué imagen se está proyectando de México en España? ¿Qué se

está diciendo de México en España' ¿Cuál es la percepción que se tiene de México por los españoles' Estos detonantes incitan el diseño de una investigación con alcance exploratorio, bajo el objetivo general de analizar la imagen y la percepción que se tiene en España sobre México, a partir de la mirada que provoca la alteridad. Después de una rápida revisión de la literatura sobre imagen país, desarrollaremos nuestra comunicación a través de dos ejes empíricos principales primero a través de una encuesta de la percepción de los españoles sobre México, estratificada por comunidad autónoma y segundo a través una encuesta similar para conocer la autoimagen de los mexicanos, estratificadas por estados a la población mexicana. Terminaremos esbozando los primeros análisis del enfrentamiento de ambas investigaciones.

Id: 10008

Title: Panel : Media in democratization conflicts: Dousing the fires or fanning the flames'

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Abstract: Panel abstract: This panel investigates the role that the media plays in conflicts arising out of democratization processes in various regions of the world. By critically examining the role that the media play in these situations, the conference theme on the 'ambiguous power of communication' is addressed. Does the media facilitate peaceful solutions to democratization conflicts, do they enable democratic participation by all citizens or do they entrench powerful political and economic interests and polarize societies further' The panel aims to contribute to the study of media, democracy and conflict in an international context by offering comparative perspectives on the central question. The panel will feature two papers addressing overarching questions about journalistic work practices and ethics as well as the role of media assistance organisations in democratization conflicts, before presenting specific case studies from various regions in the world. Paper title: Constructive or Destructive' Journalistic work practices and ethics in democratization conflicts Judith Lohner, Sandra Banjac University of Hamburg Paper abstract: Democratization conflicts are continually erupting around the globe, morphing societies and journalism. Egypt's uprising ended Mubarak's authoritarian rule and social media were significant actors in this transition process (Cottle 2011). South Africa remains an unequal society marked by service delivery protests and xenophobic attacks, where media continue to redefine their 'watchdog' role alongside the country's broader 'debates about identity, citizenship and social justice' (Wasserman/Jacobs 2013: 70). Kenya's presidential elections in 2007-08 led to ethnic clashes for which the media were accused of inciting (Somerville 2011). During the 2013 presidential elections the media were encouraged to play a peace-keeping role (Moss/O'Hare 2014). Serbia's Pride Parade in 2010 brought into focus the country's struggle with minority rights and threat of right-wing extremism, with media largely reporting acts of violence, omitting views of the LGBT community (RCM 2010). Across these countries and conflicts, journalists are not merely societal observers, but active shapers of democratic transition. Theoretically, our research bases itself in a conceptualization of journalism as a social institution which observes society and facilitates public debate while simultaneously negotiating the distribution of power across various social systems (Luhmann 2000, Bourdieu 1993); a journalism that does not merely reflect reality, but actively constructs it. According to Cottle (2006: 185) it is through journalism that conflicts are 'defined, framed and visualized; elaborated, narrativized and evaluated; moralized, deliberated and contested; amplified and promoted or dampened and reconciled; conducted and symbolized; enacted and performed.' In spite of a rich field of theoretical concepts and empirical findings on journalism there is a shortage of conceptualization and empirical investigation on journalism and journalistic actors within the specific context of democratization conflicts (Voltmer 2013). Against this background, our comparative, qualitative study built on in-depth interviews with 100 journalists in Egypt, South Africa, Kenya, and Serbia, aims to better understand the role of journalism in transitional democracies, focusing on a set of comparable

democratization conflicts. Our empirical research questions are: o What work practices do journalists engage in when reporting on conflicts' o What ethical dilemmas do they confront and deal with' o How do journalists perceive their role in transitional processes' o How do the political, economic, social as well as organizational structures impact their journalistic performance'

Situated within the multi-country project on Media, Conflict and Democratisation (MeCoDEM) funded by the European Union, our study relies on innovative approaches and methods: (1) using the reconstruction method in interviews which uses a journalist's work as stimulus to reconstruct coverage of conflict; (2) challenging universalism and studying journalism contextually as it interrelates with societal components and institutions; (3) de-Westernizing normative assumptions rooted in Western models of journalism, and; (4) analyzing data inductively with an aim to outline a model of conflict journalism (of non-Western societies). The MeCoDEM project's multi-study approach and comparative research methods permit a triangulation of findings. We will present above outlined conceptual and methodological approaches and initial comparative findings of the interviews conducted in the four countries, highlighting similarities and differences across journalistic cultures and democratization conflict types.

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presentations within the suggested panel. Paper title: South African print media coverage of service delivery protests: A content analysis Herman Wasserman, Tanja Bosch, Wallace Chuma University of Cape Town Paper abstract: There has been a steady increase in 'service delivery protests' in post-Apartheid South Africa. This refers to a range of often violent protests related to the inadequate provision of services, most often water and sanitation. Since 2004 these protests have increased as a result of growing citizen frustration and tensions resulting from high levels of economic inequality. 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, described by some as a 'rebellion of the poor'. Through a quantitative content analysis, the proposed paper explores print media coverage of these protests. Mainstream mass media often subscribe to the protest paradigm, which includes delegitimization and demonization, highlighting the negative consequences of protests. Given the significance of the media as sources of collective knowledge and people's perceptions of reality, the research explores how a sample of South African print media portray the conflict parties, and what kind of interpretations and value judgments are offered to frame the conflict. This paper is based on research conducted for the European-funded multi-country study on Media, Conflict and Democratisation (MecoDem). Paper title: Professional solidarity and journalistic practices in conflict countries: the case of the Radio Publique Africaine in Burundi Marie-Soleil Frère, Anke Fiedler Université libre de Bruxelles Paper abstract: Our paper wishes to reflect on 'professional solidarity' among journalists in post-conflict countries on the example of the detention of the Burundian journalist Bob Rugurika. Since the emergence of the private media during the civil war (1993-2006) Burundian journalists have maintained a solidarity network which is useful each time when press freedom is threatened. They regularly collaborate in joint programmes named 'synergies' that are broadcast simultaneously on the most important private (and sometimes public) radio stations and TV channels. On 23 January 2015, this 'synergy' was called for action, as Bob Rugurika, the director of the very popular private radio station RPA (Radio Publique Africaine), has been put in jail in Bujumbura a couple of days before. The 'element of crime': His station had broadcast the testimony of an individual who claimed he was involved in murders commissioned by the former head of Burundian Intelligence (SNR). While those media outlets being close to the ruling party CNDD-FDD accused the RPA of disseminating information without crosschecking and verifying facts and sources, Rugurika's colleagues from most of the private media have quickly rushed to his defence and denounced the illegitimacy of his custody. But there is something special about this case: some media directors and journalists, even though denouncing the fact that Rugurika was jailed, feel uncomfortable about the way their colleague dealt with the investigation and dissemination of information. Some refuse to go further in investigating the case because they do not want to unveil potentially improper professional practices of their colleague. Building on this case study, the paper will focus on three main issues that are typical of the way journalists operate in conflict (or post-conflict) societies. The first issue is the lack of access to information sources making any investigation difficult in such a context (especially in our case, as there seems to be a link between the murders on which RPA was investigating and the armed militias of the ruling party). The second issue is related to the journalists' role perception: While the semi-authoritarian regime accuses the private media of being part of the political opposition, the journalists of the private media sector perceive themselves as advocates for a specific cause (or to say it in the RPA's words: as 'the voice of the voiceless'). Our hypothesis is that the 'watch dog' role cannot be fulfilled in such an environment, as journalists feel more committed to express their solidarity with their colleagues than to follow 'best practices' in journalism. This leads to a less balanced news coverage, which could, at the end, distort the truth. Our third point of interest deals with the

professional solidarity among journalists, its strengths and its limits in the Burundian media context. The paper is based on a research implemented within the framework of the European-funded INFOCORE project, that aims at identifying the conditions under which media play specific constructive or destructive roles in preventing, managing, and resolving violent conflict, and building sustainable peace. In particular, the research is based on interviews that were conducted during a field trip in Burundi in January 2015 as well as collected media content.

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Paper title: *Instigators of Conflict or Messengers of Peace? The Role of the Media in Promoting Interfaith Dialogue to Ensure lasting Peace in Mombasa, Kenya*

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Paper abstract: This paper examines the role of the media in promoting interfaith dialogue as a conflict management and peace building tool to ensure lasting peace in the coastal region of Mombasa in Kenya. Kenya is a multi-ethnic and multi-religious society with the major religions being Christianity, Islam and Hinduism. The interaction, on a daily basis, among people of different faiths therefore, in this kind of a society is inevitable. Although all major world religions advocate a peaceful coexistence, religion is increasingly becoming a significant factor in conflicts globally especially between members of the Christian and Muslim faith. The recent killings of Muslim and Christian clerics and the targeting of places of worship in several cities in Kenya, especially in the port city of Mombasa, have tested the nation's interfaith relations to the limit. We therefore seek in this study first to examine the importance of the media: either as instigators of conflict, or messengers of peace, or both. As Howard (2002) observes, the media is a double-edged sword. It can be a frightful weapon of violence when it propagates messages of intolerance or disinformation that manipulate public sentiment. But the media can also play a significant role in the de-escalation of conflicts, strengthening of the civil society and demolition of stereotypes and prejudices that may cause conflicts. This study will therefore explore how mainstream media in Kenya have been covering the ongoing inter religious conflicts in Mombasa and how their coverage may have fuelled or quelled the conflicts. Our analysis of media coverage of the ongoing inter religious conflicts will be grounded on Galtung's (1986; 1998) notion of 'peace journalism' as an approach to conflict reporting. According to Galtung's Peace journalism approach, the media should foreground stories that highlight peace initiatives; tones down ethnic and religious differences, prevent further conflict, focus on the structure of society; and promote conflict resolution, reconstruction, and reconciliation. The study will also seek to explore how religious leaders can use the media to build trust among Christian and Muslim faithful in an attempt to promote interreligious reconciliation and healing. The key research question guiding this research project will be: What role can the media play in promoting

interfaith dialogue as a conflict management tool between Muslims and Christians to ensure lasting peace in Mombasa' Data will be collected through qualitative content analysis of how two leading daily newspapers in Kenya (The Daily Nation and The Standard) have covered the past interreligious conflicts and qualitative interviews with Muslim and Christian religious leaders.

Id: 10026

Title: Hallin & Mancini Reloaded. Media Systems beyond the Western World.

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Abstract: Using a sample of countries from all over the world, the paper goes beyond Hallin and Mancini's seminal works on comparing media systems by presenting a typology that is based on the criterion for prompting the state to regulate, restrict, or facilitate public communication. Therefore, it asks for major principles that could explain similarities and differences between non-Western countries. The study is grounded in both Schimank's approach of actor-structure dynamics and Voltmer's differentiation of four authoritarian regime types and corresponding pathways to democratization. The theoretical base explains the sample which includes the following highly diverse regions: Sub-Saharan Africa (Uganda, Ghana and Namibia), Asia (Pakistan, Iran and Singapore), Eastern and Southern Europe (Belarus, Turkey and Malta), Latin America (Mexico, Cuba and Venezuela) and the Arab World (Egypt, Iraq and Tunisia). The underlying idea was to bring together authoritarian and democratic states. In order to investigate media system structures, a number of categories were derived from theory that guided the analysis. This comparison is based on material, which has been collected and analyzed by means of method triangulation (document analysis, expert interviews, category conducted coding). It includes data from more than 100 expert interviews (leading local journalists, foreign correspondents, academics, NGO workers, politicians, unionists, and entrepreneurs). Additionally, the paper draws on extensive document analysis (constitutions, media laws, media regulations, press freedom indices such as Freedom of the Press, Reporters Without Borders and IREX, and historical accounts). The study shows that, firstly, it can be differentiated between media systems, which guarantee media freedom on paper, and media systems, which clearly define the media's objectives and functions. In this line, the media in Cuba shall support the Revolution, in Singapore they shall contribute to nation-building, while in Iran the media shall serve the spread of the Islamic culture and the theocracy. Secondly, regarding media systems which guarantee media freedom on paper, it can also be distinguished between the following factors: path dependency (influencing structures of interpretation and structures of expectation), economic power and economic structure (influencing structures of constellation), and political culture which includes both the state's position in the system itself and the country's position in the community of states (also influencing structures of constellation). Thus it is explained, for example, why Namibia can be assigned to Hallin and Mancini's Democratic Corporatist Model.

Id: 10050

Title: TeleSUR como una televisión de resistencia contra la hegemonía del Norte (TeleSUR as a TV of resistance against hegemony of the North)

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Abstract: En la infraestructura global de la comunicación, dominada por unas corporaciones mediáticas del Norte (los Estados Unidos principalmente), aparecen también unas iniciativas de crear medios de comunicación con una misión de combatir el poder de los más grandes. Después de la época de CNN como principal 'narrador' de los eventos y conflictos internacionales, en los años noventa del siglo pasado nacieron unas televisiones regionales ' como Euronews o Al Jazeera ' que compiten hoy (con éxitos) en el mercado global de noticias con las televisiones norteamericanas o el BBC británico. El problema de la comunicación global, del papel de grandes corporaciones o del imperialismo mediático, descrito ampliamente en la literatura científica (p.ej. en las obras de Ben Bagdikian, Daya Kishan Thussu, Thomas McPhail, Robert McChesney y muchos otros) aparece también en el contexto de América Latina (p.ej en las obras de Néstor García Canclini o Jesús Martín-Barbero). El ex-presidente de Venezuela, Hugo Chávez, tuvo una visión de la 'Revolución Bolivariana', basada en la crítica del imperialismo, capitalismo y la política liberal de los Estados Unidos, cuya víctima es ' según esta visión ' América Latina, entre otras regiones del Sur global. Dado que Hugo Chávez fue un propagandista o comunicador muy hábil, en su estrategia tuvieron gran importancia los medios de comunicación. Su mayor iniciativa fue la televisión internacional TeleSUR que empezó a emitir programas el día exacto del 222o aniversario del nacimiento de Simón Bolívar, conocido como 'el Libertador' de Hispanoamérica en la guerra de independencia del siglo XIX. La sede de TeleSUR está en Caracas, la ciudad del nacimiento de este personaje famoso quien consagró su vida a la lucha contra los colonizadores hispanos. Hugo Chávez consagró su vida a la lucha contra el 'neocolonialismo' de la potencia imperial de los Estados Unidos o ' en general ' el imperialismo, liberalismo y capitalismo. El propósito de este estudio es analizar TeleSUR como una televisión de resistencia contra la hegemonía del Norte global y su potencia en la comunicación global. El análisis se concentra sobre todo en la propaganda realizada por esta televisión que ultimamente intenta ampliar su difusión usando también los nuevos medios, como Twitter o YouTube, y aprovechando la lengua de su primer enemigo geopolítico, es decir el inglés, como la lengua principal de la comunicación global. I AM ABLE TO PRESENT THIS PAPER IN ENGLISH TOO.I WOULD BE WILLING TO CHAIR A SESSION (IN SPANISH OR ENGLISH).

Id: 10058

Title: Tools of Hegemony or Resistance' Media Framing of China's 'Soft Power' in Kenya and Sierra Leone

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Abstract: This paper seeks to examine ways in which China has pushed its soft power in Kenya and Sierra Leone and how mainstream media in Kenya and Sierraleone have framed China's increasing presence in the two countries. China's grand entry into Africa in the last decade has sparked off speculations about China's real political motives and their consequences on 'Africa' and 'Africans'. Critics argue that China is just out to exploit the rich natural resources in Africa as it uses Africa as a testing ground for its Soft power in other parts of the world (He, 2007). The principal source of China's soft power in Africa can be said to be the strength of its economy and its economic engagement. China's expanding trade and investment within the continent and the proliferation of Chinese-led infrastructure projects as well as increasing media presence has provoked a range of reactions in both Africa and the West. There are increasing concerns from media scholars and journalists that the increasing political and economic engagement of China in Africa will have a negative impact especially on media freedom as well as transparency and accountability of the ruling elite. China, unlike developed countries in the West, is perceived as a poor promoter of democracy and human rights as conditions for doing business with Africa. Although there is increasing interest, in journalistic and policy circles in the West and Africa, in China's growing soft power seen as 'partner/ or predator' (Mills and Thompson, 2009) in Africa, there is very limited scholarly exploration of this phenomenon, especially as it relates to the role of the media. This paper will therefore seek to examine to what extent can mainstream media in Kenya and Sierraleone be said to promote or resist this increasing China's hegemonic power. Focus will be on how two leading Daily newspapers (The Daily Nation in Kenya and the Concord Times in Sierraleone) have framed China's presence in these countries, and how such framing may influence public perceptions of China's soft power in the two countries. The key research questions will be: To what extent can the media in Kenya and Sierraleone be said to resist or promote China's Hegemonic Power' How has media's framing polarised or united public perceptions of Chinese soft-power in the two countries' How different is the framing of Chinese soft power in the two countries' This paper will seek to provide answers to the above research questions by drawing closely on Cooper's(2009) approach of 'rhetorical framing analysis' based on the frame (China as a friend) and counter-frame (China as a foe) , and in- depth semi- structured interviews of readers of the two newspapers .

Id: 10082

Title: Amplification and Resistance: Global Media Coverage of Ebola and the Framing of West Africa in a Convergent Media Landscape

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Abstract: This study examines how the Ebola disease threat was depicted by major international news media ' BBC and CNN as compared to the news media in West Africa ' AllAfrica.com, using Post-Colonial theory and Actor Network theory to analyze the framing of the epidemic. This study investigates the politics of representation (Doty, 1996; Hall, 1985, 1992) in the media framing (Gans, 1979; Tuchman 1978) of the Ebola epidemic as a dangerous threat to the public in developed countries through the mechanism of 'Othering' (2006; Mahadeo & McKinney, 2007; Manzo, 2006; van Wyk Smith, 1996). The paper argues that in Othering the African continent and Africans, the Ebola scare is framed by the global news media in ways that resonate with dominant tropes associated with the continent as well as other epidemics of infectious diseases such as HIV AIDS and SARS (Wallis & Nerlich, 2005). Scholars (Carruthers, 2004; Fair, 1993; Hawk, 1992; Jarosz, 1999) have noted the historical persistence and the ideological power of the metaphor of Africa as the 'Dark Continent'. This paper interrogates the various frames applied in the news coverage that continue represent the continent as Other and explores how this metaphor is resurrected in the coverage of the Ebola epidemic in ways that identify and frame an entire continent as Other and reaffirm Western dominance and racist valuations of Africa (Escobar, 1995; Fair, 1993) and Africans in news reports on the Ebola epidemic. In a convergent media landscape, social media sites such as Twitter and Facebook have become spaces where both amplification of and resistance to hegemonic framing of the African continent converge. This study draws on Post-Colonial theory and Actor Network theory to map out the archetypal narratives and counter-narratives on Facebook and Twitter on the Ebola epidemic in the framing of the African continent. The main research question is: 'How was the Ebola epidemic framed by the global news media ' mainstream global media and West African media ' and on social media in a convergent media landscape' This paper presents results from a content analysis of the coverage constructed by global news media ' BBC and CNN and AllAfrica.com and on social media platforms such as Twitter and Facebook for the period March 2014-January 2015. The study used NodeXL and other social media analytic tools to map out conversational archetypes on social media platforms. Findings from this study provide deeper understanding of the nature of framing of Africa and African problems in international media, particularly in the era of social media where networked conversations amplify global issues, (re)producing echo chambers as well as creating spaces for resistance and counter-narratives. Additionally, this study does not only uncover hegemonic discourses underpinning global news coverage of global events, especially news from Africa, but it also allow us to move to a more sophisticated understandings of how the current convergent media landscape work to produce multiple narratives of the African continent that amplify as well as resist dominant media framing of the continent of Africa.

