



Cities  
Creativity  
Connectivity

IAMCR  
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# CITIES

IAMCR2011CONFERENCEPROGRAM  
ISTANBUL TURKEY

IAMCR2011CONFERENCEPROGRAM

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# CREATIVITY

ISTANBUL TURKEY

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# CONNECTIVITY

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# CITIES CREATIVITY CONNECTIVITY

## 2011 Conference

July, 13 - July 17  
Istanbul - Turkey

Kadir Has University  
Istanbul - Turkey



## **IAMCR 2011 CONFERENCE**

July, 13 - July, 17  
Kadir Has University, İstanbul - Turkey

### **Organization**

Faculty of Communication Kadir Has University

### **Photos**

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2011, IAMCR

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President of IAMCR

Coordinator of the Local Organizing Committee

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## Rector of Kadir Has University



# Welcome!

*Dear IAMCR Members and Conference Participants,*

It is our great pleasure and privilege to host the IAMCR 2011 Conference: Cities, Creativity and Connectivity at Kadir Has University, Istanbul. On behalf of my colleagues, I would like to welcome you all to this highly reputed and prestigious forum in the field of media and communication research.

Kadir Has University was founded in 1997 and bears the name of the entrepreneur and philanthropist Mr. Kadir Has (1921-2007) who, along with Kadir Has University, established over 60 schools, hospitals, boarding houses and cultural and recreational centers throughout Turkey. A firm and committed believer in education, his most beloved project and crowning achievement was Kadir Has University.

Our main building at the heart of the historical city center used to be a tobacco factory from the 19th century, later used by Tekel (Turkish state monopoly on tobacco and alcohol), which was subsequently converted into the Kadir Has University by the Kadir Has Foundation. The renovated building was awarded with the Europa Nostra Restoration Award and is a unique piece of architecture that includes a 11th century Byzantine cistern as well as a 16th century Ottoman Hamam within its premises. These historical sites are utilized as permanent exhibition sites by Rezan Has Museum, which also hosts numerous art exhibitions and cultural events throughout the year. Combining layers of history with modern art and architecture, our university provides a perfect location for this year's IAMCR Conference; Cities, Connectivity and Creativity.

I would like to thank the President of IAMCR, Professor Annabelle Sreberny, as well as the IAMCR Executive Board and the International and Scientific Committees for hosting the conference for the first time in Istanbul, Turkey.

I am delighted to open the doors of our university to this prestigious event and pleased to welcome you all as our distinguished guests to Kadir Has University, Istanbul, Turkey. Our Faculty of Communication will be the on-site organizer of the conference with great pleasure.

I wish you all a great time in Istanbul, the city where communication and creativity have been connected together for more than 2500 years of its history.

Mustafa Aydın  
Rector, Kadir Has University



Annabelle Sreberny

President of IAMCR

## *Cities, Creativity, Connectivity: Welcome to IAMCR 2011 in Istanbul*

2008 was a milestone in human history, when more than half the world's population was deemed to live in cities. UN forecasts suggest that the world's urban population will reach 5 billion by 2030, when three out of five people will live in cities. Mega-cities were once defined by a population of five million or more, but are now defined by a population of 10 million or more and with a certain population density. There were already 18 such megacities in 2000.

In principle, cities offer a more favorable setting for the resolution of social and environmental problems than rural areas. Cities generate jobs and income. With good governance, they can deliver education, health care and other services more efficiently than less densely settled areas simply because of their advantages of scale and proximity. Cities also present opportunities for social mobilization and women's empowerment. Cities can be seen as dense networks of interaction that can produce multicultural awareness and tolerance, the potential for cultural and artistic creativity and new modes of living together.

On the other hand, poverty is now growing faster in urban than in rural areas. One billion people live in urban slums, a figure that is expected to double by 2030. Projections suggest this increase will be most dramatic on the least-urbanized continents of Asia and Africa. In poor countries overpopulated slums exhibit high rates of disease through unsanitary conditions, malnutrition and lack of basic health care. Over 90% of the urban populations of Ethiopia, Malawi and Uganda, three of the world's most rural countries, already live in slums. Urbanization in the developed world produces its own contradictions: suburbanization and alienation, raced and ethicized ghettos, high crime rates, homelessness, the break-down of social services.

For media and communication scholars, the study of the city is a fascinating opportunity and challenge. The city is potentially a set of dense networks as well as a range of public sphericules and is thus both singular and multiple. It is the place where communications of all kinds happen all the time and also the location of the most intense communicative breakdowns and vulnerabilities. The city is both communication and its absence, and remains the space that offers the best opportunity for a cosmopolitan future. Wired in more ways than one, the city offers the potential for creative interaction and the production of tolerance. Planning and designing the cities of the future raise huge technological, logistical, legal and policy issues around resources, equality, gender balance, identities and change. The city also offers the possibility of financial reward through contemporary popular culture; just think of the film cities of Bollywood and Nollywood and the number of locations (Seoul, Dubai, Manchester) vying to be mediacities.

It thus makes excellent sense that we engage with these issues in Istanbul. This is an old city that has endured many transformations over thousands of years and whose material infrastructure, its architecture and city design, bear the imprint of Byzantine and Ottoman, multiple religious and secular, ancient and contemporary cultures. Latterly, it was one of three European Capitals of Culture in 2010.

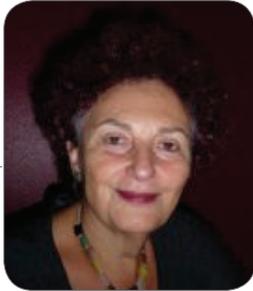
It is a splendid location in which to discuss the past and future of the city and the multiple roles that media and communications can play in producing urban environments truly fit for creative human habitation.

I look forward to seeing you there in July 2011!

Annabelle Sreberny  
President, IAMCR

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Annabelle Sreberny  
**President**



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Hopeton Dunn  
**Secretary General**



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John Downing  
**Vice President**



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Beate Josephi  
**Treasurer**



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Ruth Teer-Tomaselli  
**Vice President**



---

Bruce Girard  
**Technical Secretariat**





Deniz Bayrakdar

## Local Organizing Committee Coordinator

# Welcome to Istanbul

Dear Colleagues and Friends,

Istanbul, the European Capital of Culture of 2010, is the host of IAMCR 2011 Conference. Faculty of Communication, Kadir Has University, is honored to organize and coordinate the event and pleased to invite the researchers and scholars of media and communication to Istanbul, the largest city in Turkey with a population of 13.1 million, which is 17.8% of Turkey's population.

Istanbul is a megacity, as well as the cultural, economic, and financial center of Turkey. The population of the city had more than tripled during the 25 years between 1980 and 2005. Roughly 70% of all Istanbulites live in the European section and around 30% in the Asian section. The rate of population growth in the city is currently at 3.45% a year on average, mainly due to the influx of people from Anatolian cities and rural Turkey. Istanbul's population density of 1.700 per square km far exceeds Turkey's average of 81 people per square km. Today, the city generates 55% of Turkey's trade and 45% of the country's wholesale trade, as well as 21.2% of Turkey's gross national product. Istanbul contributes 40% of all taxes collected in Turkey and produces 27.5% of Turkey's national product. In 2005 the City of Istanbul had a GDP of USD 133 billion.

During its long history, Istanbul has served as the capital of the Roman Empire (330-395), the Eastern Roman (Byzantine) Empire (395-1204 and 1261-1453), the Latin Empire (1204-1261), and the Ottoman Empire (1453-1922). Istanbul was chosen as a joint European Capital of Culture for 2010 and the European Capital of Sports for 2012. The historic areas of the city were added to the UNESCO World Heritage List in 1985. Its geopolitical significance since ancient times brought representatives of ethnic groups from all over Europe, Asia, and Africa, many of whom have had assimilated with the local Greek and later Turkish populations.

As a city of "connectivity", Istanbul hosts citizens of different religious beliefs. The religion with the largest community of followers is Islam. Religious minorities include Greek Orthodox Christians, Armenian Christians, Catholic Levantines and Sephardic Jews. According to the 2000 census, there were 2691 active mosques, 123 active churches and 26 active synagogues in Istanbul. Some districts used to have sizeable populations of ethnic groups, such as the Balat district, which had been home to Jewish community; the Fener district, which had a sizeable Greek population. The Cibali Campus of Kadir Has University is located at this diverse heart of the city, between the historical and the modern part divided by the beautiful Golden Horn.

We believe our campus is the perfect location for the theme of this year's conference: "Cities, Connectivity and Creativity." As one of the oldest cities in the world, Istanbul has been home to various civilizations, cultures and religions, connecting them together and bridging two continents. Ancient and modern live side by side in this exhilarating city. Our logo this year, which is based on the famous traditional Turkish motif *çintemani* and with a modern touch, reflects this combination as well. *Çintemani* in this new design combines three C's together and perfectly represents the theme of the IAMCR 2011 conference.

We hope to make the IAMCR 2011 an inspiring and exciting event for all of you. Stimulating discussions on cities, culture and creativity at a venue that fits best for this purpose, as well as a lively social program taking you to the amazing beauties and cultural riches of Istanbul will be waiting for you!

Türkiye'ye Hoşgeldiniz!

Deniz Bayrakdar

Dean of the Faculty of Communication  
Coordinator of the Local Organization Committee



## About Kadir Has University

**K**adir Has University was founded in 1997, in Istanbul. The university, with its six faculties (Engineering, Sciences and Humanities, Economics and Administrative Sciences, Communication, Law and Fine Arts) as well as its several vocational schools, is dedicated to becoming a leader in educational and cultural fields in Turkey, as well as establishing itself as an international center for research and scientific development.

The Faculty of Communication of Kadir Has University offers ready access to the unique political, cultural, and media resources of the various national and international institutions in Istanbul. Faculty of Communication provides intensive study and practice in all aspects of human communication with emphases in public relations, advertising, intercultural communication, visual communication design, film studies, radio-television, campaign analysis and creativity.

### **Location**

Kadir Has University comprises of three campuses: Cibali, Bahçelievler and Selimpaşa. The main campus where the IAMCR 2011 conference takes place is in the Cibali area, situated only a few meters away from the Golden Horn (Haliç) at the heart of historical Istanbul. The Cibali buildings, once used as tobacco depot and cigarette factory, have been restored and fitted out as the central campus of our university. In a historically important district of Istanbul, the buildings now carry the mark of history, scientific education and research. The enclosed sections of Kadir Has Cibali campus alone are over 35,000 square meters. The campus houses classrooms, laboratories and studios, a central library, as well as the offices of the Rectorate, institutes and faculties.

### **History**

Cibali used to be a commercial and later an industrial center during the Ottoman times and the early Turkish republic. The area was associated with two things very closely: tobacco and fire. Cibali Tobacco factory was founded in 1884 and changed the neighborhood socially and economically. The factory remained under French administration for forty years and with the establishment of the Turkish republic, the control of the factory passed to the Turkish state in 1925. For many years the factory processed, stored and sold tobacco. However, in 1995 it was shut down and the building was abandoned. Two years later in 1997, the Finance Ministry handed the buildings over to Kadir Has University that was founded in the same year. Between 1998 and 2002, the Cibali Cigarette Factory was transformed into an institution of higher education by the Kadir Has Foundation. After four years of restoration work, Kadir Has University Cibali campus officially opened its doors on January 30, 2002. Now the new KHU campus combines elegant facades, sunny atria, and large, airy interiors with quality education and research facilities. Thus, the new campus of KHU represents a major step in fulfilling the university's mission of building a future out of the country's past, by establishing in the heart of Istanbul a hub where culture, education and scientific research meet to address the changing needs of Turkey and the world. Kadir Has University has six faculties, four research centers and three vocational schools. Kadir Has University also offers certificate programs at its Lifelong Education Center.

### Faculties

Faculty of Communication  
Faculty of Fine Arts  
Faculty of Arts and Science  
Faculty of Law  
Faculty of Engineering  
Faculty of Economics and Administrative Sciences

### Graduate Schools

Graduate School of Science and Engineering  
Graduate School of Social Sciences

### Vocational Schools

School of Applied Sciences  
Vocational School of Social Sciences  
Vocational School of Technical Sciences

### Research Centers

Center for International and European Studies  
Middle East and Africa Research Center  
Sports Law Research Center  
Istanbul Studies Center

### Kadir Has University in Numbers

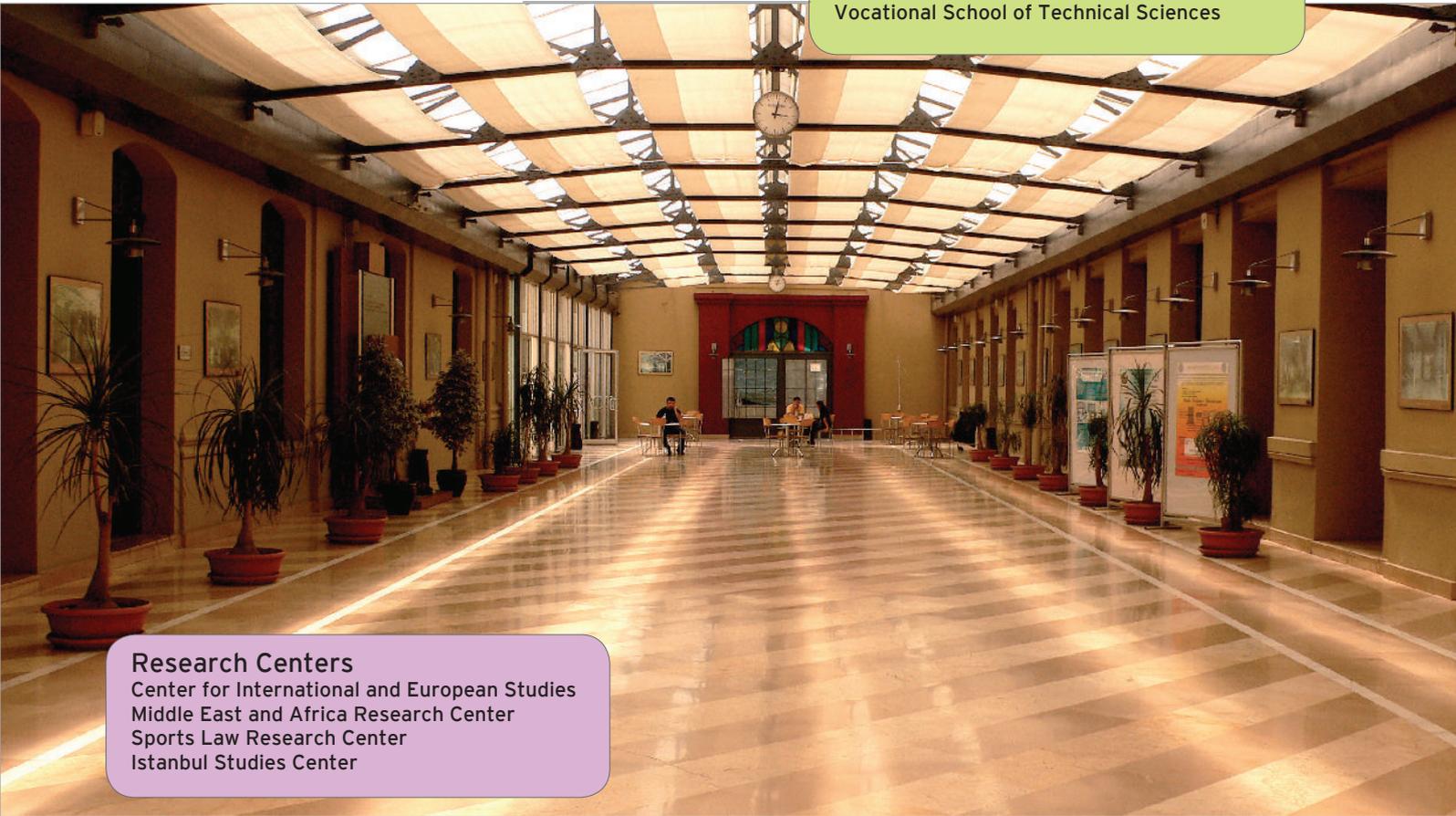
4588 students (undergraduate and graduate)

226 full-time academic staff

137 technical and administrative staff

Erasmus agreements with 51 institutions from 14 countries

International agreements with 18 universities in the US, China, and Korea



# Conference Theme

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## Cities, Creativity, Connectivity

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As the noted urban sociologist Robert Park once wrote, the city today is the world we created and are condemned to live in, while remaking ourselves in the process. Cities have always been experimental sites of connectivity through creativity. Cities and their interlocutors: artists, intellectuals, government officers, and activists, have attempted to overcome the historical and contemporary ruptures through creative acts and enactments. Every corner, every stone in every city the world over bears the traces of ruptures in memory, identity and ways of living and imagining. The memories we excavate are reminders of pasts we long for, as in nostalgia, or events we would wish to forget, in moving ahead towards a more captivating future. The instruments we employ to communicate and connect these urban strands often come from the worlds of the Arts, whether displayed on the streets, in the historical houses of religion, in the old abandoned industrial premises, or in the newly built monumental art houses and museums.

Networking, mobility and large scale flow of goods and ideas through the Internet are the new and coveted phenomena of the 21st Century. The creativity and connectivity find new lively representations beyond the conventional physical spaces. A variety of societal groups and citizens now enjoy access to a plethora of virtual worlds while conceptualizing, producing, sharing and exhibiting their creative works, ideas and dreams to the world. The globalized networks of culture and creative industries, mobilization of art worlds and international collaborations are now considered the engines of cosmopolitan urban experiences and transformation. Cities as distinct from each other as New York, London, Berlin, Beijing, Johannesburg, Kuala Lumpur and Istanbul invest their futures in economies of creativity and communication.

The conference aims to assess the present state of the city, interrogate the processes that generated the present, and evaluate the future(s) that lay ahead. As citizens, what are the rights, norms and standards we desire? What does global connectivity offer to the riches and uncertainties of urban everyday life? What are the aesthetics and economies of creativity in which we invest the future of the city? What are the communicative possibilities that cities afford and hinder? These and other questions demand our scholarly responses and intellectual interventions at IAMCR Istanbul Conference.

# The Committees

## Honor Committee

**Annabelle Sreberny**  
President of IAMCR

---

**Nabi Avci**  
Member of Grand National Assembly of Turkey, Former  
President of Turkish National Commission for UNESCO

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**Mustafa Can Has**  
Head of Kadir Has University Board of Trustees

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**Nuri Has**  
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**Ali Güzel**  
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Immediate Past IAMCR President

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**Beate Josephi**  
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Environment, Science and Risk Communication Working Group

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**Aimée Vega Montiel**  
Gender and Communication Section

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Media and Sport Section

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Post-Socialist and Post-Authoritarian  
Communication Working Group

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**Andrew Calabrese**  
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President of IAMCR

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**Arne Hintz**  
Community Communication Section  
Global Media Policy Working Group

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**Banu Baybars Hawks**  
Vice Dean, Faculty of Communication,  
Kadir Has University

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**Barry King**  
Popular Culture Working Group

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**Bart Cammaerts**  
Communication Policy and Technology Section

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Islam and Media Working Group

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Journalism Research and Education Section

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IAMCR International Council

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IAMCR International Council Political Economy Section

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**Hemant Joshi**

IAMCR International Council

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**Hillel Nossek**

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Mediated Communication, Public Opinion and  
Society Section

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Secretary General of IAMCR

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IAMCR International Council  
Journalism Research and Education Section

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**Ida Schultz**

Media Production Analysis Working Group

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**Janet Wasko**

Political Economy Section

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**Jo Bardeel**

European Public Broadcasting Policies Working Group

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**Jo Pierson**

IAMCR International Council  
Communication Policy and Technology

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**John Downing**

Vice President of IAMCR

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Comic Art Working Group

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**John Sinclair**

IAMCR International Council

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**Joseph Muyangata**

Communication and HIV/AIDS Working Group

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**Kate Holland**

Health Communication and Change Working Group

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**Kaitlynn Mendes**

Gender and Communication Section

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**Katharine Sarikakis**

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European Public Broadcasting Policies Working Group

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Kadir Has University

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IAMCR International Council and Past President  
Ethics of Society and Ethics of Communication  
Working Group

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Media Education Research Section

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IAMCR International Council

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Political Communication Research Section

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**Maria Michalis**

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**Marjan Debruin**

Health Communication and Change Working Group

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Law Section

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Department of Radio, Television and Cinema,  
Kadir Has University

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Visual Culture Working Group

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**Nancy Muturi**

Communication and HIV/AIDS Working Group

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IAMCR International Council Audience Section

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**Olga Smirnova**

Digital Divide Working Group

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**P. Johannes Ehrat**

Media, Religion and Culture Working Group

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Media Production Analysis Working Group

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**Roza Tsagarousianou**  
Diaspora and Media Working Group

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**Ruth Teer-Tomaselli**  
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Emerging Scholars Network Section

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**Sara Cardey**  
Communication and HIV/AIDS Working Group

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**Satarupada Dasgupta**  
Participatory Communication Research Section

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**Seon-Gi Baek**  
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Crisis Communication Working Group

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International Communication Section

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Visual Culture Working Group

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Gender and Communication Section

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**Toshie Takahashi**  
Audience Section

**Wolfgang Kleinwächter**  
IAMCR International Council

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**Yassen N. Zassoursky**  
Post-Socialist and Post-Authoritarian  
Communication Working Group

## **Conference Organizing Committee**

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Hopeton Dunn - (Conference Chair)  
Annabelle Sreberny  
John Downing  
Ruth Teer-Tomaselli  
Beate Josephi  
Bruce Girard  
Todd Holden  
Alvaro Mailos

### **LOCAL ORGANIZING COMMITTEE**

Faculty of Communication - Kadir Has University

#### **Coordination**

Deniz Bayrakdar  
Levent Soysal  
Banu Baybars Hawks  
Murat Akser

#### **Committee Members**

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Melis Behlil

#### **Conference Assistant**

Enis Dinç

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Erol Kunter, Director of Accounting  
Şuayip Erdoğan, Head of Building Management  
Ayşegül Karabudak, Head of Information Technologies  
Celal Kılıç, Advisor to the Rectorate  
Cemil Kaya, Head of Security

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Faculties of Turkey

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Bahçeşehir University

Süheyla Kırca Schröder  
Vice Dean, Faculty of Communication,  
Bahçeşehir University

Hakan Ergül  
Acting Chair, Department of Radio, Television and  
Cinema, Hacettepe University

Ali Murat Vural  
General Coordinator, Bersay Communication Institute

Önder Barlı  
Dean, Faculty of Communication, Atatürk University

Süleyman İrvan  
Dean, Faculty of Communication, Eastern  
Mediterranean University

**Administrative Staff**

(in alphabetical order)

Ayfer Vatansever

Ayça Kırgız

Ayten Görgün Smith

Elif Kahraman

Hülya Tümerdem

Kübra Sarıyer

Mehtap Çağlar

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Öznur Şahin

Selen Gökçem

Tuğçe Kaymaz

Zeynep Altundağ

**Delano / Organization and Logistics**

Vedat Bayrak

Halit Beyazkürk

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Vice Chair: Toshie Takahashi

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Vice-chair: Dr. Bart Cammaerts

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Vice-Chair: Ellie Rennie

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Co-Chair: Sara Bannerman

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Vice-Chair: Kaitlynn Mendes

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Vice-Chair: Chandrika Kaul  
Vice-Chair: Epp Lauk

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Vice-Chair: Slavka Antonova  
Vice-Chair: Mohammad Sahid Ullah

### **Media and Sport**

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### **Media Education Research**

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Acting Vice-Chair: Manuel Pinto

### **Mediated Communication, Public Opinion and Society**

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Co-chair: Friedrich Krotz

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Vice-Chair: Satarupada Dasgupta  
Vice-Chair: Florencia Enghel

### **Political Communication Research**

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Vice-Chair: Dominic Wring  
Vice-Chair: Maria Jose Canel

### **Political Economy**

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Vice-Chair: Rodrigo Gómez  
Vice-Chair: Janet Wasko

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Chair: John Lent

### **Communication and HIV/AIDS**

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Co-Chair: Nancy Muturi  
Co-Chair: Joseph Muyangata

### **Crisis Communication**

Chair: Ester Pollack  
Vice-Chair: Sigurd Allern

### **Diaspora and Media**

Chair: Roza Tsagarousianou

### **Digital Divide**

Chair: Elena Vartanova  
Vice-Chair: Olga Smirnova

### **Environment, Science and Risk Communication**

Chair: Anders Hansen

### **Ethics of Society and Ethics of Communication**

Chair: Manuel Pares i Maicas

### **European Public Broadcasting Policies**

Chair: Jo Bardoeel  
Co-Chair: Leend´ Haenens

### **Global Media Policy**

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Co-Chair: Arne Hintz

### **Health Communication and Change**

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Co-Chair: Kate Holland

### **Islam and Media**

Chair: Basyouni Hamada  
Vice-Chair: Bushra Rahman  
Vice-Chair: Fernando Resende

### **Media Production Analysis**

Chair: Roel Puijk  
Co-Chair: Ida Schultz

### **Media, Religion and Culture**

Chair: P. Johannes Ehrat  
Co-Chair: Frank D. Coffey

### **Popular Culture**

Chair: Barry King

### **Post-Socialist and Post-Authoritarian Communication**

Chair: Yassen N. Zassoursky  
Co-chair: Anastasia Grusha

### **Visual Culture**

Chair: Sunny Yoon  
Vice-Chair: Myoung Hye Kim

# IAMCR 2011 OPENING AND CLOSING CEREMONIES

## **Opening Ceremony**

Wednesday, July 13, 18:00 - 19:30

IAMCR 2011 Trailer: Cities / Creativity / Connectivity

### **Welcome Addresses**

Deniz Bayrakdar, LOC Coordinator

Annabelle Sreberny, President of IAMCR

Mustafa Aydın, Rector of Kadir Has University

Governmental Dignitary

- Presentation of IAMCR Special Academic Prizes and Awards
- Concert by İlyas Mirzayev and Eren Güllü
- *Opening Reception, 19:30 - 21:30*

## **Closing Ceremony**

Sunday, July 17, 16:30 - 18:00

### **Closing Addresses**

Deniz Bayrakdar, LOC Coordinator

Hopeton Dunn, Secretary General

Annabelle Sreberny, President

Ruth Teer-Tomaselli, LOC Coordinator,  
Durban 2012 Conference, South Africa

- Musical performance by Akatay Project

# IAMCR 2011 PLENARY SESSIONS

## **Plenary 1**

### **PRESIDENTIAL CONVERSATIONS CITIES, CONNECTIVITY, AND COSMOPOLITANISM:**

### **THEN AND NOW**

July 14, 2011, 09:00 - 10:30

Conference Hall

## **Chair**

Annabelle Sreberny

Center for Media and Film Studies (Director) and

Center for Iranian Studies (Chair)

School of Oriental and African Studies

## **Presenters**

### **Sami Zubaida**

**Cosmopolitan Moments in Middle Eastern Cities**

Sami Zubaida is Emeritus Professor of Politics and Sociology at Birkbeck, University of London, Research Associate of the London Middle East Institute, SOAS, and Professorial Research Fellow at the Food Studies Centre, SOAS. He has held visiting posts in Cairo, Istanbul, Beirut, Aix-en-Provence, Paris, Berkeley CA, and was Global Visiting Professor at the NYU Law School in 2006. His work is on religion, culture, law and politics in the Middle East, and on food history and culture. His main books include: *Islam, the People and the State* (I. B. Tauris, 3rd edition 2009), *A Taste of Thyme: Culinary Cultures of the Middle East* (co-edited with R Tapper, Tauris Parke, 2000), *Law and Power in the Islamic World* (2003), and *Beyond Islam: A New Understanding of the Middle East* (I. B. Tauris, 2011).

## Shail Mayaram

### Decosmopolitanizing Cosmopolitan Cities

Shail Mayaram is Professor at the Centre for the Study of Developing Societies, Delhi. Her publications include *Against History, Against State: Counterperspectives from the Margins* (Columbia University Press, 2003), *Resisting Regimes: Myth, Memory, and the Shaping of a Muslim Identity* (Oxford University Press, Delhi, 1997), *Creating a Nationality: The Ramjanmabumi Movement and the Fear of Self* (co-authored with Ashis Nandy, Shikha Trivedi, Achyut Yagnik, Oxford University Press, Delhi, 1995), *Muslims, Dalits, and the Fabrications of History* (Subaltern Studies, vol. 12, co-edited with Ajay Skaria and MSS Pandian, Permanent Black, Delhi, 2005), *The Other Global City* (editor, Routledge, 2009) and *Philosophy as Samvada and Svaraja: Dialogical Meditations on Daya Krishna and Ramchandra Gandhi* (Indian Institute of Advanced Study, forthcoming). A current book project is titled *Nationalism in the Time of Imperial Terror: From the Pax Britannica to the Pax Americana*. Her current interests are in an intellectual history of cosmopolitanism, in secularity in the non-west and in the project of swaraj in ideas or decolonizing knowledge.

Professor Mayaram's attendance has been supported by the Urban Communication Foundation.

## Cees Hamelink

### Thinking about the Communicative City

Cees J. Hamelink, of Urban Communication Foundation, is Emeritus Professor of International Communication at the University of Amsterdam and Emeritus Professor for Media, Religion and Culture at the Vrije Universiteit in Amsterdam. He is currently Professor for Technology and Information Management at the University of Aruba, and Professor of Human Rights and Public Health at the Vrije Universiteit of Amsterdam. He is also the editor-in-chief of the *International Communication Gazette* and Honorary President of the International Association for Media and Communication Research. He is author of 17 monographs on communication, culture, and human rights. Professor Hamelink received lifetime achievements awards from the International Communication Association and the World Association for Christian Communication. He has been consultant to many national governments and to agencies in the UN system.

## Plenary 2

### Istanbulscapes

July 15, 2011 11:00-12:30

Conference Hall

### Chair

Deniz Bayraktar

Kadir Has University, Istanbul

### Presenters

#### Çağlar Keyder

##### Making Istanbul Global

Çağlar Keyder is Professor of Sociology at Boğaziçi University in Istanbul and Binghamton University, New York. He has written on the Historical Sociology of Turkey and the Ottoman Empire, on agrarian transformations and urbanization, and on social change in Istanbul. His books include: *State and Class in Turkey* (Verso Books, 1987) and several edited volumes. He has written numerous articles on Istanbul and edited and contributed to *Istanbul: Between the Global and the Local* (Rowman & Littlefield, 1999).

#### Ayşe Öncü

##### Tensions Between the Transnational and the National in the Cultural Landscape of Contemporary Istanbul

Ayşe Öncü, a member of the academic staff of Sabancı University (Istanbul, Turkey) the Faculty of Arts and Sciences, studied Sociology at Middle East Technical University (Ankara, Turkey). She continued her graduate studies in Sociology at Bryn Mawr College and got her PhD in Sociology from Yale University in 1971. Until 2003 she has been working as an academician in Boğaziçi University besides her research studies. In 1990 she has worked as a visiting professor in UCLA, Planning and Von Grünebaum Center for Near Eastern Studies and in 1997 in University of Michigan, Ann Arbor. Her academic interests are mainly on cultural politics, media and public sphere, city cultures and spaces. Öncü is a standing committee member of International Collaboration in Social Science Research since 2006. She is the co-editor (with Petra Weyland) of *Space, Culture and Power: New Identities in Globalizing Cities* (Zed Books, 1997).

#### Levent Soysal

##### The New Istanbul: Urban Transformation and Civilizing Process

Levent Soysal completed his Ph. D. at the Department of Anthropology, Harvard University (November 1999). Before joining Faculty of Communication, Kadir Has University, he held positions as Postdoctoral Research Fellow at the Berlin Program for Advanced German and European Studies, Free University-Berlin (2001-2003) and as Assistant Professor at the European College of Liberal Arts in Berlin (2002-2003). Between 1998 and 2001, he

was an Assistant Professor of Anthropology at the John W. Draper Interdisciplinary Master's Program in Humanities and Social Thought, New York University, where he taught graduate courses in the area of The City, focusing on the contemporary urban spaces and cultures, and transnational movements of peoples, cultures, and goods. He is the co-editor (with Michi Knecht) of *Plausible Vielvalt* (Panama Verlag, 2005) and (with Deniz Göktürk and İpek Türeli) of *Orienting Istanbul* (Routledge, 2010).

## Asu Aksoy

### Politics of Renewal and Creativity in Istanbul

Asu Aksoy teaches in the Cultural Management Programme at Istanbul Bilgi University. She was involved in the setting up of Santralistanbul, a new cultural complex at the site of Istanbul's first electricity power plant. Aksoy was also centrally involved in Istanbul's successful bid to become a European Capital of Culture in 2010. She has recently completed a major project, "Cultural Mapping of Istanbul", for the Turkish Ministry of Culture and Tourism. She is presently involved with the 5th International Architecture Biennale Rotterdam, managing a project in Istanbul. She writes about urban and cultural policy in Turkey, and in the past has worked extensively on the changing media consumption practices in Europe of Turkish-speaking migrants, and has authored and co-authored many articles on this topic.