Id: 10087

Title: Communication studies without frontiers' Academic cultures, translation and cosmopolitanism

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Abstract: My interest in this article is to discuss the 'translability' of communication scholarship in the context of globalized academia and research traditions with different historical trajectories and cultures. The notion of translation is useful to reflect upon the globalization of academic cultures in communication studies. Translation is a 'trans-cultural event' that deals with dynamics and challenges that are central to the crossing of scholarly cultures. The globalization of academic cultures runs into matters that translation studies have long recognized, such as the clash between dogmatism and difference in meaning-making, language slips and gaps, and the possibility of (mis)understandings. My argument is as follows: although globalization invites scholars to broaden perspectives, it doesn't necessarily promote the reapproachment of epistemic communities in communication studies or the values of universal, de-westernized, and cosmopolitan scholarship. Scholars may be more attentive to research and findings produced in other countries and regions. This opening, however, doesn't necessarily entail a fundamental shift in the ontologies of their work ' the understanding of communication, the conception of the research subject, the definition of research problems, and theoretical and methodological sympathies. Globalization prompts dialogue and collaboration among specific cultures of communication scholarship, yet it might have negligible impact on interaction among different epistemic communities. Globalization doesn't necessarily push scholars to engage in the politics of translation across academic languages.

Id: 10153

Title: PANEL- Reconfiguring Global Media Hegemony and the Rise of the BRICS Nations

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Abstract: While acknowledging that in terms of volume and value global media continue to be dominated by the West, with the US at its core, this panel suggests that there is growing visibility and influence of media emanating from BRICS (Brazil, Russia, India, China and South Africa) countries. The panel proposes that in a dynamic and digitized 24/7 globalized multi-media age, the one-way vertical flow of media products ' from the West to the Rest - has given way to multiple and horizontal flows, in which the BRICS countries play a key role. Papers in the panel will suggest that the globalization of the BRICS media is contributing to reconfiguring the US-led hegemonic relationships. The panellists will argue that the ascent of BRICS media is likely to expand, especially with the convergence of mobile communications technologies and content via a multi-lingual internet. The five papers in the panel, delivered by leading scholars of international communication, will cover respectively: the emerging media power of BRICS nations; implications for global communication of the growth of the internet in countries like China and India; the limitations of BRICS as a coherent group; journalism education in BRICS and globalization of Brazilian telenovelas. The papers will suggest that in the past decade the BRICS media content providers have become more pronounced to service an ever-growing global market for ideas and images. Despite its many internal differences and complex external affiliations, the BRICS group shares their non-Euro-Atlantic origins as well as their calls to redress power imbalances in existing international institutions and structures. As the world becomes increasingly mobile, networked and digitised, will such media flows erode US hegemony'

Id: 10159

Title: PANEL- Digital BRICS: Building a NWICO 2.0'

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Abstract: The international presence of media from the BRICS (Brazil, Russia, India, China and South Africa) is likely to expand exponentially with the growing convergence of mobile communications technologies and content via an altered and multi-lingual internet. The predominance of English on the internet might also be undermined, creating tendencies towards a fragmented internet. China, which hosts the world's largest blogging population and its version of Facebook - QZone ' had more than 600 million users by 2014; while Weibo (the Chinese version of Twitter), had an equally large following and is increasingly influencing mainstream journalism within the Sino media-sphere. Internet users in India are expected to reach 600 million by 2020, driven by wireless connections. Russia already has the highest internet penetration among the BRICS nations. Russian-language Internet, Runet, could not challenge the decrease in influence of the Russian media in the global media environment with the increasing domination of English language. However, the birth of the satellite TV channel RT in English, Spanish and Arab languages has altered Russia's role in setting the global news agenda and promotes both Russia's views and media image. The paper analyses the development and dynamics of the channel, with a particular focus on its professional standards and social media strategies. In Brazil too, the internet is expanding at a rapid pace, while the growth of mobile internet in South Africa is likely to increase as 3G becomes more affordable. What implications will such digital connectivity have for global news flows and information and communication agendas, both in the BRICS countries and beyond? This paper will aim to evaluate how current and potential developments in digital, internet-based media in the BRICS countries might impact on global communication. It will map these developments and analyse them within the context of questions about internet governance and suggest that, given the scope and scale of change in BRICS countries, a New World Information and Communication Order may be evolving for the digital age ' a NWICO 2.0.

Id: 10162

Title: PANEL- The BRICS as Emerging Cultural and Media Powers

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Abstract: This paper aims to examine the BRICS nations (Brazil, Russia, India, China and South Africa) as emerging cultural and media powers. These nations have long been among the nations considered increasingly important in the world economy. The focus on this specific group came from Goldman Sachs economist Jim O'Neill (2001), who felt that these large emerging economies and political powers deserved more attention. Some (Sparks, 2013) have questioned the utility of the BRICS concept, arguing that the countries are too disparate in their size and power, particularly China, now the world's second largest economy and political power, to be usefully grouped together. I want to argue here, however, that one of the ways that it is useful to group these countries and compare their trajectories in the global system, is as emerging global media powers, who dominate certain regions and cultural-linguistic spaces, as well as increasingly adding diversity to global media flows and discourse. I will analyse their emergence as media powers after considering their general global roles in terms of Appadurai's landscapes of globalization and Straubhaar's concept of asymmetrical interdependence, arguing that the global space or scape of media may well be where at least some of the BRICS are most important.

Id: 10166

Title: PANEL- BRICS challenging the 'global hegemon'

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Abstract: The concept of the BRICS is widely used today, both inside and outside the world of scholarly discussion, and it needs to be understood in the context of current changes in international relations. The shape of the world economy is shifting, as is the global political and military balance, eroding the centuries-old domination of the West. However, this paper will suggest that such a shift cannot be understood as the emergence of a particular group of countries that can be considered as a single type of economy, still less a single type of society with a single type of media. The BRICS grouping is certainly a political and diplomatic reality, united by some common aspirations and substantial trade flows. Closer examination, however, reveals not only tensions between some of its leading members but also substantial differences in the scale and dynamics of the economies in question. An even closer look at the nature of the media and of their relationships to social and economic power, reveals differences so large as to call into question the utility of trying to see them as anything other than a somewhat ad hoc grouping of governments that are at least as different as they are similar. The paper considers the relationships between BRICS media and other centres of economic and political power, drawing comparisons with the United States, the world's largest economy with its richest media system. As the incumbent 'global hegemon,' it is inevitably the measure against which other societies are judged and judge themselves. If the balance in the world is indeed shifting, then that shift must inevitably involve re-adjustments on the part of the currently dominant society. The paper concludes that there is little basis for considering the BRICS either a unique or a coherent grouping, and that there are other, more illuminating ways, to analyse the shift in the balance of world power.

Id: 10167

Title: PANEL - The Quest for Professionalism: Challenges and Prospects for Journalism Educators in BRICS

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Abstract: Journalism education is an integral part of institutional efforts in building professionals. This paper is based on an ongoing study which has observed that BRICS as a bloc shares a common framework about media with regard to its unprecedented growth and influence in respective countries. Some of the challenges include the requirements for multi-tasking among the professionals, ethics, and dealing with governance structures and contending with macro issues of media structures and ownership patterns. Formal programmes in journalism are available across BRICS with varying degrees of acceptance by the industry. The dialogue between the industry and academia is existent, albeit graded in terms of the argument that academia should lead the industry by inducting good practices and critical thinking. The industry is keen on ready to go and adaptable products. These debates are recurrent. Reforms in curricula are related challenges. Further, the distinction between universities operating in a liberal arts, sciences and humanities framework and vocational institutions is also evident. In countries like India, the media industry has also spun off education and training as an additional revenue base. In China, the desire to have formal American model journalism programmes is more visible with formal exchange programmes and visiting faculty. The working of media across BRICS is different and has several issues. In South Africa, there is a pattern that is an outcome of UNESCO's attempts to formalise journalism programmes across Africa. In Brazil, the mandatory university degree for journalists has additional needs. The Russian university model led by the Moscow University is contending with issues of technology and adaptation to new mass media requirements. This paper will build on data being collected in the project on media systems in the BRICS countries (financed and coordinated in Finland). First, an overview on journalism education in the BRICS countries will be presented with data of relevant institutions. Second, country-specific case studies will highlight curricula, human resources involved in teaching and interface with employers-industry, government and civil society.

Id: 10169

Title: PANEL- Globo TV system of telenovela's production, distribution and access in the international scenario

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Abstract: Although Hollywood continues to dominate entertainment media globally, Brazil is an important global media presence, notably in the field of telenovelas. Focusing on Globo Television Network (Globo TV), this paper will analyse the process of globalization of telenovela: their production, distribution and reception in an international context. Since the 1970s, Globo TV has an important role exporting soap operas to countries around the globe ' from Europe, to Asia and Africa: of the 85 telenovelas produced in Latin America in 2013, the most-watched top 10 titles were produced by Globo. The production has helped promote a Brazilian way of life, part of the 'soft power' of the country. Globo, one of the world's leading media conglomerates, comprises of 80 different companies controlling more than 72 per cent of Brazilian market share ' with its TV channels reaching more than 120 million viewers (SPRANZ, 2014). In 1999, Globo International TV was launched, offering pay TV for Brazilian and Portuguese communities in different regions all over the world. The paper suggests that Globo TV has many challenges related to international market, including how to produce and distribute its content, using internet-based technologies. Moreover, the paper will suggest that to compete with other producers of telenovelas from Latin America ' notably Mexico - and entertainment from another regions, Globo needs to further globalize as well as cooperate for new and emerging markets, integrating with such groupings as BRICS and MERCOSUR. These configurations, the paper will argue, are essential for sustaining the future of Brazilian telenovela system.

Id: 10171

Title: Panel: New media and the reconfiguration of power in emerging economies: Dialogue between China and Brazil

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Abstract: Capture the change and the naturalization of capitalism - Traces of contemporary Brazilian media
An overview of recent changes in the Brazilian media will be presented, articulating the following components: the relationship between media conglomerates located in southeastern Brazil and the big media companies from regions with less political and economic power; the conflict between media conglomerates and Rede Record, acquired by a powerful religious congregation; the growth of the internet in relation to media outlets; and persecution of community and popular media outlets, today reduced to politically meaningless fragments. Although this scenario is important for a dialogue with researchers at an international forum, it needs to be understood as fundamentally limited by being an apprehension of phenomena, hence short of a critical understanding. Here, it is needed an epistemological consideration on the relationship between theories of communication and the building of a knowledge object that exposes media specificities, beyond the disciplinary boards from sociology, economics, political science, etc. Once the panorama and the epistemological consideration are posed, it is necessary to set the following hypothesis: the mediatic process consists of four dimensions, which allow the articulation of the above panorama, in the search for substantial mediatic and social dynamics, addressing changes in contemporary Brazilian media. Among other possibilities, this approach allows to articulate the level of strategic interests and class struggle to the level of the dynamics of reification. This must be elaborated not in terms of social science disciplines but specifically in mediatic terms. Thus, the class struggle and reification have proper media expression. In other words, these two general factors of the social process would be internalized in mediatic process on their own terms, which can be the bridge to the researcher to capture the movements of capitalism in its relationship with the media. The research findings point to a renewal of the capacity of national and regional elites to seize economic, political, social and technological changes, restoring their media power in new terms. There is a shift in the position of journalism as a mediator of social discourses, but this inevitable shift has been tapped to reorganize the power without contrast of the owners of the Brazilian media. In addition to the class interests and control instruments, the media in Brazil positions itself as the vanguard of a broader process of naturalization of capitalism.

Id: 10177

Title: PANEL: New media and the reconfiguration of power in emerging economies: dialogue between China and Brazil

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Abstract: Chair: Yun Long, professor and deputy director, the National Centre for Radio and Television Studies, Communication University of China
Discussant: Fernando Oliveira Paulino, professor, University of Brasilia, Brazil
Panel description: This panel brings together five young scholars from China, Brazil and Canada. By concentrating on the dynamics of media development and the reconfiguration of power in Chinese and Brazilian societies, they show great concerns on the mutual construction of media and society through the lens of class, state, market and technology. Based on the study of three leaders of China-based transnational media and telecommunication companies, Yun Wen examines the historical formation and transformation of the national bourgeoisie in China's evolving political economic context. 'From Margin to Center', the position of Chinese national bourgeoisie is rising while the dynamics and tensions underlying the remaking of this re-emergent class also deserves careful discussion. Pedro Benevides attempts to make an interdisciplinary inquiry to the complex process of how the capacity for national and regional elites to seize economic, political, social and technological changes and to restore their media power is renewed. Through solid empirical study in southeastern Brazil, his research underpinned the role media played in the broader process of naturalization of capitalism. Deqiang Ji focus on the multi-faceted development of social media in China, taking the fast-growing Ten cent WeChat as an example. In his paper, positioning WeChat in reform China's social contexts, multiple powers who aim to appropriate WeChat for their respective political-economic and cultural goals will be discussed. As a result, a China-based theoretical formation of moral economies, inspired by Graham Murdock's masterpiece (2011) on the political economy of communication, will be proposed. Zhihua Zhang's paper discusses the publicity of Chinese mass media from a bottom-up perspective. By revitalizing the 'press by the mass' tradition during the build up of Chinese mass media system, particularly the provincial public television network, he argues that people's participation is a feasible approach to resolve the ongoing crisis of 'rupture of representation' of Chinese mass media. In the context of enhancing mediated politics in China today, Ting Zhou explores the linkages between Chinese Politician's Caricatures and political legitimacy. Through textual and audience analysis, she demonstrates that politician's caricatures help deliver a people-oriented image in an entertaining manner and diminish public stereotype of politicians. Furthermore, this individualized and de-politicized form of mediated communication also helps rebuild the authority of the ruling party.
Titles and panelists:
'From Margin to Center' The Remaking of the Capitalist Class in China's Communication Industries Yun Wen, Simon Fraser University, Canada
Capture the Change and the Naturalization of Capitalism - Traces of Contemporary Brazilian Media Pedro Benevides, Federal University of Paraíba, Brazil
The Moral Economies of Social Media in China: A Case Study of Tencent WeChat Deqiang Ji, Communication University of China
To Rebuild the Publicity of Chinese Mass

Media through Participatory Communication Zhihua Zhang, School of Journalism, Communication
University of China From Hero to Doer: Chinese Politician's Caricatures in Mediatized Politics Era Ting
Zhou, Communication University of China

Id: 10186

Title: PANEL: New media and the reconfiguration of power in emerging economies: dialogue between China and Brazil

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Abstract: Paper title: From Margin to Center' The Remaking of the Capitalist Class in China's Communication Industries
The historical formation of the Chinese capitalist class was intertwined with the uneven process of China's modern nation-state-building. From assuming leadership in China's first wave of modernization in the late nineteenth century, to contributing to the bourgeois-democratic revolution and the founding of 'New China', the Chinese national bourgeoisie was characterized with strong nationalist ideology but also constrained by its own limitation. Although this class was eliminated in the Mao era, the post-Mao market reform has re-established the Chinese capitalist class's economic status constitutionally and brought it back to the centre of the political stage. China's media and communication reform, as an integral part of the state's larger structural reforms, gives rise to the division of capitalists with divided political identities and class consciousness. Based on a historical analysis of the formation and transformation of the national bourgeoisie in China's evolving political economic context, this paper examines how complicated policy struggles in different terrains of communication industries shape the Chinese capitalist class's structure, its interactions with the state and transnational capital, and the formation of capitalists' political subjectivities. Three case studies, including RenZhengfei, Ma Yun (Jack Ma) and Li Ruigang, who represent different types of re-emergent transnational elites, are discussed to understand the dynamics and tensions underlying the remaking of the capitalist class in China's communication industries.

Id: 10190

Title: PANEL: New media and the reconfiguration of power in emerging economies: dialogue between China and Brazil

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Abstract: Paper title: The Moral Economies of Social Media in China: A Case Study of Tencent WeChat
The societal characteristics of social media in a particular region root in the history and tradition of this regional society, which always consists of different kinds of but contested moral economies. This study will start from evaluating the extent to which Graham Murdock's conceptual framework of 'Commodities, Gifts and Public Goods' (2011) is applicable in understanding the social media usage in China, because the Chinese answers to 'the central moral question on the nature of the transactions we engage in' (Murdock, 2011) are arguably inconsistent with and not limited to this competing scheme, if we closely look at the domestic Chinese social processes following Yuezhi Zhao's (2009) five 'Rs' proposal (re-root, re-embed, re-define, re-engage and re-claim) and the sixth 'R' (re-introduction of class) added by Jack Linchuan Qiu (2010) afterwards. Through empirical studies on one of the major Chinese internet companies Tencent and selected user groups of Tencent WeChat, a leading and fast-growing social media APP in both Mainland and oversea Chinese, this study aims firstly to summarize the changing and competing forms of commodification on both social media platforms as profit-making tools for capitals in Chinese burgeoning markets; secondly to draw the logics of the ways social media in China is regulated and supported by multilevel Chinese governments as a public platform leveling media access across regions and social classes as well as channeling public discussions, such as those in the recent wave of anti-corruption campaigns, although the concept of the 'public' in Chinese context and its representative relationship with Chinese party-state system are quite debatable and ambiguous; and thirdly to explore the possible Chinese native 'Gifts' economies represented by social media usage, for example the Friends' Circle on WeChat. However, it is argued that the moral economies of social media in China are more complex than the above discussions. At least two dimensions should be taken into account. First is the 'pattern of difference sequence', coined by prominent Chinese sociologist Xiaotong Fei in 1947, which is deeply rooted in China's rural society and remains a core mechanism to structure social relations in rapidly urbanized China in which social media is embedded and used. The nature of transaction under this pattern highly depends on the kinship and relativist judgments. Second are the socialist moral economies as the counterpart to capitalist social relations with a particular appeal to the role played by the socialist party-state in pursuit of an alternative communication order of equality and justice. The study will mainly employ the methods of participatory observation and in-depth interview.
Keywords: social media, moral economies, capital, power, state
Bibliography: Janet Wasko, Graham Murdock, Helena Sousa (Eds.). The Handbook of Political Economy of Communications, Wiley-Blackwell, 2011. Yuezhi Zhao (2009). Rethinking Chinese media studies: History, political economy and culture. In D. K. Thussu (Ed.), Internationalizing media studies (pp. 175-195). London: Routledge. Liuchuan Qiu (2010). Class, Communication, China: A

Thought Piece, International Journal of Communication, No. 4, Feature 531'536.XiaotongFei. From the Soil (XiangtuZhongguo), Shanghai: GuanCha, 1948.