## Plenary 3

### Urban Cultures, Creativity, and Popular Communication at the Crossroads

July 16, 2011 11:00 - 12:30

Conference Hall

### Chair

Hopeton S. Dunn

University of the West Indies

## Presenters

### Sonia Virginia Moreira

Cities, Media Inclusion, and Internet Connectivity in Brazil

Sonia Virginia Moreira is a journalist, professor at the Social Communication Faculty of the Rio de Janeiro State University, Master in Journalism from the University of Colorado (Boulder campus) and Doctor in Communication Sciences from the University of São Paulo. She was elected president of the Brazilian Society for Interdisciplinary Studies in Communication (2002-2005) and was also its international relations director (2005-2008). Presently she coordinates the Brazil-US Colloquium on Communication Studies and represents Brazil in two worldwide research networks: the Worlds of Journalism Study, and the International Media Concentration Research Project.

## Sonjah Stanley-Niaah

"Prime Time" Geographies: Dancehall Performance, Visual Communication, and the Philosophy of "Boundarylessness"

Sonjah Stanley Niaah is a Senior Lecturer in Cultural Studies in the Faculty of Humanities and Education at the University of the West Indies, Mona Campus, Jamaica. She is Vice Chair (Representing North America & the English/Frenchspeaking Caribbean) for the Association for Cultural Studies. She is also the Editor of *Proudflesh: Journal of Afrikan Culture and Politics* and Associate Editor of *Wadabagei: A Journal of the Caribbean and its Diasporas*. Her recently published book is titled *Dancehall: From Slave Ship to Ghetto* (University of Ottawa Press, 2010).

## Nicholas Carah

Popular Music Festivals: Brands, Young Creatives, and Urban Space

Nicholas Carah is a Lecturer in Communication, School of Journalism and Communication / Centre for Communication and Social Change at the University of Queensland, Australia. He is author of the book *Pop Brands: Branding, Popular Music and Young People* (Peter Lang Publishers, New York, 2010). His research interests include interactive media, popular culture and branding.

## Deniz Bayrakdar Melis Oğuz

Shared Borders of Poverty and Hope: Cinematic Urbanism in Istanbul

Deniz Bayrakdar is Professor and Dean of the Faculty of Communication, University of Kadir Has, Istanbul, Turkey. She teaches in the area of film and cinema studies, and is a member of the Society of Cinema and Media Studies (SCMS). Her most recent book is the edited volume *Cinema and Politics: Turkish Cinema and the New Europe* (Cambridge Scholars Press, 2009).

Melis Oğuz is a PhD student of both Istanbul Technical University and Technical University of Berlin. She is a lecturer at Kadir Has University, Istanbul in the area of urban and regional planning. Her prior graduate work was at the London School of Economics and Political Science, where she completed a Master of Science Degree in Urban Housing and Regeneration. Her current thesis is on: Women and urban regeneration: Building a gender perspective into urban regeneration programs.

# IAMCR 2011 SPECIAL SESSIONS

## WIKILEAKS I

LESSONS FROM/FOR WIKILEAKS: PERSPECTIVES FROM  
MEDIA AND COMMUNICATIONS

July 15, 2011 14:30 - 16:00

### Cibali Hall

The release of U.S. embassy diplomatic cables in what has become referred to as 'Cablegate', and of detailed reports and footage from the Afghanistan and Iraq wars, by WikiLeaks has been a major and ongoing development, with unforeseen consequences for the media realm as well as for international politics. The WikiLeaks case illustrates the extent to which nation states are prepared to apply a repertoire of both formal and informal pressure and mechanisms in an attempt to control information. It also opens a new and challenging space to reflect on transformations that involve political communication and policy making, mobilization repertoires and mediating roles between power and citizens. The IAMCR 2011 conference presents a timely platform to consider the broader implications of WikiLeaks across areas of media research and to identify and initiate pathways for future investigation. This Special Session endeavors to both contextualize the current situation of WikiLeaks, and understand its implications across the broad themes of politics & policy, activism and journalism.

### Chair

**Patrick McCurdy**

Erasmus University Rotterdam

### Presenters

Bart Cammaerts, LSE  
WikiLeaks as Information and Communication Resistance

Hopeton Dunn, University of the West Indies  
"Something Old, Something New...": WikiLeaks  
and Conjoint Approaches to Political Exposure

Lisa Lynch, Concordia University  
The Never-ending Story: WikiLeaks and Media Futures

Ibrahim Saleh, University of Cape Town  
Weak Ties: Big Changes: WikiLeaks in North Africa and the Middle East

#### **With remote/skype Interventions from:**

Greg Mitchell, The Nation Magazine and Online  
Enemy at the Gates? The Major Media and WikiLeaks

Gabriella Coleman, New York University  
The Politics of Hacking in the Age of Information

Ahmed Shihab-Eldin, Producer/Host "The Stream", Al Jazeera  
WikiLeaks, Journalism, and the Arab Spring

## WIKILEAKS II

THE SIGNIFICANCE OF WIKILEAKS: LAW, SOCIETY, POLITICS

July 15, 2011 16:30 - 18:00

Cibali Hall

### Chair

**Sandra Braman**

University of Wisconsin-Milwaukee

### Presenters

John Downing, Southern Illinois University  
WikiLeaks and Alternative Media

Peter Jakobsson, Södertörn University  
WikiLeaks and Swedish Law

Stefania Milan, Central European University  
WikiLeaks from the Hacktivist Perspective

Graham Murdock, Loughborough University  
WikiLeaks and Democracy

Paschal Preston, Dublin City University  
WikiLeaks and the Practice of Journalism

## ROUNDTABLE SESSION

THE UNIVERSITY IN CRISIS: TRADITION, INNOVATION, AND EMPLOYMENT IN COMMUNICATIONS DEPARTMENTS

July 16, 2011 14:30 - 16:00

Cibali Hall

### Chair

**Stefania Milan**

Central European University and Center for Media and Communication Studies

### Presenters

Alberta Giorgi, University of Milano-Bicocca  
Alice Mattoni, University of Pittsburgh  
Omid Firouzi Tabar, Urbino University  
Caterina Peroni, State University of Milan  
Precarious Knowledge: Notes from a Study on Flexibility in Italian Universities

Sandra Jeppesen, Lakehead University  
Holly Nazar, Concordia University  
Beyond Academic Freedom: Critical Discourses and Practices in the Canadian Context

Bilge Narin, Ankara University  
Communication Graduates' Employment Issues on Social Media in Turkey: Complaints and Suggestions

Luchino Sívori, Independent Scholar  
How Scholarly Initiatives Influence Media Agendas: A Comparative Study between Nordic and Mediterranean Academic Networks

## NEW MEDIA AND POLITICS IN THE MIDDLE EAST

July 17, 2011 14:30 - 16:00

Cibali Hall

The first few months of 2011 have seen an astonishing unfolding of political change across the Maghreb and Middle East. These processes build on long-standing grievances and inequalities and older forms of political mobilization, so cannot simply be labelled as 'Twitter revolutions', yet at the same time there is little doubt that different forms of new media were creatively used in these uprisings.

Khaled Koubaa was active in the first such mobilization in Tunisia while Gigi Ibrahim participated in the Tahrir Square processes that rocked Mubarak's regime in Egypt. They will each describe and analyse the mix of face-to-face politics and use of new media that facilitated political change in these two countries.

### Chair

**Annabelle Sreberny**

Centre for Media and Film Studies, SOAS

### Panelists

#### Khaled Koubaa

Tunisia: Living in a Free Country

Khaled Koubaa is a social entrepreneur and independent consultant working for the non-profit and government sector in Arab and African regions. He provides strategic direction to organizations and corporate executives on how to choose, implement and use new media and Internet tools. Khaled Koubaa has been involved with Internet Society since 2005, and participated actively within WSIS structures. He founded the Internet Society chapter in Tunisia and serves as president. He is assisting in the creation of the Arab Internet Societies union. He is regularly at the ICANN meeting as the Tunisian At-Large Structure and many other events related to the Internet. He was appointed to represent African region in the ICANN Nomination Committee. He also serves as one of Public Interest Registry's (PIR) Advisory Council members. He is the founder and Board Director of the Arab World Internet Institute a US based non-profit, non-governmental regional organization committed to independent research on the Internet in the Arab World. Khaled was elected in 2009 as Board member of the Internet Society and elected in 2010 as a Board Member of AfriNIC. Mr Koubaa earned his Bachelor's degree in management from High School of Commerce, Tunisia and a Masters degree in electronic commerce from the High School of Electronic Commerce. He has also completed an Internet Governance Capacity Building Program with the Diplo Foundation.

## Gigi Ibrahim

Egypt: Mobilising for Real Change

Gigi Ibrahim is a 24-year-old citizen journalist and political activist with the revolutionary socialists in Egypt. She participated in the planning and preparation for the recent demonstrations there, living in the now-famous Tahrir Square and talking to representatives from the foreign media. After spending her childhood in Egypt, Ibrahim attended high school in Anaheim, California, and later Orange Coast College. From there she transferred to the American University in Cairo, where she received a BA in political science, with a minor in sociology. In California, she demonstrated for immigration rights with the *Collectivo Tonanzine* and fought against the U.S. invasion of Iraq. She also took part in pro-Palestinian stands while in college. Since moving back to Egypt in 2008, Ibrahim has been closely involved in social mobilization against the Mubarak regime, working for anti-emergency law, anti-police brutality/torture, and anti-censorship of press, as well as demanding justice, equality, democracy, human rights, and solidarity for the Palestinian cause. She has also been active in the labor movement demanding minimum wage, free-union associations, and workers rights for different sectors, particularly in Cairo. The use of social networks has been of great help to her in exposing the truth and mobilizing others under an authoritarian regime.

### Interventions from:

Joe Khalil, Northwestern University, Qatar

Marwan Kraidy, Annenberg School of Communication

Dina Matar, SOAS

Tariq Sabri, University of Westminster

## JOINT UNESCO-IAMCR SESSIONS MEDIA AND INFORMATION LITERACY

### SESSION I

CREATING ASSESSMENT CRITERIA FOR  
MEDIA AND INFORMATION LITERACY AT  
UNESCO

July 14, 2011 14:30-16:00

Fener Hall

### Introduction

Annabelle Sreberny (IAMCR)

### Chair

Divina Frau-Meigs (MER)

### Presenters

Boyan Radoykov (UNESCO)

Ralph Catts

Kubashini Rama

### SESSION II

DISCUSSING UNESCO'S ASSESSMENT  
CRITERIA FOR MEDIA AND INFORMATION  
LITERACY

July 14, 2011 16:30-18:00

Fener Hall

### Chair

Manuel Pinto (MER)

### Presenters

Gabriel Kaplun

Sonia Livingstone

Ruth Teer-Tomaselli

Aimee Vega Montiel

## ALAIC-ECREA ROUND TABLE

TIME FOR CREATIVE

INTERCONNECTIONS: LATIN AMERICAN  
AND EUROPEAN CROSS-FERTILIZATIONS  
IN COMMUNICATION AND MEDIA STUDIES

July 16, 2011 14:30 - 16:00

Cibali Hall

### Chairs

Nico Carpentier

Loughborough University and Vrije

Universiteit Brussel, Center for Studies on  
Media and Culture (CeMeSO)

### Fernando Oliveira Paulino

Universidade de Brasília and Instituto de  
Educação Superior de Brasília

The theoretical, methodological and empirical development of the field of Communication and Media Studies is characterized by a diversity, which also has a spatial dimension. Although opportunities for global exchange exist, academic communities are situated in the local, the urban and the regional and function as imaginary communities, because of institutional, financial and linguistic reasons. This regional diversity is a significant asset to our field, but at the same time we should avoid counter-productive processes of intellectual isolationism or hierarchization through the organization of creative dialogues and exchanges. The contributions in the ALAIC-ECREA panel aim to contribute to interregional dialogues, between Latin-America and Europe by emphasizing the regional specificity and contextual embeddedness of theories, methodologies and research traditions in Latin-America and Europe, critically comparing the strengths and weaknesses, the abundances and gaps, and then articulating these differences as opportunities for the intellectual enrichment of both academic communities.

## Presenters

Claudia Alvares  
Tracing Intersections and Exclusions in Lusophone  
Communication Research

César Bolaño  
El concepto de Cultura en Celso Furtado: una  
alternativa latino-americana para el debate sobre  
innovación y creatividad

Leonardo Custodio  
Assessing Brazil's Role in the Contemporary  
International Participatory Media Debates

Eliseo Colón  
Narratives during the Crisis Era and Cultural  
Convergence: The Case of Mexican Film Director  
Guillermo del Toro

Miquel de Moragas  
"Latin Europe" and "Latin America": Communication  
Research Networks and Nodes in the Global Era

Alejandra Garcia-Vargas  
Patria Roman-Velazquez  
Latin American Urban Communication Studies:  
Unique Texts, Ordinary Cities

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## IAMCR IN DIALOGUE WITH THE OPEN SOCIETY MEDIA PROGRAMME

MAPPING DIGITAL MEDIA?

July 14, 2011 16:30-18:00

Cinema A

### Chair

Marc Raboy

### Presenters and Panelists

Mark Thompson, Introducing the Mapping  
Digital Media Project

Manuela Preoteasa, Romanian Chapter in  
the MDM Project

Bouziane Zaid, Moroccan Chapter in the  
MDM Project

Interventions by members of IAMCR task  
force and governing bodies

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## ICA PANEL

URBAN SPACE AND MEDIA POWER

July 17, 2011 11:00 - 12:30

Fener Hall

This ICA-sponsored panel examines different mani-  
festations of the long, symbiotic, yet changing relation  
between media and the city. More specifically, the four  
contributions engage with conceptual and empirical  
explorations of the complex communicational interface  
of the city and its role in sustaining and challenging  
power hierarchies associated with urban life. Drawing  
from a number of case studies and a range of conceptual

debates the speakers examine different ways in which  
mediated systems of communication have become  
points of interaction among people in close proximity  
and in distance, within the city and beyond. In looking  
at cities as locations of dialogue and conflict and  
of citizenship and identity, speakers ask questions  
such as: What is distinct about the city as space of  
communication? How does the symbolic power of  
the city emerge through communication practices?  
And what role do media and communications play  
in defining meanings of urban space and associated  
systems of urban space ownership and control?

### Chair

Myria Georgiou

London School of Economics

### Presenters

Sandra J. Ball-Rokeach, USC

Nien-Tsu Chen, USC

Katherine Ognyanova, USC

Wenlin Liu, USC

Nan Zhao, USC

Michael Parks, USC

The Alhambra Project: Empowering Urban  
Community Building through a Research-driven Local  
News Website

James Hay, University of Illinois  
The Birth of the "Neoliberal" City and Its Media

Gary Gumpert, Communication Landscapers and  
Urban Communication Foundation, US

Susan Drucker, Hofstra University  
Grime and Punishment: The Power of Graffiti and  
Urban Media Facades

Cornel Sandvoss, University of Surrey  
The Placeless Spaces of the City:  
Spaces of Sport, Competition, and Identity in  
Modern Urban Environments

# IAMCR 2011 SPONSORED SESSIONS & EVENTS

## ISTANBUL IN REEL

### FILM SCREENINGS

organized by

THE DEPARTMENT OF RADIO, TELEVISION,  
AND CINEMA, KADIR HAS UNIVERSITY

#### Cinema B

July 14, 2011 14:30-16:00

**ORGANİZE İŞLER/MAGIC CARPET  
RIDE (Yılmaz Erdoğan, 2005)**

July 15, 2011 14:30-16:00

**ANLAT İSTANBUL/ISTANBUL  
TALES (Ümit Ünal, et al, 2005)**

July 16, 2011 14:30-16:00

**İSTANBUL HATIRASI/CROSSING  
THE BRIDGE (Fatih Akın, 2005)**

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## SUSTAINABILITY IN COMMUNICATION

panel sponsored by

BERSAY COMMUNICATION INSTITUTE

July 15, 2011 14:30-16:00

#### Cinema A

Although sustainability is often used as a concept within the context of economic and social values, today, it has come to assume a connotation which is both vital and valid for the communication of all institutions and organizations with their stakeholders and society at large. Institutions and organizations are able to maintain and enhance their reputations as long as they establish a sustainable channel of communication in their relationships with their social stakeholders, partners, media, society and state. Accordingly, it is observed that those institutions and organizations which are able to communicate in an effective, open, transparent, accountable and unambiguous fashion stand out from the crowd in terms of their social acceptance, confidence and reputation. In this context, this event can be considered as a session during which the senior executives of the three most influential

and reputable institutions of Turkey come together and focus on the efforts they undertake in the area of sustainability in communication in their respective institutions through their own personal experiences. The participants are going to discuss the practical aspects of communications instead of approaching the subject from a scientific vantage point and focus on the main pillars of sustainability in communications.

### Chair

**Özlem Öcalan**

COO, Bersay Communication Group

### Panelists

**Faruk Eczacıbaşı**

Vice Chairman of Eczacıbaşı Holding  
Company, Chairman of Turkish Informatics  
Foundation

**Erdal Yıldırım**

President of Vehbi Koç Foundation

**Ahmet Ünüvar**

Chairman and CEO of Deutsche Securities

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## BOOK LAUNCH RECEPTION

WILEY PUBLISHERS

July 15, 2011 17:00-18:00

Book Exhibition Area

Hosted by

Starr Chiang

Conference and Exhibition Coordinator

# IAMCR 2011 SOCIAL PROGRAMS

**Wednesday, July 13**

**Concert**

**İlyas Mirzayev and Eren Güllü**

**Opening Ceremony, Kadir Has University**

İlyas Mirzayev is an Azeri composer and one of the brilliant representatives of famed Soviet and Russian school. He received his master degree from the Moscow Tchaikovsky Conservatory. His work called "Janus in Orient" was first performed by famous Güher-Süher Pekinel sisters across Europe. His musical style can be best described as the application of Turkish classical music into polyphonic symphonic format. Hannover Symphony Orchestrate will perform Miryazev's works in July 2011.



İlyas Mirzayev



Eren Güllü

Eren Güllü's cello education started in Istanbul State Conservatory and continued in Mimar Sinan University State Conservatory. She worked with Prof. Igor Gavrysh and performed chamber music pieces with Prof. Alexander Rudin. In 2008, Güllü and Miryazev first came together, and Eren Güllü performed in Moscow

the world premiere of "Intermezzo", which Miryazev composed for cello and piano. In May 2011, she again performed the world premiere with İlyas Mirzayev's 'cello concerto' and İzmir State Symphony Orchestrate, which received worldwide recognition.

**Student Photography Exhibition  
B Block Hallway I  
Photographs of Cities,  
Creativity and Connectivity**



Curators, left to right: Eser Selen, Ahmet Atif Akin and Can Pekdemir

This adjunct exhibition to "Cities, Connectivity and Creativity" conference aims to scrutinize and compare

each of the three concepts in the conference title. The exhibition's idea is motivated by the will and works of the "Photography Studio" students mostly stemmed from the discussions regarding the relation of photography to the city and typology. Together we generate the concept of the "typology of photography." The students, for instance, illustrate the concept by taking the "same" photograph of the Galata Tower in the city with different cameras and lighting settings. Then the idea is extended to a visual survey on flickr and series of photographs are picked from there to underline the connectivity through photography. Also in regard to the students' work an empty photo board will be available for the conference guests to participate to the exhibition with their photographs taken in Istanbul and will be printed on-site at the exhibition hall. Exhibition is curated and organized by Ahmet Atif Akin, Can Pekdemir and Eser Selen.

**Thursday, July 14**

**Bosphorus Night Cruise**



One of the most enjoyable, and certainly most romantic, night-time activities in Istanbul would be to take a Bosphorus Night Cruise, one of our highlights with a magnificent view of the city, delicious snacks and music on board. Enjoy a relaxing Bosphorus Cruise tour in Istanbul passing the colorfully lined shores of decadent Ottoman summerhouses, modern villas and waterside mansions, watching the sunset, discovering the wealth of impressive sights all along the shores of Bosphorus, a waterway that divides and connects the two continents, Europe and Asia.

**Friday, July 15**

**Conference Dinner, Archaeological Museum**

The conference dinner takes place at the Istanbul building. Additionally, it is the first institution in Turkey arranged as a museum. Besides its spectacular collections, the



architectural aspects of its buildings and its garden are of historical and natural importance. ([http://www.istanbularkeoloji.gov.tr/about\\_the\\_museum](http://www.istanbularkeoloji.gov.tr/about_the_museum))

## Musical Performance by Ebru Yazıcı Quartet Conference Dinner, Archaeological Museum

Ebru Yazıcı Quartet is an inspiring band, formed by young and talented musicians. Ebru Yazıcı, who gave the band her name, has studied music at Istanbul University and Istanbul Technical University State Conservatories. She worked with famous blues singer Keisa Brown, and appeared in jam sessions with renowned musicians.



Ebru Yazıcı

The second member of the group is Eylem Pelit. She is currently working in Culture Ministry State Modern Folk Ensemble as a permanent artist. She plays violin, bass guitar and drum. Serkan Özyılmaz is the pianist of the band. He is also a member of TRT (Turkish Radio and Television) Jazz Orchestra and performs in Beck's Big Band. Özyılmaz does latino-jazz works with various jazz ensembles. Volkan Öktem performed in the 7th, 9th, 11th, and 12th International Istanbul Jazz Festivals and New York Central Park Concerts. He played in Sunside Jazz Club-Paris. In addition to his popular stage works with the international music icon, Tarkan, Öktem continues to perform in various projects and studio sessions. These four musicians promise an exceptional night with jazz, Afro-Funk and Rock rhythms.

## Saturday, July 16 Party at Dahill

Conference closes with a party at Dahill Restaurant. Located within Yıldız Park, a privileged spot with a clear view at Bosphorus, Dahill Club offers not only an extraordinary scenery, but also music, rhythm, dance and once again the delicious Mediterranean and Istanbul Rumelian cuisine.

(<http://www.dahillistanbul.com/>)

## Sunday, July 17 Musical Performance Akatay Project Closing Ceremony, Kadir Has University

The music career of Mehmet and Hamdi Akatay started at very early ages in Izmir. Due to the fact that father Akatay was a classical Turkish music artist called hanende (the person who sings in a fasil group), they have learned the theoretical structure of the Turkish music, with no difficulty in repertoire. They came to Istanbul in their 13 years and started their professional careers after a five-year rhythm composition and note training from Burhanettin Tonguç. Akatay brothers who have accompanied numerous important musicians in Turkey and abroad have released their first solo album Dest-de Best in 2003. Akatay brothers who have been recognized as masters in the field of rhythm percussions have contributed to the studio albums of numerous important musicians and performers and introduced the rhythms of Turkish music the best way at various festivals and concerts worldwide.

## SPECIAL THANKS

Conference Trailer

### Volker Schreiner

Video works since 1988/ grants at the Cité Internationale des Arts Paris, the Deutsche Akademie Villa Massimo Rome/ lectureships at the HfG Karlsruhe and the HBK Braunschweig/ visiting professorships at the HBK Braunschweig and



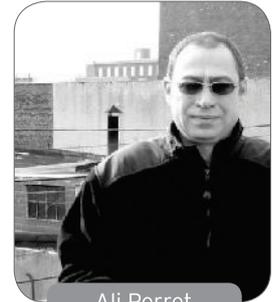
Volker Schreiner

the Johannes-Gutenberg-Universität Mainz/ lectures, workshops and seminars in Rome, Istanbul, Casablanca, Jerusalem, Bangkok/ participation in numerous festivals and tours/ works owned by the NBK Berlin, the ZKM Karlsruhe, the Ludwig Museum Cologne, the Museum für Neue Kunst Karlsruhe, the Amsterdam Film Museum/ distribution by Heure Exquise and Light Cone Paris/ [www.volkerschreiner.com](http://www.volkerschreiner.com).

Musical Advisor

### Ali Perret

Ali Perret is the founder of bands like Istanbul Jazz Quartet, Acid Trippin, Mingus Trippin and Free' Key Trio. He has played in various international festivals, jazz clubs, as well as TV and radio broadcasts in Europe, North America and Australia. He has worked with musicians



Ali Perret

like Craig Harris, L. Butch Morris, Ricky Ford, Arto Tunçboycuyan etc. both as a composer and a performer. Ali Perret has led a number of recordings in his name including Acid Trippin "Midnite Rebels" released from BMG. (<http://www.last.fm/music/ali+perret>)

## Student Photography Exhibition

### Curators

Ahmet Atif Akın, Faculty Member, Department of Communication Design, Kadir Has University

Eser Selen, Assistant Professor, Department of Communication Design, Kadir Has University

Can Pekdemir, Faculty Member, Department of Visual Communication, Istanbul Bilgi University

### Students

Ayşe Ekşioğlu  
Doruk Yemenici  
Emre Sağlam  
Hasan Aslan

Enis Demirci  
Recep Özkan  
Gizem Batmaz  
Nazlı Çırpıcı  
Gökhan Dinler  
Yusufcan Karaoğlu  
Neslişah Topaçoğlu  
Kaan Özkan  
Damla Baştürk  
Deniz Sabuncu  
Recep Koçak  
Zeynep Ordu

## Student Video Art Project Sekans İstanbul / İstanbul Sequence

**Curator:** Volker Schreiner

**Film Crew:** Radio, Television and Cinema  
Department, 2011 Graduates

Ayça Umaç  
Doruk Yağmur Yavuz  
Özlem Tuğçe Kaymaz  
Perihan Murat  
Seda Soy

## KHAS Photographer

Ulaş Tosun

## Conference A/V

PUSULA ACADEMY

## Student Assistants

### Graduate School of Social Sciences

Güler Canbulat, Selim Çavuş, Sermet Sarıunal

### Faculty of Communication

Abdülkadir Daimağüler, Ali Ekber Yıldız, Alper Karan, Ardiç Duygu, Aysel Güler, Berna Kocabıyık, Damla Karşu, Damla Özdemir, Dilek Kızılırmak, Doruk Yağmur Yavuz, Erdi Yavuz, Ersan Çetinkaya, Ersin Gündar, Esra Başaran, Esra Öztürk, Gamze Onaylı, Gamze Sirak, Gözde Yalta, Hacer Betül Yıldırım, Kasım Koç, Kübra Yolgösteren, Meltem Boyacı, Mert Uysal, Müge İrepoğlu, Nihal Gürsoy, Nurten Ahter Kartal, Özgür Yonluk, Özlem Tuğçe Kaymaz, Rıdvan Tarık Çulcu, Saliha Yiğit, Seda Yumuş, Seren Koyuncu, Tarık Hardal, Tolga Alemdar, Tolgahan Atar, Zeynep Bilge

### Faculty of Arts and Science

Bahadır Efeoğlu, Begüm Güleray, Berfin Beşiroğlu, Füsün Erol, İlem Özcan, Murat Aydoğdu, Mustafa Çetinkaya, Semiha Nur Alaşan, Sinan Ergen

### Faculty of Economics and Administrative Sciences

Başak Kandıralı, Canberk Demirbaş, Damla Büyükonat, Fatih Cetiz, Hamdi Fırat Büyük, İsmet Altun, Merve Duran, Musa Ünal, Sevil Çakır

### Faculty of Engineering

Alper Koç, Büşra Ertekin, Ece Özdemir, Güneri Çınar, Işıl Özden, Mehmet Gülbudak, Ogeday Komaç, Tansu Özarslan

### Faculty of Fine Arts

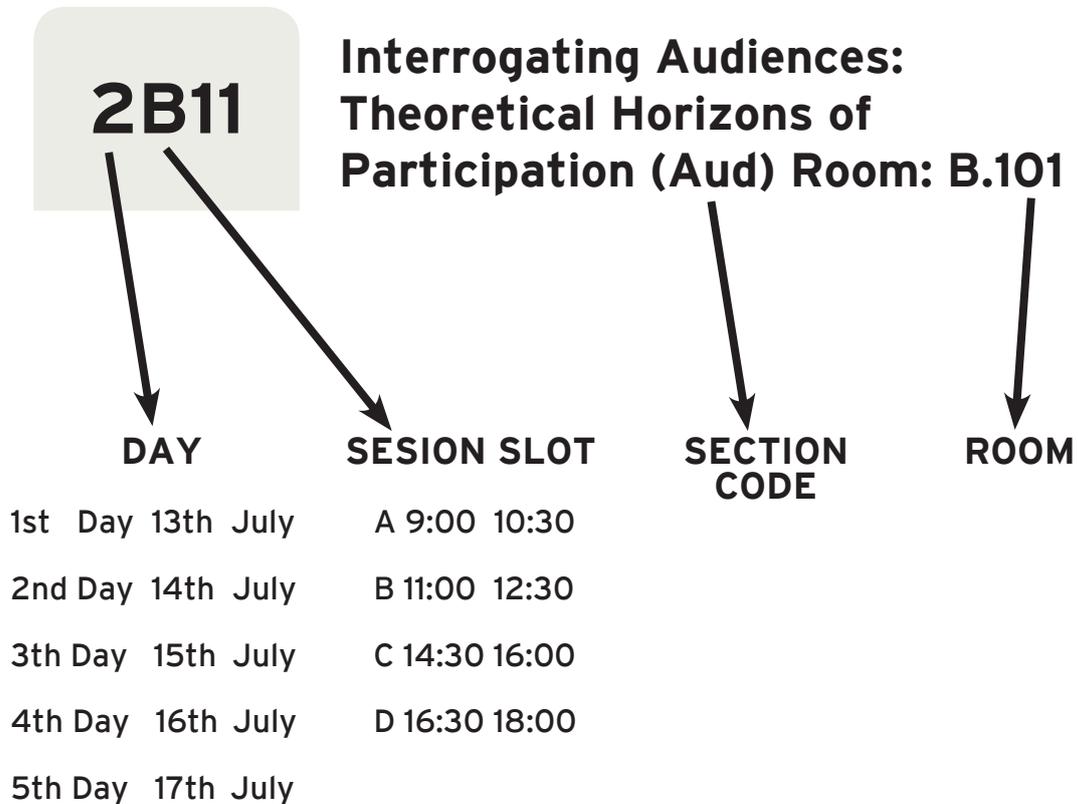
Ali Osman Altan, Ceyci Şulam, Duygu Koç, Mehmet Gürak Tekelioğlu

### Faculty of Law

Turkalp Seçkin

*We thank UNICEF TURKEY and  
BERSAY COMMUNICATION Institute  
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our scholarship funds.*

## Code Map To Read The Program



## Section and Working Group Codes (in alphabetical order)

<b>Aud</b>	Audience	<b>IntCom</b>	International Communication
<b>CA</b>	Comic Art	<b>Islam</b>	Islam and Media
<b>HIV</b>	Communication and HIV/AIDS	<b>JRE</b>	Journalism Research and Education
<b>CPT</b>	Communication Policy and Technology	<b>Law</b>	Law
<b>ComCom</b>	Community Communication	<b>M&amp;S</b>	Media and Sport
<b>CrisCom</b>	Crisis Communication	<b>MER</b>	Media Education Research
<b>Diaspora</b>	Diaspora and Media	<b>MedProd</b>	Media Production Analysis
<b>DD</b>	Digital Divide	<b>M&amp;Rel</b>	Media, Religion and Culture
<b>ESN</b>	Emerging Scholars Network	<b>MCPO&amp;S</b>	Mediated Communication, Public Opinion and Society
<b>EnvSciR</b>	Environment, Science and Risk Communication	<b>PCR</b>	Participatory Communication Research
<b>Ethics</b>	Ethics of Society and Ethics of Communication	<b>PolComR</b>	Political Communication Research
<b>EuroPBP</b>	European Public Broadcasting Policies	<b>PolEcon</b>	Political Economy
<b>Gender</b>	Gender and Communication	<b>PopC</b>	Popular Culture
<b>GMP</b>	Global Media Policy	<b>PostS</b>	Post-Socialist and Post-Authoritarian Communication
<b>HCom</b>	Health Communication and Change	<b>VisualC</b>	Visual Culture
<b>Hist</b>	History		

**DAY 1 13.07.2011 WEDNESDAY**

**OCS TUTORIAL 9:00 – 10:00 Fener Room**

**SECTION and WORKING GROUP HEADS MEETING 10:00 – 12:00 Fener Hall**

**INTERNATIONAL COUNCIL MEETING 14:00 – 16:00 Fener Hall**

**OPENING CEREMONY 16:30 – 18:00 Conference Hall (Overflow Rooms Cinema A and B)**

**DAY 2 14.07.2011 THURSDAY**

Sessions A 9:00 – 10:30

**PLENARY SESSION I: PRESIDENTIAL CONVERSATIONS  
CITIES, CONNECTIVITY, AND COSMOPOLITANISM: THEN AND NOW  
Conference Hall (Overflow Rooms Cinema A and B)**

**Chair** Annabelle Sreberny

**Presenters**

**Sami Zubaida**

Cosmopolitan Moments in Middle Eastern Cities

The ethnic and religious diversity of Istanbul's population, as an imperial capital for many cultures, was compounded in the nineteenth and into the twentieth century by the intrusion of European dominance, the intensification and speed of transport and communication and the rise of a cosmopolitan public sphere and print culture. At the elite levels the social boundaries between communities weakened, and members of the intelligentsia and modern business from diverse communities intermingled in mixed venues of culture and sociability, educational and media institutions, cafes and salons and masonic lodges, mixes that entered into the political and ideological ferment of the time. Istanbul's role in a connected and diverse world was further enhanced by the rise and growth of tourism and foreign travel, with the Orient Express bringing European elites to the city and instigating new milieus of personnel and businesses catering for them: guides, interpreters, hotels and caterers and money changers, recruited from the diverse populations of the city. The wars and catastrophic conflicts of the turn of the twentieth century did not end the cosmopolitan patterns but gave them new twists. Moments in these developments will be explored.