Id: 10192

Title: PANEL: New media and the reconfiguration of power in emerging economies: dialogue between China and Brazil

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Abstract: Paper title: To Rebuild the Publicity of Chinese Mass Media through Participatory Communication Started with the introduction of the provincial public television network of China, within which the contents are mostly provided by the province-level television station while the county-level television stations of the same province are required to transmit the signal to its territory with limited specific time spots for its own in-house programming, the author argues that it is not necessary to follow the BBC which embodies the bourgeois public sphere of the West and it is rather the broad representativeness that reflects the publicity of Chinese mass media. With that, the author attempts to analyze the articulation of 'press by the mass' and its practices historically and indicates that the market-oriented reform of Chinese mass media, promoted by Chinese state, contributes to the ongoing crisis of 'rupture of representation' of Chinese mass media. With regard to the crisis and by revisiting the socialist legacy of 'press by the mass', the author proposes to empower the mass by de-marketized participatory communication of county-level television stations within the existing structure of provincial public television network. The author indicates that participation is a feasible approach to rebuilding the publicity of Chinese mass media. Key words: public television network, press by the mass, rupture of representation, participatory communication, de-marketization, county-level television stations

Id: 10193

Title: PANEL: New media and the reconfiguration of power in emerging economies: dialogue between China and Brazil

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Abstract: Paper title: From Hero to Doer: Chinese Politician's Caricatures in Mediatized Politics Era
Political cartoon, a kind of symbolic system used to delineating politician's image, can be frequently seen in western media with functions of political propaganda and entertainment. However, cartoon images of Chinese national leaders have long been deemed as emotionally unacceptable at home. Caricatures of former national figures, from Deng Xiaoping, Jiang Zemin to Hu Jintao, hardly ever appeared on the media. On the contrary, since President Xi Jinping assumed office, his cartoon images began to stage on Chinese official and non-official media, with all of which firstly being introduced on Internet platforms. This has drawn a lot of discussions and interpretations both at home and abroad. In my opinion, a politician's image should be compatible with the political legitimacy of the party that he or she represents; Cartoon image is no exception. This paper attempts to make textual and audience analysis of national leaders' caricatures in order to uproot the reasons behind this new phenomenon and the political significance it delivers. This study reached the following conclusions: In ancient times, the emperor used 'the Son of Heaven' image to uphold the legitimacy of his divine right. After the founding of People's Republic of China, hero worship toward Chairman Mao Zedong maintained the legitimacy of his 'personal charisma'. Since China's Reform and Opening up, national leadership has slowly began to gain credibility depending on their performance instead of charm. Cartoon images of Chinese politicians, which were blamed for undermining the leaders' charisma and mystery, failed to win recognition from the top. In the time when new media technology and mediatized politics constantly act upon each other, cartoon images, thanks to the interactions between technical and political environment, have gradually become a set of symbols that can portray the characteristics of Chinese politicians and are generally accepted by both officials and civilians. During a period of social transition in China, the authority of the ruling party is being constantly challenged. Political cartoons help deliver a people-oriented image in an entertaining manner and diminish public stereotype of politicians. Cartoon images, which are created to be compatible with political legitimacy, can play a due role in rebuilding authority of the ruling party.

Id: 10206

Title: Breaking News on South American Immigration: Investigating Ecuadorian and Colombia Newspaper Coverage

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Abstract: La siguiente investigación explora y contrasta la representación de migrantes y refugiados colombianos que se movilizan hacia Ecuador en seis medios impresos. El estudio compara los periódicos más leídos en ambos países, El Comercio, El Telégrafo y El Universo de Ecuador, así como, El País, El Tiempo y El Espectador de Colombia. Estos diarios fueron analizados desde el año 2009 hasta el año 2014 tomando en cuenta los lapsos de mayor movimiento migratorio. Un total de 250 artículos son analizados y su contraste descubre los diferentes encuadres de representación periodística que ambos países utilizan al describir el fenómeno migratorio de Colombia hacia Ecuador. A través de un análisis de contenido cuantitativo y cualitativo, la investigación descubre categorías en las que los procesos de élite, racismo y 'otredad' (Hall, 1997) son reproducidos en conversaciones diarias periodísticas. El enfoque de la teoría de representación de Stuart Hall (Hall, 1997), así como el punto de vista de Van Dijk, al describir el desarrollo de discursos de élite y racismo sutil (Van Dijk, 1993), son factores claves que guían este estudio. Estos teóricos, junto con otros más allegados a la realidad social y política de América Latina, son clave para entender la relación de poder entre élites mediáticas, comerciales y políticas de ambos países. El análisis por encuadres de Rodney Benson (Benson, 2013) es un punto de partida para la presente investigación. Sin embargo, a pesar de la influencia de categorías basadas en realidades globales, el actual estudio genera categorías de encuadre propias de las dinámicas locales políticas, sociales, culturales y de poder en Ecuador y Colombia. De esta manera, estas categorías se convierten en encuadres que enfatizan la forma de representación otorgada al colombiano migrante por parte de las narrativas periodísticas actuales y devela el dominio de información de una o más élites políticas y económicas en esta región. Al mismo tiempo el desarrollo de estas categorías son útiles para entender la representación de discursos periodísticos encajonados aún en sutiles prácticas xenofóbicas. Finalmente, este análisis pretende ser una herramienta práctica y teórica, así como una crítica proactiva a las falencias periodísticas contemporáneas de Ecuador y Colombia al describir minorías migratorias. En resumen, el estudio pretende crear un análisis que provoque mayor investigación en el ámbito periodístico-migratorio con el fin de desarrollar narrativas social y políticamente responsables, que describan al objeto periodístico de investigación de una forma coherente con las realidades locales, sin priorizar una sobresaturación de estereotipos que se reafirman una y otra vez en su constante reproducción o por el contrario que anulan el espacio de participación social de esas minorías.

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IAMCR2015

Id: 10221

Title: Bringing Africa home. Reflections on discursive practices of domestication in international news reporting on Africa by Belgian television.

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Abstract: Previous studies (Joye & Biltreyst 2007; Joye 2010) have shown that Africa largely remains a 'dark continent' for Belgian news media in terms of devoted attention, alongside findings that indicate a stereotypical representation. However, there are a few notable exceptions to this persistently dominant way of reporting on Africa, being the news coverage of Congo, Ruanda and Burundi. As former Belgian colonies, they receive more screen time in comparison to similar African countries. Taking this as our starting point, the chapter addresses the issue of how news media can attribute a sense of relevance and proximity to events occurring in Africa by focusing on the journalistic practice of domestication (Clausen 2004). According to Gurevitch, Levy and Roeh (1991), domesticating foreign events makes them comprehensible, appealing and more relevant to domestic audiences. Applying Critical Discourse Analysis (CDA) and following a case-based methodology, we investigate how the two main Belgian television stations (the public broadcaster VRT and commercial channel VTM) have domesticated African current affairs in 2013 by explicitly linking them to Belgium. Our empirical focus lies on the 329 domesticated news items that echo a particular kind of enforced proximity (cf. the concept of cosmopolitanism as defined by Hannerz (1996) and Tomlinson (1999)) but also hint at Silverstone's (2007) notion of proper distance which refers to a particular politics of the representation of otherness and our mediated relationship to the (African) other. This paper thus scrutinizes the potential of domestication to foster feelings of cosmopolitanism and identification that reframe the traditional critiques of Afro-pessimism by also exploring possible reiterations of known discourses of orientalism and global inequality in the discursive practices of news production.

Id: 10234

Title: Can the Internet curb corruption? A longitudinal analysis for 157 countries

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Abstract: Corruption is a pervasive global problem due to its detrimental effects on economic performance, political stability and societal integration (Nye, 1967; Mauro, 1995; Lambsdorff, 2005; Rose-Ackerman, 2006). Free and independent mass media play a vital role in the process of curbing corruption. By criticizing and controlling political decision makers and watching societal processes, mass media contribute to horizontal accountability in the state (Stapenhurst, 2000). The deterrence theory (Becker & Stigler, 1974) predicts that corrupt behaviour is determined by the perceived probability of getting prosecuted. Hence, we argue that free media increases the probability of publication of corruption and therefore deters political actors from engaging in corrupt activities. In order to effectively put public pressure on corrupt actors, the broad public needs to have access to the published information on political misconduct. However, in many countries a lack of media freedom prevents the media from executing their role as a 'watchdog' (Strömbäck, 2010). Over the last decades, the onset of the Internet has triggered hope of curbing corruption by contributing to transparency. The growing global expansion of the Internet enables citizens to create and share information independently from traditional intermediaries such as the press. Since more citizens and social groups are able to participate in the political discourse, the Internet can be used to uncover corruption and generate public pressure (Kulikova & Perlmutter, 2007). As one of the first of its kind, our study integrates the concepts of media freedom and Internet access and analyses their effects on corruption cross-nationally and across time. Drawing on secondary data for 157 countries, we examined to what extent national media freedom explain country-level differences in corruption for three different years (2003, 2008, 2013). Furthermore, we assume that the effect of media freedom on corruption is moderated by the level of Internet access. We use the Corruption Perception Index (Transparency International) as a proxy for corruption and assess media freedom through the Freedom of the Press Index (Freedom House). Data on Internet access was derived from the International Telecommunication Union. The statistical analyses controlled for the quality of democracy (Polity IV-Score) as well as average income levels, life expectancy and education which were derived from the UN Human Development Index. The results of multiple regression analyses show that media freedom has a corruption curbing effect in the years 2008 and 2013. However, the moderation effect, suggesting that independent media especially deters political actors from engaging in corruption in countries with high Internet access, is only significant in 2013. Furthermore, we suggest that the growing importance of digital media can further

contribute to better governmental performance. The Internet plays an important role in limiting corruption because users can circumvent institutionalized media and publish misconduct by politicians independently. The novel scientific contribution lies in the conceptual and empirical integration of media freedom and Internet access to understand the influence of new media on corruption.

Id: 10249

Title: UNDERSTANDING THE TEA PARTY MOVEMENT FROM A GLOBALIZATION PERSPECTIVE: THE RIGHT WING MOVEMENT'S RESPONSE

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Abstract: The Tea Party Movement (TPM) has thus far been read mostly from the perspective of US domestic political competition. This study, however, links the movement to the global changes and elaborates ways in which the Tea Partiers (TPers) understand globalization-induced social changes as well as their responses to such transformation. By closely reading the debates on the Tea Party Patriot (TPP) forum, three themes emerge as their central concerns, border, sovereignty, and cultural authenticity. As globalization renders both physical and virtual borders ambiguous, they propose defensive means to restore the once stable categories under the nation-state framework, such as enhancing the enforcement of border patrol and entry check as well as tightening tax policies. Moreover, globalization also gives rise to the feeling of declining US sovereignty since the TPers fear that the supranational institutions and professional politicians are increasingly out of popular control. They suggest seceding from global institutions to maintain the integrity of sovereignty. Finally, globalization challenges a national culture tied to hierarchical conceptions of race, gender, and religion. A defensive policy to preserve traditional national culture seems to be implausible as the TPers themselves have acknowledged some of the universalist claims of newly coalescing national culture, such as gender and racial equality. We expect to see what kind of policy implications the TPM's responses will have on globalization and how globalization will further change the trajectory of this movement as well as its interaction with other movements.

Id: 10261

Title: Neutrality, perspective and framing: a content analysis of news in international broadcasting in Spanish

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Abstract: As production costs have relatively decreased with the widespread use of digital technologies and as more nation states are wishing to challenge the way they are represented in mainstream news media, the number of government sponsored multi-language international television networks has soared in the last decade. Alongside English, Arabic and French, Spanish has become an often used language for international broadcasting even outside Latin America and Spain. The proliferation and popularization of government-sponsored multi-language television networks in rising economic centers, such as Russia and Qatar, seems to be posing a challenge to the long-standing dominance of Anglo-Saxon news networks worldwide. In an attempt to move beyond simplistic, yet dominant, descriptions of these news stations as 'modern time propaganda' and efforts to present their appearance as part of an 'information war', we hold that there is an urgent need to carefully study their content as well as its news values and norms in order to understand their potential impact in global information flows. This need is even more acute in channels broadcastings in languages other than English. In this paper we analyze news content in Spanish in three international broadcasters located outside Spanish-speaking countries, but with a global reach: Iran's HispanTV, Russia's RT and China's CCTV-Español, all of which started operations in the later half of the 2000s. We present the results of a content analysis of news from two constructed weeks covering seven months, between April and October 2014. We look into differences in the format and content of news stories across channels and we question whether, as claimed by the three channels, their appearance has brought into question some of the core principles of an alleged global professional journalism. Based on the results of the content analysis, we identify three defining characteristics in the three stations: the redefinition of neutrality, the resurgence of perspective and the persistence of framing. We further suggest that the stations under study make use of and redefine at the same time established practices in international television news. We conclude that, even if little is known about their audience reach and impact, HispanTV, RT and CCTV-Español offer a substantively different take on global news, that they offer distinct counter-hegemonic discourses on current affairs, and that they do so by reinterpreting and redefining dominant journalistic norms.

Id: 10372

Title: International Investigation on the Chinese Diasporic Newspapers in 31 Countries -New Media Eliminate Newspapers'

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Abstract: This paper aims to reveal the reason why the Chinese diasporic newspapers can survive in contemporary new media age. Published in more than 55 countries in the five continents, the Chinese diasporic newspapers would be the special view in international communication arena. However, nowadays new media have increasingly provided pressure to newspapers. Moreover, the circulation, scale and income of most Chinese diasporic newspapers are small. In this case, would these newspapers be eliminated by new media? Rare research focuses on this question; in addition, insufficient references reveal whether or not diasporic newspapers can survive in the digital media environment. In 2013, the 7th Global Chinese Media Forum, this research conducted questionnaires on 59 Chinese diasporic newspapers in 31 countries. Based on an analysis, this paper conducted in-depth interviews on 18 editors in these newspapers in 2014. Research results suggest that new media can not 'eat' these newspapers, because of audience, publisher, medium, advertisement and media strategy. Regarding audience, a number of the Chinese diasporic people are not proficient in the hostland languages. For example, in English, Spanish or French speaking countries, some Chinese people's language skills are not qualified, so they find it difficult to use the mainstream media, especially senior people and unskilled migrants. In this case, they are enthusiastic about supporting the local Chinese media. Then, these newspapers obtain loyal readers. Regarding publisher, some newspaper owners worked in the media before migrating overseas. They find it difficult to survive in a totally new societal environment. In this case, they have to stay in their old industry. Regarding medium, compared with the Internet and mobile phone, newspapers still have advantages. The price of newspaper would be cheaper than that of electronic media, even free in libraries. It is important to most low-income Chinese people. In addition, newspaper might be more credible than the Internet in some situations, because paper medium can not be changed once published. In this case, some Chinese audience would rather to choose them for credibility. Regarding advertisement, many local Chinese advertisers still prefer to advertise in newspapers, because of audience reading habit. Then, these newspapers obtain stable income. Finally, the strategies of Chinese media groups also allow newspaper alive. A number of Chinese diasporic media groups have actually owned newspapers, websites, even micro-blogs. The content in these media are similar, but different media fit into different audience. So the owners can make the best use of the same media content. Therefore, while newspapers constantly perish in some countries especially in the US, a number of Chinese diasporic newspapers can exist, because of the above five reasons. In conclusion, this paper reveals a particular model that how a special newspaper group survives in the contemporary electronic media arena.

Id: 10412

Title: Idealized cultural identity ' boon or curse' Coping via mobile phones by female foreign domestic workers in Singapore

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Abstract: As two dimensions of globalization, the massive transnational flow of migrant workers and the widespread diffusion of information and communication technologies (ICTs) on a global scale intersect in intense and complicated ways. Consequently, research on the intersections between foreign domestic workers (FDWs), who constitute a significant part of transitional labor migration, and mobile phones, which function as the most readily available ICT devices for low-income migrant workers, has focused variously on transnational ties, particularly mothering, employer relationships, and social support (eg. Chib, Wilkin & Hua, 2013; Madianou & Miller, 2011; Sun, 2010; Uy-Tioco, 2007). This research focuses on a group of Indonesian domestic workers (IDWs) in Singapore who are caught between traditional cul-tural expectations of their home country and the new cultural alternatives in the host society. For socially marginalized low-income migrants, frequently exposed to disparaging views from the host society (Human rights watch, 2005), constructing an idealized cultural identity which is deeply rooted in their traditional culture is a mechanism by which to re-establish confidence and pride (Mahalingam, 2006 & 2012). Previous research has suggested that sexuality and gender of female immigrants can be under the supervision of their family members (eg. Dasgupta, 1998; Dion & Dion, 2001; Le Espiritu, 2001; Mahalingam & Harita-tos, 2006; Varghese & Jenkins, 2009) since women are designated as 'keepers of the culture' (Billson, 1995), and their bodies and sexual behaviors function as sites to assert moral superiority over the host culture (Espin, 2006). Meanwhile, from a gender perspective, mobile phones have been seen as a source of resistance, empowerment, and identity construction (Ch-ib et al, 2014). This research aims to study the role of mobile communication in the process of idealized cultural identity construction. We found that for IDWs who wished to develop an idealized identity construction anchored on their national/cultural histories, it was a struggle to appropriate cultural resources from left-behind family members. IDWs therefore utilized mobile communication strategies with their transnational networks so as to avoid being confined to subordinate gender role. On the other hand, within Singaporean society, a traditional gender expectation as a site to anchor idealized articulation of cultural identity became a shackle for these migrant women. However, IDWs displayed personal agency in deploying mobile communication strategies to cope with discrimination from the host society while at the same time breaking up the traditional patriarchal shackles imposed from their home country. Keywords: Dialectic, Empowerment,

Identity, Cultural identity, Social identity, Migration, Gender, Mobiles

Id: 10426

Title: GLOBAL ACTIVISM OR MEDIA SPECTACLE' AN EXPLORATION OF THE 'FREE OUR GIRLS' CAMPAIGN

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Abstract: Activism has received a boost from the possibilities availed by digital communication networks. These digital technologies have fostered global solidarity in social activism spawning a number of global campaigns, some of which have focused on African causes. In April 2014, over 200 Nigerian girls were abducted in Chibok, Nigeria, by Boko Haram, a militant Islamist group. This heinous act caused global outrage and before long, the 'free our girls' campaign had gone viral with no less than the US first lady pitching in as well as celebrities galore. As a fairly new phenomenon, how does hashtag activism work as a strategy for social activism' And as Bennett (2003) poses, do these new campaigning frameworks actually change the political game' At one level, campaigns such as these represent media spectacle - dazzling media events that attract global attention because of their dramatic nature. Guy Debord posits that social relationships are mediated by images. In terms of media, such sensation diminishes critical evaluation for audiences. While spectacle may not be everything, are networked global activism campaigns so embedded in production routines of commercial media that commitment to a cause is nothing more than a mouse click' Through a critical analysis of the messages and images of this campaign, this paper will explore the spectacle nature of social media campaigns in pursuing social justice ends using the 'free our girls' campaign as a case study. This paper will analyze the relationship between global activism and media spectacles to evaluate the efficacy of such campaigns in the light of circumstances of in the global South. It will further explore the possibilities and limitations of digital activism for the global South.

Id: 10431

Title: Charllie Hebdo and the "global media/event horizon"

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Abstract: 'Event horizon' is a term proposed by Steven Hawking that describes a boundary in spacetime, 'the point of no return' at which the gravitational pull becomes so great as to make escape impossible. In many ways, across Europe and elsewhere, the Charlie Hebdo story in January 2015 functioned in that manner, both blackening out other news stories that on another day would also have made headlines and demanding a response from everyone. There was no escape, or was there'.I intend to take some contemporary media theorizations for a walk to see what kind of legs they have in helping us understand this historical moment. These include the literature on 'media events' as both 'integrative' and as 'disruptive' (pace Katz and Dayan, Couldry et al); current theorization of 'the global public sphere' (Volkmer) and discussions about space and 'transculturality' (Hepp)I wish to try out some of these propositions against a still unfolding 'global media/event horizon' and to think about complexity and the excess that eludes our models.

Id: 10434

Title: Free Expression, Strategic Communication and Globalism

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Abstract: This submission keys from my new book: Free Expression, Globalism and the New Strategic Communication. The goal of the book is to try to understand how a shift to powerful strategic communicators (states, religions, NGOs, corporations) function across borders and challenge assumptions about freedom of expression. The book tries to absorb, on the macro level, how those who are most global seek to create new strategic architectures, including architectures of the Internet, to achieve specific private or public goals. Building on work being done by many scholars, the book seeks to enrich the idea of "strategic narratives," looking at the global search for legitimacy and the words that can propel action. These emphases and others seek to enrich the vocabulary of analysis and assist in understanding the relationship of communication to great world events. The book builds on a previous conceptual approach to "markets for loyalties," namely to understanding how governments and others deploy law, force, technology and subsidy to alter or reinforce competing allegiances. The book notes the rising emphasis on information asymmetries by which those perceived as weak often force attention to themselves and gain substantial numbers of adherents. Strategic actors innovate, often cruelly, introducing disruptive narratives, seizing advantages technologies provide, and deploying new images to alter existing patterns of adherence. The book seeks to integrate theory with pressing current issues (the aftermath of the Arab Spring, Soft War in Iran, or the complex changes in communication practices in Russia and China). Tectonic plates of communications structures shift and the way they should be considered must change as well. The book tries to help move that discussion.

Id: 10444

Title: Unesco's Discourse on Women and Media 2000-2014

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Abstract: This article examines UNESCO resolutions and programs on women and media in the time period 2000-2014. There has been some study on UNESCO, women and communication, yet more work needs to be done. Nordenstreng(2011) discussed free flow doctrine and its use by UNESCO and analysed a broader historical picture of the post-1990 approach UNESCO adopted to the free flow of information. He did not address the issue of women directly. Skard(2008)gave a portrayal of her involvement with promotion of women's status within UNESCO. Lee (2004) worked in this direction, and examined UNESCO's conceptualization of women and telecommunications in the time period 1970-2000, leaving the developments in the new millennium to be accomplished. Based on the method of global media policy analysis(Gallagher,2011; Chakravartty & Sarikakis, 2006), the article examined documents published by UNESCO in the period 2000-2014. The types of documents to be examined include General conference resolutions and programs, and etc. UNESCO as an international forum is expected to play a role on gender justice and equity. An analysis of its gender and media policy would tell us how it relates media and ICT to gender relations. The article will review the latest developments in the policy discourse and programs it implements, which include gender priority as global priorities and GSIM(Gender-Sensitive Indicators for Media) ,to examine its policy scope, gaps and possible frameworks in the new millennium. Keywords UNESCO women communication media ICT

Id: 10453

Title: Posters, Flamers and Trolls, oh my!: Citizen journalism and Ebola talk among Africans

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Abstract: The media response to the outbreak and spread of the Ebola virus in the West African regions of Liberia, Guinea and Sierra Leone, has been dominated by the political, social and cultural assumptions of the so-called 'West'. The political and media discussions focused primarily on the risk it posed to developed countries and the efforts to contain it by strictly monitoring and isolating 'Africans' at their borders. It also focused on the strategy to help 'Western' health workers even though local health workers were also at risk. The injustices of the pharmaceutical industry were also raised. The 'Western' response also fitted in with the growing anti-immigrant narrative response. In many ways, the Western media and political responses to the outbreak of Ebola in 2014 was unfair, racist and disproportionate. It was a continuation of 'othering' of Africans (Mudimbe 1988). Like Stuart Hall (2001), one could very well ask, 'Why should this matter' 'What is the point of interrogating representations against the urgency of people dying' 'It matters because how things, people, events (and) relationships are represented has a profound impact on the views, values and perspectives privileged and endorsed at larger societal levels that rhetorically and politically shape the future courses of action, policy and signification (Bardhan 2002: 221). Indeed, when battling disease, it is easy to overwhelm what people know with what they fear, for 'existing stereotypes quickly amalgamate with misrepresentations of medical and sociological knowledge [...] Cultural narratives of perversion and contagion seem endlessly capable of turning apparently interpretation-proof facts into ammunition for media hysteria and individual discrimination' (Briggs & Mantini-Briggs 2003:I). It is, therefore, of material importance that the social, symbolic and communicative construction of the Ebola virus take cognisance not only of discourses by the dominant sectors of society (in this case the powerful Western media), but that it especially focusses on responses from an African context. To this end, this presentation will turn to what has not been adequately discussed so far: The response by Africans using social media. Employing netnography, content illustration and textual analysis, the presentation interrogates cases from citizen media in South Africa and Zimbabwe to understand the African response to an African crisis. It investigates the attitudes and interpretations that were put forward by social media journalists and users, arguing that, rather than being victims, online debates on Ebola portrayed Africans as people with agency and power to define and shape the world around them.

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Stories in the Time of Cholera. Racial Profiling during a Medical Nightmare. Berkeley: University of California Press. Hall, S. 2001. Cultural studies and its theoretical legacies. In: During, S. (ed.). The Cultural Studies Reader. London: Routledge. pp 97-112 Mudimbe V.Y. (1988) The Invention of Africa: Gnosis, Philosophy and the Order of Knowledge, Indiana University Press

Id: 10479

Title: Analyzing Government Censorship in China: A Study of the Portrayal of the Occupy Hong Kong Protests by the Media in the United States and China

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Abstract: Many countries use differing media philosophies to shape their communications systems. Most core nations, such as the United States, believe in a Libertarian style model, where the press is not largely regulated and media outlets have more press freedom. In contrast, countries like China employ a Soviet/Communist model, in which media is censored and controlled by the state. This study is a content analysis examining the difference between United States and Chinese media coverage of the Occupy Hong Kong protests'with a focus on how censorship affects news from the Chinese media. The Occupy Central protests in Hong Kong began in the fall of 2014 in response to the National People's Congress's (NPC) rulings over procedures for the 2017 Hong Kong elections. This study examines the difference in online coverage of the Hong Kong Occupy Central movement from the Chinese news source, Xinhua'a government controlled news agency'as well as from the American news source, CNN'a privately owned and operated media outlet. Particular attention was paid to the Chinese government's use of censorship and propaganda in Xinhua's articles. The study examined how the Chinese government's media monitoring procedures produced bias that resulted in unreliable news angles that sought to promote the Communist party's agenda instead of providing reliable coverage of the event. The overarching research question is: How does censorship affect media coverage of the Hong Kong protests by Xinhua news media compared to CNN' By comparing and contrasting Chinese and American news media, the study explored how Chinese censorship led to a selective coverage of events, specifically how the Communist Party inserted propaganda into news articles. The quantity and placement of protest related articles by Xinhua verses CNN exposed the importance of this event in Asia in contrast with fading interest in the West. Further, the comparison between news coverage by Xinhua verses CNN exposed Chinese censorship through Xinhua's use of tone, pro-government bias, and issue framing. The quantity and placement of articles posted on Xinhua and CNN websites demonstrated the West's lack of interest in Asian news. CNN's steady decline in reporting on the Occupy Hong Kong protests mirrored the West's waning attention span for international news. The findings from this study aid in explaining how China achieves media censorship and how it employs propaganda in news coverage to promote support for the government.

Id: 10480

Title: Youth and Technology within the Arab Protests and Iranian Movement: Historical Patterns of Utopianism in Western Discourse

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Abstract: The Arab uprisings that started in 2010 and the Iranian movement (2009) have invigorated much salient discourse on the role social media plays in revolts against dictatorial regimes. YouTube, Twitter, Facebook and blogs have been of increasing interest as having a powerful capacity to propel and channel protests. During the intense moments of the aforementioned protests, there was a noticeable hailing of social media as empowering young people and creating change in the region. This technologically utopian discourse, I argue, circumvented the academic discourse responding to the events 'a utopianism, which understated the costs resulting from the use of these media, such as surveillance and proliferation of governments' agenda and propaganda. The discourse though cannot be defined as an intentional or ideological formation but must rather be understood as a product of age-old interactions. By carrying out qualitative review of the Western academic discourse surrounding Arab uprisings and the Iranian movement in both academic and non-academic settings, I identify broader intellectual claims of knowledge that, I assume, have guided recent 'expert' discourse on the MENA and Iranian protests. These different claims can be located within a social and cultural history that expresses the West's historical preoccupation with youth and concern with the utopian.

Id: 10603

Title: Exploring China's Image Mediated through First Lady Diplomacy Initiatives

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Abstract: Despite its spectacular economic ascendancy, China is still the 'other' to the West in world politics today. Chinese authorities have tried to show the world the country's readiness to be involved in world affairs as a responsible big power, in ways that are designed to gain it wide acceptance, through diplomatic engagement. The introduction of 'first lady' diplomacy undoubtedly serves that purpose although no official narratives have been released that situate the development as such. But how China's first lady can win 'hearts and minds' for her country in the context of perceptions of 'the China threat', and how countries with different attitudes towards China frame the first lady, are questions worthy of exploration. International news is often regarded as a speculum that reflects world politics. This paper examines the effectiveness of China's first lady diplomacy in promoting China's image by comparison of three levels of data: Previously reported opinion research; global salience data; newspaper frames uncovered in this research. It employs a frame analytical method developed by Pan and Kosicki that focuses on syntactical, script, thematic, and rhetorical dimensions of news text. Additionally the concept of visibility and valence used by J.B. Manheim and R.B. Albritton to assess a country's national image is employed to evaluate China's image represented by its first lady. Data from the Global Salience Index developed by Segev which reflects the visibility of countries in international media context is compared with the frame analysis results and Pew Data that reflect the valence of a country. News frames of Peng Liyuan in four online newspapers from four different countries (selected on the basis of GSI and Pew data vis-à-vis China) are analyzed with the aim of identifying the media frames of China's first lady. The media outlets selected are: China Daily which is a state organ of China, The News International (Pakistan) which exhibits a most positive attitude towards China, New York Times from the United States where attitudes to China fall into a medium favourable range, and Japan Times from the country that registers the most negative views towards China. Findings show variations and commonalities in the comparative data for different countries. The theoretical significance of the paper is that it compares three levels of data (opinion research, global salience and newspaper frames) for five countries on China's first lady diplomacy initiative. This will allow for the creation of a typology that can be further tested in a larger study that will be used in theory building relating opinion research, global salience and frames. Such a study has not been conducted before and academic attention to Chinese first ladies is also something new.

Id: 10620

Title: From Globalization of Hansik to Han-Style: A Discourse Analysis of South Korea's Nation Branding Campaign

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Abstract: In 2012, South Korea's Presidential Council of Nation Branding was shut down by the newly appointed Park administration on grounds that the 77 million dollar Globalization of Hansik (or Korean food) Campaign failed to produce tangible results. Three years later, the Park administration is leading a campaign to promote Han-style or Korean traditional attire called hanbok. Despite embracing neoliberalization of cultural industry, the South Korean government continues to impose considerable influence in the cultural industry sector. In this study, we critically examine South Korea's efforts to curate a unique nation 'brand' by manufacturing, and promoting what is represented as distinct Korean culture. The study focuses on Globalization of Han-style campaign as a case study while referring to the Hansik campaign as a point of comparison of South Korean government's cultural policy. By doing so, the study investigates the ways in which cultural policy is shaped and constrained within the parameters of nation branding. Nation branding is treated as a set of 'discourses and practices aimed at reconstituting nationhood through marketing and branding paradigms' (Kaneva, 2011, p. 118). Thus defined, nation branding promotes a 'particular organization of power, knowledge and exchange in the articulation of collective identity' (Aronczyk, 2008, p. 46). Therefore, by unweaving such politics of policymaking by the South Korean government the study seeks to contribute to the important task of identifying the fractured and multi-faceted impact of neoliberal globalization (Chakravartty and Zhao, 2008). The first part of the study engages in a broader political economic analysis of Han-Style Campaign by placing it within the wider backdrop of the greater Korean Wave (Hallyu) cultural policy. In the second part, we conduct a discourse analysis of the campaign by analyzing 1. News coverage; 2. Government documents (diplomatic white papers, government commissioned research reports, and government published Hallyu-related newsletters); and 3. Media text. In particular, the study focuses on the recent growth of 'fusion' or 'faction' (a combination of fact and fiction) historical dramas that have gained widespread appeal among younger generation and foreign audiences who are less informed of the country's historical background. The study draws on Raymond Williams' notion of politics of display to point to the campaign's strong focus on visually-oriented 'display' elements to commodify what is referred to as distinct Korean culture (1984). 'Fusion' or 'faction' historical dramas are less conformist to historical record and allows creative and imaginative narratives. We argue that such recent transformation of Korean historical dramas enables further essentialization and

commodification of Korean identity dubbed 'Han-style' by constructing a highly visualized and polished marketable form that is taken out of historical and political context. Aronczyk, M. (2008). 'Living the brand': Nationality, globality, and the identity strategies of nation branding consultants. *International Journal of Communication*, 2, 41-65. Chakravarty, P., & Zhao, Y. (2008). *Global communications: Toward a transcultural political economy*. Rowman & Littlefield Publishers. Kaneva, N. (2011). Nation branding: Toward an agenda for critical research. *International Journal of Communication*, 5, 117-141. Williams, R. (1984) 'State Culture and Beyond,' in L. Apignanesi (ed) *Culture and the State*, London: Institute of Contemporary Arts.

Id: 10643

Title: New Force of Communication in the Global Society

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Abstract: Advancement of technologies has increased not only the connectivity of the globe but also the interactivity and interdependency of human societies. However, technologies do not fuse cultural identities. We are now living in a global network society within which the changing tendencies of commonality and singularity coexist. In the networked global society, 'rather than the rise of a homogeneous global culture, what we observe is cultural diversity as the main common trend'(page 37) (Castells, 2009). As various cultures linked together, multiplicity of cultural settings has emerged as one of the key characteristics of the modern societies. A common challenge facing all societies now is developing their capacities to communicate and collaborate efficiently across cultural boundaries in order to benefit from the opportunities of the globalizing world. Before the arrival of the global network society, international communication was largely relied on governments and significant international organisations. The development of digital information and modern transportation technologies has been driving the transition of the power of international communication from the governments and major international organisations to the grassroots of the societies. The transition of the power of international communication is consistent with the power shift in the international politics. Globalization in the network society has changed the traditional polarized order of power in the world politics. Most significantly, the power redistribution in the world system reflects in 'two types of power shifting'(page 113)(Nye, 2011). On the one hand, power is transiting among states. On the other hand, power is diffusing from the states to non-state actors, from the political elites to the grassroots. In the information and global society, more and more issues go beyond the control of the states. Grassroots community involvement, transnational cooperation and citizenry participation are increasingly important sources of power in dealing with these global problems. This article focuses on the transition of communication power away from the states to the grassroots and explores the role of grassroots community in international and intercultural communication through four case studies in Australia. This research is concerned with two questions: (1) How intercultural communication takes place at the grassroots' And (2) What are the motivational drivers behind intercultural communication at the grassroots' It aims to explore the research questions from the perspectives of the grassroots communities. Research data were collected via in-depth interviews, focus-groups, and participatory observation. This article demonstrates the role of grassroots in international and intercultural communication and provides evidence for the argument that 'there must more to international relations and international communication than simple military diplomatic situations and complex information and communication technologies' (page 200)(Mowlana, 1996). Reference: CASTELLS, M. 2009. Communication Power, New York, Oxford University Press. MOWLANA, H. 1996. Global Communication in Transition: The end of diversity', Thousand Oaks, Sage Publications. NYE, J. S. 2011. The Future of Power, New York, PublicAffairs.

Id: 10676

Title: Using New Media for Conflict Mitigation in East Africa

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Abstract: This paper focuses on the potentials of using new media for conflict mitigation in Africa. Specifically, it evaluates whether mobile platforms such as Ushahidi and SNA-K, which appear to be successful models of peace technologies, have profound implications on conflict mitigation and/or prevention in Kenya. While the complex role of new technologies in conflict prevention has been debated over the years, dramatic changes in the political economy of new media in the past decade have shifted both the academic and policy debates on the capacity of such technologies to transform conflict processes. The growing body of literature exploring these possible causal links seems to fall under two broad clusters. On one hand, there are studies focusing on whether or not interactive media represent an alternative means to reach and mobilize segments of population alongside mainstream media and well-established organizations (De Rider, 2013; Bakker and De Vreese 2011; Fuchs, 2012; Zuckerman, 2009). On the other hand, there is a growing discourse suggesting a significant correlation between online and offline civic activities such as political demonstrations (Casilli and Tubaro, 2012; Enjolras, Steen-Johnsen and Wollebaek, 2012). Whereas these studies offer interesting perspectives on the interplay between new media and democratic governance, few have evaluated the degree to which such platforms can be integrated into peace-building practice and accountability mechanisms in East Africa, a gap this paper seeks to address. Rather than focusing on the theoretical and conceptual dichotomies aforementioned, the paper argues for a communicative understanding of the intricate and recursive connections characterizing the use of new media for conflict mitigation.

Id: 10681

Title: Foreign media and American industrial parochialism: the contradictions of public-interest diversity in global news

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Abstract: U.S. media principles need rethinking in light of increased international flows of media. For years now the World Bank has forecast a shift away from a U.S.-centered model of the global economy. A "multipolar economic world" has restructured global relations. The rise of regional economic powers to the world stage is reflected in media power. This paper examines how the United States has responded to the growth of non-Western broadcasters seeking to enter North American television media markets between 2000 and 2013. These foreign news organizations challenge older models of diversity and suggest the need to reevaluate 20th century notions of diversity, free expression, journalistic normativity, and media independence. Are foreign news organizations a means to enrich public discourse in the United States by emboldening counterhegemonic voices? As U.S. reporting on foreign affairs falters and foreign bureaus are shuttered to make up for revenue shortfalls in the digital era, many foreign news organizations are expanding into the void to capture U.S. viewers, often pitching themselves as a corrective to the failures of U.S. news organizations. Though foreign media can theoretically provide an independent perspective on world events and U.S. Policy, this research suggests the high commercial barriers to entry effectively limit the counterhegemonic potential of these new international broadcasters. The paper is divided into three sections. The first reflects on the history of diversity, free flow and government restraint as American media policy principles. The paper then turns to outline the vague contours of what I call foreign media policy to discuss overlooked regulatory forces, including Congressional acts, media activism, and industrial concentration, that undermine uncritical conceptions of free flow. Finally, the paper documents the entry of China Central Television and the Al Jazeera Network as case studies to illustrate how U.S. media conditions have fostered industrially enforced parochialism and enfeebled American public intelligence on world affairs.