## **Shail Mayaram**

### Decosmopolitanizing Cosmopolitan Cities

Cosmopolitanism and creativity in cities has historically been contingent on civilizational mosaics and palimpsests that have for centuries fostered cultural encounter and learning. "Global" cities are grounded in geocultural sedimentation that have provided contexts for everyday interaction between peoples. Their cosmopolitanism has derived from their interculturality and the fact that they have come to live with, if not respect, different life forms, spawning modes of nonwestern secularity. It is indeed ironic that cities are being decosmopolitanized in an age of democracy and citizenship. The "medieval" city of the nonwest has been deeply scarred by the wounds wrought by colonialisms and nationalisms. The British were responsible for three partitions of India, Ireland and Palestine - most of which have been continuing partitions. An understanding of the nature of costs, both human and civilizational, must precede any process of reconciliation. Postcolonial Lahore and Delhi were traumatically affected by the birth of the Indian nation-state midwived by a savage blood bath. So also have been the ancient Abrahamic cities including Jerusalem, Akko, Jericho and Hebron by an aborted partition. I will tell some stories of the decosmopolitanization of these cities drawing on my own research and a project that I coordinated on Asian cities (Mayaram ed. *The other global city*, Routledge, 2009).

## **Cees Hamelink**

### Thinking about the Communicative City

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Sessions B 11:00 – 12:30

### **SCHOLARLY REVIEW TASK FORCE MEETING Fener Hall**

### **2B11 Interrogating Audiences: Theoretical Horizons of Participation (Aud) Room: B.101**

**Chairs** Nico Carpentier, Peter Dahlgren

### **Papers**

#### **Marie Dufrasne**

#### **Geoffroy Patriarche**

Applying Genre Theory to (Online) Public Participation: Theoretical Perspectives

In their review of the literature on e-participation, Sæbø, Rose and Flak (2008) suggest to define participation as a social practice, "an established and recognized political form \_or genre\_ such as the political debate meeting, which can be modernized or facilitated by the use of technology" (p.407, emphasis by us). The concept of genre is in the heart of this research, which aims to build up a theoretical framework for the study of public participation based on genre theory. Genre theory, we argue, provides important insights for the study of public participation. This paper combines various perspectives on genre theory

(e.g. rhetorical and literary analysis, sociology, media studies, organisational communication, user interface design, computer-mediated communication) in order to open up a series of theoretical perspectives on participatory genres (a notion freely borrowed from Erickson, 1997), focusing especially on the following issues:

1/ genres as a social action attached to (socially defined) recurring situations (Miller, 1984). According to Orlikowski and Yates (1998), genres regulate the why, the what, the how, the who/m, the when and the where of interactions. Participatory genres are therefore characterised by a repertoire of elements (Lacey, 2000).

2/ the interrelationships between genres, or assemblages of genres to borrow Spinuzzi's term (2004).

3/ the community, which provides its members with a repertoire of genres (Orlikowski, Yates, 1998) that can be used in communication situations. From this perspective, participatory genres only work as "organising structures" (Orlikowski, Yates, 1998) in a given community.

4/ the evolution of genres (hybridisation of existing genres, advent of new genres) in relation to socio-technical innovations. New civic cultures and new online applications, for instance, do not leave the traditional (i.e. offline) participatory genres unchanged.

The online consultation on the European Citizens' Initiative (ECI) serves as a preliminary case study that exemplifies the proposed theoretical framework.

**Manuel Damasio**, Universidade Lusófona de Humanidades e Tecnologias, PT  
**Audiences Research and Social Capital Theory: A Possible Research Agenda**

There have been few scientific concepts that have caught the scientific community's attention so much as that of social capital. However, despite the importance researchers have given to this concept, several criticisms have arisen, recognizing its spectrum as being excessively broad and too vague to be helpful, calling for it to be examined and applied in practical and empirical studies as a way of clarifying and revealing the concept's worth. One of the relevant applications of the concept is as an indicator of the levels and type of social interactions happening via the mediation of technological tools. This paper introduces social capital as a core element for the study of media audiences and the related experience of social relationships mediated by media technology. The study questions whether interactive social media sites are capable of promoting greater levels of participation within communities, increasing the sense of community and the levels of social capital shared between individuals, but also if this type of technologies promote original social interactions that result in greater levels of social capital. Having as a starting point the idea that relations matter, the study examines the role participation has as a source of social capital at a communicational level and the role interaction has as an outcome of social capital. The concept of social capital and its relevance for the study of both participation and interaction will be framed in the context of other media theories, namely effects theories and social shaping theories, and its validity questioned both as a theoretical instrument and an operational concept. Social capital and its different formulations can offer a new theoretical frame for a discussion about civic participation, social cohesion, media based participatory culture and linkages between face-to-face and virtual realities, embedded in the old fears or enthusiasms about possible "media effects".

**Pille Pruulmann-Vengerfeldt**

When Museum Becomes a Message for Participating Audiences

Modern society is increasingly governed by a variety of risks and uncertainties; and one of the key societal challenges is coping with the ambiguities related to generating an understanding of the world. By democratising knowledge institutions like the museum, we are able to work towards helping society to come to grips with the constant pressure of ambiguity by providing access to interpretations rather than ready-made solutions. One of the ways of doing this is by increasing participatory activities within the museum environment. This paper aims at analysing the notion of participation in the museum context using an audience studies perspective and looking at the museum as a medium for scientific knowledge. Museum studies have shown that museums are increasingly pressured to compete for the attention of the public in the arenas of leisure and education, which explains their interest in analysing their visitors and their turn towards interactivity. Moreover, as is the case with many public institutions, the need for transparency and accountability has also brought public engagement to the attention of the museum. These different evolutions increase the need to understand participation at museums, especially if we are interested in a more radical museological turn (van Mensch, 2006). This paper tries to clarify the ideas of what participation means in the museum context, from within Giddens' framework of democratizing democracy (1995). Working in the context of Estonia – a young democracy and a transition society (Runnel, Pruulmann-Vengerfeldt and Reinsalu, 2010), there is an argument to be made for supporting institutionally facilitated participatory initiatives, while understanding that the power balance might still favour the governing institutional identity. This also implies that these institutionally governed participatory initiatives need to maintain close relations with the local communities in order not to alienate them and fall into the trap of institutionalising and harnessing participation.

**Nurcay Turkoglu**

Mediated Public Voices Needs Theory to Be Heard

This paper will raise the question whether critical media literacy can open a gate for a better understanding of the social world for the citizens. In a first part, it will be argued that the theoretical frameworks of critical media literacy are embedded in our social worlds. To use one of Said's (1983) concepts: Theory is worldly, and we should not forget the dynamical relations between media as objects of critique, and scholars as critics. This requires a combination of distance and involvement, as Kejanlioglu argues: "theory is a moment of reflexive self-distancing" and "theory can and must contribute to understanding and changing the world we inhabit" (2010: 244). Or to follow Hamelink's (2008) reflections on 'being critical': the capacity of asking questions as subjects embedded in society relies on knowledge which transcends commercial and political interests. This does also not mean that the praxis of bringing these theoretical frameworks back into the social is easy. But it remains very necessary. For that reason, the second part of my paper will first deal with the democratic importance of the public sphere, the necessary link between the media and civic culture, and "the idea of universality" (Dahlgren, 2005) on which it rests. This part will also deal with the many barriers for participation and civic culture that exist - originating from both industrialized academy and mediated culture – and how to overcome them. The following barriers will be discussed: 1/On the audience side, the alienation reconstructed by

popular culture; 2/On the academy side, the lack of recognition of the importance of critical media literacy and that theory is worldly, and the lack of translation and accessibility; 3/On the side of media professionals and industries: the intolerance towards any kind of theory, and the need to acknowledge their social and democratic responsibilities.

**Miroljub Radojkovic**

**Ana Milojevic**

Interrogating the Audience Concept: Theoretical Horizons

Traditionally, children are considered as “sensitive” section of the mass and cross - media audience. Therefore the family, school, and regulatory bodies are entitled to control the contents of classic and new media, in order to prevent potentially harmful effects upon children. In line with this prevailing source of research interests, amount of studies dedicated to relationship between children and media was directed towards discovering possible media effects. On the other hand, children access to media and their media use have been rarely researched and discussed. Hence, this aspect is the first one in the definition of media literacy given by EU agencies. It is explained as children’s ability to access the media. This will be the topic of our paper which title is the utterance given by one of the interviewed children in our study. The paper will present how the pupils attending primary schools (age 8 -10 years) use the newspapers, radio, television, computer and computer games. The sample contains of 500 children from Belgrade and surrounding primary schools. In the interviews conducted we were examining the perception and modes of access to these media, patterns of use, involvement of parents in tools and content control, and children’s evaluation of media functions from their perspective. Those are the variables already studied in many countries including the most recent one in 27 EU countries. Our hypothesis was that there will be no significant differences between Serbian and European children of the same age. After survey we have found that our respondents do not like newspapers, equalize radio with the “music”, and prefer television and computer games. They like to use media in company of mates (socializing mode of use) and to discuss about their contents with the peers at the first place. Parents and teachers do not interfere with children’s media use too much. However, the most encouraging conclusion is that free playing with friends is still an activity which overcomes offer of both old and new media at the children’s disposal.

## **2B12 Cities, Creativity, and Connectivity (Hist) Room: B102**

**Chair** Carlos Barrera

### **Papers**

**Gideon Kouts**

Inauguration of the Eiffel Tower and the 1889 Paris World’s Fair in the Hebrew Press in Europe

The Hebrew-language press in Eastern and Central Europe reported tersely about the completion of the construction of the Eiffel Tower on March 31, 1889. However it gave the

Tower more extensive attention in its reportage on the great World's Fair that took place in Paris from May 6 to October 31 of that year. Such was the case in the two daily newspapers, Ha-Melits in St. Petersburg and Ha-Tsefira in Warsaw. For both of these Haskala (Jewish Enlightenment) oriented journals, the Fair was a manifestation of progressive trends and a medium for opening the world and disseminating knowledge and science. But both daily papers published in Czarist Russia, found it difficult at first to embrace the 'correct' attitude toward the Fair. The idea behind the exhibition was to mark the hundredth anniversary of the French Revolution and the ambassador of Russia boycotted the inaugural ceremony...The third large Hebrew periodical of the time, Ha-Maggid, was a weekly and was published outside Russia, in Lyck, Eastern Prussia. Ha-Maggid presented on this occasion a national-ideological and 'revolutionary' piece of writing that exploited the event as an occasion for commentary on the current condition of the Jewish people- a tactic that the editors' peers in Russia avoided. Ha-Maggid's David Shapiro was the only Hebrew correspondent who actually climbed the new wonder of the world, which his readers could only dream about. However, the range of views characteristic of reportage in the Hebrew press of the time was manifested even from the heights of the Eiffel Tower. This range of views that was typical of late nineteenth-century Europe allowed 'flickers' of light that portended the awareness of the Jews' changing status, including their attitudes to the surrounding world, to coexist with conspicuous use of the Eurocentric, colonialist and Orientalist discourse accepted in that era.

### **Juraj Kittler**

The City as an Ultimate Medium: Cartesian Philosophy and the Triumph of the Grid in Western Urbanism

According to Henri Lefebvre, "the city is mediation among mediations." As a container of any human action, a built urban environment has the ability to influence social communication simultaneously at multiple interlocking levels. The overall physical urban layout structures human interaction through different patterns created by built environments, communication corridors, and gathering spaces. Different institutions nested in such urban environments, with their own sets of social and cultural practices, can further reinforce or undermine this potential. Ultimately, urban architecture is a complex linguistic landscape whose interpretations depend upon one's ability to decode the esthetic elements with their embedded ideological and/or commercial messages. In his seminal work, *The Production of Space*, Henri Lefebvre offered a comprehensive analysis of the ways any man-made environment is produced through the web of social interactions, but also imposes itself on its users and recursively shapes the society which produced it in the first place. At the most fundamental level, each urban environment is profoundly influenced by the available natural resources such as climate, geography or building materials that gave it its original character. But it is obviously the agents of hegemony that dominate the ensuing process of social production with the ability to impose their own values on urban structure and its iconography (while recognizing that there are sporadic openings for anti-hegemonic social elements to subvert the dominant messages). Building upon Lefebvre's theory, this paper argues that it was the rediscovery of Euclidean geometry and the emergence of Cartesian philosophy in the Renaissance that profoundly transformed the basic layout of the Western city. By comparing the historical development of three pivotal urban spaces - Medieval/Renaissance Venice, early-modern London, and republican Philadelphia - the study

traces the gradual regression of the organic urban form and the triumph of the geometrically rigid urban grid. Relying on vast empirical evidence (urban plans, diaries, letters, contemporary critical essays and literary works), the study argues that each urban form corresponded with a diametrically different set of social values that produced it at the outset, but that such values were also recursively reinforced by a corresponding urban form in the process of social reproduction. Consequently, the urban form may be considered the ultimate Innisian time-binding mediating technology.

**Alise Tifentale**, University of Liepaja, LV

Photographers Breaking the Iron Curtain: Role of Informal International Communication Networks in Soviet Photography

The proposed paper discusses the role of the information exchange networks in the development of photography within the Soviet Union since the mid-1960s and in the 1970s. In the USSR after World War II, photography had a limited set of functions, professionally restricted to ideologically engaged photojournalism promoting 'iconic signs' (Kruk 2008) and formally related to the overall Socialist Realism doctrine (Teikmanis 2009). Other uses of photography are being generally overlooked. Some aspects of photography during the Cold War period have been discussed (e.g. Meinhof and Galasinski 2000, Petrovsky 2009), and experience of other former Communist Bloc countries has been analysed (e.g. for Czech photography see Dufek 2001, Patek 2009). Significant publications (e.g. Rosenfeld and Dodge 2002, Neumaier 2004) have mentioned Soviet photographers who were engaged in the international information exchange and arguably were influenced by it. Yet the role of international communication networks that arose in the mid-1960s still is not clearly defined. Apart from the engaged photojournalism, during the 1960s and the 1970s photography in USSR was blooming as a medium for self-expression based both on documentary work and formal aesthetic experiments. A growing number of photographers exhibited their work both locally and internationally, and photography became another kind of 'silent resistance' (Sviblova 2008). Officially, these creative activities fell under the label 'amateur photography' (Barkhatova 2004, Stigneev 2004) on the sole basis of not belonging to the field of photojournalism, with no consideration of any other qualities. The status of leading creative photographers was ambiguous. They were not affiliated to the professional photography, neither related to the professional art and its establishment, thus being far from 'shifting into the dominant "fine art" context' (Visser 1998, 233) that they wished for. The amateur label itself was denigrating as it implied certain inferiority, Soviet kind of 'middle-brow art' (Bourdieu 1965). Nevertheless, the amateur label provided an advantage not accessible to professional artists – a channel of relatively free communication with the outside world, considered politically rather harmless by the Soviet censorship authorities. The paper discusses a movement of Soviet photographers who entered a worldwide communication network consisting of international photography exhibitions organized in major cities and towns in virtually all countries. Furthermore, many of the photographers who were active in the discussed form of international communication since the mid-1960s, later were to be recognized as important artists and founders of national schools, especially in the more Western-oriented Baltic states (Svede 2004), known as 'inner abroad' (Gerchuk in Reid 2000) within the USSR. The findings discussed in the proposed paper will add new aspects to the knowledge in the field of history of photography in the Soviet Union after

World War II. The paper is based on a database collected for the author's work in progress, a Ph.D. thesis.

### **Marina Prentoulis**

Radical Activists, Liberal Journalists: Reporting Political Violence in Britain from the 19<sup>th</sup> Century to the Present

The aim of this paper is twofold. First, it engages with the methodological implications of analysing the history of journalism and the development of mass media channels in Britain. My argument is that the examination of the development of journalism as a British institution in the first and second part of the nineteenth century has a lot to gain from utilizing a discourse analytic perspective. In the first part of the nineteenth century when journalistic practices, norms and values had not been crystallized yet, journalists/radical activists dominated the circulation of ideas demanding the reform of the political system. In the later part of the nineteenth century a number of well known legal, economic and political changes formalized these practices leading to the creation of what we now understand as professional journalism (and led effectively to the marginalization of radical journalism in Britain). Discourse analysis is a useful approach in allowing us to trace the articulation of social, political and cultural elements in mutually constitutive relationships necessary for the emergence of institutional practices. Similarly, discourse analysis allows us to bridge the micro- (textual), meso- (production, distribution and consumption) and macro- (wider ideological debates) levels necessary for this type of analysis. Second, the institutional framework in which journalists operate has an impact on how the mass media 'behave' in different historical contexts as sites and channels of social and political change. In this paper I would like to focus on the reporting of political violence in the early nineteenth century (pre-institutional) and on the contemporary student protests in Britain. My argument is that the institutional development of journalism, in the second part of nineteenth century, foreclosed a number of possibilities related to the ability of the mass media to play an active role in the way we understand and we engage in socio-political struggles. In a time when many major cities have been dominated by often violent unrests, the examination of their reporting has to simultaneously engage with the specific media institutions of that country.

**Helena Dias Lima**, Universidade do Porto Centro de Estudos de Media e Jornalismo, PT  
Oporto Daily Newspapers: Their Editorial Policies and the Connections with the City and the Region

The three Oporto daily newspapers O Comércio do Porto, O Primeiro de Janeiro and Jornal de Notícias were founded during the XIX century and steadily grew in prestige and respect amongst the national Portuguese press as well as gaining the loyalty of the public in the region. These papers began as ideological projects based around political parties and a powerful commercial association but gradually evolved to become more generalised news projects. This transformation was partially obtained through the inclusion of local news and information, the things which build a newspaper's agenda. The particular profile of each title was achieved through editorial strategies which led to audience identification and also through the charisma of their owners and directors. Names such as Bento Carqueja, Seara Cardoso, Ferreira Baltar, Pinto de Azevedo, Aníbal de Morais, Pacheco de Miranda were the very soul of Comércio, Janeiro and Notícias, but they also were recognized symbols of

Oporto. Over time these newspapers gained a central role in the public life of the city and were passed from generation to generation, never losing their main identifying features but also continuously renewing themselves in ways that attracted younger audiences. This paper tries to analyze the process that allowed the Oporto newspapers to engage with the city and the region. The methodology will involve the study of some of the subject and themes included in their pages, but also how senior journalists regard the bonds established with the public and “their” newspapers. As expected they also had a critical point of view towards the competition and found designations that somehow set a label on their rivals profile. *Comércio do Porto* was seen as the newspaper of the priests which gave a more conservative tone to its editorial policy and audience. *O Primeiro de Janeiro* was known as the old republican reference from the city and a symbol of the political opposition to the dictatorship. This feature was mostly given by the chronicle space that included the opinion of several Salazar’s opponents. *Jornal de Notícias* built its audience upon a very popular style and the journalists from the competition called it the maids’ and the low rank soldier’s newspaper. Each of these daily papers in each particular style constructed their agenda according to city the factuality but also to the web of values and interests that Oporto stands for. These bonds will be demonstrated by the type of news that were edited and the interviews made to some of the senior journalists mentioned before.

## **2B13 Political Communication (ESN) Room: B.103**

**Chairs** Annika Sehl, Philippe Maarek

**Discussant** Trisha T.C. Lin

### **Papers**

#### **Karim Achibat**

Political Communication in Morocco’s Elections Campaigns: Content, Production, and Audiences

1997 marked the beginning of the democratic transition in Morocco when the opposition socialist party came to power. Since then, important changes took place with regard to democratization and political reforms. Political communication during the elections campaigns has, therefore, become of great importance. Little has been done on political communication research in Morocco. Accordingly, the present study will address the interplay between political communication and national politics in Morocco. It will investigate the nature, the structure, and the content of Moroccan political discourse. The 2007 legislative and 2009 communal elections campaigns will serve as the platform where this interplay will be examined. In the review of literature, research on political communication studies in the Arab world and some western democracies is explored. The study will then trace the history and current status of political sphere in Morocco. This study adopts a critical approach to the study of political communication. Concerning methodology, this work will address three main areas in communication studies: content, production, and audiences. With regard to content, it will carry out a qualitative and quantitative content

analysis of the main political parties' elections campaigns. For production analysis, in-depth interviews with campaign managers and political leaders will be conducted in order to assess their communication strategies. Regarding audience analysis, the study will use focus groups to examine voters' opinions and views on political parties' communication campaigns. Interviews will also be conducted with media experts and academicians to bring to light their perceptions and views on political campaigns. The aim of the study is to offer a set of recommendations on best practices of political campaigning in Morocco. Also, the hope is to shed light on how political parties' communicative practices help change the political map in Morocco. Another expectation of this work is to help researchers and anyone interested in political communication have a better understanding of the political nature in Morocco.

### **Ana Martins**

#### **From Journalistic Routines to News Coverage: The 2009 EP Elections in Portugal**

The Europeanisation of political communication has generally motivated a twofold assessment. On the one hand, studies examine the journalistic practices which underlie the production of European Union (EU) stories. On the other hand, research addresses the presence of the EU in the media. Only a limited number of works, however, focus on the two dimensions simultaneously. To bridge this gap is particularly relevant when we consider that a combined approach permits us not only to identify the noticeable features of EU coverage, but also to clarify the routines which, at an earlier stage of the news cycle, help to explain those characteristics. In light of these considerations, we address both axes in a case study of the 2009 European Parliamentary elections in Portugal. Drawing upon journalistic routines in Brussels during the campaign and news about this event, it is our purpose to assess the extent to which a Europeanised perspective was generated in the national media. In doing so, we connect the perceptions of EU correspondents (on European institutions, their newsrooms and role conception) to the election coverage (its visibility, news perspective and tone). This overarching research question becomes all the more important in the Portuguese case: displaying one of the lowest turnout rates in 2004, the country – alongside another fourteen member-states – was targeted with a particularly intense communication plan from EU institutions. To investigate this framework, we developed a multi-methodological design based on [1] semi-structured in-depth interviews with Portuguese correspondents in Brussels; [2] content analysis of EP election stories in the Portuguese press. Results demonstrate not only the high visibility of this political event, but also its coexistence with a significant number of other European stories, allowing us to question studies pointing towards the low profile of the EU in the news. The ever-increasing work span of Brussels correspondents dovetails with this evolution. While a surprisingly strong presence of EU actors suggests a certain degree of Europeanisation, their stances tend to frame the elections in terms of national consequences. Accordingly, interviewees note that to 'domesticate' the stories was a key criterion, intensified by the outlets' choice to centralise the coverage in Lisbon. Finally, the tone of the coverage reveals what can be considered as a 'neutrally pro-European position' (also echoed by the correspondents' words): positive evaluations of EU integration detached, however, from a political alignment with parties or MEP candidates. These findings underline that although the EU seems to be gradually putting itself in the spotlight, a full-blown Europeanisation of media debates remains curtailed by both editorial and organisational constraints. Further studies are required to deepen our extant knowledge of those obstacles. To address EU-related issues from the

communication standpoint is of utmost importance if we take into account that media content influences citizens' attitudes towards the European project, which conversely requires public support to advance. (Our study is a part of an ongoing PhD project in which this research 'problematique' is addressed through a cross-national comparative design)

### **Michael Nevradakis**

The Greek News Blog Phenomenon: Troktiko and the Rise and Fall of the Fifth Estate

The mainstream press in Greece has long been characterized by its partisanship and by the close links between the major publishers and the government of the day, arguably safeguarding the interests of its well-connected guardians rather than the interests of the populace at large. The dominance of the mainstream press, however, began to be challenged starting in 2006, with the emergence of news blogs which featured continuous news updates, investigative journalism, commentary and criticism. Perhaps the most emblematic of such blogs was "Troktiko," which quickly attracted unprecedented amounts of visitors and became the most-frequented blogspot.com site in the world, marking the birth of a new "fifth estate" of online news outlets which challenged the status quo of the mainstream media. But despite its popularity, Troktiko also faced vociferous criticism, due to its anonymity and to its allegedly libelous attacks on public figures, political parties, and the government, and ceased operating soon after the murder of its founder, journalist Sokratis Giolias, in July 2010. Focusing on Troktiko, this paper explores the factors which may have accounted for the success of news blogs and their emergent role in Greek society. This examination is guided by three research questions. First, what alternative roles can blogs play in relation to the mainstream Greek press? Second, how was the news content of these blogs different from the news content of the mainstream press, and did this difference account for the popularity of the blogs? Finally, do these blogs reflect the emergence of a new, alternative public sphere and can they be considered alternative mediums? The work of alternative media theorists such as Downing and Atton, as well as conceptualizations of the public sphere by Habermas and Fraser, are drawn upon to examine to what extent Troktiko served as an alternative voice and contributed to the formation of a new public sphere. Additionally, a randomly selected sample of Troktiko's content from is analyzed in comparison to the content of a mainstream newspaper (Eleftherotypia), to examine the differences between the two outlets and how they may have accounted for Troktiko's success. Based on this analysis, this paper argues that Troktiko represented a new type of hybrid alternative medium, incorporating attributes typical of the mainstream press alongside practices which are characteristic of citizen journalism. Together, these characteristics help account for Troktiko's popularity and the emergence of a new, alternative public sphere within Greek society.

### **Abdul Latiff Ahmad**, Universiti Kebangsaan, MY

Bloggers as Leaders: The Influential Power of New Media Practitioners in Malaysia

This study explores the influential power that bloggers play within Malaysia. The Malaysian blogosphere has been active over the past few years with breaking news coming from blogs and also controversial issues that have made it to the front page of newspapers. Though highlights have significantly been given to socio-political bloggers, other bloggers have also used their blogs as a way of advocacy, as a way of sharing information that inadvertently

may position them as a power player. As knowledge has been described as power, the ability to control and disseminate information, has made these bloggers as role-models, icons, trusted sources of information, inspiration, celebrities and etc. Some bloggers, either by choice or not, have even empowered themselves to being just an average person in the real world, to a person with a strong influential power. Adapting Meyer's (2004) Influence Model which analysed how newspapers create presence and influence in the market, this research focus the subject on bloggers in Malaysia. With blogs playing an even more significant role within society, there is a strong need to explore what these bloggers can do. Forty bloggers were interviewed for this research. The bloggers selected blog about various different issues ranging from personal life stories to socio-political issues. Questions were asked in relation to the empowerment that they have achieved through blogging and the role of power that play in the virtual sphere.

### **Veronika Horvathova**

Can a Free Foreign Media Trigger a Snowballing effect in a Non-democratic Region? Case Study: Did Radio Free Europe Act as a Diffusion Mechanism in Czechoslovakia's Transition to Democracy in 1989?

Scholars have posited that demonstration effects contributed to the rapid spread of transitions to democracy in the Third Wave, notably within geographic regions, yet the mechanism of contagion remains largely undescribed. Samuel Huntington and Larry Diamond have argued that modernized media help transform latent dissatisfaction into active opposition by transmitting information about Third Wave transitions. My research tests this explanation and helps refine our understanding of media as a policy tool by exploring whether Radio Free Europe's broadcasting about democratization in Poland helped trigger a democratic transition in Czechoslovakia. The study is based on fresh archival research in which Radio Free Europe's coverage of the Polish elections and related elite bargaining was compared to treatment of the same events in the most important official newspaper published under Czechoslovakia's communist regime, Rude Pravo. Conducted in the Czech language on original documents, systematic content and context analysis of these parallel portrayals of Poland's democratization process show that Radio Free Europe presented greater coverage and used more democracy-oriented vocabulary. The gaps in coverage between these two sources were significant, consistent with the hypothesis that Radio Free Europe constructed an alternative "text" that could delegitimize official Czech accounts and thus served as a mechanism of snowballing within Central Europe. Observations on the timing and placement of articles offer insights into the Czech communist regime's efforts to frame inconvenient truths. The findings may prove helpful in understanding unfolding events in Northern Africa where the importance of new media in fostering contagion is rapidly becoming received wisdom.

## **2B14 The "Uncommunicative City": Communication Rights and Wrongs (Law) Room: B.104**

**Chair** Cees Hamelink

### **Papers**

**Gary Gumpert**, Urban Communication Foundation, Queens College, US  
Rights to the City and the Right Not to Communicate

The right to the city is a concept and international movement which emerged in 2007 with the rise of global urbanization. Proponents assert that everyone, particularly the disenfranchised, have a right conceived of as an urban human right. This call for urban justice echoes the call for a "right to communicate," a part of international social movements since 1969 when Jean D'Arcy, former UN official, wrote about the diffusion of and availability of new technologies like satellite broadcasting. Article 19 of the Universal Declaration of Human Rights protects media content and freedom of expression but fails to provide a framework for insuring the means through which to communicate. The right to communicate addressed media access. Today the availability and capability of new technologies and the ubiquitous infrastructure required have become a standard feature of city planning. These technologies are seen as essential for economic development and cultural sustainability. Municipal Wi-Fi has been used as a marketing tool for cities around the world. In the rush to provide constant connection, the impact on communication patterns in cities have been altered, sometimes even neglected. This paper will explore the functions and dysfunctions of the "connected city," and posit that the right to communicate may require a corollary right to NOT communicate.

**Susan Drucker**, Urban Communication Foundation, Hofstra University, US  
Unintended Consequences: Regulating Urban Communication

Quality of life studies in cities measure social, physical, safety, and economic conditions of cities associated with livable cities. Communication freedoms and opportunities are significant to many attributes used as determinants of quality of life in municipalities. Some regulations directly control free expression in cities through licensing and control of content. Other regulations indirectly control urban communication, ostensibly targeting non-communication related activities but that purposefully or accidentally determine the nature of communicative interaction. Regulations are of two types: a) primary regulation: regulation primarily aimed at communicative activity and b) secondary regulation: regulations aimed at non-communicative activity but which affect communication. These secondary regulations include anti-loitering, gambling and public nuisances and the licensing of alcoholic beverages, minimum drinking age and driving age. Smoking laws are among the most significant indirect regulators of communication opportunities in public places. Land use regulations, especially zoning laws are important secondary regulations (e.g. addressing signage, facades, display windows, take-out and delivery service, and vending machines, and the segregation of functions or design districts) all influence communication patterns. This paper will examine how secondary regulation can create "uncommunicative cities."

## **Alison Powell**

Negotiating the P2P City: Communication Rights, Open Networks, and Legal Enclosures

Through the early 2000s, community wireless networks adopted the promise of open radio spectrum and open-source software to produce autonomous, peer to peer communication networks. Hundreds if not thousands of such projects were established in cities around the world. Some of these networks are still running, but many others are now defunct. Numerous laws and regulations were adopted, adapted and challenged by these projects, including regulations governing the use of radio spectrum and ownership of telecommunications services, as well as internet service contracts that prohibit or permit sharing of internet access and local strategic investment policies. This paper argues that community wireless projects can be used as a way to analyze processes of policy change, or policy persistence. In particular, it focuses on the unexpected policy outcomes of network and projects that didn't scale or survive. It argues for a new examination of law and policy that focuses less on obvious success and more on failure and the dialectics of policy change.

**Tiziana Maria Tiziana**, Università Politecnica di Milano Industrial, IT Design/Communications Adviser for the Ethiopian Human Rights Commission  
The Interdisciplinary Workshop on Communication for Sustainable Rule of Law

Sustainable cities are defined by being active, inclusive and safe, fair for everyone, environmentally sensitive, well served, accessible and with a flourishing and diverse local economy. They do not happen without Rule of Law. Rule of law do not happen without social lawful behavior. For the rule of law to be fully realized, the citizens need to follow the law voluntarily rather than through coercion.