Id: 10684

Title: Images of death, violence and tragedy in Canadian journalism ethics codes

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Abstract: Horrific sequences of events ' the war in Ukraine, the Charlie Hebdo massacre, ISIS killings and burnings ' not only dominate the news coverage around the globe, but pose persistent ethics-related questions among journalism scholars and practitioners on how to deal with disturbing images of death in wartime, terrorist attacks, deadly incidents, and natural disasters. What is 'newsworthy' and how does one justify a particular decision' These are tough ethical dilemmas that not only journalists on ground, but also photographers, editors, bloggers, and producers have to consider. What are viewers or readers willing to see' This is another question that every news media should pose. Yet, how does one draw a line between newsworthiness and propaganda, especially in wartime' Drawing on a study done by Susan Keith, Carol B. Schwalbe and B. Williams Silcock* on images of violence and tragedy in U.S. journalism ethics codes, this paper will analyze Canadian ethics codes or codes of conduct adopted by leading professional organizations, media corporations, and media outlets, addressing the following research questions: (1) Is it appropriate to show images of death in news items' If so, what justifies such a decision' (2) How many Canadian journalism ethics codes, if any, explicitly deal with images of death, violence and tragedy' (3) How are images of war or politically motivated violence dealt by the Canadian journalism ethics codes' (4) What best practices or guidelines could be adopted' The study will examine the codes quantitatively and qualitatively, using keywords such as photo, image, death, graphic, war, violence, and tragedy. The analysis will be used to substantiate the hypothesis that the ethical questions related to gruesome images and the justification of the public's need to know represent a blind spot in Canadian media ethics codes. Therefore, a greater discussion and awareness is needed on issues of how to handle and justify such use, especially in times of growing violence and terror.*Keith, S., Schwalbe C.B., Silcock W. (2006). Images in ethics codes in an era of violence and tragedy. In *Journal of mass media ethics: Exploring questions of media morality*, 21 (4), 245-264.

Id: 10701

Title: Alternative media in Taiwan and Hong Kong during the Sunflower and the Umbrella Movement

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Abstract: This paper argues that the Chinese Communist Party's increasing control over media industries in Taiwan and Hong Kong has provoked strong social dissatisfaction, made anti-media monopoly movement a major social issue, and galvanized the Sunflower Movement in Taiwan and the Umbrella Movement in Hong Kong in 2014. Compared to the smothering mainstream media is the emerging alternative media in two societies and the increasing interaction between alternative media activists from two places. I first analyze the radical expansion strategy the Chinese Communist Party adopted for its 'Cultural Go Global' policy after the 2008 Olympics through building alliances with Red Capitalists in Taiwan and Hong Kong. For example, the richest Taiwanese businessman Tsai Yen-ming who publicly supports CCP had purchased the biggest media conglomerate China Times in the end of 2008 and continually expanded his media empire since then. Second, I compare two big anti-media monopoly protests in Taiwan and Hong Kong in 2012 which attracted 10,000 Taiwan citizens in September and 70,000 Hong Kong citizens in October. Some of the major leaders of the Sunflower Movement started their social movement career from this protest and gradually became experienced activists through organizing anti-media monopoly campaigns. Third, I dissect the phenomenon of the emerging alternative media in Taiwan and Hong Kong and classify it into four categories. Last, I use G0V and Code4HK as an example to examine the cooperative relationship in the alternative media organization between Taiwan and Hong Kong.

Id: 10703

Title: Panel: The 'MacBride Report' at 35: Present and Future of Global Communication Technology and Governance

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Abstract: UNESCO's International Commission for the Study of Communication Problems was established in 1977 and Sean MacBride was named its head. The commission was composed of fifteen commissioners from five different continents. Most were well-known scholars in their own right. The final draft was finished in 1980, and titled MANY VOICES, ONE WORLD. The MacBride Report, as it became known, was unmistakably a landmark in the study of the problems in global communication. The Report was a monumental effort. One of the hallmarks of the MacBride Report was its emphasis on communication inequities in the developing countries or the South. The report was organized under the five general components of communication policy, communication technology, cultural identity, human rights and international collaboration. Despite its many thoughtfully developed conclusions and recommendations, the report quickly lost its clout due to the politics of the era and the quickly expanding landscape and importance of the communication technology terrain. The present program aims to not only investigate the purposes of continuing a/ the critical investigation of media governance, but also to raise questions and interrogate the future of global communications. This panel brings together respected academics from around the world including three past-presidents of IAMCR. Our panelists have carried out research on the MacBride Commission and Report, its issues and aftermath. Three panelists were also part of the eleven-year follow-up to the MacBride Report, the MacBride Round Table, between 1989 and 1999. The Round Table was designed to bring together non-governmental organizations from professional and academic ranks of media and journalism. Four of the panelists were participants in the more recent WSIS (World Summit on the Information Society) Summits.

Id: 10705

Title: Panel: The 'MacBride Report' at 35: Present and Future of Global Communication Technology and Governance

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Name: Richard C. Vincent
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Country: US (United States)
Affiliation: Indiana State University

Name: Cees J. Hamelink
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Country: NL (Netherlands)
Affiliation: University of Amsterdam, Netherlands

Abstract: UNESCO's International Commission for the Study of Communication Problems was established in 1977 and Sean MacBride was named its head. The commission was composed of fifteen commissioners from five different continents. Most were well-known scholars in their own right. The final draft was finished in 1980, and titled MANY VOICES, ONE WORLD. The MacBride Report, as it became known, was unmistakably a landmark in the study of the problems in global communication. The Report was a monumental effort. One of the hallmarks of the MacBride Report was its emphasis on communication inequities in the developing countries or the South. The report was organized under the five general components of communication policy, communication technology,

cultural identity, human rights and international collaboration. Despite its many thoughtfully developed conclusions and recommendations, the report quickly lost its clout due to the politics of the era and the quickly expanding landscape and importance of the communication technology terrain. The present program aims to not only investigate the purposes of continuing a/ the critical investigation of media governance, but also to raise questions and interrogate the future of global communications. This panel brings together respected academics from around the world including three past-presidents of IAMCR. Our panelists have carried out research on the MacBride Commission and Report, its issues and aftermath. Three panelists were also part of the eleven-year follow-up to the MacBride Report, the MacBride Round Table, between 1989 and 1999. The Round Table was designed to bring together non-governmental organizations from professional and academic ranks of media and journalism. Four of the panelists were participants in the more recent WSIS (World Summit on the Information Society) Summits. Chair: Richard C Vincent, Indiana State University (USA) Kaarle Nordenstreng, "The Great Media Debate" University of Tampere, Finland Hamid Mowlana, "The cultural dimension of MacBride Report" Professor Emeritus of the School of International Service at American University (USA) Robin E. Mansell, Subordinating Citizen Interests: Critical Junctures in the History of Communication Network Development. London School of Economics (UK) Katharine Sarikakis, 'The shaping of communicative spaces: the impact of proprietary policy geographies', University of Vienna, Austria Richard C Vincent, 'The Future of Communication Policy and Social Equality in a post-NWICO, post-WSS Environment' Indiana State University, USA Cees J. Hamelink, A human right to communication and its moral obligation. University of Amsterdam. Respondent: Richard C. Vincent, Indiana State University (USA)

Id: 10717

Title: The Great Media Debate

Authors:

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Abstract: This presentation summarizes, firstly, the philosophical and political substance of the MacBride Report, including the criticism about it voiced in a collection of scholarly papers by IAMCR colleagues at its publication in 1980. Secondly, the legacy of the Report is placed in the contemporary world, where the Cold War East-West division is gone and new realities are opened by the Internet and multi-polar globalization. Thirdly, the MacBride Round Table is reviewed as an attempt to direct global media policy in the 1990s -- and possibly also in the 2010s.

Id: 10719

Title: The cultural dimension of MacBride Report

Authors:

Name: Hamid Mowlana

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Abstract: A discussion of cultural implications of the MacBride Report in a changing world. Particular focus will be given to the rise of Islam and the need for a deeper global understanding of the structures of cultures.

Id: 10726

Title: Subordinating Citizen Interests: Critical Junctures in the History of Communication Network Development.

Authors:

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Abstract: This paper will examine critical junctures in communication network development from the early to the contemporary period. Framed by a critical application of Braudel's framework that focuses on minimum conditions for network expansion and resulting subordinations, it will consider how key issues related to accessing and processing information were resolved, demonstrating how at each juncture, authority for resolving conflicts over access to information and related issues came to be vested in the state and/or corporate actors. The paper will show how outcomes at these junctures shaped the mediated network environment that citizens experienced and, of course, continue to experience today.

Id: 10727

Title: The shaping of communicative spaces: the impact of proprietary policy geographies

Authors:

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Abstract: Explores the trajectory of political claims expressed in the MacBride Report to the current politics of governance of culture, media and communications. It discusses the role of new trans/urban geographies of production/consumption in the construction of communicative landscapes are linked to new priorities in global media policy making. The paper inquires the ways in which proprietary hierarchies of resources and political influence in specific 'localities' determine global communications.

Id: 10730

Title: The Future of Communication Policy and Social Equality in a post-NWICO, post-WSS Environment

Authors:

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Abstract: The MacBride movement proposed a restructuring of the international information and communication order. Two and a half decades later the World Summit on Information Technologies (WSIS) addressed, even expanded, on many of the issues. With many more information and communication technologies to consider and the realities of the power and politics of the global economy, we may be further than ever from resolution. We examine the evolution of social equity principles related to communication technology and governance and then draw conclusions about the future of our communication world.

Id: 10733

Title: A human right to communication and its moral obligation

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Affiliation: University of Amsterdam.

Abstract: Human rights are meaningful only if embedded in moral obligations. Human communication is a complex adaptive system that evolves from a unique cooperative infrastructure. Its evolutionary purpose constitutes the moral obligation to develop human communication in modalities of cooperation, trust, diversity and mobility.

Id: 10744

Title: Legal vs illegal, individual vs collective: Counter-hegemonic position takings in/around Turkish online realm

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Abstract: Internet sphere in Turkey has turned into a stage where different and novel forms of political activity, from individual to collective action, can be observed. In this political sphere resources are not distributed evenly among the agents in the field while the states and corporations have favorable positions compared to the agents in the field. Yet, this imbalance leads to creative position takings, tactics and maneuvers on the side of oppositional agents which engage in different issues in regards with the Internet. Those oppositional actions of the agents in and around the online sphere can be categorized in various manners. In this article the focus will be on two axes that are legality-illegality and individual-collective action. Redhack hacker group's actions as a case study of collective-illegal action, Alternative IS Association as a case study of collective-legal action and personal tactics deployed against Internet ban in Turkey as a case of individual-illegal action and finally individual counter-hegemonic message sharing as a case of individual-legal action will be studied. At the same time, actions taken by the actors who are addressed by those oppositional actions will be analyzed. These four cases will be compared and contrasted with similar cases from beyond Turkish borders so that those actions will be contextualized globally. With the study of both sides of these conflict lines, as well as the tactics and discourses deployed by them, their purposes and gains-loses, a better interpretation of the main components of the power struggle in and around the online realm is aimed. Theoretical basis of the study is the 'hegemony' concept as initiated by Antonio Gramsci and interpreted by Raymond Williams. In that line of thought, the paper aims to contribute to a deeper conceptualization of the power struggle and particularly opposition in and around the online environment.

Id: 10963

Title: Hegemony or Resistance' An Examination of the Ambiguous Power Communication on US 'Rebalance' to Asia between China and the US

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Abstract: In 2011, the Obama administration strategized rebalancing toward the Asia-Pacific region to consolidate and reinforce the U.S. dominance in the region in response to China's rise. The ambiguous wording of 'rebalance' to Asia is perceived by the Chinese public and government as clearly supporting and conspiring with the Chinese neighbors Japan, Philippines and Vietnam in their territorial disputes to challenge China as part of a larger strategy to contain China. The Chinese leaders and public believe that the recent waves of American political maneuvers and diplomatic meddling in Asia are motivated by its hegemonic interests and spurred by fear of losing its military dominance in Asia and Pacific region. Even after the Cold War, the US military ships and planes regularly patrolled and even intruded into China to spy amid a deep distrust of China. The U.S. perceived China's speedy growth especially that of its military force as a threat and an evidence that China seeks the capability to project military power beyond its territory. The rhetoric and counter rhetoric between the US and China accusing each other of being hegemonic is apparent. For example, the U.S. Secretary of Defense Chuck Hagel warned China that the U.S. will not "look the other way" if the international order is challenged, and the US was 'committed to its geopolitical rebalance to the Asia-Pacific region and firmly oppose any nation's use of intimidation, coercion, or the threat of force to assert these claims." Hagel's speech at the 2014 Singapore's Shangri-La Dialog, Asia biggest security forum, provoked an angry reaction from the deputy chief of staff of the Chinese Army, Lieutenant-General Wang Guanzhong: "I felt that Secretary Hagel's speech is full of hegemonism, threat, and intimidation." Wang said that China would never stir up trouble, but would react in the necessary way to the provocations of countries involved. This paper intends to analyze the background, context, style and content of the rhetoric and resistance rhetoric between China and the US since the 'rebalancing' of the US to Asia. It argues that a combination of political, social, cultural, economical and psychological factors are behind the American and Chinese accusing each other of being hegemonic.

Id: 10990

Title: Identity, Patriotism and Nationhood: Hegemonic and counter hegemonic portrayal of the 'Other' in popular films from India and Pakistan

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Affiliation: None

Abstract: Media are sites of articulation for dominant and subordinate portrayal of different identities, races and ethnicities. In this project, the authors explore themes of identity, religion, patriotism, nationhood, among others in Indian and Pakistani films. Through a comparative content analysis of connotative and denotative meanings, using dominant and subordinate categorization of the 'Us-Other', popular Indian films will be analyzed for the portrayal of Pakistanis, while popular Pakistani films will be analyzed for the portrayal of Indians, as the 'Other'. The hegemonic and counter hegemonic meanings from this analysis will be interpreted through a political economy framework in the socio-cultural context of South Asia. The films selected for analysis are categorized according to Pakistani actors, screen characters and Pakistan -related themes in Indian Films and similarly Indian actors, screen characters and India-related themes in Pakistani Films. In addition, films set in India, Pakistan and a neutral venue will also be analyzed.

Id: 11027

Title: National Media Coverage and Europe's Future. Media Coverage of the Euro Crisis in Ten EU-Countries and Public Opinion on the EU

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Abstract: In the aftermath of the economic downturn, a controversy about the Euro crisis' impact on public support for the European idea came up. Particularly, there are two distinct lines of reasoning regarding the nature of this impact. It may be argued that experience of co-dependencies of national economies and economic policy in Europe, which caused an erosion of national sovereignty, gave rise to euro-scepticism and nationalist tendencies. It may likewise be assumed that the Union's common anti-crisis strategy, the growing visibility of transnational cooperation and public statements of solidarity, result in a deepened sense of the European community. However, opinion formation on EU issues still largely relies on national media coverage, since there are no supranational mass media. It is therefore our aim to analyse, how patterns of media coverage regarding the crisis contribute to public opinion on Europe's future as a political union. Firstly, we hypothesized that a media coverage that attributes the responsibility to solve the Euro crisis not to individual countries but rather to the Euro members or the EU as a whole will strengthen citizens' support for a deeper European integration. The same effect was supposed if the EU in general is identified as 'the victim' of the crisis (instead of identifying single victim countries). Finally, we assumed that a promotion of Keynesian measures instead of neoliberal policies as an appropriate means of fighting the crisis will foster public support for a deeper European integration, since the impact of such measures on the employment market and welfare system is usually depicted as less severe. To test our hypotheses, we combined a content analysis of the media coverage in ten European countries with data from the Eurobarometer-Survey (EB78.3/2012). In the survey, respondents rated items representing support for a deeper European integration and items representing arguments for strengthening national sovereignty. Respondents were furthermore assigned their respective countries' aggregate media coverage with respect to the following questions: 'Who suffers from the crisis?' 'Who is responsible for resolving the crisis?' 'Which countermeasures are appropriate?' The impact of the aggregate media coverage on citizens' opinion was calculated using OLS-regressions. We controlled for the influence of demographics, more general attitudes towards the EU, evaluation of the media's crisis coverage and utilitarianism. Indeed, the more the media identified Europe as the victim of the crisis and the more they emphasized Europe's responsibility to mutually resolve the crisis, the more the respondents support a deeper integration of the EU as a political union. Surprisingly, the attribution of victim-status and responsibility to single

countries had the same effect. Only focusing on to the Troika as the main actor responsible for solving the crisis and singling out countries with strong economies as the primary victims weakened the support for European integration. Both promoting Keynesian and neoliberal measures had a strengthening effect on respondents' support for more national sovereignty. The ' somewhat ' surprising results will be discussed in the light of the mechanisms through which media coverage can influence opinions in transnational contexts.

Id: 11088

Title: Understanding the 'Sowetans': Journalism as a product of organisational culture

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Abstract: This paper examines the ways in which journalism work is shaped by organisational culture. Through a case study of the Sowetan, a South African daily newspaper with a history of service to a black readership, I explore the ways in which the values and practices of journalism are conditioned. The paper argues that Journalism Studies literature does not engage with media organisations as particular journalism environments, with a focus on their specific culture, but tends to conceptualise them as sites of journalism, defined by similar production processes, routines or professional ideologies. Much journalism scholarship offers limited understanding of the culture of a particular news or media organisation, with organisational analyses generally subsumed under the sociology of news. With its focus on gatekeepers, routines, journalistic values and professionalism, and commercial constraints, these studies are extremely valuable to understanding the similarities across media organisations and the role of journalism as an institution in society. However, in the emphasis on similarities across news outlets, the specifics of particular organisations tend to be elided. In countries such as the United States, where there is a remarkable congruence across organisations, the exceptionalism of certain organisational cultures may be overlooked due to the widely shared occupational 'professional standards'. The global expansion of the American model of journalism to studies of the media overdetermines theorising about journalism in other countries. Organisational analyses of newspapers are not common in journalism literature, which subsumes organisational approaches under the sociology of news. I find that much of the Journalism Studies literature cannot account for the phenomena that arise in the case of the Sowetan, especially, the specifics of how a particular organisational culture is established over time. Understanding the culture of the Sowetan required going beyond the field of journalism studies to scholarship that engages with the concept of the organisation as a cultural entity. Drawing on theories of organisations from scholarly traditions outside of journalism, I identified key aspects of the culture; examining the ways they shape (and are shaped by) the organisation's journalism, its relationship with society, and its commercial operations. My research demonstrates the usefulness of approaching organisational culture as an analytical concept, and applying it to journalism organisations. I argue further that it may not be possible to fully grasp the operations of journalism work without understanding the specific context of the organisation in which it is practised.

Id: 11098

Title: Theorizing International Broadcasting in the Information Age

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Abstract: International broadcasting, or 'the use of electronic media by one society to shape the opinion of the people and leaders of another' (Price, Haas, & Margolin, 2008, pp. 152'153) includes the use of radio, television, and, increasingly, Web-based broadcasting targeting a foreign, as opposed to a domestic, population. Commercial broadcasters operating internationally, such as CNN International, Sky News, and Bloomberg News, are typically not included, whereas government-supported and -operated broadcasters, such as the Voice of America, the Al Jazeera Network, and the BBC World Service, are. International broadcasting is often treated as 'one component of public diplomacy' (Cull, 2008b, p. 31), an umbrella term used to describe a variety of state policies and activities directed at shaping foreign opinions, attitudes, and behaviors. Despite the proliferation of contemporary international broadcasting, research about it lacks theoretical development. One of the challenges facing public diplomacy scholarship in general is developing a clear framework for inquiry. As Entman observed, 'a theoretical infrastructure' (2008, p. 87) is needed. Gilboa's (2008) exhaustive literature review identified many of the field's weaknesses, especially its methodological and theoretical shortcomings, and suggested that scholars borrow from the social sciences to create 'sophisticated frameworks for case study and comparative analysis' (p. 75). This paper proposes a framework that addresses the contemporary challenges of international broadcasting efforts by adapting the two-level game metaphor of international bargaining developed by Robert Putnam (1988), suggesting that international broadcasting should be analogized to bargaining at the international level. With both bargaining and broadcasting, states are pursuing national policy goals. Traditional bargaining involves directly engaging with another government or other governments toward an agreement. International broadcasting targets the publics of other states, and is undertaken to influence public perceptions about the broadcasting country or international issues. This analogy between broadcasting and bargaining is particularly apt in another sense: the proliferation of global, regional, national, local, and social media means that broadcasting relies on a bargaining-like dynamic to attract audiences. Originally, much international broadcasting activity aimed at closed media markets where people yearned for varied information sources. State broadcasters had a tremendous advantage in a noncompetitive marketplace'they were the only alternative, which gave them great leverage. Information scarcity is now less of a problem than is information excess (Benkler, 2006; Grant, 2004). The classic one-way flow typified by the government propaganda model is obsolete. States can no longer broadcast blindly toward undifferentiated masses: the analogue of a take-it-or-leave-it bargaining stance. People have a much greater ability to fulfill their information needs through a variety of modern media. Broadcasters must adjust their content and formats to connect to audiences, a process similar to bargaining for audiences' attention. Yet this can be done only to the extent that it furthers the underlying mandates of international broadcasters, which are defined as pursuing national interests'a fact that cannot be

downplayed in theorizing. This paper proposes a model for explaining the success and failure of international broadcasting in a range of international contexts.

Id: 11103

Title: PANEL: A Comparative Analysis of Media Ethics in China, India and South Africa

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Abstract: The two Asian giants, the People's Republic of China (PRC) and the Republic of India, are home to some 2.3 billion people or two-fifths of humanity and are currently the world's fastest growing economies. Though its economy is much smaller, South Africa provides a point of comparison with the two Asian countries because of its position as an economic leader on the African continent, and a shared experience of having undergone rapid and far-ranging social transformations. While we know the forces that propelled these countries to embrace globalization in the first place, what are not as well-understood are their particular approaches or strategies to media globalization, how each country's media has been impacted by the massive privatization and deregulation and, in particular, how such changes have profoundly impacted, shaped and, in some instances, radicalized media and journalism practices' The panel will explore the complex interplay of social, political and economic forces, the power and sway of globalization, sometimes rather unpredictably, to transform journalism and professional ethics in India, China and South Africa. Each country's miraculous transformation of its media (as its economy) is far more ambiguous, complex and multifaceted than one would have led to believe. The move from Communist (China), Socialist (India) and Apartheid (South Africa) systems to a market system has meant a simultaneous shrinkage of the state sector and the growth and expansion of the private sector including the rapid growth of private media or, as in China's case, rise of quasi-governmental media. How have such changes impacted the ethics and professional practices of media and journalism'

Id: 11112

Title: Pipeline Cultures: A Comparative Study of Online Communication Networks in Canada and Russia

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Abstract: This paper examines the intrinsic link between pipelines, online communication networks and the politics of energy transportation in Canada and Russia. It focuses on escalating tension between local, national and global stakeholders who articulate competing visions of the role pipelines play in energy futures. Existing pipeline infrastructure in Canada and Russia carries large quantities of raw materials across vast geographical areas. In both nations, ambitious plans for pipeline expansion, that target new domestic and international markets, are a growing source of political contention. This paper focuses on how such tension manifests itself symbolically in online media representations of Canadian and Russian pipeline politics. To do so, we address the following question: How are plans for pipeline expansion represented, contested and understood in online media networks in Canada and Russia? The international comparison presents a useful set of similarities (e.g. large nations with sparsely populated regions, natural resource extraction industries, export economies) and differences (e.g. western vs. non-western political and economic structures, English vs. Russian language dominated media landscapes, distinct local cultures of resistance). The paper develops an analytical approach that combines content analysis and thick description with open access tools that map and visualize online networks. Network analysis methodology is used to locate points of connection or conflict between different online actors. Data collection, analysis and comparison are limited to the media practices of actors in two local communities where plans for pipeline expansion are currently being contested. In Canada, we examine a recent proposal by TransCanada Corporation to expand its Energy East Pipeline. If accepted, Energy East would become the longest oil pipeline in North America. The plans face strong opposition in North Bay, Ontario where local resistance centers on the pipeline's proximity to the community's main water source. In Russia, we examine media coverage of energy giant Gazprom's plans to build a new pipeline to transport natural gas from Western Siberia to China. The proposed pipeline is controversial in Gorno-Altaysk, the capital city of the Altai republic. Locals there oppose a proposed route which passes through a fragile ecosystem, while economists argue the pipeline is crucial for Russia's development. In both cases, local perspectives collide with competing national and global perspectives on energy futures. Hence, this paper contributes to understanding the extent to which emerging networks of communication and shifting media power dynamics factor into energy transportation politics in two distinct national contexts.

Id: 11135

Title: PANEL: A Comparative Analysis of Media Ethics in China, India and South Africa

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Abstract: The two Asian giants, the People's Republic of China (PRC) and the Republic of India, are home to some 2.3 billion people or two-fifths of humanity and are currently the world's fastest growing economies. Though its economy is much smaller, South Africa provides a point of comparison with the two Asian countries because of its position as an economic leader on the African continent, and a shared experience of having undergone rapid and far-ranging social transformations. While we know the forces that propelled these countries to embrace globalization in the first place, what are not as well-understood are their particular approaches or strategies to media globalization, how each country's media has been impacted by the massive privatization and deregulation and, in particular, how such changes have profoundly impacted, shaped and, in some instances, radicalized media and journalism practices' The panel will explore the complex interplay of social, political and economic forces, the power and sway of globalization, sometimes rather unpredictably, to transform journalism and professional ethics in India, China and South Africa. Each country's miraculous transformation of its media (as its economy) is far more ambiguous, complex and multifaceted than one would have led to believe. The move from Communist (China), Socialist (India) and Apartheid (South Africa) systems to a market system has meant a simultaneous shrinkage of the state sector and the growth and expansion of the private sector including the rapid growth of private media or, as in China's case, rise of quasi-governmental media. How have such changes impacted the ethics and professional practices of media and journalism'

Id: 11147

Title: PANEL: A Comparative Analysis of Media Ethics in China, India and South Africa

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Abstract: Awakening the Elephant and the Dragon's Media: Comparative Analysis of India and China's Journalism Ethics As the unipolar military world order has shifted to a multipolar economic world order, China and India have emerged as major players in global geopolitics. While there is a huge body of literature now available in areas of political science, international relations, economics and finance about the relationship between China and India and the evolution of 'chindia' in the global world order, very little research has been conducted comparing the two countries media content and practices. This paper will provide a comparative analysis of: (a) how globalization, liberalization and privatization, i.e., massive expansion of private media (in India) and quasi-governmental media (in China), has impacted ethics of media practices'; and (b) how to address three areas of concern to journalists and scholars alike in media practices of China and India: the practice of paid news (India) and red envelope journalism (China), corruption in and extortion by the media and the pervasive culture of fear, i.e., respect for authority and fear of reprisal from the state (China) and fear of reprisal from corporate media owners (India).

Id: 11150

Title: PANEL: A Comparative Analysis of Media Ethics in China, India and South Africa

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Abstract: Perceived impact of China-Africa relations on media ethics and professional norms in South Africa
Herman Wasserman
The growing relations between China and South Africa, as well as the increased presence of Chinese media in Africa, has attracted a great deal of media attention. Among the concerns raised have been that the Chinese model of centrally controlled media within an authoritarian media culture will not sit well with an established tradition of press freedom and a liberal-democratic normative framework of media ethics in South Africa. Critics have warned against a pernicious influence that Chinese aid and investment might have on these norms of free debate and open criticism. On the other side of the spectrum, observers have argued that the increased contact with China and the presence of Chinese media in the country would not be able to erode the strong existing norms of freedom and could add to a diversity of views. This paper will provide an overview of the dominant media ethical frameworks in South Africa and of the popular discourses that emerged in the media in response to the growing ties between South Africa and China. The paper will also draw on interviews with journalists to explore their views of the relationship and its perceived influence on media ethics in the country.

Id: 11152

Title: PANEL: A Comparative Analysis of Media Ethics in China, India and South Africa

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Abstract: Debate on Humanity vs. Professionalism in Journalism: New Topic of Media Ethics in China
Changfeng Chen
If the Pulitzer Prize winner Kevin Carter's photograph were published in China 1994, most certainly it would not trigger controversy as one in the United States, which contributed, if not led to his suicide. Even a decade later, in 2004, China had hardly witnessed or engaged in a debate about humanity vs. journalistic professionalism in a similar scenario. However, by 2014-2015, we saw Chinese media engage in a debate on a scale it has never been seen, in the general public. The issue was: 'which is the most important between humanity vs. journalism professionalism' After interviewing the family of a dead university student after the stampede accident on the New Year's Eve in Shanghai, the media faced extensive criticisms from the public; a real-time covering of a famous actress's death due to cancer became the target of accusation from the masses (almost six hundred million internet users with few defending the coverage). Why does the 'A Vulture vs. A Girl' sort of dispute occur constantly in China now? What altered the media ethics and reset the benchmark of code of conduct China? How media ethics in contemporary China has been transformed under the influence of the somewhat radical changes of political, economic and sociocultural powers combined? What motivates the public's sudden demands from and judgments of media and its ethics in China? This paper will address these questions.

Id: 11153

Title: Resisting the Hegemony in Brazilian Media: Shifting the Discourses of Globalization to that of Marginalization

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Abstract: In this paper, the author strives to map the connections between political conflict/violence, struggle for resources and their portrayal in the media of one of the rising global economic power Brazil, part of what is popularly known as the BRICS countries today. This paper is a part of a larger study that poses the questions that challenge the media representations of internal conflict and violence in each of the five countries that form the BRICS. A major factor influencing the opinions of people worldwide is their media institutions. The shape of the media in any given country is the source and scale of available revenues, which relate directly to the economic factors intrinsic to any discussion of BRICS countries today. There is strong evidence of interchange between political, economic, and media power at various social levels in these countries (Sparks, 2014). These evidences find their most obvious expression in the high levels of corruption present in all of the countries constituting BRICS. The nuances of these tenuous interchanges are intertwined with meanings and notions of justice, violence, human dignity, social and political order, and tolerance, or its lack. Specifically in this paper, the author provides a theoretical framework for grasping the historical and political complexities of one such emerging economy, Brazil, at crossroads with politics, power, media, identities and peace. The author conducts focus groups in Brazil to implement emergent research design and to glean information about what citizens of Brazil deem to be political conflict and violence directly a result of Brazil's global economic and political ambitions. The issue raised by the focus group participants is the displacement and disenfranchisement of Amerindians for the construction of the world's third largest hydropower plant on the Amazon basin at Belo Monte in northern Brazil. Much of the impact on locals is downplayed in their media. Thus, the author simultaneously conducts critical discourse analysis of this issue in the O Globo newspaper (highest circulating) in Brazil. The comparison provides valuable insight into how this specific cultures' needs and peoples are being projected in the media in keeping with Brazil's need to fit into the globalized narrative of being an economic who's who. Moreover, the comparison suggests that there is intrinsic resistance at the local, social level that challenge the notion of meditated representation of progress at the cost of disenfranchising minority communities but are too localized to engender public sphere effect by influencing national politics and media institutions. Lastly, the results also suggest that by participating in local discussions of resistance, the Brazilian people are constructing and maintaining their national and regional identities. The author proposes alternative ways to conceptualize connections between government, media, public opinion and peace in Brazil by considering culture, religion, and historical contexts of the global South that go beyond the normative, Western notions of media influence and hegemony on societies.

Id: 11155

Title: PANEL: A Comparative Analysis of Media Ethics in China, India and South Africa

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Abstract: The Indian Newsroom and Media Ethics: A Worm's Eye View Vipul Mudgal
The newsroom is where the micro and macro perspectives of 'news-worthiness' meet and the stories make the grade after value additions. As part of the growth of the news media industry from dailies to TV to Internet, the newsroom has evolved as the final stop for enforcing ethics and editorial policy. It is the media industry's cultural factory floor where market pressures confront social causes head on. The humble newsroom may appear to be an unlikely place to look for insights into media-state-democracy relationship but it has vital clues to offer. The newsroom's cognitive symbols are embedded in their use of language which requires skill, experience and craftsmanship. The look and feel of the newsroom may not differ very much from country to country but the editorial choices do. Those who manage the newsroom have to follow the codes of ideological underpinnings of popular dialogues about the law, morality and hierarchy. In the newsroom, journalistic ethics work in reflexes and the editors consider themselves answerable first to the readers or the viewers, akin to medical ethics of doctors whose first loyalty is for the patient rather than for their hospital's owners or share-holders. Hence the presence of professional ethics, pluralism and liberal, democratic ethos in the cultural universe outside offers a degree of autonomy and professional choice to editors inside the newsroom. This paper will evaluate and analyze Indian newsroom work practices which do not negate the factors of political economy or the society's dominant power equations but act in consonance with them.

Id: 11156

Title: PANEL: A Comparative Analysis of Media Ethics in China, India and South Africa

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Abstract: The issue of journalism ethics in China: A twofold endeavor Yong Hu There has been a crisis of ethics in Chinese media. Shifts in the way newspapers and broadcasters are managed have led to a conflict between ideological guidance on the one hand and commercial considerations in news production on the other 'propaganda versus profit. China has a unique media system in which the Party and State own all major media companies, including newspapers and magazines, publishing houses, television and radio stations and internet networks. At the same time, the media take commercial advantage of the political favors conferred on them by state ownership and turn some of that profit to the fulfilment of ideological tasks. With the increased competition brought about by digital media, traditional media have had no choice but to cut costs to adapt to falling advertising revenue. Some have responded by choosing low-priced providers of news, leading to a reduction in original content. At the same time large numbers of citizen and non-professional journalists have appeared, causing a dilution and a decline in the traditional understanding of professional ethics and standards. With this have come such practices as 'news extortion' (forcing advertising contracts by threatening 'watchdog' journalism), paid-for content, and the manufacture of news stories. With news demands being driven more by speed and quantity, quality concerns have fallen. Serious intellectual property rights violations have become common practice as many journalists are turning to the convenient services of search engines and databases, freely reproducing and piecing together news stories from other documents published online rather than using their own primary research. In the face of intense competition for speed, many media producers have tacitly approved this behavior. Internet and traditional media alike have begun using eye-catching, exaggerated, shocking, or outright false headlines to attract readers. Suddenly, journalism has become more complex, more demanding and more ethically challenging, not only in its will to remain independent, but also in its ability to balance the right to report freely with the rights of others, whether to privacy, to tolerance, and to equal treatment. As long as journalists operate in a dubious ethical milieu it is more difficult for them to claim rights, such as those regarding speech and protection. In the end, journalism only functions well when it is ethically-driven and regulated by media professionals in partnership with the public. The issue of journalism ethics in China is an issue for protecting freedom of expression, but it is also an issue of responsible self-regulation and journalistic autonomy.

Id: 11168

Title: Development according to commercial brands: a triumph of global south claims or the hegemonic expansion of promotional discourse'

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Abstract: Who raise the voice in the global conversation on development and social change' Can it be said that trademarks are taking on a new role as actors and promoters of actions in response to the development challenges, through their communication campaigns' What is the framing that they propose' The 251 winners of Grand Prix and Gold at the Cannes Lions international festival were studied, as an attempt to set the spotlight on the most relevant ad campaigns of 2014. Using the technique of quantitative content analysis, we inquire what is the recurrence of Communication for Development elements (themes, characters, relationships following UN theoretical parameters and critical revisions) and what traits have commercial campaigns focused on development challenges (topic, proposed interaction, geographic origin, category, media, alliances, proximity to the core business, regarding Kotler marketing and CSR approaches). Development issues are no longer the preserve of NGOs and government, national or international organizations; Trademarks are the advertisers in almost half of the campaigns displaying development challenges. Topics such as

education and the environment are more frequent than in the campaigns of the third sector, while nutrition and peace issues are almost out of companies' agenda. This study provides evidence of commercial brands advance in the discourse of culture and specifically when talking about development challenges. The spokesmen and traditional promoters, sources of information on the issues from their direct experience and experienced in the struggle for better conditions, leave room for market players to engage and involve consumers in different types of answers that replace 'or become-its promotional discourse.

Id: 11176

Title: The Austrian public sphere and alternative narrations about international events that shape the 21st century' What media-usage-patterns may tell us about the hegemonic power of traditional opinion leaders in the political periphery of globally relevant ev

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Abstract: Technological advancements allow for instantaneous global depiction and discussion of internationally relevant political events - even in regions which are neither directly affected, nor involved in the following political decision-making processes. However ' using Norbert Elias's terminology - the interconnected and interdependent political, historical and societal figurations that bind the public spheres of the 21st century make this not only a possibility, but in fact require the reflection and discussion of globally relevant developments on a societal level in those peripheral regions. This paper will use Austria as case study to illustrate this. Once from international significance as part of the border region between the eastern and western blocks, the country is hardly actively involved in contemporary struggles of the 21st century. Societal upheavals, ecological disasters or terrorist attacks as well as retaliations are first and foremost news stories in Austria. Nevertheless those stories must be embedded into the ongoing process of societal sense making within the nation, as it finds itself at the periphery of geopolitical developments, but not unaffected by them as e.g. economic and political surroundings change. This embedding happens in a variety of forms, from traditional newspaper reports to social media discussions. Using this assessment as starting point for a discussion two questions are raised: 1) How does the public opinion regarding the importance of such events relate to the depiction of traditional hegemonic opinion leaders in their own country and to those on the international stage' 2) Is it possible to use media consumption patterns as a differentiation variable for the meaning bestowed upon certain events' Empirical material gathered during a 2013 online questionnaire among Austrians (stratified random sample; n=846; gathering data on media usage patterns as well as the relevance and interpretation of political events) showed that the war on terror since 2001 has manifested as one of the most important events, despite the lack of explicit Austrian participation. An automated counting of articles published in the Austrian quality press on foreign politics issues leads to similar results. Moreover, through a qualitative content analysis of newspaper articles on the war on terror its depiction and associated meaning is traced from 2001 to 2011 (retrieved in 5 two week windows) in the New York Times (n=1983) ' a global opinion leader situated in US, a central actor in the war on terror ' and in Austrian quality newspapers ('Standard' and 'Presse' (n=1377)). This material suggests that there is a strong hegemonic influence of the NYT on the Austrian newspapers in 2001, 2002 and 2011 regarding the depiction of the war on terror, while there are tendencies of resistance in the form of alternate depictions in 2006, when the transatlantic tensions were especially severe. Interestingly this alternate depictions found in the 2006 content analysis are still present in the survey data from the 2013 online questionnaire. Based on these findings the presentation will discuss the pre-assumed relevance of different media consumption patterns and elaborate on a

statistical model that proposes personal interests (political/historical/societal) as competing explanatory variables.