Participation and communication can help build the foundations for a culture of lawfulness, which may not exist in a society especially under dictatorships, emerging from conflict or undergoing an accelerated urbanization. Participation means that the population feels a part of the process and can use the law to improve its lives. Communication means that an open dialogue exists between the rule of law enforcing institutions and the population. This paper intends to discuss/show how communication may support socio-cultural and legal issues within the sustainable development of communities through engagement and participation. Moreover, it will explore how to design and conduct a workshop which can contribute to democratization and to new understandings of human rights. Wouldn't be easier first to draft laws and then to design an effective campaign to inform the public about them? There is the temptation, coupled with a sense of urgency, to “do” and to start fixing the justice system immediately irrespective of the personal belief systems and institutional modes of operation, priorities, resistances and limitations existing inside. Very often, human rights standards for instance are at direct odds with aspects of culture (e.g., treatment of women; cruel, inhuman punishments delivered by the non-state justice system). The objective of this paper is to provide new concepts, progressive methodologies, innovative practices to rule of law practitioners and to communications professionals who can work together in societies with very little rule of law experience. This involves communication actions that are and perceived as an alternative to more conventional advocacy and campaigning program. Personal relationships, incentives and disincentives, barriers to action, as well as positive feedback sustaining lawful behaviors are crucial steps toward improving how rule of law issues can be communicated, received and acted upon. The Interdisciplinary Workshop on

Communication for Sustainable Rule of Law has been designed in collaboration with IDLO (International Development Law Organization). The Interdisciplinary Workshop on Communication for Sustainable Rule of Law, convened around key issues affecting the way citizens understand, use and value the law to support the development of sustainable cities and social change. Therefore it has something unique to offer for advancing and facilitate the development of rule of law driven practices in a shift from information dissemination to information generation. This empirical, interdisciplinary community-driven and rights-focused workshop has been successfully practiced in Swaziland and Ethiopia.

## **2B15 On Framing Politics and Politicians (PolComR) Room: B.105**

**Chair** Richard Nadeau

**Discussant** Lars Nord

### **Papers**

#### **Melanie Magin**

An Exception to the Rule? Portrayals of Female Politicians in German, Austrian, and Swiss Newspapers

During the last years, women all over the world have increasingly acquired leading positions in politics, the most prominent examples being Angela Merkel in Germany and Hillary Clinton in the US. However, female politicians have to struggle with stereotypes of “typical” political characteristics that correspond to images of masculinity and contradict images of femininity (e.g., power vs. frailty, rationality vs. emotionality). Gender stereotypes also shape political coverage and result in a double bind: Female politicians are either considered as competent, but unfeminine – or as feminine, but incompetent. Content analyses of political coverage show a symbolic annihilation of female politicians, i.e. they are underrepresented and trivialised. But recently, there has been some evidence of a decline of differences in gender representations. Admittedly, judging the actual extent of the differences is difficult because most existing studies are limited to campaign coverage on single politicians occupying leading roles. However, these individual cases cannot be generalised. That is the starting point of the current content analysis of nine newspapers from Germany, Austria, and Switzerland. It investigates the portrayal of 668 women and men active in politics (beyond election campaign coverage) and in other spheres (e.g., economics, sport, culture, and everyday life). Female politicians are contrasted both with male politicians and females in other spheres. The comparative design allows for the generalisation of the results and the identification of context factors that shape gender portrayals in different countries (e.g., role perceptions and womens’ share of top-ranking political positions). The results show that although women are still underrepresented in political coverage, they are much less portrayed according to gender stereotypes than women and men in other newspaper sections. For example, their private lives, and external characteristics are hardly mentioned. By contrast, in other newspaper sections, journalists portray women and men strongly consistent with gender stereotypes. The study concludes that the similarities in the portrayal of female and male politicians in many respects

outweigh the gender differences, and that existing research may have overrated small disparities.

**Tania Rosas Moreno**, Loyola University Maryland, US

Lula's Shadow Has a Name: Dilma Rousseff and National News Coverage of Her Successful Bid as Brazil's First Female President

She was a former guerilla. She was a torture victim. Now, Dilma Rousseff is the first female president of Brazil and, according to Forbes magazine, the 16th most powerful person in the world. Ms. Rousseff takes office at a critical time in Brazil's history. Riding a wave of unprecedented economic success nationally and internationally, Ms. Rousseff is the leader who might solidify the BRIC nation's rising stature as a world power. Among other noteworthy achievements, Brazil has been tapped to host the 2014 World Cup and 2016 Olympics. While Brazil has also been home to Latin America's earliest, largest, most diverse, radical and successful women's movement, it has one of the lowest rates of women's political participation in the world (Htun, 2002). This is one reason why until its 2010 election, Brazil had lagged behind other Latin American nations including Chile and Argentina in failing to produce a female head of state. Ms. Rousseff's election also suggests a tangible advancement in the Brazilian notion of racial democracy. Primarily associated with racial equality, racial democracy also includes discussion of class and gender. In brief, Ms. Rousseff's victory at the polls champions not only female leadership, but also serves as evidence of social progression for Brazilians in several ways. The purpose of this study will be to investigate how national news media framed Ms. Rousseff in their coverage of her candidacy, and what this might mean for social justice issues in Brazil. News articles from Brazil's leading dailies, *O Folha de São Paulo* and *Jornal do Brasil*, and a leading business paper, *Valor Econômico*, will be compared to understand the manifest and latent framing (Reese, 2003) of Brazil's first successful female bid for its presidency. Given that newspaper circulation is increasing in Brazil, and that leading news media are the sources of choice for decision makers, how such leading news media tell Ms. Rousseff's story requires scholarly attention. In addition, it will be interesting to tease out any differences in how her story is told within another traditionally male-dominated public sphere, that of the business press. This is of particular interest, given Ms. Rousseff is an economist. A total of 209 articles sampled from three constructed weeks of three news publications' coverage form the body for analysis. The constructed weeks begin Monday, July 19, and include the day-after run-off election coverage, on Monday, Nov. 1, 2010. Research has shown constructed week samples to be more efficient than other forms of sampling for newspaper studies (Hester & Dougall, 2007; Riffe, 1993). Only articles with Ms. Rousseff's name in the headlines were pulled on the days of the constructed weeks to ensure each story included in the sample focused on her. Through the methodology of a comparative narrative analysis (Berger, 2005; Berger, 1997), at least three findings are expected. It is anticipated that news coverage will manifestly and latently frame Ms. Rousseff as Lula's primed candidate. This is suspected primarily because of the need for the run-off election between Ms. Rousseff and São Paulo Governor José Serra. Given the history of the feminist movement in Brazil, coupled with ironically low female political participation, it is also anticipated that Ms. Rousseff's stories will be latently framed as a call for female political involvement coupled with a demonstration of female empowerment. Further, it is proposed that through the comparative narrative analysis, Ms. Rousseff will be latently framed as a new hope for

minorities in Brazil. Larger implications from the news coverage of Ms. Rousseff's candidacy must be investigated. For example, given that Brazil has a partly-free ranked press and has continued to elect socialists to power in a transitioning democracy, what does Ms. Rousseff's victory insinuate for Brazil's state of media opening (Porto, 2007)? How does Brazil's election of a female for its head of state connect it with other Latin American nations?

**Hemant Joshi**, Jamia Millia Islamia University, New Delhi, IN

In search of a New Paradigm of Political Communication: Lobbyists, Journalists, and Politicians

Political communication has been one of the favourite areas of Mass Communication studies ever since the first theories of Mass Communication were propounded. The history of communication theory has been largely the history of studying how media can be used for political status quo or change. It was initially studying the use of media by political elites to influence people. Later, we found another interesting dimension where the business and corporate houses and many other interest groups communicate with the political elite to influence the function of policy making of the governments. There have been studies of lobbying as a phenomenon in politics. The American political system, after having attacked it for corrupting politics, has accepted them as a part of the political life. However, till now not many researchers have tried to explore the role of inter personal communication in political management in modern democracies. Recently in India, transcripts of some of the telephone conversations of Nira Radia with senior journalists, politicians, and corporate houses were published by some newsmagazines and many more of such tapes are waiting to appear in public domain ([http://en.wikipedia.org/wiki/Radia\\_tapes\\_controversy](http://en.wikipedia.org/wiki/Radia_tapes_controversy)). The conversations are about exploring the possibility of who will become the minister of telecommunication as the fate of the policy on 2G spectrum and its subsequent allotment rest on it. Besides, this also reveals the process of granting ministries to its allies by the ruling party. This aspect of political life would have remained in dark as most of the mainstream media tried to blackout the issue but the social media's activism mounted pressure for the story to be opened in such a big way. In this paper, an attempt is made to study the communication between the lobbyist and journalists politicians, and corporate houses. The references of their chat as the instances of interpersonal communication, which largely remains unknown to the people for whom the journalists engage themselves in communication with political leaders, will be analysed in order to discuss the role of media. This paper would explore the logic of political communication where the lobbyists and journalists could also be used by political leaders for the assessment of situations they are in and the possible political action that could be taken.

**Carolina Acosta-Alzuru**

Melodrama, Reality, and Crisis: The Government-Media Relationship in Hugo Chávez's Bolivarian Revolution

Government-media relationships are both symptomatic and constitutive of a nation's political, economic, social and cultural contexts. Venezuela is no exception. The history of Hugo Chávez's revolutionary government cannot be written without paying attention to its troubled and complex relationship with the media in a country in which political polarization continues to define national life. So far, scholarship about the Chávez-media saga provides

analyses at the macro level, examining media content laws, the launching of Telesur and other government-controlled outlets, and the closings of radio and television stations that took an oppositional stance (Bisbal, 2009; Cañizales, 2006, 2007; Dinges, 2005; Hawkins, 2003; Hellinger, 2008; Pasquali, 2007; Petkoff, 2005; Ramírez Cisneros, 2006; Tablante, 2007; Tremamuno, 2002). We lack, however, studies that illuminate the micro level of the everyday life of mass media in the changing context of Bolivarian Venezuela. This paper examines government-media relations through the study of five successful telenovelas written in the last 12 years: *El País de las Mujeres* (1999), *Cosita Rica* (2003-2004), *Ciudad Bendita* (2006-2007), *La Vida Entera* (2008-2009) and *La Mujer Perfecta* (2010-2011). Each telenovela was written at a time that defines a period in the history between Chávez and the media: honeymoon period (1999), private media in the opposition (2003-2004), post-media content law (2006-2007), post-closing of network RCTV (2008-2009), overt censorship and drastic reduction of national entertainment production (2010-present). I place a spotlight on the genre that dominates Venezuela's primetime to show the particulars of the difficult coexistence of government and private media, and illuminate their consequences on the writing, production, consumption and international sales of Venezuelan telenovelas. The study is organized by the Circuit of Culture (DuGay et al., 1997) and based on a mix of textual and ethnographic methods that include textual analysis, news coverage analysis, participant observation on the set and network offices, document analysis, and repeated in-depth interviews with the telenovelas' writers, executive producers, actors and audience members. The examination of these five moments in the government-media relationship through these telenovelas affords us a rare view of the use of self-censorship as a survival mechanism when media outlets feel their existence threatened by the government. Unlike censorship, which is usually evident, self-censorship is difficult to trace. But, as I studied these telenovelas, I was able to witness and document the increasing presence of self-censorship. Finally, the paper also includes a reflection about the media's role in a politically polarized context.

## **2B16 Media Coverage of Islam and Muslims (Islam) Room: B.106**

**Chair** Bushra Rahman

### **Papers**

**Esra Özcan**, Kadir Has University, TR

Depictions of Muslim Female Migrants in German News Media

This contribution analyzes the visual depictions of Muslim female migrants in Germany and presents the results of an exploratory study. Visual stereotypes work more subtly and mostly they go unnoticed. By tracing the repetitive visual themes and motifs on the depictions of Muslim female migrants, the study aims to shed light on the various ways the German print media tackle with the issue of migration and represent cultural difference. The analysis of the images of migration suggests that there are four major categories through which female migrants in Germany are visualized: (1) Images that focus on alienation and lack of interaction with Muslims, (2) Images that focus on contrasting life styles in shared spaces, (3) Images showing successful Muslim role models, (4) Images that play with different symbols.

Different visual conventions are recurrently used in each of these categories creating patterns in the representation of migration in Germany. The visual conventions recurrent in each category and the ways they stereotype the Muslim female migrants are discussed in the paper.

**Bibi Ayesha Mall**, Durban University of Technology, ZA  
Muslims and the New Media: The South African Scenario

This paper is positioned in the South African Muslim media landscape. The study examines the rise of email discussion lists, social media groups, stand up comedians and music artists in South Africa that aim to present the 'truth' and thwart stereotypes about Islam. South African Muslims, like their compatriots globally, frequently and vociferously express their discontent with mainstream media's coverage of Islam and its adherents. The Muslim community considers negative perceptions about their religion to be advanced and entrenched by media framing. They write to the newspapers, phone in to radio programmes, engage media bosses and speak out at the mosque and on other public platforms, condemning media's 'attack' on Islam. Media watch groups, too, have been established by Muslims in South Africa to monitor and address prejudices, stereotypes and the resultant Islamophobia, which they contend, are stoked by media. This distrust and wariness of mainstream media among South Africa's Muslims has resulted in a proliferation of Muslim owned media. A newer phenomenon of Muslims embracing various forms of popular culture – amidst some controversy – and new media platforms thereby bypassing traditional media gatekeepers, also has taken root and continues to gain followers among young, techno-savvy Muslims. The main purpose of all of these Muslim media projects, as protectors of the faith, is to stem the perceived biased portrayal and misrepresentations of Islam by providing 'balanced' news from 'authentic' sources not considered by established media. Their aim also, is to counter what is considered as negative, hegemonic 'western' cultural influences that permeate society via media and galvanise the faithful onto the righteous track. In this paper, an insight will be proffered into the popularity of these Muslim media offerings as more credible alternatives to mainstream media and their efficacy in countering Islamophobia.

**Mohammad Javad Nateghpour**  
Media and Transnational Culture: With Special Reference to the Middle East

IAMCR 2011 call for papers is a good opportunity to present my opinion concerning the role of media in creating of 'transnational culture' and its connection to socio-cultural sphere at international level. The paper tends to make a relationship between culture and media in a global world. It also tried to bring into the mind that successful international relationship inevitably should pass from the path of media and culture. It is also important for political sphere to consider the transnational culture as the fundamental element in political planning. The paper will focus on the role of the media in creating a transnational culture which brings together the cultural gap between varieties of ethnics and communications. Fast development of media on the one hand and the rapid immigration movements in the world are about to build a new society which is called 'global society'. The paper tends to explore the relationship between the media, culture and communication at the global scene to come to the result of the elements of the new society as the base of globalization. Media

coverage as the main factor in creating a transnational culture would be considered as one of the main issues in this paper in addition to the necessity of global culture achievement based on the global society. The paper will consider the globalization from the viewpoint of Islam and also the West with special outlook to the impediments of global culture mainly Eurocentrism. Many immigrants have brought the new ideas of culture from one part of the world to the other parts which have normally been understood via media. This has made possible to create some relationship between nations beyond the political and even national borders. The paper has clarified that those factors which effect on global culture through media in the world and more particularly in the Middle East. The so called 'transnational culture' is the pick-point of global world which has been explored in this paper by focusing on the role of media.

**Shahnawaz Ali Raihan, Jamia Millia Islamia, IN**  
Representation of South Asian Muslims Youths in Cyber Islamic Environments

The paper seeks to ascertain the reasons for the existence of Cyber Islamic environments and the conditions which gave rise to them and factors which have motivated Muslim youths to participate in this activism. In addition to providing history Muslims digital natives' activities and activism on the Internet which have proliferated since September 2001, the paper questions the relevancy of current theories on cyber Islamic activism and their applicability to the South Asian Muslim youths. The thesis also seeks to draw a profile of South Asian Muslim Intellectuals in cyber Islamic environments, identifies their social and intellectual roots as well as the nature and direction of their discourse and its impact on Muslim youths. The focus of the work is on the nature and activism of Muslim digital natives on blogs/chat/social networking sites (Facebook, Orkut etc) /web 2.0 etc and in differences when compared to the case of cyber Islamic activism in other countries. The paper will address the question: how does the significant shift from a "born" to "practising" Muslim take place with the rise of cyber Islamic activism? The research will also address the question: how does the Cyber Islamic activism in South Asia impact Muslim Islamic Intellectual activism, leading to their participation in the revival process? What is the strategy of Muslim digital natives in front of government/non-government increased attempts to restrict them? Finally, the paper will seek to give a comprehensive picture of the process of Islamization of South Asian Muslim Mind in varied web 2.0 context in the cyber Islamic space.

**Yoel Cohen, Ariel University Center, IL**  
Outsiders/Insiders: Coverage of Islam in the Israeli Media

The media in Israel has an important role in determining Israeli Jewish images of the Israeli Arab populations. This paper examines the coverage of Islam in the Israeli Jewish media focusing upon Israeli journalists' attitudes to Islam as a criterion of news interest. Examining the coverage of religion in the Israeli media, in a study by the author which comprised 3,734 religion-related reports over two month period in the Israeli media, the author found that Islam accounts for 1% of the religion coverage (and Christianity 0.4%). No significant difference was found between newspapers, radio and television. Israel's secular media were incrementally more inclined than the religious media to cover non-Jewish

religions. In order to examine the reasons for the lack of coverage, Israeli journalists, were polled by the author. 250 filled questionnaires were returned. 12% rated Islam as of 'very great interest' (in contrast to 25% Judaism), 28% 'high news interest' (28% Judaism), 5% 'average news interest' (32% Judaism), 18% 'low news interest' (11% Judaism), and 34% 'no news interest' (3% Judaism). This paper will discuss the journalists' responses broken down according to journalists' religiosity, including religious education, types of media, and political affiliation. The absence of coverage of Islam in the Hebrew media may be explained as due to the fact that religion affairs correspondents in the Israeli media focus entirely upon the Jewish religion. Coverage of Islamic developments inside Israel is done by of the reporter who covers the Israeli Arab sector, who has little interest in theology. The lack of coverage of Islam in the Israeli media contributes to a lack of awareness and mutual respect by Israeli Jewish audiences for the Israeli Arab population, widening yet further the Israeli Jewish-Israeli Arab gap.

## **2B17 Media, Public Memory and National Identity/Image (MCPO&S) Room: B.107**

**Chair** Hillel Nossek

### **Papers**

**Jacques Alkalai Wainberg**, Pontifícia University do Rio Grande do Sul, BR  
The Fight for the Control of the Traumatic Brazilian Memory

The main goal of this study is to present the communicational dispute being held in Brazil nowadays by the remaining forces of the political and ideological confront that was fought in arms and propaganda between those who were in favor and against the military coup d'état of the 60s. This coup d'état is a traumatic event in the Brazilian history. It was made by the military and civil forces that stood against communist and other leftist movements that wished to reform the Brazilian society according to the Cuban model and other similar socialist experiences of the 60s. This fight was in fact the Brazilian chapter of the Cold War. Its specific objective is to show the traces of memory that lasted in time taking also into account the press coverage of those days. Memoirs, articles and public debates now hope to influence the interpretation of facts that are being displayed in history books. This topic deals with the general theme of social memory processing, mainly in cases where a traumatic and dissonant event is involved. Two types of surveys are made. The first includes the editorial and the cinematographic productions about this subject along different periods of time. The second describes VEJA magazine narrative of those same events from 09/25/1968 to 10/13/1993. This study shows that it is possible to describe the continuance of psychic life between generations.

**Elissavet Patzioglou**, Uni Rennes, FR

Towards a Multi-cultural Identity or Multi-identities? The Chinese Other in French and Greek Newspapers

The discovery of the Other has been the first step in creating an identity. Individual or collective identities are constructed by distinguishing the Self / Us from the Other/ Them, in

such a tight way, that one cannot speak for Identity without taking into consideration the impact of the Otherness. A variety of values, norms, institutional structures, cultural elements have, during the centuries, applied their influence to the construction of Identity and the definition of Otherness. At the same time, many anthropological researchers such as Erving Goffman and E.T.Hall have published their results over the role of symbolic interaction and intercultural procedures in the identification of the Self.

Today, in the era of Information Technology, the media, mass media as well as multimedia, have replaced many social factors in the socialization of the individual and the construction of his/ her identity. In the present paper we will discuss the role of mass media in the construction of otherness and furthermore of the identity. The case study of how Chinese people and China in general are presented in French and Greek newspapers, during the year 2008, will help us to identify the common elements in the media agenda of the France and Greece, in the purpose of defining the construction of the Other, in a multicultural environment that leads in the creation of a common European identity.

**Shuo Zhou**, Hong Kong Baptist University, HK

A Cognitive Approach to Audience's Online Frames: The Value-based Framing and Reframing of 2010 Shanghai World Expo

### **I. Problem Statement**

For many years, the powerful “framing theory” has enjoyed a high popularity in various areas: from news analysis to audience analysis, from propaganda strategies to advertising campaigns, from crisis management to decision making and so on. “Framing”, in general, is a process that helps organize and direct the way audiences perceive and evaluate an issue through outlining a set of considerations (Van Gorp, 2007; Entman, 1993; Gamson, 1989). It is traditionally studied as an effort-demanding process, requiring journalists to construct a picture or to think of an angle for a piece of news. Striding into the digital age, news produced and discussed at grass-root level is not a novelty anymore. Effects of deliberated framing and professional constructing of news have been mediated by audience’s reframing process. Especially for Internet users, the Internet offers new possibilities for them to participate actively in news events and social affairs. Without doubt, audience framing will play a more vital role with the expansion of new media use and the development of social network. But still, researchers tend to interpret framing as a deliberate process and focus on changeable frames dependent on producers’ own predispositions. However, an interesting, significant, yet unexplored area of framing is the opposing situation that some frames will keep constant all the time, to different people, on a broad range of issues, and even across various types of medium. Contrary to the conventional frames, this kind of frames is much more effort saving or intuitional so to speak, and may carry longer-term influence without awareness. Further, these unconscious frames may reveal the latent structure behind the global “digital convergence”. Taking these two types of frames (deliberate and situational frames vs. unconscious and consistent frames) into consideration, a “latent structure” behind frame system urges an investigation. The emergence of online forum and social network services provide us perfect sources to acquire audiences’ perceptions. By comparing these online audience frames (as a reframing process) with media frames, we hope to articulate the commonly shared, unchangeable and even unconscious frames as well as to find out their forming causes and consequences in terms of media effects. Through this study, I will try to make this unconsciousness dazzling. Both theoretical construction and

empirical examination will be involved in this study, hoping to demonstrate a complete picture of this alternative approach on framing theory.

## **II. Research Questions**

I call for a return to Goffman's concept of "frame analysis" to investigate the basic cognitive structure in perceiving reality through an unconscious manner which could be applied to both traditional media framing and online audience reframing. By focusing on what kinds of frames have been remained instead of what have been changed, this research intends to articulate "frame processing" from a cognitive approach and detect the formation and consequences of the unconscious but deeply entrenched "frames in thought". This paper proposes a "central-peripheral frame system theory" derived from ELM and Milton Rokeach's "structure of human belief systems". Based on this theoretical framework, we clarified two types of frames: the "value-based frames" and the "attitude-driven frames". The research seeks for an empirical test in order to identify what kinds of frames fall into the value-based type that are unchangeable and often unconscious in the context of 2010 Shanghai World Expo. With particular focus on the frame of "nationalism and patriotism", we are also interested in analyzing possible factors that lead to the formation of this kind of frames, which constitutes the second part of this paper.

## **III. Methodology**

In addressing the questions above, this research will be conducted through content analysis based on the following indicators to compare the main "media frames" and "audience online frames" on the topic of 2010 Shanghai Expo, and therefore we could identify the value-based frames shared by both parts.

### **a) Formativeness:** (First anchoring point)

How early was this frame first exposed to an individual? Did it form early in childhood or sometime later during growth?

### **b) Repetition:** (Frequency)

How often does this frame emerge? Does it recur continually to the mind and keep with a high frequency of reappearance so as to reinforce the existing frame and have an accumulative effect?

### **c) Convergence:** (Resonance)

Compared with the precious indicator of repetition, which deals with accumulative effect on content, the indicator of convergence focuses on whether different channels reinforce the frame in the same direction. For example, for all the people you connected to, your parents, teachers, peers, strangers and mass media all together, share a homogenous way to frame moral issues like Electra complex and Oedipal complex. Of particular relevance to the case of Shanghai Expo, it may be the case when framing "patriotism".

### **d) Self-distance:**

This indicator is to measure the closeness of a frame from one "self": the position of ego at micro individual level, and the identity of an individual or a sense of belonging at macro/ social level, etc. Content analysis is based on a random sample with around 300 pieces of articles selected through the method of constructed week and through the 6 months when World Expo took place from May 1st to Oct.31st, 2010. News coverage with key words of "World Expo", from three popular newspapers enjoying the largest circulation (Shanghai Times; Shanghai Morning News; Xin Min Evening News), were coded into 10 thematic frames. Online audience frames from three most popular and influential forums in Mainland

China (Tianya, mop, china.com) will be coded following the same principles as media frames, yet a more qualitative discourse analysis would be involved.

#### **IV. Possible Outcomes and Research Contributions:**

Our construction of the central-peripheral frame system provides a logical structure in frame analysis, especially from the cognitive perspective. We are quite confident in that “value-based frames” could bring out significance influences and be quite different from “attitude-driven frames”. The frames keep constant irrespective of medium (traditional or new media) and producer (journalists and grass-root audiences) would be both powerful in strength and in connectivity since it could largely influence other related frames. Applications could be extended to political communication, persuasion in general and especially in the field of health communication. To sum up, this research, in the first place, devotes to construct a “central-peripheral frame structure” by categorizing frames into two types: “attitude-driven” and “value-based”. Secondly, based on this theoretical framework, analysis on the determinant variables concerning the formation of “value-based frames” in the context of 2010 Shanghai World Expo will bring further empirical contributions to the field of research on framing.

**Lemi Baruh**, Koc University, TR

**Mihaela Popescu**, California State University, S. Bernadino, US

Communicating Turkish-Islamic Identity in the Aftermath of Gaza Flotilla Raid  
But Who is the “Us” in the “Us” vs. “Them”?

Since 2002, when the Islamic-leaning The Justice and Development Party (AKP) first came to power, Turkey has been noted to be experiencing a shift away from the rubrics of a modernist-nationalist project that started with the establishment of the Turkish Republic in 1923. For many, AKP’s rise of power is the result of a long-standing conflict between the ‘secular-nationalist’ identity and ‘Islamic’ identity in Turkey. Public discussions that took place in Turkey in the aftermath of the Israeli raids (May 31, 2010) on a Turkish ship in the ‘Gaza Freedom Flotilla’, which killed 9 people, is particularly illustrative of how national and religious belonging may intersect and conflict with each other. The aim of this paper is to report findings from a comparative analysis of general interest vs. Islamic Internet forums to describe different discursive strategies utilized in communication of Turkish and/or Turkish-Islamic identity. A central discursive strategy by means of which identity and belonging are brought into focus is the invocation of emblematic figures of the past who, through their acts, serve as models of heroic behavior. In relation to such use of icons, the forums showed important differences. In Islamic forums, martyrdom was specifically defined with historical references to sacrifices made in defense of Islam (i.e. against the Crusades). In general interest forums, however, martyrdom was not strictly defined in religious terms and there were frequent references to recent Turkish history (e.g. Turkish Independence War) as exemplary sacrificial behavior. The second difference pertains to construction of the distinction between ‘us’ vs. ‘them’. Whereas Israelis were the targets of downward comparison in both types of forums, the general interest forums also targeted Arabs and Palestinians. Particularly, references to WWI, when Palestinians allegedly sided with British to ‘backstab’ Ottomans, were frequently made to emphasize how purity and righteousness of Turkish sacrifice contrast with others. Similarly, the forums differed in terms of how they

used visuals to construct hierarchies of 'us' vs. 'them'. In general interest forums, flags were displayed in such a way that the Turkish flag was either alone, or when shown with other flags, was larger in size and/or occupied a vertically higher plain. On the other hand, in Islamic forums, Turkish identity was depicted as being inferior to belonging to the muslim ummah. For example, often was the case that the crescent and the star of the Turkish flag was inserted in a miniaturized way into the Palestinian flag. Perhaps most telling of the inherent conflict between secular-nationalism and Islamic-Turkism is the use of imagery showing large public gatherings demonstrating their support for the Gaza cause. Whereas the general interest forums frequently displayed images of large demonstrations both from Turkey and from Western countries, potentially signaling that Turkish people continue to look West (as a continuation of the Turkish modernization project that started in 1920s), the Islamic forums particularly focused on large demonstrations from small towns in Turkey, waving Saudi Arabic and Palestinian flags (potentially signaling the Islamic conquest of the trenches of Turkish public's sentiments).

**Isabel Babo-Lanca**, Universidad Lusofona Do Proto, PT  
Frame Analysis of Rebellion in Tunisia and Egypt

Following our work on public sphere and mediatic configuration of events, we aim to pursue an analysis of the news that surrounded Tunisian and Egyptian protests in January and February 2011, departing from the following theoretical, conceptual and operational instruments:

- The semantics of the event, since the event's identification ('trouble', 'disorder', 'rebellion', 'protest', etc.) mobilizes a language and a vocabulary, conventions, rules, norms, expectations, uses and a common knowledge. To place the event 'under a description' implies the choice of a way to describe it among several possible others.

- Gusfield's notion of 'public problem' (1981), as well as 'problematic field' and 'culture of public issues', considering that a situation becomes a public issue when is subject of controversy and debate within the public sphere, demanding to be approached by the collective action of public powers, institutions or social movements. The culture of public issues institutes itself having the order of public sphere and its grammar as background, since public order depends upon rules, norms and dominant social conventions. There are some crucial features to the construction of public issues: the determination of the problematic situation's causes and the question of 'ownership', i.e. who has the power to define the problem and by whom it must be solved.

- The operation of framing events (and problems) and building its meaning through the approach of the procedures applied by the collective actors (journalists, specialists, social actors) in the description, interpretation and explanation of the occurrences, with the help of the frame analysis introduced by Goffman (*Les cadres de l'expérience*, 1974, trad. fr. 1991) and developed within the study of social movements. The 'frames' constitute a system of cultural references and coordinates, organize 'frames of interpretation' and 'collective action frames', are cognitive, normative and practical. Social actors, public and media, when applying frames of perception and categorization or frames of experience, work within a system of cultural and historical references.

**Gamze Onut**, University of Massachusetts, Amherst, US  
Islam, Media, and September 11

The aim of this paper is to examine the consequences of the September 11, 2001 attacks for Muslims living in the United States, and their personal experiences in different spheres of their lives through interviews with 21 Muslim and/or Arab individuals living in Boston. The argument is that the 9/11 attacks have influenced Muslims' lives in the U.S. significantly, and that the role of media in this influence is very important. The U.S. media has enormous impact on the perceptions of audiences of particular events, due to their power of agenda setting and framing the events in particular ways. The paper presents the recent discussions and arguments in the scholarly literature on the power of media frames, and applies the concept of framing to the coverage of 9/11 in the context of Islam, and Muslims' experiences of discrimination. By comparing the image of Islam and Muslims before and after 9/11, the paper argues that the mostly negative coverage in the media has not changed fundamentally before and after 9/11 but the attacks have provided the media and the public reasons to justify their negative perceptions about Islam and Muslims. The literature on Arab and Muslim experiences in the U.S. since 9/11 helps to compare the experiences of the sample group interviewed for this research with previous findings. Even though the literature on 9/11 is very rich with regard to the quantitative accounts of representations of Muslims in the media and of discriminations they have faced since 9/11, the amount of qualitative research on the Muslim experiences based on personal stories is not satisfactory. In addition, this research contributes to the literature on media effects and audiences by exploring the effect of the media coverage of 9/11 on Muslims' personal and public experiences.

## **2B18 "Old" and "New Media" and Civic Participation (PCR) Room: B.108**

**Chair** Thomas Jacobson

### **Papers**

**Jacob Thorsen**, Aarhus University, DK

Citizenship and Sense of Agency by the Influence of Radio in Rural Nepal

Parallel to major political changes in Nepal in recent years, interdependent radios are emerging in rapid pace and envisaged to play a major role in developing communities and facilitating negotiation of citizenry. Nepal thus provides an opportunity to follow the reinterpretation of values of citizenry by the means of radio in a country in the midst of major changes. Within the last couple of years two local radios have started broadcasting in Rolpa district: Radio Rolpa founded by a local NGO and Radio Jaljala founded by the Maoist party. The fact the two radio stations are the first local electronic media in Rolpa sparked my interest to explore how the two local radio stations are engaged in the creation of organisations and the social, cultural and political processes that are associated with building civil society, their influence on the creation of public meaning and to what extent this can facilitate new negotiations and interpretations of notions related to citizenship. Preliminary

findings from field studies conducted fall 2009 suggest the introduction of radio in Rolpa may have provided the very means through which the district has become further fragmented. Radio is the most popular media in Rolpa with three-quarters of people owning a radio: the Dalit community, however, less than average, the Magar community slightly more, and the Brahman/Chhetri community roughly on average. Although Radio Rolpa overall is the most popular radio station there are some disparities in terms of radio preference amongst the ethnic communities. The Magar ethnic community has some preference towards Radio Jaljala compared to the other ethnic groups whereas, by means of comparison, Brahman and Chhetris tend to prefer Radio Rolpa. The Dalit community has some preference towards the state broadcaster Radio Nepal compared to the other ethnic groups. It would be hasty and unwise to make any simple conclusions solely based on my preliminary findings although the results do suggest the Maoist party's mobilisation of ethnic groups, such as the Magar community, also manifest as preference for Radio Jaljala. Likewise, there are indications the Dalit community, compared to other ethnic groups, to a less degree identify with local radio but has greater appeal for national radio broadcasting and thought schemes. The current political situation as well as societal practices and the ways people recognize themselves as beings and who they are vis-à-vis one another in terms of social position, ethnicity and caste seem to influence the two radio stations and their particular listenership and vice versa. This paper seeks, by including additional findings from field studies scheduled fall 2010, to explore further how rights, responsibilities and entitlements are perceived, shaped and struggled for by people in Rolpa and how people engage in negotiating the meanings and notions of citizenship by means of radio.