Id: 11186

Title: News Production across the Border Pushes the Boundaries of News Censorship' Journalists with mainland Chinese background in Hong Kong

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Abstract: The Hong Kong Special Administrative Region as a former British colony returned to the rule of China more than a decade ago. The Chinese government has maintained the main control over the city after the handover, but with the fundamental institutions of Hong Kong, the Basic Law dictates that Hong Kong will remain politically, economically and judicially independent for 50 years after the handover, which enshrines a certain degree of freedom of expression in the city. The influence on the media in Hong Kong from the central government is therefore subtler, allowing the city to enjoy a freer media environment than in mainland China and continues to serve as an outsourcing base for forbidden information from China. This paper argues that the freedom in Hong Kong provide a space for dissident voices from mainland China, and therefore help to foster a community and provide opportunities for pro-democratic journalists with mainland background in the city. It argues that journalists with mainland background, who work across the border, facilitate the information flow of sensitive news; therefore broaden the diversity of information under press censorship in China. Methodologically, this paper draws on both literature review and 15 in-depth interviews data. It is found that journalists with mainland background in Hong Kong help to bring in their social capital from mainland China to Hong Kong to facilitate news production under censorship. Keywords: China - Hong Kong, news production under censorship, cross-border communication, journalists, press freedom, forbidden information

Id: 11193

Title: From Pity to Control - Regulated Humanitarianism in Media Coverage on Refugees and Asylum

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Abstract: Humanitarian communication has become a key issue in public discourse. In her seminal work 'The Ironic Spectator' Chouliaraki (2013) argues that the West moved to a post-humanitarian age that could be characterized by a 'solidarity of salvation' or of 'revolution'. Referring to a broad theoretical tradition on humanitarianism, ethics and solidarity, she also includes news as a key part of humanitarian communication on 'distant suffering of others'. However, when 'distant others' become 'neighbours' coverage seems to shift significantly: Studies on representation of migrants, refugees and asylum seekers in media have proved that they are often represented as a thread, a social problem, where people become objects without a voice or personal history (e.g. Horsti 2008). Based on a research project on the news coverage on Syrian refugees this paper explores, if and how the humanitarian perspective changes from a transnational to local level. The case study focuses on the coverage in German media. Due to the civil war in Syria since 2011 more than 3,8 million people had fled mainly to neighbouring countries and North Africa, 4 % to Europe. Many Syrians seeked for asylum in Europe, primarily in Germany and Northern countries. Thus, the so called 'Refugee crises' has become a relevant issue on a transnational, national and local perspective in Germany. To answer the research question, the study used the sociology of knowledge approach to discourse (SCAD; Keller 2011). As media covered the Syrian conflict and the humanitarian crisis intensively since 2011 we decided to limit the sample on a six month period from may until october 2014. In this time the cruelties and terror by the so called Islamic State forced again many Syrian people to leave their country. As we were in particular interested in a possible shift in coverage from a distant perspective (refugees in neighbouring countries around Syria, their flight to Europe) to a local perspective, when 'distant others' become neighbours as asylum seekers, a national newspaper (Zeit online) and a local newspaper (Lueneburger Landeszeitung) were chosen. Furthermore, in addition to our qualitative approach of frame analysis we examined the coverage under the light of Chouliarakis concept (2013,3) of solidarity of salvation or revolution. Drawing on our results we can show, that frames of solidarity of salvation or revolution are very present in coverage. However, this humanitarianism is mainly dominated by a regulation, control and efficiency frame, that goes far beyond a political discussion about 'European border system'. It's the dominant frame both on the transnational and national as well as on the local level. Finally, these results will be discussed from a theoretical point of view. What are the implications for 'approaches on humanitarian communication' Literature (only main title) Chouliaraki, L. (2013), *The Ironic Spectator*, Cambridge/Malden. Horsti, K. (2008), *Europeanisation of Public Debate*, in Javnost 'The Public', 15 (4), pp. 41-54. Keller, R. (2011), *The Sociology of Knowledge Approach to Discourse (SKAD)*, in *Human Studies* 34 (1), pp. 43-65.

Id: 11205

Title: India and USA Political Party Agendas in Press Releases and Tweets vs. Newspaper Agendas

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Abstract: BACKGROUND: While press releases have traditionally been one of the major sources of news and information for the press (Hill, Pitts, Smith, & Smith, 2008), recent studies show that there is a growing trend among politicians to stay connected with citizens via social media, such as Twitter (Parmelee & Bichard, 2011; Stieglitz & Dang-Xuan, 2013). The study looks at how top two political parties in India and USA, further their agendas through press releases and tweets by correlating these agendas with the front pages of the top two newspapers: The New York Times (NYT) of the USA and The Times of India (TOI) of India. This study examines the rank order correlation between the content propagated by the Democratic and Republican parties in the United States and the Bhartiya Janata Party (BJP) and the Congress Party in India through press releases and tweets, and the content published in NYT and TOI. RESEARCH OBJECTIVES: The study examines (1) the correlation between party agendas propagated through their press releases and tweets, and media agendas presented on the front pages of NYT in the United States and TOI in India, (2) the rank order of the agendas in press releases and tweets from the Democratic Party and the Republican Party, compared with the rank order of the agendas published on the front pages of NYT, and (3) the rank order of the agendas in press releases and tweets from the BJP and the Congress Party in India, compared with the rank order of the agendas published on the front pages of TOI. METHOD: Data collected was analyzed for 347 press releases, 2,562 tweets and 1,414 news articles for a period of four months from September 2014 to December 2014 into eight conceptual categories: (a) governance, (b) economy/business, (c) international relations, (d) healthcare, (e) environment (f) defense/security, (h) education, and (i) science/technology. A detailed analysis of this will be presented at the 2015 IAMCR Convention in Montreal, Canada. PRELIMINARY FINDINGS: Initial results show that political parties in both countries are mainly concerned with agendas of governance and economy/business, and some of these agendas are ranked highly on the front pages of the major newspapers. A few highly ranked agendas propagated via press releases and tweets by both US political parties such as governance, healthcare, economy/business, and others were also published on the front pages of NYT. A few highly ranked issues propagated via press releases and tweets by the BJP and the Congress Party, such as governance, defense/security and others propagated were also published on the front pages of TOI. PRELIMINARY CONCLUSION: Some party agendas are essentially elevated and ranked highly to merit the front page coverage. Some agendas that are highly ranked through press releases are also

propagated through tweets, particularly the pressing national affairs of the day. Although political parties in the United States and India use information sources like press releases and tweets to convey their agendas to the newspapers, party agendas are not always the same as newspaper agendas.

Id: 11224

Title: Brand New China and Format Adaptation in Children' Game Shows

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Abstract: Television formats were born to franchising globally as many countries as possible. Its low cost, professionalism and high audience rating makes format programme popular. Coincidentally, those characteristics became evidence for scholars who criticised formatted shows as forms of cultural imperialism and homogenisation where TV format markets are in fact an Anglo-American-European dominated institution (Moran & Keane, 2006, p. 84). In response, other scholars insist that these arguments require a more nuanced reading of the global situation (Elasmar, 2014) as more and more non-western countries are playing an increasing important role in television format market, such as Korea, and also the principle of cultural proximity requires a local adaptation. This study argues that even though format programme carries with foreign cultural elements, it also presents a form of cultural resistance via its content adaptation and structure hybridization of local policies. First, the concept of media capital, further discussed by Michael Curtin, is re-examined in the study to look at the structural adaptation in format industry in China. As a result of format trade, there are several different production cooperation mode in China regarding to format creation and adaptation, which is a form of structural hybridization. Those local independent companies are playing increasing significant roles in television industry, while the production centers are gradually concentrating on those high commercial developed cities in China, such as Shanghai and Beijing. Secondly, the essay further examines a children's game show, All Kids Are All Right, originally from the UK but localize in China, to see how a global format programme is localized in Chinese context literally and ideologically. In order to achieve its research aim, the author employs content analysis of the twenty episodes of All Kids Are All Right, conducts four focus groups regarding to different age arrangements, and further supplements with in-dept interviews to investigate the logic of format adaptation. This study argues that globalization brings a more complicated result that cannot be simply explained by cultural imperialism or resistance, instead it reflects a face of regional, hybridization and redistribution of media capital. It is also better to understand this study under the context of new China when the country enters to a new leadership and 'created in China' becomes a new goal of China.

Id: 11230

Title: Development or Personal development' Orientalist Narratives in Voluntourist Accounts

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Abstract: In an effort to become better 'global citizens', consumers are starting to incorporate forms of ethical consumption into their daily lives such as purchasing Fairtrade and sustainably produced goods. This trend has extended to tourism with the emergence of alternative tourist models such as eco-tourism and of course, 'voluntourism' (also known as volunteer tourism) where tourists can explore a country while also 'doing good' by volunteering for a project such as building a school. Unlike other forms of ethical consumption, voluntourism allows the consumer to 'perform' their goodwill. These vacations presumably provide a more sustainable alternative to commercial tourism while also providing the vacationer with a more 'authentic' view of the country going beyond the resort to the everyday spaces of the locals. Though voluntourism sounds like a more desirable alternative for some, than the large commercial resorts, the promotion of voluntourism can be problematic as it may employ old colonial tropes of encountering the exotic Other while rescuing them from poverty. The voluntourism model is employed by the Me to We organization, which will be the focus of this paper, where vacationers visiting diverse locales from Kenya, to Ghana to India can take in the sights while building a school, clinic, or community garden. Me to We was created by the founders of Free the Children, Craig and Marc Kielburger. Charitable fundraising is also incorporated into these vacations with half of the profits going to Free the Children. This paper will address the question 'To what extent do accounts of voluntourism resemble a new manifestation of Orientalist travel writing' Orientalist travel writings were accounts written by Europeans exploring 'the Orient' (countries, soon to be colonies, in Asia and Africa), which were used as authoritative accounts to justify colonialism. I will argue that though voluntourism may have some potential to create positive social change and equal international partnerships, the promotion of voluntourist vacations tend to rely on old colonial tropes. In particular, selling the trip or experience as 'authentic' hence simplifying what are very complex societies and emphasising inequalities between 'developed' and 'underdeveloped' nations.

Id: 11246

Title: INGOs, Transnational Advocacy Networks, and Dense Exchanges of Information: Free Speech in Cuba

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Abstract: Examining social media in advocacy, current communications, political science, and international relations literature generally concerns itself with effects. What type of correlation or causal effect can be discerned between social media and political or social reform? Do social media open the virtual public sphere? Who uses media and to what social, cultural, or political effect? What appears missing in scholarly research is an exploration of the 'hows' of social media advocacy. How do advocacy organizations use social media? How (if at all) have social media changed the way INGOs advocate? At least explored of all, how and to what extent do transnational advocacy networks (TANs) use social media to assimilate the information, perspectives, and agenda of the citizens and groups for whom the INGOs advocate? Bringing the TAN into the world of digital activism, the project explores how individuals and international nongovernmental organizations (INGOs) within a TAN interact with through social media. The research looks to the efficacy of INGO use of information politics, positing that there is a disconnect in the 'dense exchange of information' (Keck and Sikkink, 1998). If so, this undermines INGOs' advocacy credibility. The project is multi-layered providing a descriptive look at which social media are and how they are used. This latter question is intended to address any disparities in the amount and content of information that is output by INGOs given the input available from local activists. Of greatest interest in this research is the extent to which filtering or editorial selectivity can be found in INGO social media output. Using Cuba as example and applying a mixed methods approach the analysis measures the social media interaction (RSS feeds, blogs, and Twitter) between six prominent free speech INGOs and the prolific Cuban activist, Yoani Sánchez. Comparative quantitative analyses of the social media content of select INGOs and Sánchez's Twitter and blog content confirm a disconnect within the TAN which demonstrates a failure on the part of INGOs to monitor and disseminate information relevant to advocacy for freedom of speech in Cuba. Comparative qualitative analysis of the substance of all online content produced by the INGOs and Sánchez produces similar results. Text was culled to gauge: 1) the frequency with which the INGOs cited content from Sánchez's blog, and 2) the accuracy of the information redistributed. United States and international governmental institutional policy toward Cuba is often based on assessments, evaluations, and indices produced by the INGOs at the heart of this study. Here it is argued that for INGOs operating in the free speech for Cuba TAN, the collection and dissemination of localized individual information is equally-if not more so- important as furthering the INGOs' generalized initiatives. More simply put, in order to use social media most efficaciously, INGOs must speak, but they must also listen. Should, as indicated by the study's results, the INGOs fail to do so, their credibility within the realm of foreign policy must be re-examined.

Id: 11264

Title: Coverage of Central and West Asia and North Africa (CWANA) by Indian news television.

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Abstract: It is conspicuous by its near absence. The conflicts from Central and West Asian and North African (CWANA) parts of the world are underreported in Indian news television. And those that get reported have traditional hegemonic characteristics. This research argues that despite the growth of online space, the dependency of Indian television news channels on the major news agencies of the world gives a distorted representation of the reality, if at all, often undermining alternative perspectives. While the news channels in India have multiplied post 1991, they have remained limited to domestic issues and lack professionalism in covering conflicts. The visibility of CWANA in India through news television is very similar to Jean Baudrillard's expression in the work 'The gulf war: Is it really taking place'. These conflicts are often given episodic rather than contextual coverage. They seem to be filling the vacuum without much of substance. CWANA has been one of the most conflict ridden regions of the contemporary world. One of the main reasons for the conflicts in this region has been the clash for hegemony over the oil reserves. But the televised coverages often miss the main issues of contention by talking about individual stories and hence miss the wood for the trees. This misrepresentation/underrepresentation often leads to confusion in the minds of the viewers and they tend to become indifferent towards issues that affect not just the lives of the people in CWANA but also in India. In the coverages of these conflicts, the local, indigenous and alternative perspectives are missing. A second copy from the news agencies saves the cost and is packaged with the visual content remaining unchanged. This meets the agenda setting criteria of dominant countries at the cost others. This missing 'other' perspective is not being questioned. The problem with this skewed and sanitized representation CWANA conflict is that the real suffering of the people is not visible. Through an in-depth interview with journalists, academicians and diplomats, this research attempts to probe the patterns of conflicts that get covered, the reasons for the coverage and its impact on understanding of world conflicts by the viewers in this part of the world. Through this research an attempt is made to highlight the importance of contextual coverage of conflicts in CWANA in an interconnected world, especially in India with one-sixth of the world's population.

Id: 11268

Title: The Venezuelan State in the Transnational Public Sphere: Telesur and AlbaTV

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Abstract: Latin America has long been a primary field of ideological contestation in relation to global media flows. During the Cold War era, actors from the political left declaimed European and, primarily, US domination of the media space as a form of cultural imperialism. Policy debates reached their most fevered pitch during the late 1970s and early 80s in relation to calls for a New World Information and Communications Order. Though relatively dormant throughout the 1990s, these debates were revived in the 2000s as the Latin American political landscape shifted back toward the left under a 'pink tide' of popular organization and electoral victories that was widely held to be inspired, if not led, by the Chávez administration in Venezuela. Chávez, generally regarded as the most outspoken of the new generation of Latin American leaders, worked to solidify a Venezuelan alliance with Cuba and, since 2005, openly claimed the implementation of '21st century socialism' to be the goal of his administration. Among the regional initiatives that Chávez proposed as challenges to US and capitalist hemispheric dominance was Telesur, a Spanish-language television and online media platform launched in 2005 with funding from a coalition of Latin American states in which Venezuela plays an outsized role. In 2014, Chávez's successor, Francisco Maduro, announced the launch of Telesur English, which would produce English-language content and involve the significant collaboration of leftist commentators from the US. Meanwhile, AlbaTV, a lesser known transnational community media initiative with backing from the Venezuelan state has been operating since 2009. Working from a distinct theoretical perspective, AlbaTV features video produced by grassroots popular organizations and media collectives. It currently has an online presence and is slated for broadcast on Venezuela's developing digital television network. This paper draws on open format interviews with AlbaTV's founder and director, as well as key figures in Venezuela's community media sector, in conjunction with political economic and content analysis. It presents a historical overview of Telesur and AlbaTV before discussing their actual and potential contributions to the democratization of the transnational public sphere. While state-led initiatives like Telesur serve an anti-hegemonic role, they ultimately replicate hierarchical power structures that are antithetical to the construction of popular hegemony as envisioned by Antonio Gramsci and articulated in the tenets of socialism for the 21st century. AlbaTV, meanwhile, hews more closely to these tenets, although significant questions of funding and organization remain open.

Id: 11280

Title: PANEL: Rethinking Global Media Theory Through Regionalization

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Abstract: The concept of 'the regional' and 'regionalization' gained currency within global media studies in the 1990s as an antidote for the perceived excesses of some top-down models of media imperialism, which presumed a progressive narrative of increasing Western media domination. Against this narrative, theories about geo-linguistic regions, geo-cultural regions, and regional production centers charted the resilience and the importance of cultural relevance and locality for theorizing global television flows. These newer models suggested that a good deal of commercial television trade took place within geographic regions, where importing and exporting nations shared linguistic and cultural features, including shared histories, political structures, and generic preferences. Subsequent scholarship explored the development of regional centers of television programming in Latin America, Southeast Asia, East Asia, Europe, North America, and beyond.' However, the theoretical purchase of regionalization as a concept reached a lacuna soon after its introduction: while it helped explain the rise of particular production centers and trade routes, it failed to provide additional insights into the origins or consequences of media globalization. More recently, theoretical considerations of the geographies of global media have foregone the regional to focus instead on 'translocalism' or the ethnographic comparison of how various local practices intersect with global forces, as well as the growth of media capitals, which serve as modern city-states where capital and creative personnel come together to produce media. Without discounting the importance of media capitals and the persistence of local particularities in an age of globalization, a full accounting of current media geographies would benefit from a reinvigorated concept of the region. As evidenced by the continued presence region-wide cable and television channels, the regional divisional structure of many media corporations, and the growth of regional television programming markets in East Asia, Africa, the Middle East, and Central and Eastern Europe, transnational regions retain currency for both producers and consumers of television. Meanwhile, subnational regions have flourished in the post-network environment, offering programming and viewer configurations quite different than their national and regional counterparts. Each of the papers in this panel uses the concept of the region to rethink some of the basic theories and concepts in global media studies: Laurena Bernabo examines the process of language localization'often thought to preserve the cultural integrity of importing nations'as a regional practice embedded in transnational distribution markets and power relations. Timothy Havens explores the case of minority television in a digital era in an effort to rethink minority media opportunities beyond the nation state. Swapnil Rai uses the case of India as a regional state formation to investigate how the notion of state-sponsored 'soft power' works in a post-national setting. Joseph Straubhaar similar looks at soft-power in the post-national, regional state of Brazil.

Id: 11283

Title: PANEL: The Varied Soft Power of Brazil in other BRICS, Regional Markets, and the US

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Abstract: Part of "PANEL: Rethinking Global Media Theory Through Regionalization" The term soft power is often evoked in foreign policy debates as a measure of state strength, but in Brazil state strength is heavily outweighed by cultural industry strength. Soft power is a crucial component of national influence and control, but is often based on the foundation of media industries and mass media technologies. Brazil, a prominent BRICS economy, has always had an independent commercial media/entertainment industry not directly controlled by the government, although control was heavier under military dictatorship and is low now. Brazilian soft power is of a different kind, not solely national and friendly to global capitalism and consumerism. Brazil's television industry has been commercial since its inception. Even in the era of military dictatorship in Brazil, TV Globo maintained significant creative control over the content produced. Using Rede Globo as a primary case study, this paper hones in on the soft-power influence of Brazil amongst other lateral BRICS markets, as well as the Latin American Regional market and Lusophone cultural-linguistic market, where TV Globo's telenovelas are the main cultural export, and the United States where Brazilian influence is often relegated to sports, music and lifestyle. Given the relative independence and commercial nature of media industry in Brazil, this paper explores the following questions: 1) what degree of control does the government have over the soft power exercised by the commercial media emanating from Brazil' 2) How do creative, commercial industries like TV Globo navigate censorship and other demands , such as those of advertisers, successfully' 3) To what extent is soft-power a subtle interplay between government agenda and industry agenda'

Id: 11288

Title: PANEL: Bollywood and Indian Soft Power in the Southern Asian Media Region

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Abstract: Part of "PANEL: Rethinking Global Media Theory Through Regionalization" The term soft power is often evoked in foreign policy debates as a measure of state strength. Soft power is a crucial component of state influence and control and is often based on the foundation of media industries and mass media technologies. India, a prominent BRICS economy has independent media/entertainment industries not directly controlled by the government. The Indian soft power is primarily driven by the Indian film industry. Whereas Indian media industry still includes the government sponsored public broadcaster Doordarshan, the global spread of Indian media is spearheaded by the Indian Hindi film industry a.k.a Bollywood. It is important to note here that The Indian film industry has been outside the government's purview since its inception. Jawaharlal Nehru, the first Prime Minister of India emphasized the pernicious effects of cinema on the masses and mandated they be built away from schools, colleges, government buildings, residential cinema etc. Yet, Indian films are the most prominent Indian cultural influences in the global arena especially in other BRICS. Using Bollywood as a primary case study, this paper hones in on the soft-power influence of India amongst other lateral BRICS markets and the United States. Specifically, the paper explores the following questions: 1) what degree of control does the government have over the soft power exercised by the commercial media emanating from India' 2) How does the creative, commercial film industry navigate censorship successfully' 3) To what extent is Indian soft-power a subtle interplay between government agenda and industry agenda'

Id: 11292

Title: PANEL: Dubbing and Localization in the Latin American Geo-Linguistic Region

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Abstract: Part of "PANEL: Rethinking Global Media Theory Through Regionalization" Numerous scholars have considered the regionalization of American media for Latin America, often through interrogations of international media flows and the hegemonic influence of an American media empire. My work complicates these positions by lessening concerns over American global homogenization. Media imperialism discourses have been eroded by the significant and growing amount of power held by nations long painted as relatively powerless. Mexico, my country of focus, has managed to maintain a relative balance of program imports and exports throughout the western hemisphere, and has profited substantially. It is thus a geolinguistic giant, which means that, having achieved this success, Mexico has become a leader from which other regional nations, with their shared Europe-based history, culture and religion, access content. Mexico's success is attributed not only to its population and its higher income, but also the lack of restrictive government regulations and controls that have held back other large local populations (Argentina and Columbia, for example) from achieving similar influence (Sinclair, 1999). Not only does Mexico export a significant amount of programming, but Mexican firms are also taking on the task of dubbing American programming before that, too, circulates throughout Latin America. Processes of localization, such as dubbing, supposedly blunt (typically U.S.) cultural imperialism by stripping away some of texts' powers of influence. For example, as in any other dubbing process, Mexican dubbing chips away at an American program's subtleties. However, I trouble this concept of localization by focusing on the regional dubbing market and considering its power relations. In this vein, I attend to an important and often overlooked quality of Mexican dubbing: it threatens to homogenize the Spanish language throughout South and Central America. Jeremy Tunstall (2008) fails to specify the scope and severity of intercultural translations of American imports, but nonetheless provides compelling evidence that Mexico, as well as other geolinguistic giants around the globe, are taking on their own culturally imperialistic traits. As a production powerhouse, Mexico has a strategic advantage and is able to emphasize similarities between Latin American cultures and downplay differences, thereby electing themselves cultural hegemon within their geolinguistic region. The process of dubbing serves to localize, or regionalize, imported content; the dubbed text constitutes a local production, and the practice of dubbing becomes an assertion of a particular dialect's supremacy. The dubbed product results from a dominant nationalistic system, even under the expectation that it is a generic Spanish-language adaptation. That is to say, even when the stated goal is to create a Spanish-language dub that will feel equally domestic and foreign to viewers throughout South and Central America, the use of Mexican voice actors will inevitably mean the proliferation of Mexican accents and a certain degree of syntax, and their circulation will suggest the normalization of this particular incarnation of Spanish. If Kilborn (1993) is correct that hearing one's own language confirms its own importance and relevance, then surely the replacement of local grammar and accents with a generic,

globalized Mexican-Spanish serves to delegitimize local cultural language.

Id: 11296

Title: PANEL: Minority Television, the Black Atlantic, and Post-National Media Regions

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Abstract: Part of "PANEL: Rethinking Global Media Theory Through Regionalization" Minority television has typically been treated as a national phenomenon, measured in national market and guaranteed through national-level communication policies. However, the history of television exchanges among the United States, the Caribbean, the BBC's minority channels, and Western Africa attests to the shared cultural sensibilities of black communities in the West. These television exports built upon a broader cultural geography that dates back to the days of chattel slavery, which Paul Gilroy has dubbed 'The Black Atlantic.' However, unlike music, literature, religion, and other less industrialized forms of popular culture that travel frequently within the Black Atlantic, television exchanges have always been severely restricted by the high costs of production and the relative poverty of many Black Atlantic nations and communities. Digital technologies promise to drastically reduce the costs associated with producing, reproducing, and distributing television, and might therefore be seen as an opportunity for the development of a Black Atlantic television culture. Indeed, the worldwide circulation of digitally-produced and reproduced Nigerian videofilms to markets around the world and their particular popularity in the nations of the Black Atlantic would seem to prove the assertion that digitization is enabling Black Atlantic television. This paper utilizes the counter-example of the first Belizean television drama, Noh Matta Wat to demonstrate that digitization is often as destructive as it is productive of Black Atlantic television culture. Nollywood is still only financially viable because of economies of scale and the strength of its domestic market. By contrast, the case of Noh Matta Wat shows how piracy and digital distribution can undermine the viability of the television industries in smaller Black Atlantic nations, while at the same time pointing to the continued existence of shared cultural sensibilities in Black Atlantic television.

Id: 11443

Title: "Different 'Journalisms' for Different Regions" as viable counterpoise to domination in the global media space.

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Abstract: Globalization, which ordinarily denotes the development of an increasingly integrated global systems such as the economy, politics and other aspects of national life, is slowly, but steadily acquiring the connotation of domination and subordination as well as winners and losers, among other divides. The globalization of some professions makes it easy to have a few countries' or regions' ideas occupy a dominant proportion of the global space of that profession with the consequent resistance from less powerful or influential regions. Hegemonisation has its pitfalls and one such pitfall is the idea of wanting some to relinquish who or what they are in order to fit into a foreign behavioral template or mold in which they feel most uncomfortable. In some professions, the modus operandi, the rules and ethics derive from the cultures of the dominant regions/countries in such professions. Subordinate regions scramble to fit their practice into such culture-based rules and ethics, sometimes with disastrous consequences. This is true in medicine as it is in architecture; in law as in fashion design or politics. Journalism is no exception. The various components of journalism such as the 'essential elements of newsworthiness,' the inverted pyramid style of reporting, the lead, journalism ethics, have mostly American historical and cultural underpinnings. These components have grown and matured over a century or more. Thus modern day journalism has become as American as apple pie. Yet, other parts of the world whose history, culture and way of life are in no way consonant with the American picture are expected to fit in if they expect to be accepted into the global body of practitioners. The result is that journalism practitioners from developing countries, for instance, are trying to use foreign tactics to develop local strategies for the effective dissemination of information. It has not worked too well. Whereas the American or Western journalist practices journalism in the comfort and convenience of his natural habitat 'as it were' - journalists from some other regions are cutting against the grain as they try to participate in the global space. This paper examines the notion of 'different strokes for different folks' to determine how it can be applied to the practice of journalism so that everyone practices the profession on their own terms and within the dictates of their historical and cultural realities. The major goal of journalism is the communication of events and ideas in such a way that it will appeal to the audience as they try to understand their environments and participate effectively in activities and decision-making as members of a given social system. Thus, their concept of news and newsworthiness and the ways it is conveyed to them must conform to their lifestyle and other expectations. If this approach is applied, we may probably begin to see a slight weakening of the domination of some regions in the global media space.

Id: 11451

Title: Populist political parties in Europe and their relation to media: The cases of France, Spain, and Greece

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Abstract: The political scene in Europe has changed considerably in the last few years. After decades of complex, intrinsic political messages sent through traditional media all over Europe, it would seem that now the motto is: 'The more complex the message is, the higher is the temptation to make it simpler'. In this respect, European extremist political parties seem to understand very well the citizens' feeling of uncertainty towards the multi-faceted phenomena that the economic crisis, together with a lack of effective control over immigration. That is why in some European countries it was no real surprise to discover an increase of popularity ' and with it, of number of voters ' that some extremist political parties have acquired: In Greece 'Golden Dawn' entered the Parliament in 2012, with 7% of the votes; in the United Kingdom UKIP, commanded by Nigel Farage, has been recently influencing the political agenda of David Cameron, who has continuously hardened the immigration-related policies due to this pressure ever since. But the most impressive result of all may belong to the French 'Front National', led by a triumphant Marine Le Pen who sees that the incipient political party that her father, Jean-Marie, founded in 1972 has already become the third political force. Nevertheless, not all the European states are heading towards the same political tendency. Spain and Greece, for instance, are countries in which the economic breakdown walks hand-in-hand with a severe political disillusion. In these last countries they decided to vote against austerity measures from the EU. And so they did. In Greece the extreme-left political party 'Syriza' won the election in January 2015, and in Spain its equivalent, 'Podemos' came into scene in 2014 as the new option for the people who were disillusioned of the double-party system existing in Spain to date. What are the causes for this unexpected success? Will this political tendency to give 'a punishment vote' to the traditional political parties continue? What will be the future of political parties in Europe, with only Spain and Greece going 'left' now that the tendency in Europe is to go towards right-wing extremism and not left, as the case of the 'Front Nationale' has demonstrated? What has been the reaction of the media to this unexpected success in these three Mediterranean countries? Have these parties been censored or motivated from what they hear, listen, and read in the media about them? In this presentation there will be an analysis on how media in France, Spain, and Greece have helped or put obstacles to the success of extreme / populist parties in France, Spain, and Greece.

Id: 11474

Title: IMAGES OF NATIONS IN THE GREEK PRESS DURING THE 2015 ELECTIONS

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Abstract: Nation image is defined as the cognitive representation of a given country (Kunczik, 1997). A major variation of Image-projected (i.e. the image as an attribute of the message) is the journalistically mediated image. The image of a foreign nation in the news is produced by the combined operation of the news making process, the strategies of actors and domestic and international events. The formation of foreign nation image emerge as part of the dialectic between foreign events and local angles. Ethnocentrism affects this process. Two forms of domestication processes are fuelling ethnocentrism: at the news level, the domestication process takes the form of a need on the part of the national media to familiarize the news to a domestic audience 'a need which relates to the phenomenon of ethnocentric bias in the selection of news (Gans 1978) and to the operation of a 'national frame' in the corresponding framing process (Nossek 2004). At the same time the Greek party system employ rhetorically the images of certain foreign nations and international events as an image making instrument aimed to achieve strategic purposes either within the domestic political game or at the international level. Aim of this paper is to examine the impact of the 2015 Greek election campaign upon images of foreign nations in the Greek press. Quantitative content analysis is employed. The state mapping approach is adopted: the image of every single state is analysed; thus a representation of the state system is offered. This allows to examine the comparative impact of the 2015 elections as well as the impact of news on the financial crisis upon the image of each nation. Every news story containing a reference to a foreign country has been analysed for a period of two months (December 2014-January 2015). The unit of analysis is the depiction of a country per news item. The codebook includes type, frequency and placement of reference of each country, the evaluative aspect of image, frames contributing to image formulation (hope frame, fear frame, hegemony frame melodramatic frame, problem frame, positive effects frame, negative effects frame, conflict frame, European frame), as well as attribution of blame for problems. The content of three newspapers with different political affiliation are examined, thus the press-party parallelism hypothesis

is examined. This is important for the image of countries like Germany that are related with campaign issues like EMU and are integrated into campaign rhetoric.

Id: 11499

Title: TV News Coverage of Islamic Countries A Comparative News Coverage of External and International TV News Networks: Press TV, Nile International, Al-Jazeera, Russia Today, BBC World, and CNNI

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Abstract: Abstract This is a comparative study of news coverage of the Islamic countries in the context of the international and the world events. The study is based on Shoemaker and Cohen's models of newsworthiness (deviance and social significance) and the agenda-setting theory. The main question is how two different structured TV institutions (external and international channels) present events related to home and foreign countries or international organizations. The population of the study, was a six-month (2010-11) nightly news broadcast, and the sampling approach was a systematic random type. Method of quantitative content analysis were used for data gathering and statistical tests involved Chi-square test, Spearman's rank correlation coefficient, and regression coefficient of determination. The results of this study show that the news from the North, still have the greatest share of the international news presented by all the six television networks. Hence, it can be declared that there is still an unbalanced or one-way flow of information, and almost no news is covered about the Islamic countries, unless it is negative oriented. The study also confirmed the fact that the two international TV channels (BBCW and CNNI); represent a negative image of Islam countries. The same negative images are also presented by other channels due to their news policies and partly due to factors such as the western cultural hegemony. It is also indicated that in terms of newsworthiness news from the Islamic countries received far more less objectivity. Key Words: Agenda-Setting, Deviance and Social Significance, News Coverage of the Islamic Countries, External and International News Networks: Press TV, Nile International, Al-Jazeera TV, Russia Today, BBC World News, CNNI

Id: 11655

Title: Thinking Uncritically: Why Egyptians Are Choosing to Be Media Illiterate

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Abstract: Karim (2004) discusses the end of the modernist conception of the nation-state due to growing currents of power, like supranational governing bodies and immigration. Transnational media enable immigrants seeking to maintain their culture, feelings of belonging, and who want to stay up to date on the goings on in their home countries to do so today. Increasing transnational flows enable a variety of sources from around the world to be accessed from anywhere there is internet. Political and corporate elites can, however, use these media to influence discourses that are beneficial to their goals. The Egyptian government has a great ability to influence public discourse and censor information because broadcast media is owned and controlled by them. Satellite television and the internet provided new venues for alternative sources of information and discussion. The potential to resist ideological coercion through media literacy and critical thought developed concurrently. Today, however, nationalism and fear are eclipsing critical thought and action in Egypt. The media are becoming less of a tool for democracy because state television, mainly political talkshows, is once again becoming the primary venue for citizens at home and abroad to gather news. An extensive content analysis of primary and secondary sources have illuminated that transnational media are becoming less tools for awareness both inside and outside of Egypt. Rather, the Egyptian media, to which many are turning, are presenting a unified political stance in favor of the government's values and against everyone else's. Many Egyptians living abroad who are trying to maintain a sense of connection with their homeland are also adopting this stance of willful ignorance in favor of uncritical acceptance of government communications. Their situation is even more dangerous because they have no chance of corroborating the truth without being geographically co-present.

Id: 11661

Title: A theoretical framework for analyzing interactions between contemporary transnational activism and digital communication

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Abstract: How do we understand the relations between contemporary transnational activism and digital communication usage from a global political scenario? Answering this question the paper proposal is divided into three sections: 1. Technology and society; 2. Cyber domain and International Relations (IR) Theories; 3. Transnational activism and digital communication usage. The first section analyzes technology and society in a broadly comprehension and explains the difference between two approaches: technological determinism and social constructivism. After starting the initial discussion, the article will demonstrate the need to take this as a premise to analyze the political implications of digital communication. To that end, I will contextualize the notions of cyberspace, cyberpolitics, culture of connectivity and the culture of convergence. This debate is related to social and cultural dynamics of digital communication platforms. After the assumptions and basic concepts of technology and society are outlined in the previous part, the second part of the article will demonstrate how the theories in IR address the cyber domain as well as the gaps and contributions from this analysis. Once demonstrated the importance of the debate on cyberpolitics and IR, the second step of this section will summarize two concepts: Cyber power and diffusion of power. The third section turns to the micro level related to transnational activism and digital communication usage. If transnational activism is not new as a political phenomenon, the use of digital communication in their actions has brought new dynamics. For this reason, I will conclude the paper defining and contextualizing the emergence of contemporary transnational activism and its characteristics, explaining (using categories of analysis) how technology can empower collective groups and individuals. In order to illustrate the paper some events as Arab Spring and Wikileaks will be presented.

Id: 11716

Title: Microblogging Across the Globe: A Comparative Study of Government Use of Social Media in the United States and China

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Abstract: This paper provides a comparative study of how local governments use similar social media technologies in different social and cultural contexts by comparing the content shared through microblogging platforms by municipal governments of Shanghai in China and New York City in the United States. It collects 691 messages posted by the government accounts to Sina Weibo and Twitter over the course of one month (31 days). The content of these posts were then coded and analyzed with results indicating that the Shanghai account was used more for "outreach" while the NYC account was used more for "transparency". The results were discussed in relation to the differences between the two social media platforms and the differences between the two vastly different cultural and social-political environments. Keywords: e-governance, social media, Twitter, Sina Weibo, content analysis

Id: 11749

Title: Democratic Functionalism And Democratization: The Challenges Of Nigeria's Media Ownership Structure.

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Topic Area: Community Communication and Social Media
Type of Proposal: A Democratic functionalism, though not linked to any normative model of how to democratize, advocates integration through deliberation (Eriksen & Fusson, 2000) as an important mechanism for producing consensual knowledge about democratic reforms. To attain this deliberative goal, it does not give preference to any particular styles of communication, adopting a holistic approach to public communication. It tends to accept the maxim that the process of extending public communication is only a necessary condition for democratization. It also argues that a sufficient condition is public communication which activates learning processes. This is because there is always a link between communication and learning as already noted by Karl, W. Deutsch (1953). Beyond this role of public communication are the quantity and quality of what is communicated. A critical determinant element in this is the ownership structure of the means or mechanism of communication. The idea is that those who own the means of communication are likely influences on the communication content or the role communication will likely play. For instance, the media ownership structure in Nigeria weighs heavily in favour of government, especially the broadcast media, while the print media labours under repressive colonial laws and commercial pressure to meet up with communication needs of Nigerians. To investigate ramifications of this scenario, this paper will do a study of the media ownership structure in Nigeria to establish whether ownership has created

ambiguities in the role of communication, especially with regard to the kind of public sphere and civil society groups that support the democratic process. This study will be conducted under the framework of information theory so as to evaluate the dimensions of the information present in the media contents (McQuail, 2010). This will help to ascertain the presence of freedom and independence, content diversity as against bias which are yardsticks to measure democratic functionalism. Therefore, the study will adopt a survey of select media organisations to ascertain the media ownership structure and another survey of the audience in select locations to determine their perception of media contents in the country.