### **Namita Singh**

#### **Perspectives on Participatory Video: Does It Drive Women's Agencies?**

The scholarship on Participatory Video (PV) has mostly studied it as a research methodology/process and a participatory tool in community development. In this paper, I attempt to explore the realms of PV beyond that - by placing it in the framework of governance with reference to the gender perspective. Here's a case of two urban centers in India - Mumbai and Hyderabad, with wide technological gaps and increasing disparities on the basis of gender identities, even in this age of globalization. I question if, through PV, women participants from marginalized backgrounds are able to build their capabilities and position themselves as citizens with agency - steering and influencing their own issues. Media technology, in its way of employment, has often disallowed certain sections of the society, largely women, from expressing themselves. The absence of access to technology, and hence, inability to communicate has meant limited voicing by them. I investigate the challenges to popular gender constructs and mainstream representation, when women record and present their realities via localized, small-scale media. It is also claimed by several academics that PV can help women participants turn from being the 'victims' to being the 'agents' of the camera's gaze. I critically analyze this process of personal 'transformation', and the negotiation of power relations by women, when they engage with media. I also look into how the public sphere is altered, as women enter spaces they have been traditionally barred from and maybe, create newer, more democratic ones. Through such discussions, this paper will reflect on how women express their perspectives using PV, become agents of gender issues and if, they drive a change in governance processes. The concluding element is

to debate, whether such a process is actually sustainable to keep driving citizenship as an agency and furthering a participatory ethos in governance.

### **Vanessa Vertiz Larrea**

#### The “Activist Imaginary”: Appropriation of Global Media, Culture, and Technology

To understand how media and ICT (internet, mobile phones, etc) are contributing to globalization and the flows that are being reproduced inside it, we have to examine how they are being mediated and appropriated by individuals and groups in different contexts. I would like to illustrate with some examples the capacity of Indigenous Peoples (IPs) to appropriate medias and, within this process, achieve empowerment within society. In this sense, I rescue as a theoretical framework Abu-Lughod's concept of the activist imaginary (in *Media Worlds. Anthropology on New Terrain* 2002) to describe how subaltern groups use film, video and other media to develop their emancipatory projects, create their own representation of the world and raise issues of citizenship as an alternative method to dominate mass media industries (Abu-Lughod 2002:8). He brings up examples of media indigenization processes in Canada and Australia, where indigenous media makers and communities are using the technologies for their own purposes. There are also relevant examples in Latin America (Bolivia and Panama) and Asia (Indonesia) of the use of video or other medias by IPs to revive traditional practices and to strength and reposition their culture inside a globalizing world, which is the maximum stage within a participatory approach. Some positives aspects and lessons learned of these experiences, according to Abu-Lughod (2002), that I would like to highlight are:

- The actively participation of the communities in the recovering of past memories process and traditional practices through community-based productions, which contributed to invert the usual social hierarchy and power inequalities.
- The IPs' action of retelling their own stories (and reshaping them) to negotiate with their national states and commercial media.
- The media practice involves the “resignifying” of tradition without losing it, the combination of tradition and technology to restore vitality to indigenous lives and integrate them in the national modernity.

For IPs, participation and appropriation of the media connote a political process that involves aspects of: power relationships (and empowerment), negotiation, (re)signification of culture, talking back to the national state to defend their collective rights and conectivity with the rest of society. As a result, IPs has passed from being objects to subject in the media.

### **Ulla Rannikko**

#### Setting the Agenda on the Democratisation of Media: The Role of a Media Organisation in Participatory Journalism

At the same time as online participatory journalism is celebrated for its ability to democratise media through the involvement in their production of people who are not professional journalists, it often seems to be forgotten that such media practices are embedded in a media organisation. This paper aims to shed light on how people's involvement in journalism as reporters is conditioned by media organisations that operate a website for participatory media and rely on their contributions for news and opinion. By

drawing on in-depth qualitative interviews with reporters and facilitators of three participatory media organisations, the paper examines whose contributions are welcomed or rejected and why and in what ways organisations enhance or impede people's journalistic practices. The focus is on comparing the international edition of the South Korean OhmyNews and two Indymedia collectives, namely Vaikuttava Tietotoimisto in Finland and Indybay in California in the USA. Underpinning the analysis is the very notion of participation in relation to media production, as developed in the theories of participatory media, whereas Mouffe's political theory of agonistic pluralism frames the discussion on the possibility of an emergence of a space online that could bring together a range of diverse voices. The findings indicate that offering people opportunities to become involved in media production does not necessarily translate into freedom of expression on everything and for everyone. Moreover, the research demonstrates that far from existing in a vacuum, people's journalistic activities are shaped by participatory media organisations, for example, through the type of journalism, the access to sources and the training they facilitate. It is also argued that sustaining an agonistic online space poses a number of challenges, some of which are context-specific.

### **Anna Colom**

Participatory Video and Empowerment: The Role of Participatory Video in Enhancing the Political Capability of Grass-roots Communities in Participatory Development

This paper explores the potential of Participatory Video (PV) in enhancing the political capabilities of oppressed communities. PV works as a catalyst for groups to develop the power to interact and influence those bodies and institutions with power over. PV does so by supporting the creation of a Freirean dialogical process within the community, which leads to collective action. Video breaks the illiteracy barrier and facilitates the access to the institutional and political framework. For this process to happen, though, PV activities need to take into account the power relations (both between stakeholders and within the community) and need to be catalysed by a facilitator that is ready to be a co-learner of the process and aware of the local dynamics. This paper concludes that PV has indeed a great potential but that, as a one-time activity, the political spaces cannot be maintained over long term. Instead, it is analysed whether permanent models of PV are able to maintain this outcomes. By analysing the case study of the Community Video Unit Samvad, in India, it is argued that, when made permanent, PV has a strong capacity to empower communities. The paper nevertheless highlights that any long term implementation strategies for PV need to consider three main challenges: sustainability, ownership and the definition of community.

### **Matilde Delgado**

**Emili Prado**

**Laura Aymerich-Franch**

**Luisa Martinez**

Participatory TV as a Mechanism of Citizenship Participation: The Experience of Local TV in Catalonia

The paper presents the results of a study that analyzed the forms of participation in local Television in Catalonia (Spain). Local TV landscape in this region is especially rich, with more than 160 Local TV channels. The aim of the study was to identify those programs

broadcasted in Local TV channels that serve to provide citizenship with a tool to participate in the Public Sphere. Participatory TV is thus understood as a mechanism to offer the opportunity to the citizens to take part in the public life. In the study, we first analyzed TV programming of several representative local TV channels in order to identify programs oriented to promote citizenship participation. Second, a typology of programs that are built in the basis of participation was created. Third, interviews were conducted with directors and producers of the most representative programs of each group according to our definition of Participatory TV. In the communication, we will present the results of the study and we will discuss how participation in Television should be conceived in order to encourage citizenship participation in the Public Sphere. Our main conclusion is that Local TV has the appropriate characteristics (i.e. proximity) to serve this function. Also, we are convinced that Catalan Local TV presents interesting forms of Citizenship Participation that can serve as a good example to other countries and TV channels interested in encouraging good practices of Participation in TV.

## **2B21 Graphic Novels (CA) Room: B201**

**Chair** John A. Lent

### **Papers**

**Adriana Angel**, Ohio University, US

Andrés Calle

Latino USA: Graphic Narrative, History, and Heteroglossia

Latino USA: A Cartoon History (Stavans & Alcarraz, 2000) is a graphic narrative that tells the history of Latinos in the United States of America. The book shows some of the most important events, people, and ideas that help us to understand how Latinos have become a significant group in the United States with a population of more than 28 million. This history of Latinos is told through four main voices: a calavera (skull), a maestra (teacher), a toucan, and the author. Along with these characters, images represent the main events that constitute the Latino history. After analyzing Latino USA: A Cartoon History (Stavans & Alcarraz, 2000), we argue that this book shows that history is a polyvocal narrative in which different voices are involved. Besides hegemonic representations of reality, it is possible to find different perspectives from which facts are interpreted. In the case of Latino USA, every character represents a different voice and a different point of view about the history of Latinos in the United States. We show how this heteroglossia (Bakhtin) works in relation to two broad topics: Colonization processes and the representation of the other (Anzaldúa, Said, Mignolo). Based on the analysis of Latino USA we show how ideas such as colonization, discovery, imperialism, and history are represented through both images and verbal language. Finally, we analyzed the scope and limitations of comic's history as a subgenre within graphic narratives

## **Monica Fontana**

### Comics and the Cities: The Graphic Art Work of Luiz Gê

This paper examines the relationship between strip cartoons, architecture, history and fiction. In his graphic novels, the Brazilian artist, Luiz Gê, manages to use a mixture of long and short strip cartoons and text to portray the up-beat impression of some of the individuals who passed through the city of Sao Paulo in between the 1680s and the 1980s, establishing an ironic counterpoint between texts that sing the praises of the city and comics that present a less enchanted version of reality.

## **Alexis Ariel Chausovsky**, The National University of Entre Ríos, AR Some Words About “Maus, a”

This paper aims to develop some reflections about the comic book named Maus, a survivor's tale, by the American author Art Spiegelman. On one side, Maus is the story of Vladek Spiegelman, an Auschwitz's survivor, who narrates his memories of the Shoah to Art, his son, that interviews him in order to make the comic book. On the other side, Maus is the story of Art, its author, his relationship with his father, and in certain way, his own biography. Therefore, the images from Maus have a double temporality: the meetings hold by Art and Vladek in New York in the 1980's, and the episodes from the Holocaust. Furthermore, it must be said that Maus shows its characters as animals for narrative purposes: the Jews are drawn as mice, the Nazis as cats, the Polish as pigs, among others. This lecture is based on two main subjects. In the first place, it will try to say which are the most important qualities of a comic book, that allow it to talk about and communicate inexpressible experiences, such as the Shoah. It could be remembered that Maus, as a comic book, belongs to an artistic genre that is mainly considered by the critics as less important than paintings or written books. However, it installs a new way of narrating the Holocaust, because no other comic book has done that before Spiegelman's work. On the other hand, this paper will try to guess how could be Maus situated among the fields of art, the culture industry, the media and the massive culture. The influences from cultural movements like expressionism or surrealism, suggest that Spiegelman's work goes against the most appreciated products in the market and against the most important aesthetics productions. But the comic book, by itself, is made to be bought by a great amount of readers. This paradoxes are constitutive of Maus. After the development of both subjects, the purpose of this work will be to make some questions, in order to continue with the production of knowledge.

## **Marilia Santana Borges**

### “A Contract with God and Other Tenement Stories”: Space, Culture, and Communication in the Graphic Novel by Will Eisner

Will Eisner, an American cartoonist who chose the city as one of his central themes, was fascinated by urban space. His artist's eyes enabled him to an "intelligent gaze", with deep interest in understanding the city and its meanings. This approach combined with his wish to portray the human condition, led him to very specific ways of depicting everyday life, leaving behind the familiar city image. Eisner interrupted the mechanical use of the city, revealing a

deep interest to use subtle visual instruments to understand its complexities. He provided new thoughts about many aspects of the city, especially about the relationship among space, culture and communication, and also saw great potential in translating it into comics, which offered a new visual look on issues that are otherwise drowned in the routine of big cities. In the graphic novel "A Contract with God and other Tenement Stories", Eisner deals with the dreams, disappointments, hopes and difficulties which constitute the 55 Dropsie Avenue tenement, through four short stories centered on different characters. If reality is the same, the mediations are different, creating these spatialities distinct meanings and places. His interest is to show the tenement as an element of communication, understanding how it builds these mediations, at the same time in which this space is constantly reinvented by these spatialities. In this process Eisner plays to the limit of comic language and its graphical resources, expanding the medium and demanding his stories to be groped much more than read. Translating the city into comic language, the cartoonist not only creates another way to narrate it, but also creates a different urban cartography, sensitive to its meaning-making processes. Thus, through the analysis of "A Contract with God", the focus of this paper is to expose this process of translation and its cognitive consequences.

## **2B22 Community Media Endangered: Sustainability and Enclosure (ComCom) Room: B.202**

**Chair** Peter Bryant

### **Papers**

**Halia Costa Santos**, Escola Superior de Tecnologia de Abrantes, PT  
From the Local Radio to the Local Television Online

In the 80's Portugal lived a very open process in what concerns local and regional media. The phenomenon of the 'pirate radio stations', illegal products broadcasted by lovers of the waves, was later regulated, losing its special characteristic of being alternative and close to the people. At the same time, many local and regional newspapers developed all over the country, with different types of interests: political, religious or simply informative. Also in this case, the content has been produced in order to fulfill specific needs of the populations of certain areas. All those local media, being important to the local communities, started to struggle with the economic difficulties. Some of them were bought by economic groups that, in many cases, did not have knowhow in the Media field. More recently, many of these owners are trying to sell the traditional media. First, because of the growing financial difficulties; then, because there are now much cheaper ways of producing and spreading news. The local online televisions appear in this context. More than producing local and regional contents, these platforms give a certain identity: the idea of 'my television'. With short resources and young professionals prepared to do everything that is needed, these online tv's offer people what they want, in a simple way, free of charge. The audiovisual is reaching common people in a different way, developing specific strategies. Not only the subjects are more close to the people, they also talk about the people they know, in a way that they understand. In different periods, local and regional media constituted a real alternative to the national media. While the mainstream newspapers, radio and television stations are still producing having in mind the average Portuguese citizen, the local and regional televisions are filling an arena that is being lost. It is a reality that, still, many people

in the small cities and villages don't have access to technologies, this is a growing phenomenon that, probably, will change soon.

**Jess Baines**, London School of Economics, UK  
Radical Printshop Collectives (UK) 1968-98: Politics and Technology

Relatively cheap and accessible, digital technologies have facilitated the citizen designer, journalist and film-maker not only in the production of alternative and critical discourses but also the potential to almost instantaneously connect to a global public. The activist amateur can use the same tools as the professional — and the living power of the virtual network is indisputable. However, little over 30 years ago direct access to simple printing technology was also perceived as facilitating political, contestatory and empowering alternatives to the forms and practices of dominant media and culture. Between the late 1960s and early 1980s numerous 'alternative' printshops were set up across the UK, with the founding objective of producing, providing or facilitating the cheap and safe printing of radical materials. They were started by libertarians, aligned and non-aligned Marxists, artists, anarchists and feminists, and as such were constitutive of the fractured and fractious politics of the post-1968 left. Their politics informed prefigurative ways of working; flat structures, collective decision making, anti-specialisation and skill sharing. These printshops, which by the mid 1980s were to number 30 in London alone, had all but disappeared by the late 1990s. Speculative reasons for this obviously include the emergence of desktop publishing (Zeitlyn 1992) and then the internet, as providing new autonomies for radical communications. However from my preliminary studies of archival texts and dialogues it can be argued that there may be a series of other interconnected reasons — gathered around challenges to the presses ideological relationships to printing technology. These challenges came out of shifts, both pragmatic and ideological, in the radical discourses that informed the printshops instigation. The period between 1968 and 1998 was not just one of technological change, but also one where the politics of feminism, autonomy, participatory practices and agitprop image-making underwent significant contestation and change. The proposed paper seeks to outline these challenges in relation to the printshops and thus begin to offer a viable explanation for their demise. Alternative media studies is a steadily burgeoning field, however its history is much less developed and the radical printshop collectives, who brought their politics to both how they worked and print-media they facilitated appear, despite their prevalence (not just in the UK, but in other parts of the globe too), to be barely mentioned. More broadly then, this research project hopes, in small part, to begin to address this gap.

**Mojca Planšak**  
Media and Civil Society under Attack: The Case of WikiLeaks.si

The media continue to be a crucial player in the formation in providing space for discussion and in helping to sustain, suppress or simply, deal with the future. The development of civil society links up with many of the leading issues in the political sphere in the 20th century - issues concerning a categorical differentiation between the state and civil society. Furthermore, the questions regarding the balance between the role of technology, economics and public opinion in determining social developments; the mechanisms of political democracy and the role of public debate; questions of community integration and

culture; issues of paternalism and social order and control and the relative weight given to private vs. public ownership in capitalist societies, all come together in the study of (community) media and civil society. This article will map some of the issues that concern the issue of WikiLeaks.si in Slovenia. It will examine the true meaning of the project and its spectacular media appearance. The WikiLeaks.si project was launched on 4 December 2010 by a network of people from Slovenia and from abroad. Out of a hundred Slovenian providers of web hosting, only two smallest ones were inclined to talk to the founder about leasing server space for free, but at the end not willing to provide the server. The result is only an active domain that links to wikileaks.nl, and auxiliary, to the Mladina server. The article will, on the one hand, explore the real participation of the civil society in the media in Slovenia, with concrete study of Slovene branch of WikiLeaks on the other hand it will look into the depth of the public sphere and the true connection with civil society and its rights.

### **Last Moyo**

Waves of Defiance: Participation, Citizenship, and Pirate Radio as Empowerment in Zimbabwe

Radio Dialogue, a pirate community radio station operating from within Zimbabwe, has been denied a broadcasting licence for nearly 10 years. The government's unwavering stance forced the station to find innovative ways of broadcasting its content to audiences immediately after its formation in 2001. Using roadcasting, a technique that endeared the station to the Bulawayo residents, the station distributed audio cassettes with news and current affairs programming that was played by bus and taxi drivers in the city. Most of this content was of a counter hegemonic nature highlighting the problems of the city of Bulawayo and the general concerns of socio-economic marginalisation of the region. The station became immensely popular with the people of the region and its news and current affairs soon found their way to homesteads, beauty salons, and pubs. The government reacted quickly to ban the distribution of the station's content to the public, but Radio Dialogue has continued to outsmart the state through uses of especially digital media and using legal loopholes to continue its agenda of community broadcasting. In 2009, the station started Short Wave (SW) broadcasts of news and current affairs and the extensive use of mobile phones and the Internet to distribute its content. Using Frontline SMS, Interactive Voice Response (popularly known as the Freedom Phone), Radio Dialogue is increasingly becoming a central community public sphere that is key in community opinion production, agenda setting, and the nurturing a culture of civic engagement among its local citizens. This paper seeks to investigate the station's creative use of new ICTs in the construction of a counter hegemonic space that at once empowers local people to exercise their rights to communication and also participate in issues of public concern. Through the prism of a national constitutional process that is currently underway, the paper will examine how the station is creating a public communication space that allows local people to participate and have a voice about what they want in the new constitution. It will study not only how new ICTs have enhanced the radio's capacity to reach for its audiences through multidirectional interactive communication, but also how discourses emanating from the selected programmes contributed to public debate on the constitution and a cultivation and promotion of active citizenship. Ultimately, the dialectic of piracy and empowerment will be explored showing that this pirate radio station, though illegal and unrecognised by the state, has the potential to become central in how the communicates in concerns to power.

## **Adilson Vaz Cabral Filho**

### **Media Convergence and the Future of Internet: Which Challenges for Community Communication?**

This paper is based on a bibliographical and documental research to understand the importance of media convergence for community communication activists and researchers, where Internet becomes a common platform for producing and sharing contents, available through many media and resources, demanding new challenges and bringing themes that inspires new critical models of understanding and action for the society. New and important issues appear such as the ones related to information management, mapped trails, ubiquity by RFID: Radio-Frequency Identification. Broadband universalization brings the need to improve communicative competences to deal with these changes, which means relevance or interest of digital media contents migrates from audience to keywords, where search engine optimization (SEO) is a considerable part of the acknowledgement process and also of what it is taken as mass media nowadays. Web 2.0 concept is very important in this picture, as it is seen in this paper through its appropriation by contemporary media groups, as its initiatives were based on platforms that are allowing audiences management, related to the contents that circulate through the Web: not only data produced by users, but also about them, coming from their own interactions and involvements, resulting in more complex and efficient gains than the simple search for rising audience taxes. The upcoming Internet next generation is getting more complex, where it is possible to think about Web as a real extension of mankind after the brand new stage called "Internet of things", inspired by the already usual Web 3.0 or semantic web. Community Communication researchers and activists need to understand these changes with models that keep distance from the simple disqualification that don't recognize their importance, but also from acritical apologies, that puts these changes as materializations of Internet ideals, characterizing it as an affirmation of a sharing and collaboration place among Internet users/consumers.

## **2B23 Sports Journalism, Online Sport, and Beyond (M&S) Room: B.203**

**Chair** Martha Evans

### **Papers**

**Ronaldo George Helal**, The State University of Rio de Janeiro, BR

The Invention of the "Soccer Country": World Cups, Sports Journalism, and National Identity

In this article, we aim to show how soccer went, in Brazil, through an intense cultural incorporation process to become "the brazilian passion". After reviewing the role soccer played in the passage of a traditional and rural society to a modern and urban one, the paper leaves in the air the provocative remark: "if soccer has played an important role in the Brazilian history of the 20th century, being part of the process that results in the creation and consolidation of the cultural identity, what is its role in the 21st century? We focus on the hypothesis that in a World Cup the qualification "Brazil: the country of soccer" becomes

more intense and singular. But, even in Brazil, the emphasis in this qualification has been decreasing and the journalistic narratives about the Brazilian soccer team do not refer in chorus to soccer as a metonym of the nation. What would be in question in the relation between culture and the way soccer news are published in Brazil? We are watching a gradual and slow transformation of the Brazilian society in relation to the idea of the “soccer country”, but how the sport narratives behave when the World Cup is happening, once we understand that the ideology of nationalism is present in the event structure and that there are internal demands of the field of the journalism? Moreover, how Brazilians and their press will be articulated around this symbolism before an event like the World Cup held in the country? Are we going to witness in 2014 a symbolic surrender of an exaggerated nationalism or the spectacularization of the event will dilute the national identity?

**Alina Bernstein**, School of Media Studies, College of Management Academic Studies IL  
Ilan Tamir, Ariel University Center and Bar-Ilan University, IL  
Battlefield Sport: Female Sports Journalists in Israel

Since journalism in Israel underwent a process of feminization in recent years it is worth directing attention to one of the areas that resisted this process: sport journalism. This study examines female sports journalists' perspective on their work, including the unique experiences that characterize their work, and aims at identifying the main elements shaping the female practice in sports journalism in Israel. Indeed, by examining this angle of 'women, media and sport' we believe one can get a better understanding of this matrix more generally, including the differences between the various media outlets. Seventeen journalists were interviewed in 2010 for this study, 9 of which work or used to work for print newspapers and in fact represent nearly 100% of the women who worked for sports sections in the largest circulating dailies in Israel. Further 4 interviewees work for the Cable Sports Channel (Channel Five) and 4 for Internet Sports sites. The findings of this study highlight the resemblance between women's place in the sport media and their presence in the Army. First and foremost the fact that in both the military and sport gender barriers exist in an overt and formal manner dictate similarities in their characteristics. Additionally, in both organizations the body and physical activity make gender separation and pushing women to the sidelines 'justifiable'. Moreover, this study shows similarities between the practices female journalists adopt to those identified in the study of female soldieries in combat roles (Sasson-Levi, 2006). Thus for example, in similar vain to the way women act in masculine units in the Army, female sport journalists reject 'classic' femininity and differentiate themselves from 'typical women' which allegedly cannot be interested in sport nor understand it. This in turn leads them to adopt a disparaged attitude towards women's sports, a practice that is also related to a more general imitation of their male counterparts. A further similarity found was the rhetoric surrounding the small number of women in the two organizations, while in the Army focus of discussion against women in combat roles is the captivity issue in sport journalism the locker-room became the center of discussion and is framed by the female journalists themselves as a unruly masculine sphere. Another similarity is expressed in the trivialization of sexual harassment, like in the Army, female journalists working in sports departments tend to accept sexual 'teasing' and 'mocking' remarks as natural and even as part of their work routine. In the proposed paper, these and further findings will be discussed within the context of theory and research related to

women, media and sport and link them to the wider social consequences of this phenomena in Israel and beyond.

**Paulo Salgado**

**Teresa Ruão**

Football and Reputation Management: The Role of Online Communication Platforms

Football clubs, as any type of organization, have a reputation to be managed. More than a sport, football is business activity that generates high revenues, attracts to itself considerable investments and extreme media exposure. Therefore, the reputation management might be considered a key an asset, when it comes to shape the perceptions of a club's constituents. As Fombrun (1996) noted, reputations are partly a reflection of the organizations identity and also their efforts to develop a favorable image for themselves. For Argenti (1998), the first role of corporate communication is to determine how a firm wants to be perceived with different constituencies and how it chooses to identify itself. Following this point of view, reputation management lies within the corporate communication function. Simultaneously, we have to consider Resnick (2004) point of view, in which he defends that managing the reputation of an organization appears to be a difficult or neglected task for most executive managers. For Argenti and Barnes (2009) in the last decade the business of managing relationships has changed and, consequently, the business reality also changed. However, it seems to be also possible to argue that the transformations of the business reality altered the relationships between the organizations and its key constituents. Both authors take as fact the existence of a stakeholder empowerment, where top executives lost their hierarchical influence, which is now in the hands of the organizations once-passive audiences, such as employees, consumers, media and investors. The rise of the Internet and online communications platforms, like social media, or in other words, the development of a Web 2.0 model sponsored the ability of the stakeholders to communicate with one another, to build communities, to disseminate their own message and the possibility to "talk-back". For Argenti and Barnes (2009) managers have to redefine their strategies and adapt the corporate communication function to this new paradigm. If we assume this as certainty, football clubs everyday life must have changed radically, especially because it's a sport and business that tends to generate strong emotional responses from their constituencies that seem to be more than willing to "talk-back". In order to understand more deeply the surfacing of a stakeholder empowerment, the role of online communication platforms and the significance given to reputation management, we have conducted multiple case study researches (Eisenhardt, 1989) within the football context. We studied the 16 Portuguese football clubs that are competing in the first division league in the season 2010/11.

With this work we also expect to reveal some clues for future research that might lead to the development of a specific framework that will define what drives a reputation of a football club.

## **Xavier Ginesta**

### Top Sponsors of the Champion League Clubs: Betting Houses, New Technologies, and the Rise of the None-profit Sponsorship

The Champions League is one of the most important sport competitions around the world. The final of 2009, between FC Barcelona and Manchester United in Rome had more television viewers than the final of the NFL Super Bowl for the first time in history. In fact, clubs which take part in that Championship can get a worldwide reputation and for this reason they become important partners for those multinational companies which want to expand their brands around the world. Some previous researches have indicated that betting houses and companies based on ICT (Information and Communication Technologies) are right now two important sectors in the football sponsoring market. However, there is another type of sponsorship which has high media coverage: the none-profit sponsorship, such as the agreement between FC Barcelona and the UN agency Unicef, in 2006, that allowed Unicef receiving 1.5 million euros from the Catalan club every year during five seasons and, as a consequence, the club has worn the logotype of Unicef as the main shirt sponsor. However, this December FC Barcelona signed a new shirt sponsoring contract (2010-16) with Qatar Sports Investment (QSI) that will allow Qatar Foundation to appear on the shirt of FC Barcelona. The main difference between that contract and the FCB-Unicef agreement is that QSI will pay to FC Barcelona 30 million euros per season. From 2006 to 2010, FC Barcelona has promoted the none-profit sponsorship around the world. Now, FC Barcelona "sells" its shirt like all the other Champions League clubs to a company (the governmental agency QSI) which has a commercial purpose although the willing of the club is to continue fighting against poverty and the VIH as a main Corporate Social Responsibility objective. The objective of this paper is to analyze and classify the top sponsors of the Champions League clubs that take part in the final round of the competition: Tottenham Hotspur FC, FC Schalke 04, Manchester United FC, FC Barcelona, FC Bayern München, Chelsea FC, Real Madrid FC, FC Shakhtar Donetsk, Internazionale Milano, Olympique Lyonnais, Valencia CF, FC Kobenhavn, AS Roma, Olympique de Marseille, AC Milan and Arsenal FC. The methodology I am going to follow is based on the PhD thesis of the author (ICT and Sport. An Analysis of the Spanish Football First Division) and will classify the top sponsors among economic sectors in order to identify which of them have more interests in the football market. Following the previous researches, I want to query if betting hoses and ICT companies have also an important role in the sponsoring programs of that "international" football clubs and if other clubs have followed the policy of FC Barcelona to have important agreements with none-profit organizations as top sponsors of the organization.

**Janina Maric**, Communication and Digital Media, DE  
E-sport: The Social Construction of Gaming Space

The paper explores the relationship between media communication, spatial arrangements and social relationships by discussing findings from an empirical study. The study is based on the principles of grounded theory. It consists of fifteen semi-structured interviews (with team managers, professional gamers, fans and journalists), observations (at three events and two team meetings) and online discussions from three websites (readmore.de, fragster.de, zockerweibchen.de). Electronic sport (e-sport) refers to organised and

competitive video gaming. Media takes a threefold role within e-sport: as sports, infrastructure and broadcaster. According to Brett Hutchins (2008:862) e-sport points to the integration of sport and media and can be conceptualised as “sport as media”. Media communication has the potential to allow gaming experiences of simultaneity and liveness, even when gamers are in different localities. Still, gaming within e-sport is not only experienced and understood through translocal communication, but additionally embedded within concrete spatial arrangements such as the “club house”, the “boot camp” or the event. These empirical examples are analysed in order to explore the social and spatial aspects of gaming produced within e-sport and how they relate to sports. It will be shown that media communication is understood and organised within these spatial arrangements not only as a “spatial process” which involves the “complex co-ordinations of presences and absences” (Couldry/McCarthy 2004:8), but also as an inherently social process where spatial organisation and communicative actions are shaped by social roles and positions. The emerging gaming spaces are examined by considering at the same time virtual and physical space as well as the specific interplay of mediated and non-mediated communication. The process of commercialisation is central for understanding how the professionalization of competitive gaming and gaming as professional sports are constructed within e-sport. Furthermore, commercialisation and the resulting “symbolic power” (Bourdieu 1989) of sponsors help to explain the spectacularisation, (self-)governmentalisation, commodification and gendering of gaming within e-sport. Gaming spaces are organised by teams and leagues that are dependent on sponsoring. Within the spatial arrangement gamers are able to watch each other and to be watched by others beyond the game. Such an arrangement enhances the spectacularisation of gaming by facilitating the creation of events and spectatorship. Spectatorship and sponsoring also relate to an increasing (self-)governmentalisation which refers to the supervision and evaluation of communication practices according to emerging role expectations. Not only Gaming spaces and gamers are becoming a commodity, both are also showcasing commodities as gamers are forced to use the hardware products of their sponsors. Gaming spaces within e-sport are male dominated and understood as masculine and professional, whereas de-professionalised and purely commercial spaces such as the so called “show matches” are constructed as feminine. These feminine spaces are “spatially” part of e-sport, but “socially” separate as they are not part of its official competitions. Gaming spaces based on spatial arrangements do not substitute for online gaming practices, but are a sign of the expansion and differentiation of media communication practices. Thus, the paper argues that e-sport conceptualised as “sport as media” does not point to one-directional processes such as the virtualisation of sports or the materialisation of gaming, but to the social construction of new gaming spaces which are constituted within and across virtual and physical space.

## **2B24 Media in Religious Institutions and Practices (M&Rel) Room: B.204**

**Chair** Viktor Khroul

### **Papers**

**Sara Balonas**

Internet as a Missionary Tool 2.0: Case Study on Facebook

In a case study presented in 2010 (IAMCR Braga, Portugal) we decided to look at communications strategies in the religion sector. The presented study was focused on the analysis of a campaign launched in Portugal by Secretariado das Vocações in 2009. Under the claim "Discover a world you think you already know. Open your mind to [www.myspace.com/vocacoes](http://www.myspace.com/vocacoes)", this national campaign uses a social network page where young people can discuss, create a friend network and find the other side of the religious life. As a method of approach, we have shared data on young people's behavior through market research, followed by an analysis of a Vocations Campaign on MySpace concerning semiotic and pragmatic and also campaigning's results. In order to evaluate the consistency of the phenomenon, now we propose to discuss the campaign launched by the same entity, in the following year (2010). Using Facebook as a mediation platform, the campaign under the claim "More people like you!" seems to confirm the success of such strategies in institutions that seek to renew its speech as a mode of survival in the religious market. Why is this happening? There is a change of Christianity as culture to Christianity as a choice (Brieresly, 1991). At the same time, we live in a time of multiple beliefs in a multi-religious world. And also in a time of atheism growth. Religion adapts itself, revents itself, revitalizing the Word of God through new signs and new discourses. The young, digital natives, no longer accept traditional Faith models transmission. In an european context, Christianity is now a question of choice rather than a cultural inheritance. The change of paradigms and the conscience that the speech should be closer the youth, led the Church to adhere without reservation to the new digital media and interactive. Therefore, we watch to the evangelization of the digital generation via social networks such as MySpace, Facebook and Youtube. The portal Pope2You, created by the Vatican, has links to the main social networks – Youtube, Facebook and Twitter, and allows seeing Vatican videos and the Pope's speeches. The Facebook application Pope2You provides papal messages and the H2Onews application for iPhone and iPod assure Church news all over the world. Ways to spread God's message through a "technological media near the young" (Agência Ecclesia).The portuguese church institutions, as in other countries, are aware of the power of these new mediators and hire advertising agencies to implement new communication strategies focused on the youth. These campaigns seems to validate the existence of a network society, where the Internet emerges as a missionary tool, in line with a digital generation that likes a "living space with a vibrant presence, human and collective" (Kerckhove, 1995).

**Bouret Christian**, Institut Francilien d'Ingénierie des Services, FR

Religion, Culture, Tourism, Media, and Regional Development: The Case of Compostela Ways Considered from Situations of Information and Communication

The development of the attractiveness and enthusiasm for the Compostela Ways for twenty years is an important socio-cultural phenomenon. This social phenomenon reflects both the turmoil and expectations of contemporary individuals, including the question of meaning. Participating in this type of pilgrimage both constitutes a personal life project and a strong commitment for deeply concerned individuals. After giving some markers of the success of Compostela Ways (selling books, movies ...), we will try to highlight the different motivations of the participants: religious (pilgrims), sportive, cultural (cultural hikers), an escape from a disappointing everyday life, a will to try to begin a new kind of way of living, a choice to put back their steps in those of the medieval crowds (history, traditions), curiosity and discovery of something different ... The development of Saint-James Ways - especially in Spain - favours an economic development in remote and very depopulated areas by linking them with cities which in the Middle Ages such as nowadays are strong development and interactions areas. By analyzing situations of information and communication, we will study the aspects of identity and relationship with others but also with oneself (better know oneself), articulating the problems of meaning, of link and identity. From the study of two websites (Association of Friends of the Compostela Ways in Saint-Jean Pied-de-Port in France near Pyrenees and Santiago de Compostela in Spain), we propose to analyze how new information and communication technology contributes to the creation of a new identity from interactions with others, and also creates a new virtual spaces based on the convergence with physical territories (cities, rural areas with strong identity). In the Middle Ages, the Compostela Ways contributed significantly to the integration of Northern Spain into Christian Europe. The Spanish Autonomous Communities crossed by the Compostela Ways (Navarra, Rioja, Castilla-Leon, Galicia ...) are fully aware of the issue and are very involved in the communication policy around the Santiago Pilgrimage. At the same time, public and private initiatives are multiplying (the creation of facilities: from modest hostels to paradores, shops ...) with the coexistence of profit goals and volunteer and non profit ones. We will conclude by wondering whether the craze for Santiago pilgrimage is an ephemeral trend or actually a new mode of more sustainable (but seasonal) development for territories (issues of Territorial Intelligence), closely associating urban and rural crossed fields, built on interactions between people and walkers (with the notion of co-construction of meaning around a shared project, even about co-production of services).

### **Frank Coffey**

Uncovering the Meaning of Sacred Text by Means of Media Uses?

Already in the '60s Pierre Babin, Claire Belisle and Alain Baptiste of Lyon, France used Babin's formation strategy of "symbolic way" as a basis for developing Photolangage© (1972). Youth were invited to choose from a collection of photos expressing the cultural shape of behaviour and attitudes, including that initiated by biblical proverbs, admonitions, approaches and teachings. Others have developed strategies of student production honouring the same dynamic with other media. Both call for closer analysis. Pragmaticism and semiotic as discriminated by C. S. Peirce offer an explanation for this colligation of text and photo that helps mine deeper resources in this strategy than that of depth psychology which Babin drew on (ala Carl Jung) and psycho-socio-sexual development which Belisle invokes, indeed in a way that can be generalized for mass media, including recent developments of personal or social based communication technology. The polarity between the learning (or participating) subject's (invisible) interior disposition and external expression

can be integrated into a dynamic of 'being-informed' by the biblical 'object' presented in the sign which student performance uncovers. Instead of considering such learning activities as simple construction of meaning, here student engagement and the presentation of that inner disposition through mass media products is related to the meaning given in the text as a condition of and permitting a response whereby that meaning is discriminated. The emphasis falls on the act of uncovering more than creating. In a way that is dramatically reminiscent of Peirce's distinction between pragmatism and pragmaticism, the performance-interpretant permits access to a meaning that is already available in the object – even if current engagement is necessary for accessing it. (This is an essential distinction in most if not in all aspects of religious traditions: sacred text as sign relates to its object or meaning, variously designated in different traditions as witnessed word of God and/or of divine plan, direct access to divinity even as textual rendition, and/or as enshrining an essential aid for coming to participation in divine life). Moreover, the way the text relates and is determinative of the sign has a critical role in constituting such subjectivity as a site of meaning-revealing performance (Can the ubiquitous cellular devices and their applications exactly as personal site be invoked as 'teaching aids' in religious formation?). Babin himself hinted at a third way that symbolic way implicates what has become much more prevalent in media and its understanding since the sixties, of limited thematic development (even if of great weight) in Babin's account but central to the elaborations and precisions of pragmaticism and semiotic: time, narrative, and performance-interpretant as the anticipation of future (virtuality). In addition to intimations of limits which Babin found in time's reflection of nature, there is also possibility (before-ness of time) and future or fulfillment (after-ness of time) which media can awaken in both the user's negotiation of their way forward – i.e., of a symbolic path. Can media as total-environment help to operate such humanizing occasions of time's force, especially in the persistent concern with matters of origin and orientation? By identifying the pragmatistic and semiotic maneuvers in the dynamics of symbolic way and Photolangage© and their extension to other media, they will be seen to surpass what is normally claimed for them: honouring textual values (which are critical, even paramount in religious contexts), as well as those of cultural formation and self-expression.

### **Mihai Coman**

#### Romanian Media and Religious Pilgrimages

The emerging field of media-anthropology combines two complimentary approaches. The first one focuses on the places, types, and functions of mediated forms of communication in traditional anthropological phenomena - such as religions. The second approach looks the other way around at late-modern institutions like media, cinema, or the internet and focuses on the "traditional" forms of communication - such as myths and rituals - used, transformed and integrated by them. This paper will take up the second approach in inquiring about the transformations of religious forms as included in the stream of media flow. Beyond the false alternative of just "depicting religious practice" or, on the other hand, "commodifying" traditional religious practice, media is acting as cultural bricoleur that is filling the "communication toolbox" with elements from the sphere of religion. We will study the Romanian media coverage of the main orthodox pilgrimages, to the Saint Paraschieva relics in Iasi. We will show the frames media used to give meaning and attractiveness to this huge social mobilization and the role of the tabloid or soft-news format in transforming a religious

event into a more spectacular and media-attractive newsstory. The conclusion of our research is that due the lack of a meaning convergent with the “media-logic”, which characterize the majority of religious public events, journalists are obliged to look at the margins of religion, at the more profane and spectacular components, in order to find a newsworthiness story.

### **Janina Fras**

#### **Beatification of John Paul II in Rome in May 2011: A Religious and Multimedia Event**

This paper focuses on the specific character of religious multimedia events (RMEs) based on an exemplary case: beatification of John Paul II that will undoubtedly be an important religious and media event (ME) in the Vatican, Italy, Poland and wider Europe. John Paul II (1925-2005) was an important character for the Catholic Church, the history and culture of Poland and Europe. His thought and action touched on numerous important issues in ethics, politics and culture – all of which allowed him to achieve media stardom during his lifetime. The beatification ceremony, announced for May 1, 2011, to take place on St. Peter’s Square in Rome, will be a confirmation of the “eternal” status of celebrities in mass media. Millions of pilgrims in Rome as well as a few hundred million viewers around the globe constitute a massive audience for this RME. The media event category was introduced to media studies by Dayan and Katz (1992) in their *Media Events: the Live Broadcasting of History*. Dayan and Katz focused mostly on TV as at the time of publication this was a particularly relevant medium co-responsible for creating media events. Television remains the most important medium in today’s world, but new media such as mobile phones, social media and multimedia occupy an increasingly important place in the process. Dayan and Katz distinguished three categories of ME: contest, conquest and coronation. My paper will offer a number of new categories based on: the scope of participation in the event (regional, national, global) and the unique or serial character of a given event. Important features of RMEs include: convergence of ritual character (both in religious and media sense), professionalisation and commercialisation of media activity, relevance of new technology and an experience of “being there” shared by big groups of people, not only those belonging to one faith or denomination. The paper will also ponder upon the place of RMEs in urban space and simultaneous participation in religious events.

### **Tsuriel Rashi**

#### **Tower of Babel and the First Big Brother**

This paper will suggest a communicational reading of the story from Genesis chap. 11 about tower of Babel. The Tower of Babel serves as a foundational story regard the issue of freedom of speech, especially as it was understood in the Jewish tradition, combining core elements underlying Liberalism and Social Responsibility, and clearly antithetical to a 'Totalitarian' mindset. It is the first story in the Bible that helps to understand what God thinks about freedom of speech. The story opens with 'the whole earth was of one language and of one speech' (Genesis, XI: 1). The basic question regards that story is why god destroyed the tower of Babel: if there is no harm – why not to leave them, and if they are sinners – why not to kill them like in the Great Flood? According to the biblical unique commentary written by Rabbi Naftali Zvi Berlin in the beginning of the 20th century, the solution is rooted by understanding this story of the tower of Babel as the first Big Brother.

According to Rabbi Berlin, the words 'of one speech' bothered the Lord, as it signified homogeneity lacking in any opposition, something that became a normative prerequisite in Judaism for the proper functioning of society. Moreover, the aspiration to build 'a city, and a tower, with its top in heaven, and let us make us a name... lest we be scattered abroad upon the face of the whole earth' (Genesis, XI: 4), is understood by the Rabbi Berlin as an Orwellian Big Brother project, whereby everyone is to be carefully observed from the tower on a constant basis and not allowed to leave their own settlement, lest they come into contact with others having different ideas. Thus, it is not as megalomaniacal building engineers that they are punished by God but rather as totalitarian-minded social engineers who sought artificial and forced social consensus. The purpose of the tower was to monitor the speech in the new city around it and to censor it. God opposed it and therefore destroyed it. From that story, we can understand a unique unexpected attitude toward freedom of speech from a religious point of view.

## **2B25 Celebrity: Discourse and Practices (PopC) Room: B.205**

**Chair** Deborah Philips

### **Papers**

#### **Oliva Rota Mercé**

Television and Discipline: An Analysis of Spanish Makeover Reality TV

This paper, based on a doctoral Thesis presented in September 2010, is focused on makeover reality television in Spain. Its main objective is to identify what social values are conveyed by this kind of programmes and understand their characteristics as audiovisual texts. In order to acknowledge what kind of characters are portrayed and what kind of relationship establish with the programme experts, what social problems and solutions are conveyed and how is constructed the "real claim" of these programmes (three central aspects in order to fully understand this genre) a methodology combining narrative semiotics and enunciation analysis (audiovisual language and narrative structures) is put into practice. This approach enables a systematic analysis of the audiovisual text. Moreover, since applying this methodology to reality TV is an innovation, the paper also aims to propose a methodological protocol for the analysis of the genre. The studied sample includes eight Spanish makeover shows: Cambio Radical (the Spanish adaptation of Extreme Makeover), Desnudas (How to look good naked), Esta casa era una ruina (Extreme Makeover: Home Edition), Hermano Mayor (Pascal le grand frère), Supernanny, Ajuste de Cuentas (adaptation of an Israeli format focused on families with economical problems), Operación Triunfo (a version of Pop Idol) and Fama ¡a bailar! (a version of America's Best Dance Crew). The main results of the research show that "discipline" is the central aspect of makeover reality shows: discipline is the main solution prescribed for all kinds of problems, it is a key aspect of the relationship established between the participants and the experts and, moreover, it is an important concept in order to understand the textual strategy of these programmes: Spanish makeover shows propose to their "model" viewer (U. Eco) a very narrow interpretation of the events represented, trying to limit the text's polysemy. In

conclusion, in these programmes the experts discipline the makeover show participants, and so does the text with the viewer.

### **Olivier Driessens**

#### Celebritization: A Conceptual Framework

Following the increasing prominence of celebrity in mass media and in several social fields, a number of scholars have coined the term “celebritization”. They use this term to qualify the trend in our mediatized societies whereby “celebrity capital”, or being famous, has become a valuable asset besides social, cultural and economic capital. However, although the term celebritization is being increasingly used in literature, it has not yet been systematically defined. Therefore, this paper aims to conceptualize the process of celebritization, which will be undertaken in two steps. First, by theoretically disentangling the different underlying dynamics of celebritization, and second, by discussing its moulding forces, or its relationship with other processes. Celebritization, in our view, consists of three main dynamics. First, there is a (relative) democratisation of fame, since it is increasingly detached from meritocracy and achievement. Second, we can observe a diversification of celebrity, as several social fields, among which the political or religious field, are also producing their own celebrity personalities. Third, there is a transgression of celebrity, as several celebrities penetrate into other social fields than those in which they have originated (e.g., musicians endorsing politicians). Next, we argue that celebritization can be conceived as a product of mediatization, personalization and commodification. Mediatization can be thought of as both a precondition and a catalyst for celebritization. Personalization means that individuals come at the forefront at the expense of institutions or structural factors, and entails a shift from the professional persona to the private (or popular) persona – which is exactly one of the definitions of celebrity. Finally, celebritization implies that these famous individuals are commodified: they are produced in capitalist systems and turned into brands. In our conclusion we discuss the major implications of this conceptualization and some possibilities for empirically testing it.

### **Leonardo Gomes**

#### The Will to Celebrity and Mediatic Visibility

The paper is inscribed in the emergent field of Celebrity Culture Studies, that aims at understanding the role played by celebrities, as well as by the pursuit of this status, in contemporary popular culture. It is our intention to discuss the inflation of the necessity of mediatic visibility in a culture often characterized by the crescent failure of institutions that formerly assured to the individuals stability in their identities and by the spread access to technologies of self-production and distribution of symbolic products. In such a context, the will to celebrity widen outwards to the ordinary audiences, breaking off Morin’s classic concept of the stardom and becoming a socially shared value. This paper also intends to analyse the strategies of dispute for mediatic visibility engaged by non-celebrities in two apparently different arenas, as they seem to influence each other, resulting in the usage of similar source of language: the institutionalized space given to common people in television by reality-shows – specially those centered in the construction of a mediatic career, such as American Idols –; and the space given to people self-exposure in so-called new media – emphasizing videos posted in websites such as YouTube. Exploring Benjamin’s opposition of

the cult and the exposition values, we propose that the exacerbation of the exposition value ended up creating the cult to exposition – a type of cult that a part of media consumers claim for themselves, as if the construction of identities in the contemporary had to go through media visibility and media language to be recognized. To conclude, we try to comprehend how this will to celebrity seems to be based on an appropriation of mediatic language, specially that of television, indicating a precise moment of the relationship between media and popular culture.

**Hilde van den Bulck**, University of Antwerp, BE  
Cosmopolitan Celebrities: City Hopping to Save the World

American rapper Jay-Z travels to Angola to raise awareness for the lack of clean water in the developing world, 'a silent crisis that is holding back human progress' (Jay-Z, 2005). British actress Sienna Miller visits Congo to attract attention to victims of 'rape as a weapon of war' (Miller, 2009). Dutch TV presenter Sylvana Simons spends time with a family in Tanzania to 'find out for [her]self what it is that these people need' (Simons, 2005). In recent years we have become accustomed to celebrities trying to get our attention for humanitarian issues or encouraging us to make a donation for charitable causes. Celebrities serve as figure heads for non-profit campaigns, ambassadors for humanitarian organisations, or lobbyists aiming to influence policy makers. Documentaries of celebrities' philanthropic journeys fit this trend. This chapter provides a discursive framing analysis of a sample of documentaries by US, UK, Flemish-Belgian and Dutch celebrity philanthropists in order to identify and discuss views on international relations, on development problems, on how to solve them and the role of different actors herein as articulated in these celebrity documentaries. It contends that the documentaries provide the public not just with a glimpse into the life, ideas and emotions of celebrities, but with a story about relationships between different parts of the world, what is going wrong, who is to blame, and who or what can solve it. Theoretically this paper is based, first, in celebrity studies analysing the celebrity construct and its role as moral and political guide for fans and wider audiences. Second, it is informed by postcolonial studies: its conceptualisation of uneven power relationships between the West and 'the Rest' and its recognition of the relationship between power, discourse and political institutions and practices. Third, our analysis builds on philanthropy studies, focusing on the why and how of employing private financial resources for the public good. Methodologically, this study takes a qualitative framing approach to understand the mechanisms through which these documentaries present a certain issue ('the problems of the developing world') and its wider context (political, economic, cultural, ecological international relationships). The selected documentaries cover a range of celebrities from different societies with varying traditions in development and aid issues. This allows for an international comparison between evolving traditions as well as for a better understanding of the role of celebrities in all this. This study is part of a wider research project looking into celebrity activism and its impact on civil society. Comparing and contrasting the different documentaries to the philanthropic traditions the celebrities originate from, it appears that while there is no perfect fit, most celebrity documentaries reflect the different traditions indicated in the literature. A number of frames could be identified: 1. 'The West Saves The Rest' with two sub-frames 'Through Social Engineering' and 'The White Man's Burden'; 2. 'The West Helps The Rest Save Itself', with two sub-frames 'Through Western Organisations' and 'Through Local Organisations', and 3. A counter frame: 'The (Diverse) Rest Will Save Itself from

Problems Caused by The West'. Both 'The West Saves The Rest' frames bear witness of the American, liberal philanthropic tradition with its stress on individual financial contributions and on technical, material and practical one-size-fits all solutions that the West can, will and must provide. A striking example hereof is to be found in the Jolie documentary: 'What happened in this village [Sauri] can happen in the next village and the next village and the next village. It can happen all over Africa' (Sachs in Jolie, 2005) – 'It is possible to end poverty. I am really convinced of it now that I have seen it' (Jolie, 2005). The 'The West Helps The Rest Save Itself' frames seems to fall within the European, corporatist tradition. No direct appeal to individual contributions is made. Instead, attention is being paid to the work done by either Western or local organisations and on human rights and cultural issues rather than material social engineering. As such, these examples refute the notion that celebrities focus only on specific problems and short term solutions claimed by authors such as Wheeler (2002) and Fain (2008). The text will further explore how in these celebrity documentaries, the mutually constitutive relationship between the West and the Rest reverberates in some strong dichotomies made implicitly or explicitly clear both verbally and visually. The dominant dichotomies are: 1. Western development versus the 'backwardness' of the Rest and, related, 2. Western modernity versus the traditions of the Rest. Together these dichotomies constitute an ideology of civilisation which is presented as the norm and as something the West has and the Rest lacks. The celebrities are crucial in this as they are seen to make the transition from civilisation to non-civilisation as they 'hop' from the West to the Rest and back.

## **2B26 War, Civil War, Conflicts, and Crisis Communication (CrisCom) Room: B.206**

**Chair** Ester Pollack

**Discussants** Stuart Allan, Alexa Robertson, Marina Ghersetti, Einar Thorsen, Marguerite Moritz

### **Papers**

#### **Rikke Bjerg Jensen**

Telling the War at Home: How British Military Media Strategies Shape Warfare Narratives

The military-media relationship in wartime has long been a subject of controversy, with much literature focusing on the media's role in wars and ways by which the media participate in the dissemination of official propaganda. But the other side of the relationship tells a different story. It tells the story of an increasingly sophisticated military media strategy that shapes warfare narratives. It tells the story of a military attempting to control information flow with the aim of gaining public, political and financial support. And it tells the story of a media industry failing to understand the sophisticated media theory at the heart of military doctrine, opening itself up to manipulation. Based on an examination of current British military doctrine in relation to media activity, and interviews with key military personnel with a media function, this paper poses the questions of if, how and why the UK military resort to media management as a central element of their performance in wars. It shows that the military employ media strategies to fulfill a number of goals in the conduct of

wars beyond political and financial support, including political influence, targeting specific audiences, boosting recruitment figures and freedom of manoeuvre in theatre. There is indeed a legitimate need for the British military to conduct media operations to secure and maintain home support. Yet the paper argues that the military run the risk of being trapped by their own media strategy by not allowing independent scrutiny from the frontline. There are no medals in nation-building and therefore no stories of it. Complex wars demand specialised knowledge. Such expert knowledge is increasingly likely to come from the military. The paper contends that managing news output has become integral to the war effort, ranking it at the same level as the war fought on the ground.

### **Rut Maria Sanz Sabido**

Reporting Gaza 2008: A Comparative Study of British and Spanish Press

This paper compares British and Spanish national newspaper articles covering the last assault on the Gaza Strip in December 2008. The article compares original press material published in Britain and Spain in order to outline the main differences and similarities between both countries in the way that they reported this particular event, based on their disparate roles in the conflict. Britain's colonial and postcolonial involvement in the history of Palestine and Israel contrasts with the role of Spain, which has had no connection with the development of events in this area. The objective is to analyse how Britain's and Spain's proximity and distance from the conflict reflects on the mediation of events and, particularly, the use of violence. The paper concludes that, although the themes were usually similar in both countries, they also presented a number of differences. The framing of the war and the use of photographs and images are amongst the disparities identified in the study. More importantly, the terminology employed in each case to refer to the violence and its actors varies across countries. Based on the fact that terrorism is a highly ideological term, it discusses how Hamas are represented in both countries, leading to a significantly different use of language to refer to them. It is argued that Spain's distance from this conflict may be a key factor in the way the event was covered. Other topics include the representation of suffering of the Palestinian people and the justifications given by both sides for their violent activities. The context of the events –before President Obama's inauguration and the Israeli General Elections– is also considered (Price, 2010). The methodology consists of a combination of Content Analysis and Critical Discourse Analysis (Leiss et al, 1990; Fairclough, 1995). The sample includes material published in British and Spanish national newspapers from the beginning of the attacks in December 2008 until mid January 2009, before President Obama's inauguration.

### **Marguerite Joan Moritz, University of Colorado, US**

Instant Experts: US Cable News and the Crisis in Egypt

While eye witnesses bring emotion and drama to television reporting, experts add elements of context and authority. In crisis situations where time is crucial and preparation often non-existent, broadcasters need to produce experts instantly. This is especially true for US cable news-talk operations with their 24/7 coverage commitments. The process of finding experts to populate news programs is particularly problematic in international events where the most knowledgeable sources may be far removed from Atlanta, New York or Washington. Taking the 2011 crisis in Egypt as a case in point, this paper examines the

process by which network "bookers" confer expert status on individuals who appear as guest commentators on news-talk programs. It is based on first person interviews with cable executives, program bookers and media analysts. While bookers have good contacts for certain kinds of stories, the crisis in Egypt was not one of them. In the early stages of the story, people with the most tangential connection to the breaking news in Cairo turned up on television to, in the words of media critic Bob Garfield (2011), "pull ideas out of thin air." In addition, decisions about who to book are tied into the ratings process more directly than is publicly acknowledged. The point, according to former CNN Vice President David Bernknopf (2011), is to "gin up controversy." Nuanced discussions may not even be desirable. Instead, bookers are looking for people who will disagree. There are also programs that want experts who will parrot a party line. Increasingly, there are financial pressures to find guests who are already on the network payroll or who won't incur the costs of transportation or satellite connections. In many cases, it is the very practice of asking various sides for comment in the name of objectivity that gives voice to so many unreliable sources. As James Fallows (2009) has noted, when cable shows need someone to present the so-called other side, "there seems to be almost no extremity of being proven wrong which disqualifies you from that role." In the case of Egypt coverage, I hope to demonstrate that one consequence of this system is the over-simplification of the issues at stake and emergence of a dominant cable news discourse focused on Islamic extremism.

**Inez Clara Vogel**

**Karin Stengel**

**Michaela Maier**

Measuring Dramatization of News Coverage on Conflicts: A Case Study of the Afghanistan Conflict in the German Press

Conflicts, crises and wars are issues of highest public interest and therefore widely covered by news media. In this context news media are often blamed for dramatizing conflicts, overemphasizing negative aspects and exaggerating selected incidents while events without a certain degree of violence or escalation are more or less neglected. Especially tabloid media are said to cover conflicts with a strong focus on aggressive outbreaks, emotional and personalized stories. It has already been empirically analyzed that news media cover conflicts more often if they are highly violently escalated (Stengel & Vogel, 2010; Zillich et al., 2009). Furthermore, the coverage of a conflict can alter even within the escalated phase of a conflict: Depending on daily events (e.g. military actions, casualties), journalistic attention to a conflict ranges from several long, pictured reports within one newspaper or TV newscast to no coverage at all. Therefore, this paper aims at two goals: First, to develop a tool for measuring the news report's degree of dramatization, and second, to test this instrument by analyzing how the degree of dramatization of news coverage changes during the escalated state of a conflict. According to these goals, a content analysis was conducted over a randomly selected time period of three months in 2009. The newscasts of four German TV broadcasters and three German newspapers were analyzed on one selected crisis – the ongoing war in Afghanistan. The crisis in Afghanistan was selected for two reasons: The country's situation is of exceptional importance for the international community, not only because several nations are participating in military or humanitarian actions on site, but also because of the geostrategic position of Afghanistan. In addition, the topic is of special interest to the German media due to the involvement of German military within the UN

mandate. The news coverage was analyzed by means of a codebook containing variables regarding form and content of the news reports. Based on a sample of N=329 news reports, an index was created measuring the degree of dramatization of the reporting by taking several characteristics of news items into account: Length and positioning of a report as indicators for the newsworthiness that journalists assign to the respective reports (Sande, 1971), visual depictions of negative emotions and pictures or mentions of casualties or fatalities, and statements of a negative development in the future. The development of this index and the number of reports was analyzed over time with a close look at reported events attaining substandard or outstanding journalistic attention. The results show that the dramatization of news coverage varies considerably over time reaching peaks in accordance to violent outbreaks. Hence, the index proves to be a suitable tool for measuring the degree of dramatization in news reports. In general, the findings indicate that newspapers offer more continuous news coverage of the Afghanistan war, while TV newscasts report only isolated incidents with a higher degree of dramatization. Within these two outlet groups, analogous results are found when comparing quality news media to tabloid media.

**Einar Thorsen**

**Chindu Sreedharan**

**Stuart Allan**

**Kari Andén-Papadopoulos**

Truth and Transparency: The Media Politics of Wikileaks

This paper examines the news discourse of Wikileaks, which has recently emerged as a global political force by publishing documents that were “classified, confidential, censored or otherwise withheld from the public”. With collaborators and resources spread across nations, it can be seen as a unique, stateless, “irregular” news organisation, powered by anonymous citizen journalists. Our paper provides a comparative textual analysis of the discourse surrounding three key datasets leaked in 2010 - dubbed the Afghan War Logs, the Iraqi War Logs and Cablegate (the US Embassy Cables). Specifically we will compare how Wikileaks packaged its publications of raw and largely unmediated data, to the traditional newspaper narratives of those organisations that worked with Wikileaks on each publication. Primary focus will therefore be on news reports from the original partners, the Guardian (UK), the New York Times (US), and Der Spiegel (Germany), but due attention will also be given to other news organisations that collaborated with Wikileaks at a later stage. The leaks created media outcry and a backlash not only against the “scandals”, but also about the way Wikileaks operates – its quest for transparency and disclosure for the self-proclaimed greater good, seemingly at any cost. Familiar assumptions underpinning any evaluative appraisal about the changing role of professional journalism in the digital age are recast when contrasted with such citizen-centred alternatives. In light of our comparative analysis, the paper will explore how this apparent democratisation of participation enriches and challenges traditional reportorial norms and values.

**2B27 Locating International Communication in “Cities, Connectivity, and Creativity”  
(IntCom) Room: B.207**

**Chair Naren Chitty**

**Papers**

**Eylem Yanardagolu**, Bahcesehir University, TR

Re-orienting Istanbul for International Journalists: Communication and Connectivity in an Emerging Global City

It has been suggested that following the Second World War international communications were dominated by tensions arising from the Cold War and much of the international coverage had an East-West tone, reflecting communism/democracy divide. Although it seemed to have lost its appeal after the end of the Cold war, after the events of 9/11, international journalism acquired renewed interest. Due to threat of Islamic extremism there occurred an editorial shift to greater coverage of international affairs. Lately there is also more academic interest that considers the factors that impinge on the work of foreign correspondents. This paper analyses the reasons for the noticeable increase in the number of foreign correspondents in Turkey in the last decade and explores the effects of economic and global forces on the practices of these journalists. Turkey, a country which either symbolizes the connectivity between the East and West, as the famous analogy- the bridge between the two-continents- suggests, or used as the symbol for the differences and divisions between the East and the West. The data are derived from questionnaires and semi-structured in-depth interviews with journalists based in Istanbul, the city which is both physically and metaphorically at the center of this division/connectivity. The initial results of this research suggest that Istanbul as an emerging global city does in its own right attracts new media connections.

**Vandana Pednekar Magal**, Grand Valley State University, US

**Kathryn Remlinger**, Grand Valley State University, US

Here and There: Mapping the Transnational Social Landscape of a City

In the national society conception of the city, immigrants groups are one of the many social and cultural groups that are contained in the spatially, territorially defined city. In this view, immigrant life is observed as broken down in stages: travel, arrival, interaction with the “local,” possible integration into the particular culture of the city and in some instances, their departure (Beck 2005, Pries, 2001). The national conception of the city breaks down as urban centers get consolidated into spaces of transnational transactions and activities—communicative, economic and cultural; and the plethora of everyday activities of transnational residents of the city begin to temper the defined national or imagined unified culture of the city. Graham and Marvin (1996, p. 175) argue that an essential element of the city, besides the cultural groups, are the various communication networks through which the groups establish their relations not just within the city but at wider scales outside the national borders. These social spaces created through transnational activities and related discourses of immigrant groups (as also by other entities such as transnational organizations) begin to constitute and define the city. The immigrant groups also experience cultural

change - a reconstitution of identities that takes shape through processes of mediatization—the processes through which the media affect and focus the perception and interpretation of social roles and values (Johnson & Ensslin 2007). This process is constantly at work in the constitution and perceptions of the 'city' and the transnational identities that shape it. These processes are grounded in the discursive practices of particular groups in specific contexts (Agha & Wortham 2005). Similarly, these processes—both mediatization and the transformation of the city—are also dialogic in that the ways in which mediatized ideologies of the city are interpreted directly contribute to notions of the 'city', its citizens and the related discourses represented through the media (see Hiramoto & Park 2010, Spitulnik 1996, Inoue 2003, Agha 2007). Following these arguments, we observe three transnational groups in the city of Grand Rapids in the state of Michigan in the United States: immigrants from India, Bosnia and Bhutan – the trajectory of arrival, everyday cultural activities, and their economic and cultural links to the city as well as their transnational links (to the home country) mediated through the various media/communication networks. In particular, networks created and maintained through the use of print and electronic media. We argue that the processes of mediatization are central to this transnational transformative process. Our data collection includes a combination of ethnographic and qualitative methods: participant observation, focus groups and in-depth interviews with select informants. We examine these data within the frameworks of discourse analysis and language ideologies. The paper offers a view that these transnational everyday cultural practices of immigrant groups render the city itself as a forever changing, emerging, transforming social space.

**Samuel Chege Mwangi**, Kansas State University, US  
Media and Citizen Engagement Projects: A Global Overview

There is a global movement by media organizations to develop new ways of engaging citizens. This trend is driven by the increasingly large number of countries that have embraced democratic forms of government. This has led the media to find ways to better place citizens at the center of the democratic practice through the realization that sustainability and expansion of democracy is tied to the capacities of media institutions and the spaces that media make possible for civic discourse. Such civic engagement projects draw their theoretical underpinnings from scholarship on media and democracy. There are generally two theoretical views regarding the role of media in a democracy. The first approach regards the media as an institution to broadcast information that enables citizens to participate in the political process such as through voting. This view is rooted in Habermas theory of the public sphere. The second approach is the liberal theory, a prism that views the media's role as that of checking the state. While this view favors state regulation in the interest of common welfare, it downplays the corporate power that emerges from such a market model and its possible effects and liberal theorists have been accused of unfettered market capitalism. This paper provides a global overview of models of citizen engagement that have been developed and tested by media in different countries. Many of the case studies were designed to focus attention on an event such as an election or for sustained coverage around systemic issues such as education, health care or housing, and to enable citizens to engage such issues through organized deliberation forums, focus groups, surveys and polls. The paper examines representative cases from each continent and teases out the best practices in such processes and lessons learned that can be used by media organizations

elsewhere that are interested in learning of better ways to engage citizens and enhance their participation in civic issues.

**Giovanna Dell'Orto**, University of Minnesota, US

Modeling the Future of Foreign Correspondence: Perspectives from Global Cities

Shifting business models, bleak revenues, new technologies and the rise of non-professional journalists are challenging most traditional forms of journalism, particularly international correspondence, the most difficult, expensive kind of news to get and the least requested by the general public. Since 2000, drastic staff and resource cuts have affected professional international newsgathering across the globe and therefore impoverished an essential site of public discourse. International communication literature has long focused on the inadequacies and power abuses of news flow and news coverage, highlighting how journalism has repeatedly and glaringly failed its supposed obligations well before the current economic and technological challenges to the profession. The essential premise, however, is that who writes what from where for whom matters in international affairs. Therefore, while citizen involvement and online publishing might be opening up new opportunities, the production and distribution of foreign news globally remains a vital concern of policy-relevant research. Based on that conceptualization, this paper focuses on news leaders based in four global cities—New York, London, Paris and Beijing—and their strategies to meet the daunting challenges that international journalism faces in the 21st century. How are they planning the future of their international services? How are they responding to challenges and opportunities from new media technologies? How are they envisioning the role of their audiences? Interviews with news leaders at news organizations selected because of their impact and diversity were conducted in person from 2008-2010 in Paris, London, New York and Beijing. Two media organizations were chosen because they have the longest-established and among the largest networks of global correspondents in the world, in print and broadcasting respectively: New York-based Associated Press (AP), founded in the 1840s, a general news wire service and a not-for-profit cooperative, and London-based BBC, founded in the 1920s, a public broadcasting service funded by a license fee. Two long-standing European elite newspapers with extensive networks of foreign correspondents, London's *The Guardian* and Paris' *Le Monde*, were also selected as indicative of the particular challenges of "old media" in national contexts. Finally, Xinhua News Agency was chosen because of China's growing role as a political, economic and media global power, and one with a significantly different media system than the others studied. Despite revealing differences in implementation and focus, which ranged from brand-building to civic duty, the news leaders interviewed appeared to share a professional ethic. They defined foreign correspondents as necessary mediators between an easily distracted public and a vast mass of realities in the world that it is imperative to make sense of in order to achieve a more equitable international system.

**Taylor Averill Berry**, Georgetown University, US

Social Media: Connecting Citizens, Removing Barriers, and Spurring International Activism

Public communication and discourse lead to a more informed and involved society, promoting a legitimate government that works to serve its constituents. The advent of new forms of communication has enhanced this effect, further removing barriers and giving

citizens of even the most regulated nations a voice, resulting in an unprecedented level of world interconnectedness. Focusing on three forms of new media communication tools – Facebook, Twitter, and WikiLeaks – this paper demonstrates how this technological advance has allowed for members of society to advocate for and come together online over national issues, leading to physical protests and involvement of international citizens and governments. Transcending national and economic differences, social media have become a shared cultural experience that brings the world together by supplying a virtual common meeting place for its inhabitants to communicate as friends, regardless of the fact that they hail from cities as distant from each other as Nairobi and Quito or Tehran and Washington. While there exists an abundance of scholastic literature examining the relationship between communicative processes and international movements, this paper attempts to bridge the gap between traditional research and current events, showing that the recent and rapid development, evolution, and expansion of media sources spurs collective action and influences international events in a way that traditional forms of media could not.

## **2B28 Film/AV Production (MedProd) Room: B208**

**Chair** Roel Puijk

### **Papers**

**Melis Behlil**, Kadir Has University, TR

Studio Cities / City Studios: Production Practices in Contemporary Turkish Popular Cinema

Over the last decade, Turkish film industry has demonstrated itself to be exceptionally competitive in the local market. The popularity of Turkish films has been increasing steadily; in 2008, 60% of the tickets sold were for local releases. Concurrent with these developments, Tekfen Corporation built and opened Antalya Studios in the late 1990s, near the Turkish Mediterranean city of Antalya. Despite the surge in local production however, ten years and only a few films later, the studios are no longer in use. Instead, the center for these productions is Istanbul, the country's cultural and economic capital. However, there are no major studio facilities in the city, and the studios that do exist are used largely for television and advertising productions. Feature films often employ actual locations, a practice that has created a new genre in the form of youth comedies set in Mediterranean summer resorts. Location shooting creates a dilemma for the industry; filming outside of Istanbul helps in lowering costs and provides a greater variety of backgrounds, but at the same time, adopting this practice requires filmmakers to let go of the opportunities provided by the city due to the agglomerative qualities, the synergy created by the co-existence of production companies, television networks and the advertising industry. Within or around the city, there are still no plans for the construction of a proper studio; instead, abandoned industrial areas such as a former shoe factory have been converted into production spaces. In this paper, I will be investigating the existing structures in the industry, aiming to clarify how – or even if – this dilemma is possible to solve.

**Indrek Ibrus**

## AV-industry's SMEs in Europe's North and Their Struggles with Crossmedia Production

This paper will discuss empirically studied recent examples from Northern Europe – how AV-industry's micro-companies have innovated their output by applying some of the principles of “remix cinema”, “crossmedia production” or “transmedia storytelling”. However, for analytic input the paper will also suggest a new conceptual framework – it will discuss the potential of theoretical integration among the as yet disciplinarily distant theoretical approaches that, despite the distance, are connected by putting an emphasis on the remix phenomena in culture. The theoretical discussion will focus on the potential of ‘cultural semiotics’ (Yuri Lotman, et al.) to interpret the form innovation and long term evolution in cultures as facilitated by dialogic practices in cultures. These dialogues are seen to result in the remixes of existing genres and forms that, once realized and poetically significant, constitute effectively cultural discontinuities that innovate the cultural domain in terms of meaning making or meaning communication. This approach could be understood as a valuable complementary approach to Lawrence Lessig's normative approach to the contemporary “remix culture”. Lessig discusses regulative ways to enable ‘free’ grassroots creativity in the network era, so that, eventually, facilitate more innovations in media and creative industries. Lotman at the same time analyses what are the semiotic and poetic dynamics that effectively constitute such cultural innovations. I propose that both of these approaches could meet in and contribute to the ‘cultural science’ approach currently developed by scholars of the Centre of Excellence for Creative Industries and Innovation of Queensland University of Technology. This approach puts a special emphasis on understanding how the network-mediated relationships among consumers, creative professionals and enterprises facilitate cultural innovations that can subsequently bring about change both for the media industries as well as for the societies at large. The empirical part of the paper will, first, introduce the First Motion initiative, funded by the EU Baltic Sea Region Programme, that focuses on improving the regulative conditions for the AV-industry's SMEs to start producing audio-visual content for the new media platforms, to differentiate their content output and/or to start experimenting with various forms of transmedia narratives. The rest of the paper focuses on the select ‘crossmedia productions’ (from Germany, Denmark, Latvia and Estonia) that were funded by the initiative. Based on the qualitative interviews with the producers of these projects the paper discusses the challenges they had to meet in the process as well as the creative methods that helped them to arrive at their innovative solutions or forms of meaning making. The paper will analyse how the ‘remix’ is taking place in the actual circumstances of micro-companies and regarding their contextual relationships with industry organisation, intertextual knowledge, legal and infrastructural frameworks.

**Jade Miller**

## Production in Nollywood, Production in Lagos: The City, Creative Industries, and (Lack of) Connectivity to the Global System

This paper examines production, distribution, and employment in Nollywood, the hugely popular Nigerian movie industry, using a series of on-site observations and interviews with practitioners in the Lagos-based industry. The paper analyzes the processes of movie production and distribution in Nollywood, highlighting the informality, pirate networks, and

relationships of trust that are particularly relevant to entertainment industries growing out of the Fourth World. At the same time, this paper looks at Nollywood as growing out of a very specific place: Lagos, an over-flowing Fourth World mega-city. I find that the structure of Nollywood reflects the specific architecture and connectivity of the city in which it is located: Lagos. Reflecting this year's conference theme of "Cities, Creativity, and Connectivity," I analyze the relationship between the city (Lagos), the creative industry it has spawned (Nollywood), and the connectivity of this Lagos-based industry to global networks. Through interviews and observations conducted in Lagos, this paper takes readers on a tour of the industry, featuring interviews from practitioners shedding light on opaque financing protocols and every aspect of production from lighting sets with borrowed lights rigged up to generators to special effects artists employing pirated software they learned how to use via online tutorials. I also examine the logics of personal reputation and relationships guiding employment, and the gray area between "pirate" and "legitimate" media practitioners in Nollywood. In analyzing production in Nollywood, this paper uses Alaba, the famous massive electronics market located on Lagos' outskirts and major hub for the business side of Nollywood, as a representative case study of the interplay between the architecture of the city and creative institutions it produces. Alaba's rise in the outskirts of the urban core – in the urban periphery, one might say – mirror Nollywood's rise in the global periphery. In both settings, a functioning industrial order was cobbled together from an architecture of lack. In Nollywood, for instance, production relationships are built on trust, not contracts, and entry to the industry is rarely housed in formal schools, as apprenticeships acquired through personal connections rule. The aesthetic of Nollywood movies is born from the experience of creative response to the disembedded qualities of the Fourth World in production: improvised, haphazard, and chaotic. Even the Western equipment used (Sony cameras, editing software) is mediated through an atmosphere of exclusion: difficult to acquire and only usable with limited intermittent electricity. A key conclusion of this look at media production in Nollywood is the idea of the different requirements for creative industries outside of the core. It is in the urban margins – and global margins – that flexibility can reign. Informality can be a pre-requisite for creativity, and informality may have specific spatial contexts in which it thrives. This is, in some ways, an alternative conceptualization of the creative milieu: the creative milieu not as core but as periphery, and agglomeration as decentralized in order to survive. The informality that marks Nollywood the industry is a creative response to disembeddedness from the global order, and that informality also thrives particularly well in the periphery.

### **Sunny S.K. Lam**

Production Practices of Creativity and Collective Imaginative Inputs in Digital Cinematic Aesthetics and Productions

From cultural production perspective, this paper envisages the specific social and cultural meanings of professional insiders' knowledge and practices that are contingent and, by and large, hidden from audience access and that need to be empirically studied "from within" actual working practices. Juxtapositions of symbolic forms like storyboards, mood boards, visual references of art direction and sequence-shots are deployed to intensively investigate cultural practices and representations under the rapidly changing systems of visual culture and communication of digital media aesthetics and technologies by means of organization and interaction of collective imaginative inputs from creative filmmakers and computer

animators in the field of digital cinematic productions. It is difficult to get raw data of industrial-reflexive materials as empirical records of cultural producers' interactive creative processes and practices in the form of sketches and early drafts. Fortunately, some storyboards and raw production images of four movies: Hero, A Battle of Wits, A Chinese Tall Story and The Twins Effect that are Pan-Asian co-productions and translocal blockbusting digital cinematic productions aiming at regional, as well as global, markets are achieved for comparative production studies in line with discourse analysis of some industrial practitioners' in-depth interviews. The innovative and imaginary space and power of digital effects and computer animation to cultural representations in these new Chinese martial arts and hybrid genres of digitextuality by the increasingly complex coordination and collaboration between filmmakers and computer animators of collective imagination is studied from two cultural production practices: storyboarding and art direction. They include industrial-reflexive materials of visuality and team performativity that are a kind of cultural representations mostly hidden but very meaningful to reduce complexity in organization, communication and interaction during the creative process of "de-paradoxicalization" based on Luhmann's systems and organization theory. These reflexive visual references are useful ethnographic documentations in terms of the presentation of creative actors/selves in everyday enacted practices for studying the changing cultures and aesthetics of digital media. Especially under the cultural system of big budget transnational co-productions, storyboards and art direction references of both aesthetic and cognitive reflexivity are vital to allow and to stabilize the process of cultural experimentation in digital cinematic productions. Although both storyboarding and art directing are not new to cinematic production, digital cinematic aesthetics and productions provide new opportunities to recall the significance and indispensability of visual communication and coordination of collective activities during the processes of pre-production, production and post-production. The changing modes of visual culture and communication demonstrate some flexible and contingent systems of organization and interaction, some complex power relations of the expansively differentiated and de-differentiated positions and position-takings, and some new production contexts by digital cinematic aesthetics and productions. This is an art of equilibrium between the production practices by collaborating flexible labors/artists of creative autonomy and symbolic creativity and the systems of organization and representation to sustain cultural production within the dynamic systems/environments of contemporary creative and cultural industries of increasing complexity and digitextuality.

## **2B29 Mapping Media Systems in Non-Western Countries (PostS) Room: B.209**

**Chair** Yassen Zassoursky

### **Papers**

**Xiaoge Xu**, Wee Kim Wee School of Communication and Information, SG  
Mapping Media Systems in Non-Western Countries: An Updated Approach

Five-decade-odd efforts of mapping media systems in more than five continents have been dominated by Western perspectives and traditions, resulting in insufficiency, if not failure, to

map media systems in non-Western countries. Being geographically, historically, culturally or politically specific or biased, the ways proposed by Western scholars, such as Four Theories of the Press and their variations (e.g. Altschull, 1984; Hatchten, 1981; Lowenstein, 1971, 1979; Merrill, 1974; Picard, 1985), have done their part in either enlightening or misleading efforts to map media systems in different periods of time in different countries. Lacking in rigid scholarship (Nerone, 1995) and in comparative analysis (Hallin & Mancini, 2004), they have been gradually phased out. Among alternative approaches is development journalism, which prioritizes or emphasizes the role of the press in assisting nation building and economic construction (Richstad, 2000). The debate on “Asian values in journalism” represents a movement to explore ways to theorize Asian journalistic particularities (Xu, 2005). The proposal of “five paradigms and four roles” is a further attempt to go beyond Four Theories of the Press (Nordenstreng, 1997). Using “three models of media and politics,” Hallin and Mancini (2004) made another attempt to account for various relationships between media and politics in developed capitalist democracies of Western Europe and North America. More efforts, such as *The Dao of the Press: a Humanocentric theory*, have been taken to motivate more communication scholars from non-Europe to use Eastern theories to analyze various aspects of mass media systems and free expression (Gunaratne, 2005). Focusing largely on bilateral relationship or bi-party interaction between the press and government, earlier efforts did not take into account or belittled different symbiotic interactions among different parties or elements involved in press orientations and operations. On top of that, they did not fully examine a complete range of factors that may work in different combinations with different prioritizations to shape and influence differently press orientations and operations. Another major missing point from previous efforts is how to map various fluctuating gaps between what the press is expected to be and do in society and what the press actually is and does in society (Xu, 2005). Although non-Western efforts in mapping their own media systems have not lost their momentum, they have been buried or weakened in the shadow of long domination of Western scholarship. Walking out of the shadow, they have not yet received sufficient academic, if not social, economic or political, attention. Reviewing the previous efforts in a new context, this paper will highlight major weak areas that require further efforts in terms of conceptualization and operationalization in mapping media systems in non-Western countries. As part of the continued efforts, this paper will also make a few recommendations for further efforts in light of the proposed framework.

**Bouziane Zaid**, Al Akhawayn University in Ifrane, MA

A Typology of Morocco's Media System in the Country's Democratic Transition

A core assumption of much of the literature on media in developing countries is that a more independent press with greater freedom will make a positive contribution to political change. In Morocco, a democratic transition started in 1997, when the opposition socialist party came to power and led the government. The new government's mission was to enact

political reforms that aimed at promoting human rights, civil liberties, an open and pluralist media, and at establishing the rule of law. This paper examines the interplay between media policy, media institutions, and the government in Morocco. To evaluate the nature of the political role of media in democratic transitions requires close scrutiny of three major factors: the legal, the economic, and the political environments. This paper first examines the media policy as enacted in the Constitution, the Press Law, and the Audiovisual Communication Law. Second, the paper provides a careful and detailed examination of the economic and political environments and addresses the issues of ownership and the degree of political control over the content of news media. This paper answers the question of what media system best describes Morocco's media during the periods 1956 – 1999 and 1999 – 2008. It describes the government-media relationship in light of the world media systems, and the role of Moroccan broadcast media in the processes of nation-building and the democratic transition period. One important outcome of this research is that it will help determine whether Morocco's democratic reforms are meaningful reforms, or just empty attempts to pacify domestic and international public opinion.

**Shameem Mahmud**, University of Hamburg, DE

Transformations of Newspaper Industry in Bangladesh: From Authoritarian to 'Market-driven Journalism'?

This paper investigates development and transformations of newspaper industry in Bangladesh since late 1990 when this post-colonial South Asian country with a population of more than 150 million stepped into democratic era after a long period of military rule. The restoration of democracy, coupled with socio-economic transformations and emergence of new communication technologies, brought significant changes in the way news media operate and news persons perform their duties. More specifically the country witnessed market liberalization, deregulation of press laws and unprecedented growth and expansion of print media since the 1990s. Official statistics show that a total of 300 newspapers and periodicals were published in Bangladesh in 1972 and the number grew to 552 in 1981, and 1325 in 1993. The phenomenal growth continued and the total number of newspapers and periodicals stood at about 2,100 in the year 2005. The central premise of this study was based on a key question: What are the changes of newspaper industry since the end of authoritarian rule in 1990? We proceeded the arguments from two aspects. The first is related to socio-economic and political environment in a country where the news media operates and its historical evolution. The second one is more specific – to analyze recent changes in the industry – growth, ownership patterns, economics of newspaper business, impact of new communication technologies, and changing workforce of the industry. No doubt these two aspects are interrelated and often overlaps each other. For clarity of analysis, the author prefers to keep the second theoretical notion in the core of discussion when socio-economic and political developments, and evolution of newspaper industry in Bangladesh are referred to contextualize the ensuing arguments. The findings of the study

conclude that once a patriotic platform of political activists to campaign against political causes of British and Pakistani rules, and later military dictators in the post-Independence period, newspaper industry in Bangladesh is increasingly moving towards 'market driven journalism'. There is a clear change of the ownership patterns where 'political parallelism' and 'corporate parallelism' of the owners undermine the social responsibility of newspapers in a newly democratic country.

**Katja Koikkalainen**, University of Helsinki, FI  
Changing Face of Regional Media Market in Russia

How did the recent economic crisis affect media enterprises at the local level? How internet and other new media affect magazines publishing today? These questions are discussed in this paper, taking a Russian region as an example. The economic crisis in 2008-2009 restructured the magazines field in Russia, forcing some publications to quit, some to re-orientate their content and all to fit their budgets to the declining advertising market. The boom of glossy magazines and business magazines slowed down and several all-Russian publications in these categories were closed down. In 2010, the market recovery was ongoing but changes were visible – magazines market had lost hundreds of publications while at the same time new projects, some in new niches, were starting. The paper focuses on the regional magazines market in one of the economically wealthy regions in Russia, namely Yekaterinburg and the Sverdlovsk region. Yekaterinburg with a population of 1.4 million is the fourth largest city in Russia. The printed media market is among the most developed in the country; there are many regional and city newspapers and magazines in addition to federal publications. Some well-known publication chains were founded there. The paper is based on interviews with local media managers in Yekaterinburg. The interviews were done in 2009 and 2010. The research asks what were the challenges and solutions of local magazines publishers during the economic crisis. In addition, the paper aims to identify what are the uniquely local and universal features in these challenges and solutions as seen by the local media managers and how the question of new media is connected to today's magazines publishing. Hypothesis is that the depth of the financial crisis in the local level affects the need of restructuring of media field. The decline of advertisement market is the largest factor behind these changes. In a relatively wealthy area like Yekaterinburg, the financial crisis was not as big shock than in some poorer areas in Russia, and the rise of economy started earlier. This was mirrored also in media market. Of the universal features, attention is given, for example, to the impact of internet and other "new" media like social media. It seems that in Yekaterinburg, these are ignored or at least not seen as threat to the local printed media. The magazines rely on "traditional" packaging of the content in paper format; there is no talk on interactivity with readers in social media or the attempts have so far failed. A business magazine seems to be the forerunner in the internet activities, publishing an internet portal that complements the magazine content and provides some extra features for the readers. Thus, the solutions and strategies of local

Russian publishers rise question on how global so called global tendencies in media business really are.

## **2B31 Media Coverage and Message Analysis (HIV) Room: B.301**

**Chair** Sarah Cardey

**Discussants** Wilson Truman Okaka, Patrick William Cockayne, Janine Simon-Meyer

### **Papers**

#### **Vemula Ravindra Kumar**

Representation and Social Construction of HIV/AIDS in the Mainstream Hindi Cinema in India: A Study on the Discourses of Normative Sexual Health

HIV/AIDS completes more than two decades of its existence in the human population. In India, it is variously looked up as a social menace where affected persons are stigmatized and ostracized, thus making their existence at par with a social outcaste. Communication plays a very important role in dispelling the myths and misconceptions on HIV/AIDS. National AIDS Control Programmes in India have emphasized a lot on effective and interventionist campaigns to reach out to the general population. It has explored many mass media vehicles to effectively deliver the messages. In a country like India films also play an important role in constructing and shaping the public sphere on such issues. However not many films have dealt with this pertinent issue. Only few films have brought in this social reality within their discourse and attempted to pass on the message on the normative sexual health practices, social ostracisation of HIV/AIDS affected persons and address the issues of transmission of HIV. They have also discussed in detail upon the anguish, psychological concerns of the affected individual as well his/her immediate family members. These films also take a high moral seat when the messages emanate about shattering of family bondages in the elite classes. The films never touch on impact of HIV/AIDS and social outcaste in the rural population. Thus, the films end up as 'sermons' for the urban population, who accordingly to it are to be 'morally taught' about. This paper critically examines the representation and social construction of HIV/AIDS in three Hindi mainstream films looking at the aspect of how the HIV/AIDS subject is constructed amongst the middle-urban class populations, how the various stigmas, misconceptions and acceptance levels are addressed through the narratives, and the manner in which the politics of normative sexual health is challenged through the cinematic. The majority of the research in sexual health has been based on the sexual experiences of what society thinks is the norm: heterosexuality. Development Policy in India has approached the issue of HIV/AIDS through this normative paradigm. This paper argues that there needs to be a correlation between social realities, as understood through films, and development policy, thus addressing the larger truths of HIV/AIDS apart from exclusionist policy or isolated cinematic representations. The social realities in this sense have to be approached from a culturalist perspective thus suggesting a different critical paradigm for understanding HIV/AIDS in India, the psychological trauma, and finally social acceptance of the infected persons coming in from various backgrounds.

## **Nanna Engebretsen**

### UNESCO's Young TV Producers reporting on HIV and AIDS: Experiences, Challenges, and Eye-Openers

In July 2009, ten young TV-producers from five different East-African countries (Ethiopia, Kenya, Rwanda, Tanzania and Uganda) gathered in Nairobi, Kenya, to attend a 10-day workshop in TV-documentary making. The course was a part of UNESCO's ongoing project UNESCO's Network of Young TV Producers on HIV and AIDS that supports capacity building of young TV professionals in developing countries for accurate, credible and sensitive reporting on HIV and AIDS. This paper presents some of the major findings from the Nairobi training, collected through in-depth interviews with the participants, in addition to reflecting on the content of the mini-documentaries made as a result of the workshop by using genre theory and text analysis. The trainees describe their major eye-openers and tell about their challenges while reporting on HIV and AIDS. For example, ten of seven young TV-producers claimed that their major challenge was connected with interviewing people living with HIV and AIDS. Some were simply just too afraid to meet people with the virus face to face. It is also interesting to, with a semiological approach and by using visual examples, demonstrate how people living with HIV and AIDS actually are represented in the trainees' videos - sometimes telling the story themselves, sometimes left voiceless, and often in the shadow of authorities and experts. It is not seldom that it is the trainee him/her self that fills the frames through stand-ups and voice-overs, leaving less space for visual storytelling – a trend also visible while studying earlier productions made within the very same UNESCO project. Therefore, when it comes to the crucial concept of representation and voice within the theory of communication for development, it seems relevant also to discuss if the trainees thought they gave their interviewees living with HIV a voice - an opportunity to 'inclusion and participation in social, political, and economic processes, meaning making, autonomy and expression (Tacchi & Kiran 2008) - or did the interviewees become counters in just another 'spectacle of otherness' (Hall 2003)? The paper will also reflect on some educational and methodological challenges experienced during the training - describing for instance how I, from being an observing PhD-student, overnight turned into the lead TV-trainer. Or how the HIV and AIDS expert surprised the students and made them gasp by telling that she was living with the virus herself. In addition the trainees reflect on their journalistic practices tied to people living with HIV and AIDS one year after the workshop, as an attempt to assess the impact of the training.

## **Laina Taruva**

### "Othering" the "Other": Representation of People Living With HIV and AIDS in Popular Music

The paper is based on the premise that popular music in Zimbabwe is playing a negative role in the representation of women affected and infected by HIV as the 'other' the source of the virus. The paper traces the representation of HIV and AIDS in popular music using critical discourse analysis and semiotics and contends that music artists are still (re)producing and circulating negative images on HIV and AIDS based on biomedical constructed 'fear appeals' which hinge on socio-psychological theories of behaviour change which missed the dynamics of human sexuality. Through an analysis of songs on HIV and AIDS composed in Zimbabwe since the epidemic was identified in the 1986 to 2010 the findings indicated that there has been a glaring lack of positive discourse, the treatment of People Living and affected by HIV

and AIDS especially women who are represented as the 'other'. This shows that that while HIV and AIDS affects persons across the entire gender identity spectrum, it is primarily associated with the disenfranchised gender identities. The paper contends that stigma associated with HIV and AIDS builds on and reinforces gender differences 'us' versus 'them'. There is no better recognition of all persons that are at risk and living with HIV infection. The research also focused on how other sexual minority groups in Zimbabwe such as gays, lesbians and bi-sexuals are represented in Zimbabwe's popular music. From the interviews done with the musicians to ascertain where the discourse presented in their music emanate from, the findings revealed that Zimbabwe's music industry is dominated by men hence a tendency to blame women, the 'others'. Multiple methods were used to investigate the representation of women in popular music. However largely qualitative methods were used in the collection, presentation and analysis of data.

**Xiaoguang Zhu**, Macquarie University, AU

Naren A.M. Chitty

"Healthy Us" and "Diseased Other": Marginalized HIV/AIDS Representations in Chinese Newspapers

Ever since its first HIV/AIDS case was reported in China in 1985, Chinese media has published information about HIV/AIDS in order to increase awareness about it and encourage HIV/AIDS prevention. Despite these proactive efforts, HIV/AIDS has become one of the most stigmatized diseases in China. Given that newspapers play an important role in the framing of epidemics and shaping public opinion, it is crucial to examine the ways in which HIV/AIDS is represented in Chinese newspapers and the implications of those representations on the ways members of the public view HIV/AIDS and the people living with HIV/AIDS. The current study analyzes news coverage of HIV/AIDS in six national, provincial and metropolitan newspapers, especially newspapers published in Yunnan and Henan (the two most severely infected provinces) from the 1st of November to the 31 December each year between 2000 to 2008. The authors combine a textual analysis of 972 AIDS news stories with in-depth interviews with 30 journalists and editors who have been involved in the HIV/AIDS news production. By using the concept of media framing and by adopting a qualitative content analysis, the study identifies dominant HIV/AIDS frames displayed through the major discourses in the news content. The analysis specially focuses on key themes: causation, responsibility and solutions. These themes usually emerged from the literature as important in the discourses surrounding the general HIV/AIDS pandemic in news media. The constraints that affect HIV/AIDS journalistic frames and representations were also examined and it was found that (1) the dominant frames in the six newspapers are medical-scientific, prevention-education, political and socioeconomic-cultural, with policy-legal and human rights-ethics frames being significant; (2) journalists from party organs were more likely to adopt the political frame, while the professional journalists were more likely to use the socioeconomic frames, and were more likely to associate the HIV/AIDS issue with social justice and equality; (3) "deviant behavior" is blamed as the cause of the HIV/AIDS epidemic, and "deviant groups" are held responsible for the spread of AIDS; (4) AIDS is presented as a special group's problem and the disease of the 'other'; (5) information control, self-censorship and marketization of newspapers have impact on HIV/AIDS representations in Chinese newspapers. This research goes further than previous studies that were limited in focus to newspaper content, by analyzing the views of journalists. The results will provide

the Chinese government and state-controlled media useful information that will allow reframing HIV/AIDS to evoke a different way of thinking that is more humanistic and non-exclusionary.

**Leslie Robinson**, University of Alberta, CA

Co-creating with Ugandan Youth: Artist Pedagogy for HIV/AIDS Messages

This paper will showcase and discuss ongoing field-based research in Uganda through which the author and youth co-researchers are developing an arts-based participatory model for responding to youth-identified HIV/AIDS related social and health issues. This study has developed out of an ongoing partnership with the Makerere University Walter Reed Project and associated volunteer youth HIV/AIDS counselors, established through the author's master's research project Designing public health messages for youth, by youth. This doctoral research builds on strong mutual trust and shared personal commitment to co-develop a sustainable workshop-based model for youth-led, arts-based HIV/AIDS messaging. The research approach is underscored by the notion of 'artivism', described by African American scholar and hip-hop enthusiast M. K. Asante<sup>1</sup> as the fusion of art and activism in the struggle for social justice. Informed by critical pedagogy and participatory action research, the research program has been negotiated with informants and youth co-researchers from its onset and is grounded in the lived experiences of participating youth. Through art programming, youth have been exploring HIV/AIDS related issues, working toward developing educational messages for fellow youth. Themes being explored have been identified by the participating youth themselves and include 'transactional love,' HIV testing and cross-generational sex. Messages are tested and refined through peer-to-peer communication and through consultation with public health professionals. Emerging arts-based interventions, including theatre forums, mural paintings and hip hop performances, are extending health messages to fellow youth and the community at large. Through the nourishment of creative expression in an active learning process participants are being equipped with knowledge and confidence while outlining a model for ongoing and sustainable 'artist' programming. Emerging 'artist' interventions have been shown to resonate among fellow youth audiences. A more sustainable impact, however, is being shown as messages and processes are becoming embodied within the participants and artists themselves, as they are empowered to become ongoing agents of change. Initial guidelines and considerations for 'artist' pedagogies will be shared.

## **2B32 Questioning Concepts and Sharing New Insights (HCom) Room: B.302**

**Chair** Marjan de Bruin

### **Papers**

#### **Robin Vincent**

Understanding the Dynamics of Social Change for Development: Addressing Social Practices, Social Context, Networks of Communication, Resources, and Power

Recent work in HIV communication by Panos London has reviewed attempts to address the social drivers of HIV and 'structural HIV prevention' (Vincent 2009). This work highlights a number of challenges to conceptual and programme models that focus predominantly on individual behaviour change and development communication interventions with a narrow technical conception of shifting 'social norms'. This paper explores the value of addressing the complexity and multi-levelled natures of social change, with a focus on social practice and the dynamics interactions across communication spaces, social networks and recognising the importance of social context. It explores the value of understanding social practice, rather than 'behaviour' as a way to explore the multiple nested levels of influence on personal and social change and their intimate interrelationships. It argues that a range of approaches from critical social theory – notably recent work on relational sociology - can add significantly to an understanding of development change, but are currently neglected in the mainstream. Innovations in research methods and programme evaluation can usefully be brought to bear on the complex, context bound nature of social change - in HIV programming but also in relation to wider development interventions. The paper explores the value of using Qualitative Comparative analysis to see how in any social context, a range of social influences co-vary to produce outcomes - what Byrne (2002) calls the 'co-varying real' – to highlight social factors which may be amenable to policy and practice interventions. In addition, recent work in Realist evaluation and meta-analysis (Pawson, 2006), highlight the value of building cumulative understanding of 'what works, for who, in what circumstances' to guide responsive development work. The paper also discusses some of the practical challenges of drawing on these approaches in programming in Uganda's HIV response.

#### **Ismail Adegboyega Ibraheem**

#### **Ralph Akinfeleye**

Relational Risk and Health Communication: The Crisis of Campaign for Eradication of Polio in Nigeria

Despite growing evidence that people use cultural filters to make meaning of their world on different issues, including health, cultural reflexivity and its relevance to understanding relational risks are under-researched. In this conceptual paper, we are making a case for a context-based approach to health risk communication through a model of proximate values. Global dynamics, social and cultural factors influence the way people view health risks and how they make decisions in health risk situations. In his seminal book, Risk Society, Ulrich Beck argues that global risks are the expression of a new form of global interdependence, which cannot be adequately addressed by way of national politics, nor of the available forms

of international co-operation. In this paper, we intend to take the argument further by looking at how cultural tensions are feeding into the pot of mistrusts and act as filters through which people interpret health risk communication messages. We explore this issue through the lens of responses to the Global Polio Eradication Campaign (GPEC) in northern Nigeria where Muslim leaders ordered the boycott of the Oral Polio Vaccine (OPV) over allegations that the vaccines were contaminated with anti-fertility substances and the HIV virus, hence, a plot by Western governments to reduce Muslim populations worldwide. Through the concept of relational risk, this paper examines and brings to question the complex nature of health risk communication in an increasingly reflexive and interdependent world. While looking at the economic and human costs of the controversy generated by the boycott of the Polio vaccine, the important questions about the relevance of proximate values in the design of effective health risk communication interventions are addressed.

### **Camilla Haavisto**

#### Communicative Space, Positioning, and Health Care Migration

In this paper I argue that the conceptual framework of Positioning Theory, originally developed within narrative psychology (Harré), when combined with contemporary media theory in which the communicative space is envisioned as a network (Castells, Schlesinger), provide a fruitful starting point when studying the social world in general and mediated negotiations of belonging in particular. This theoretical understanding is useful, first, since it allows scholars to examine mediated identity work as being influenced by the contingent interactions of agency and structures. Second, since networks don't have an inside or outside a priori, what becomes interesting for scholars within this realm, is not to examine who is positioned as an outsider and who is not, but to examine the mechanisms and power relations which steer our expectations and understandings of who belongs where. Within this theoretical framework, by focusing on mediated representations of migrant health care professionals, this paper asks what is positioning as a practice, and what are the consequences of this practice. It seems that the migrant-professionals portrayed in the media often are pushed away from the nodal points of the communicative space in which the dominant definitions of selves and others are formed. The empirical material consists of text and talk about the recruitment, authorization and practicing of Russian health care health professionals in Finland. Finnish news media, professional periodicals and web-based discussion sites have been analyzed during 2006–2010. Preliminary results point to a somewhat incoherent situation: While the mainstream news media talks about 'saviors from the East' who eagerly take care of the aging population, on the Internet, 'ordinary persons' are much more skeptical. Drawing on personal experiences of Russian doctors, they construct a range of imaginary boundaries between 'nativeness' and Russianness using various markers of difference; language, incompatible working cultures and a lack of professionalism, to name a few. When put into the theoretical context of positioning and communicative space, the analyses of these kinds of rational and emotional types of claims will hopefully enhance our understanding of the role of media and communication in generating meanings about health migration in 'young' immigration countries, such as Finland.

**Patricia Campbell**, Red Deer College, CA

Is it Worth the Risk?: Conceptualizing User Participation and Expertise in Relation to Biomedical Technoscience

In STS, the concept of “participation” has emerged as a possible normative basis for a more politically engaged approach to technoscience. This paper questions whether this notion of participation is a useful concept in the context of the political potential of everyday users’ interaction with biomedical technologies. Just how flexible are biomedical technologies in terms of opportunities for socio-cultural intervention? While more formalized participatory technology assessment approaches that include laypersons in the design and policy phases of development seem to be problematic, there is evidence of success in terms of wider social movements as representative of user groups. The paper reviews the literature on biomedicine and users and concludes that this notion of agency or participation in terms of users shaping technology seems limited in the context of everyday use due to two key characteristics of biomedical technology. First, choice about biomedical technologies entails a consideration of risk. Second, divisions between expert and lay knowledge limit users’ agency. In light of these characteristics, the paper suggests that what might be more useful is a different notion of interpretive flexibility based not on users’ interpretation of how to use a particular artefact, but on choices among various health technologies and expert discourses, including articulations of evidence-based and complementary and alternative medicine. In a sense, users are still reliant on expert discourse, but they can be seen to develop their own form of expertise based on their embodied subjectivity and management of expert knowledge. Rather than resistance to a particular technological configuration, users’ agency could be conceptualized as existing in the spaces for interpretation left by competing expert discourses on health and illness. Users’ reflexivity is directed toward uncertainty management rather than the artefacts themselves.

**Paula Gardner**

Biomapping: Experiments in Participatory Art, Biometric Technologies, and Health Agency

## **2B33 Diasporic Communications and the Multicultural City (Diaspora) Room: B303**

**Chair** Roza Tsagarousianou

### **Papers**

**Sabine Krajewski**, Macquarie University, AU

Chinese Women Migrating to Multicultural Sydney

If identity is seen as something that can be lost because of globalisation processes (Tomlinson 2003) it surely is in danger in phases of cultural transition. Migrants may experience a degree of loss of personal identity marked by a loss of community structures, traditional leaders, religious authorities and local landmarks which all leads to confusion and alienation. At the same time, successful migration to another country can have positive effects on a person’s life circumstances, well being and self-perception. Identity is not a fixed entity, its shape and its importance for an individual or a collective is fluid. In my paper I will

introduce a research project that uses semi structured interviews and life writing techniques to explore the understudied area of identity changes in women migrants from mainland China and Taiwan to Australia's most multicultural city, Sydney. The study focuses on how women migrants use and shape the city's communication channels to cope with stress factors induced by change. It also evaluates to what extent support within the host culture and within Chinese cultural networks in Sydney influences their transition processes and how these migrant women create spaces for themselves in the city.

**Antonio Jose Rosas**

**Olga Guedes Bailey**, Nottingham Trent University, UK

Mapping Immigrant Women's Cyber-Activism in Urban Spaces

Cyberspace, with its different spaces and practices, has become a site to problematize issues ranging from debates over privacy, surveillance, the nature of the relationship between the physical and the virtual, to issues of participation, opposition, representation, identity and authenticity. At the same time, many activists' groups are not only incorporating Internet's tools into their repertoire of tactics, they are also changing themselves along with the definition and practice of activism. New forms of participation and opposition are tested and implemented, inscribing those groups and communities in the larger contexts that being made possible by computer mediated communication and its ability to bridge space and time. In this paper, the authors present AWEF (African Women's Empowerment Forum), in order to show how a community of immigrants living and working in Nottingham, Great Britain, is using the Internet to create new identities and allegiances, to defend their interests and to set up new tactics and practices of activism vis-à-vis the city's different actors involved in the fabric of local and national politics: politicians, local authorities and non-governmental organizations. The study uses both traditional and new relevant methodologies, from frame analysis and participant observation to static and dynamic computerized web mining.

**Sofia Cavalcanti Zanforlin**

Intercultural Landscapes in Global Cities: The Kantuta Square as the Place of Hybrid Relations Developed Between Bolivian Migration and the city of São Paulo

Kantuta is the name of a flower that grows in the Andean highlands of red, green and yellow, they present the flag of Bolivia. The name was therefore chosen to represent the country and invite all Bolivian migrant community of the city of São Paulo in Brazil to attend this square. However, some questions that deserve to be raised about the kantuta is the possibilities of an intercultural dialogue, it could create, since it is geared to meet a specific community and where 90% of the customers are Bolivians. This would be a dialogue between peers? Perhaps the question to ask is how to combine the entanglement between them and outsiders. Interculturalism requires contact, friction and even conflict, on the way to understanding the exchange. Or, again, interculturalism should be imposed over time, particularly in the pace of contacts in the recesses of one culture into another. We must be open, we have to be curious. We must let go of prejudices and nurturing generous interest in the other. The path of intercultural dialogue and a negotiation that will not add more elements each time. But first, the city should allow such contact. That is why the kantuta has established itself as a place of breath, because it's time for the community meeting in his day

of leisure, and where culture is being mobilized also of significance and re-review of prejudices about the local environment, with Sao Paulo. And where the aesthetic elements, sensory, are called to give this landscape, the identity of which are remote.

**Vikki S. Katz**

**Matthew D. Matsaganis**, State University of New York, US

Ethnic Media and Social Integration of New Immigrants in Cities: A Multilevel Approach

As international migration flows continue to transform urban centers around the world, research around the roles that ethnic media – from hyperlocal to transnational – play in supporting newcomers’ integration into their new communities remains salient. This paper explores relationships between ethnic media and immigrant integration into cities from the points of view of consumers (i.e., immigrant/ethnic communities), media producers, and policymakers. Contrasting years of research conducted by the authors in the U.S. with findings from colleagues in different E.U. contexts, this paper examines the orientation roles ethnic media play for new immigrants, including understanding what is happening in their settlement community, informing them of new rights and obligations, and locating needed goods and services. Ethnic media producers serve new immigrant communities by navigating between their roles as informers, objective reporters, and community advocates. We examine how trust forged between ethnic media producer and consumer – particularly when producers are also members of the communities they serve – contributes to ethnic media’s influence over immigrants’ integration into their new local spaces. Finally, we compare how immigrant-receiving nation-states’ social policies (including those around media and immigration) can have constraining or enabling effects on the development of vibrant ethnic media sectors in their urban centers.

**Laura Dixon**

**Dean Graber**

**Joseph Straubhar**

**Jeremiah Spence**

Decentering Nationhood: The Influence of Media on Hybrid Imagined Communities in Multigenerational Immigrant Families in Austin, Texas

In her study of Greek Cypriot immigrant communities in New York City and London, Myria Georgiou (2006) argues that for immigrant populations, the “imagined community is hybrid, as it is decentralized and its decentralization challenges the taken-for-grantedness of the nation and of nationalism” (21). Because of the distance in space from the nation of origin, the influence of the concept of nationhood on identity becomes more complex. Georgiou theorizes that the immigrant exists in two spaces—the physical location of the new country and the imagined location of the nation of origin. She writes, “The imaginative (co)presence, next to the real and immediate copresence, the daily interaction and participation in diasporic homes and publics, becomes the basis for constructing a multilayered belonging in an imagined community that crosses geographical boundaries” (22). Media use facilitates the “imaginative (co) presence” of the country of settlement, as well as the presence of the new country. Building on Georgiou's theory of “hybrid imagined communities,” this paper examines qualitatively the impact of media on identity construction in several diasporic populations in Austin, Texas. Specifically, it investigates the impacts of family generation,

generation of immigration, and language on the use of media in the construction of national identity. The evidence for the study derives from a series of multi-generational interviews conducted in 2009, building on a 10-year project to interview Austin families about their media use. Brazilian, Korean, Mexican, Argentine, and Guatemalan families comprise the interview set. The setting of Austin, Texas allows for the study to also focus on the impact of the city and public access on members of immigrant communities. As a “technopolis,” Austin has prided itself on providing Internet connectivity to its population. However, the historical legacy of segregation in the city has had an influence on the legacy of access to resources. Immigrant communities in particular have struggled to attain equal and fair access.

## **2B35 Conflict, Contestation, and Controversy in Environment/Science Communication (EnvSciR) Room: B.305**

**Chair** Anders Hansen

### **Papers**

**Pieter Maesele**, University of Antwerp, BE

The Benefits of Conflict in Environment, Science, and Risk Communication Research

This paper will put forward the idea of approaching environment, science and risk communication research from a conflict perspective by calling for the conceptual and empirical recognition of many current technological and environmental debates as genuine “social conflicts”. Climate change, nanotechnology, genetic engineering, nuclear energy, etc., are examples of debates in which we find contestation between various social actors based on competing risk definitions, which are simultaneously based on competing rationality claims, values and interests. Furthermore, as the examples of climate change and GM food amply demonstrate, scientific research is increasingly found to function primarily as a material and discursive resource in pursuing broader social, economic or political agendas. I will discuss the benefits of making this conceptual and empirical choice for conflict for the field of environment, science and risk communication research on three levels: (i) on a methodological level, for allowing to draw conclusions on the contribution of media to facilitate (or impede) a broad democratic debate, for instance by revealing processes of politicization and de-politicization in media discourses, (ii) on a journalistic level, for allowing to set and evaluate clear role definitions for the respective reporters, and (iii) on a political-societal level, for allowing to draw conclusions on the contribution of media to facilitating democratic citizenship.

**Shinichiro Asayama**

**Atsushi Ishii**

Where Have All the Climate Skepticism Gone? Construction of the Scientific Alarmism in Japanese Newspaper Coverage on the IPCC

Media discourse plays a crucial role both in public perception and policymaking in climate change. Given the recent enormous attention to the “climate gate” scandal and the misreporting of the Fourth Assessment Report (AR4) of the Intergovernmental Panel on Climate Change (IPCC), the IPCC is at the center of the nexus of science, policy, and society in the climate change context. Despite the recent upsurge of media studies of climate change, there is little analysis on how the IPCC and its findings are discursively constructed in the media. Furthermore, those studies mostly focus on media coverage in the United States and Europe while the Asian region has been left in vacuum. Our aim of this study is to fill in this gap by analyzing the long-term discursive construction of the IPCC in Japanese media coverage. Also, we try to make a brief international comparison to discuss what the important national contexts that determine media discourses on climate change.

We applied qualitative discourse analysis to two decade’s coverage of the IPCC (1988-2007) in Japanese newspapers in order to identify the dominant discourse portraying the IPCC with special attention to boundary-work and the representation of scientific uncertainty. As media discourse intrinsically interact with social contexts, we identified three contexts that is relevant to Japanese media coverage on the IPCC: 1) society’s views on science, 2) “factuality” as journalistic norm of objectivity, 3) institutional media-source relation through Reporters’ club (Kisha club). Our analysis found that in terms of the extent of the “scientization” of the IPCC, there has been a “linear” development of the media discourse portraying the IPCC; the IPCC was first portrayed just as a political organization; then, it became a “pure” scientific organization with enhanced authority; and finally, it was represented as an alarmist holding the scientific hegemony. The media discourse constructed boundary-work between science and politics in climate change to enhance the authority of science and at same time effectively obscure the fact that the IPCC is located on the interface between science and politics. It leaves no room for media but to legitimize any kind of scientific advice provided by the IPCC as credible. Regarding the international comparison, our study identified a distinctive feature of media discourse on climate change different from the Western democracies such as the US and Europe. In representing scientific uncertainty of climate change, we could not find “balance as bias” like in the US (Boykoff and Boykoff, 2004) nor ideological variance of representing uncertainty like in the UK (Carvalho, 2007). From such differences, we were also able to indicate that media discourse has embodied Japanese media’s contexts. Our study reconfirmed that the dependency of media discourse on social contexts is very important, and demonstrated that some social contexts we identified may be important to explain the national variations in the media discourse on climate change.

## **Rowan Howard-Williams**

### Science and Media in the Risk Society: Contestation of Scientific Claims about Climate Change

Scientific claims surrounding controversial issues such as climate change are increasingly being opened to contestation and debate in the news media. This paper examines American newspaper coverage of the theft and publication of emails from an academic climate change research unit in late 2009 and the subsequent public debate about what the content of the emails meant for the science and politics of climate change. I use Ulrich Beck's risk society model as a framework for conceptualising the relationship between the scientific and political realms. Beck argues that as socially-produced risks gain more prominence, scientific claims to knowledge become delegitimised and subject to public contestation. Relevant news articles, editorials, opinion columns and letters to the editor in the New York Times and Washington Post between November 2009 and February 2010 were collected. Opinion pieces are included in the analysis alongside news stories to give an overview of the totality of discourse surrounding the issue in the newspapers. Articles were analysed using a qualitative discourse analytic framework, with particular attention given to the relative ways in which mainstream scientific and 'skeptical' positions were presented, the degree of uncertainty and controversy attached to scientific claims, whether debate over climate science was located primarily in the political or scientific domain, and the values associated with scientific knowledge. Results show that claims to scientific expertise were demonopolised, with the validity of the science of climate change an acceptable topic for public contention. Most of the debates were about scientific practice rather than the ability of science to make claims about climate change. The majority of news reports, and opinion pieces that sided with mainstream science, used this argument to isolate instances of bad practice to a few individuals while leaving their scientific conclusions unchallenged. Those skeptical of climate change tried to widen the scope to the entire field of climate science, to invalidate the claims of mainstream science while arguing for policy based on science that was done 'properly'. This story is characteristic of what is to be expected in the risk society, with scientific knowledge open to contestation and depicted as plural and contingent. Debates over science are fought in the public arena rather than behind the closed walls of the scientific establishment. This results in a somewhat ambivalent and contradictory approach to science – it is idealised as the ultimate authority for defining solutions to social risks, while it is simultaneously contested and appropriated for political ends.

**Oumar Kane**, Université du Québec à Montréal, CA

Controverses environnementales et évolution de l'expertise à l'ère des réseaux

Dans le cadre de notre communication, nous analyserons les jeux d'acteurs et l'évolution du rôle d'expert concernant les débats publics portant sur la question environnementale au Canada. Par une démarche conjointement historique et critique, nous voulons explorer la manière dont une question en vient à devenir essentielle (l'environnement) et la manière dont l'arbitrage est progressivement partagé entre différentes catégories d'intervenants parmi lesquels l'expert jouissait d'une légitimité particulière dont l'exclusivité est de plus en plus contestée. Nous partons d'un constat et avançons une hypothèse. Le constat est que les débats portant sur les questions environnementales mettent globalement en opposition deux lignes argumentatives. La première est soucieuse de mettre de l'avant les avantages

économiques attendus de l'exploitation de certaines ressources naturelles et les externalités qui en sont attendues en termes de croissance des indicateurs macro-économiques, de création d'emplois, de compétitivité, etc. A l'opposé, l'approche écologique s'appesantit davantage sur les implications désastreuses pour les écosystèmes considérés ou pour la planète dans son ensemble. On peut également constater qu'en appui à leurs arguments, les acteurs font appel à un mode de justification qui trouve sa source auprès des experts ou des travaux scientifiques canadiens ou internationaux. A partir de ce constat, nous avançons l'hypothèse que les processus discursifs, techniques et politiques qui structurent la gouvernance de l'environnement connaissent initialement un renforcement de l'expertise suivi d'une contestation ultérieure par d'autres catégories d'acteurs. L'organisation des groupes environnementaux par exemple aboutit au recrutement de spécialistes qui sont en mesure de contester les avis des experts reconnus recrutés par les instances politiques. Le principe de partage des ressources (dont les articles scientifiques) que permet l'internet est très important car il est de nature à renforcer auprès des citoyens le sentiment d'une meilleure information qui leur permet de contester des avis auparavant considérés comme définitifs car frappés du sceau de l'expertise. A cet égard, le rôle assigné à la technologie dans le fonctionnement des mouvements contestataires sera réinterrogé pour mieux comprendre la fonction que joue dorénavant l'internet dans la naissance et le développement des controverses, notamment environnementales. La diffusion/démocratisation de la connaissance spécialisée est un phénomène transversal et elle connaît des développements importants qualifiés d'extension de l'expertise par certains auteurs. L'enjeu de l'extension de l'expertise concerne une catégorie d'acteurs qui se situent à mi-chemin entre l'expert et le profane. Très impliqués dans des associations ou des regroupements divers, ils sont parvenus à développer une connaissance étendue de certains domaines particuliers, notamment des problématiques environnementales. Il s'agit in fine de concevoir l'espace public non de manière restrictive et idéale comme permettant l'atteinte d'un consensus mais comme lieu de contestation et de luttes avec des effets pratiques liées à la prise de décisions affectant la collectivité dans son ensemble. C'est en ce sens que l'expertise est un enjeu central des controverses environnementales actuelles.

### **Corinna Lüthje**

Mediatization of Science in the Post-Normal Age: Climate Research and Communication Research

Mediatization of science must be seen as a fundamental and radical process of transformation concerning the self-conception of scientist as well as their everyday practices. Mediatization as a historical, ongoing, long-term meta-process in which more and more media emerge and are institutionalized (Krotz 2007) affects traditional (normal, disciplinary) science in many ways: development of new media, online publication and the practice of producing scientific texts, forms of scientific texts, communication via new media (allowance of scientific organisation despite regional boundaries), and knowledge production (data gathering, storage and analysing). Also the relationship between science and the public sphere is transforming within mediatization by changing science coverage and science's response to media attention (Rödder/Schäfer 2010). "Science for the post-normal age" (Funtowicz/Ravetz 1993) or "Mode 2" (Gibbons/Limoges/Nowotny 1995) also is part of this general transformation of the scientific field but might be affected furthermore by mediatization. Post-normal science encompasses scientific fields like technological impact

assessment and risk research as well as environmental research and climate research. Also communication and new media are belonging to this bundle. Special feature of the media field is the congruency of research object and field transforming factor. Attributes of these scientific fields are (a) complexity, (b) uncertainty of knowledge and interdisciplinarity in knowledge production due to complexity, (c) transdisciplinarity due to a new linkage of science to the political and economical field as well as to the social space, and (d) a specific public attention due to public concerns, social values and individual risk perception. The advent of post-normal science can be watched in an institutional and organisational change: (i) research is dedicated to application but the implementation of results into society is a controversial issue, (ii) next to scientific criteria, quality has to be proved by economical, political and social criteria, (iii) knowledge production is no longer the privilege of universities (loss of the monopole) but broaden to different places like research centers, industrial laboratories, government agencies, think-tanks. New scientific structures are based on three interfering processes (Weingart 1997): (I) Scientification of politics, (II) politicization of science, and (III) mediatization of the science-politics-relationship. Aim of this proposal is to analyse conditions and signs of mediatization of post-normal science confronting the examples of climate research and communication research.

**Juliet Pinto**

**Paola Prado**

**Elizabeth Suarez**

International Environmental Conflict and the News Media: Deconstructing Coverage of the Chevron Case in Ecuador

In media studies, news as a social construct relates to the power of the media to deconstruct the day's events and present them to audiences. As environmental issues become increasingly politicized and fractious, how they are packaged and presented to audiences has special import for policy outcomes and democratic quality, as others have noted. In Latin America, understanding such social construction provides a window into the deconstruction of journalistic culture, organizational and political will, and news production. This paper contributes to scholarly understanding of the social construction of environmental conflict by examining a case study of coverage of a protracted environmental dispute between Ecuadorian citizens and a multinational oil giant. In 1993, Ecuadoreans living in the Amazon oil-producing region filed a lawsuit against Texaco (later Chevron) over dumping of toxic waste over decades into water systems. We first ask how online news sources are covering the conflict, in part to understand how local, regional and national environmental issues play out on an international media stage. To answer our research questions, a content analysis compares hundreds of online newspaper articles from mass circulated daily newspapers in Ecuador and the United States. We examine the universe of articles published in mainstream news outlets to understand the mediated narrative of the conflict. What were the dominant frames, and how are those frames shifting over time? To what extent do official sources control the narrative? To what degree are diverse perspectives portrayed? Then, we ask journalists and editors who have covered this conflict, as well as other environmental issues in Ecuador, to discuss the coverage. What factors influenced coverage? How do they see variables in the media environment, as well as located in the organizational or individual level, as affecting news construction and ultimate outcomes? Interviews will be thematically analyzed, in order to understand the nuances across replies.

## **2B37 Ethics of Society, Ethics of Communication I (Ethics) Room: B.307**

**Chair** Manuel Parés Maicas

### **Papers**

**Joaquim Paulo Serra**

**Bruno Serra**

The Blurring between Information and Advertising: The Case of Portuguese Magazines

As Luhmann stresses in several of his works, the system of mass media and the system of ethics have two binary codes that are not only distinct but even contradictory: informative/not informative or new/redundant, in the first case; and good/bad or estimable/not estimable, in the second. Due to this, the journalism involves, right from the beginning, a constant tension between what is and what is not ethical. The so-called "journalism ethics" deals, precisely, with this irresolvable tension. Journalism ethics is based upon long-established values such as responsibility, freedom, independence, truthfulness, accuracy, impartiality and fair-play (ASNE, 1922). These values bear on two fundamental distinctions: the distinction between news and opinion, or "objectivity" and "subjectivity"; and the distinction between editorial content and advertising, or "information" and "persuasion". In what refers to the latter, and to give only one example, The New York Times Company Policy on Ethics in Journalism states that "Advertising and "advertorials" (paid text or paid broadcast content) must not resemble news content. To the maximum extent permitted by local resources, advertorials should be prepared and produced by the business departments, outside the newsroom." (§ 82, accessed at <http://www.nytc.com/press/ethics.html>, on December 3, 2010). However, the recognition of this ethical principle does not prevent that mass media convey material that confuses not only news with opinion but also the editorial content with advertising, as evidenced by the criticism of several authors (e.g. Herman and Chomsky, 1998, Stauber and Rampton, 2004). The practice of "advertorial" is particularly common not only in the magazines of the "social" and the "specialized" magazines, but also in the "general" or "informative" magazines; and in materials that address topics such as fashion, cars, wines, books, travels, etc. .. As Luhmann (2000, p. 94) says about newspapers, we find whole pages about technical aspects of computers, cars, cultivation of gardens and travel where the technical information is nothing but hidden advertising. What Luhmann says about newspapers applies, even in a greater degree, to magazines. To study the relative frequency and the processes of this type of practice we did a content and discourse analysis of a sample of the major Portuguese magazines *Única* (Expresso newspaper), *Tabu* (Sol newspaper), *Visão* and *Focus*.

**Leonardo Francisco Figueiras Tapia**

Comunicación de valores y comportamientos políticos

La elección presidencial de 2006 en México y su conflictivo desenlace, exigieron el replanteamiento de las formas de comunicación de los actores, la modificación de la reglamentación para los medios masivos de difusión, hasta la necesidad de encontrar elementos claves como los valores, sociales para comprender los fundamentos de las manifestaciones electorales. Para las elecciones intermedias federales del 2009, con nuevas

reglas electorales, que suprimían la compra de espacios para la propaganda, el resultado se tornó en un castigo tanto para la derecha en el poder como para las izquierdas e implicó un retroceso histórico al regresar el viejo partido gobernante a dominar mayoritariamente la Cámara de Diputados (El Partido Revolucionario Institucional, detentó el poder de 1929 al año 2000). Este trabajo analiza tres hechos que explican el tipo de valores que se difunden, sus formas de comunicación, el poder de los medios y la crisis de los partidos políticos que inciden en el comportamiento político del mexicano. En primera instancia: la mezcla de viejos y nuevos valores, aunado a los diversos intereses de los grupos sociales, en un contexto de mundialización de imposiciones económicas neoliberales y su reproducción ideológica que permiten interpretar algunas conductas sociales y el comportamiento político-electoral tanto de los votantes como de los abstencionistas en dichos comicios. Un segundo elemento es la transmisión de valores que hicieron las cadenas televisivas y los grupos radiofónicos, con discursos de aparente despolitización, pero que reforzaban la tendencia conservadora en razón de su disputa por una parte del poder político y de sus intereses económicos. El tercer apartado se refiere a la tendencia casi mundial de descomposición de los pensamientos políticos y sus valores, a partir de los pragmatismos de los propios partidos políticos, sus dirigentes y corrupciones, convirtiendo su ambición por ganar en el principal objetivo de su actuación.

### **Scott Neal Timcke**

An Appraisal of Robert Brandom's Making It Explicit

One defining feature of the communication academic activism surrounding the free and open source software (FOSS) movement is its celebratory tone which often cites OSS as an alternative model for social justice, new institutional arrangements, communication technology procurement, technology policy, and communication rights. However this form of scholarship is weak when addressing the labour process of FOSS movement. And in this way, it repeats a crippling weakness of recent communication research; that of the neglect of labour, work and employment (see Maxwell 2001, Maxwell and Miller 2005 261-266, Mosco 2009, 117, 138, 233. Terranova 2004, 76). This generally is a weakness that McKercher and Mosco contend that this is the "blind spot" (2006, 493) of communication studies to which attention needs to be given. The purpose of this presentation is to illustrate how a labour perspective can highlight some of the more unsavoury aspects of FOSS, and further to draw attention to how FOSS inadvertently plays into the lean production model endorsed by the neo-liberal flexible accumulation regime.

### **Giovanni Bechelloni**

Good Communication: Its Enemies and Its Allies in the Global and Digital Age

By This paper will try to demonstrate that we all need to learn how to use properly the word communication. But, meanwhile, we can begin to use good communication each time we really want to talk about communication or we really want to communicate with others, be they close to us or far away. Ignorance, violence and lies are among the most important enemies of good communication. On the contrary, knowledge of the "things of the world", virtue and transcendence are the best resources in order to use good communication for understanding and solving international and intercultural conflicts. Without good communication we can not have good citizens, good life and good city. The problem of good

communication – how to conceive it and how to practice it – is not only one of the most relevant ethical issue; it is an epistemological issue as well. Very much connected to what recently has been written extensively by prominent sociologists like: Elihu Katz (“Why sociology abandoned communication”), Dominique Wolton (“IL faut sauver la communication”), John D. Peters (“Courting the abyss”), Michael Schudson (“The good citizen”)... And we must not forget that three are the most important masters of good communication: Socrates (knowledge), Jesus (transcendancy), Machiavelli (virtus).

**Luis Mauro Sa Martino**

**Angela Cristina Salgueiro Marques**

Promises and Limits of Discourse Ethics in Communication Interactions

Discourse ethics has been a main issue in Media and Communication studies, particularly to those interested in the relationship between public deliberation, mass media and democracy. In the last decades, it has attracted the attention of many lead thinkers – Habermas, Dussel and Appel, to mention but a few – and has been important in a wide range of situations, from local debates to international conflict resolution. Deliberation could be defined as a process of reciprocal and public argument between people in order to reach a mutual understanding about the problem. The discussion is framed by previously agreed rules, albeit frequently redefined by those who are involved. The theoretical basis of discourse ethics seems to lie upon the assumption that it is actually possible to different people to discuss, as equals, a particular issue concerning all of them. In other words, it lies on the presumption that a person is free to express their interests. However, it is possible to ask to what extend social inequalities, such as gender, class, and age, for example, jeopardizes the possibility of a valid debate. In this paper, we suggest that an answer can be outlined by contrasting the ideas of French sociologist Pierre Bourdieu and German philosopher Jürgen Habermas concerning the possibilities of any discursive ethics: Bourdieu understands ethics as part of a person’s “habitus”, previously established by previous actions, and Habermas argues that ethics is related to the group of norms, respected by all, which validates any discursive interaction. In Bourdieu’s perspective, the idea of ‘ethics’ is perpetually challenged by a ‘field effect’, a person’s disposition to act accordingly rules subtly provided by the social environment – family, school and work, for example. These rules tell the person in advance about what can be said in a debate according to one’s place in social hierarchies. This would defy the possibility of an ethical interaction. On the other side, Habermas argues that people can engage in a rational discussion as far as they accept a set of norms as universally valid. These norms would not only set the conditions of the discussion, but also the validity of the utterances made by the participants. A discussion, to be valid, should be free of other exogenous constraints – what can be seen as utopia. In this paper we would like to confront these two contradictory points of view. The comparison will be framed by two main questions:

(1) If one considers that “deliberation” means the free exchange of opinions and statements, what is the role of particular interests in any discussion?

(2) To what extend is it possible to talk about “equality” in deliberation? Are the debate rules valid to all the people engaged on it? Or do the social differences and hierarchies define who can actually speak?

These questions seem to provide the ground to identify and discuss the limits of discourse ethics in Communicative interactions, not only in interpersonal terms, but as a tool to negotiations among civil organizations and even international partners.

## **2B40 Tensions in the Curriculum and Creative Learning (MER) Room: D.97**

**Chair and Discussant Denize Araujo**, Universidade Tuiuti do Paraná, BR

### **Papers**

**Ana Patrícia Oliveira**

**Maria Conceição Lopes**, University of Aveiro, PT

Promotion of the Creative Learning in the Kindergarten with Scratch Programming

According to the EU Kids Online study (2010), conducted with 25,420 children (from 25 European countries) between 9 to 16 years old, 93% of children use the Internet at least once a week and 60% everyday, and younger children go online ever earlier in their lives at 6-8 years old. More specifically in Portugal, 78% of children use the Internet. Considering these data, it is important to understand which are the online artifacts that provide a positive and creative use of the digital media. In addition, it is also essential to involve, increasingly and proactively, children in the construction of their autonomy and creativity. In this way, the interpretation of the possibilities of Scratch application from MIT Lab allowed placing it in this perspective. Scratch is a visual programming language that allows children to create projects (interactive stories, games and music), think creatively, discover mathematical concepts, and training logical thinking by dragging and connecting puzzle pieces (blocks) that make semantic sense. Children can share their project with other users in the Scratch Web Community, and they can contribute with projects to community and learn through those projects. According to Monroy-Hernandez and Resnick (2008) the sharing and collaboration among children is possible through the "creative appropriation". In 2009, the "Scratch'ando com o sapo" project which was developed under labs.sapo/ua.pt and directed by Conceição Lopes (2009), created a set of eleven tutorials in Scratch and for Scratch that are available at kids.sapo.pt. Some of these tutorials ("They came from far"; "All together for sharing" and "A day on the farm") are created for children between 4 and 6 years old. Thus, it is in the impact evaluation of these tutorials which are experienced by children from 4 to 6 years that it is being developed the investigation "Scratch'ando com o sapo na infância" – Childhood with Scratch in motion. This project adopts the action research methodology and various co-participation strategies between researchers, children, kindergarten teachers and parents, and the intervention-training-experiencing sessions take place in the kindergarten of the Cooperativa a Torre in Lisbon. Through programming and animation, children constructed and created new narratives in Scratch and use the imagination to express themselves, being motivated by the stories of the "Scratch'ando com o sapo" guardians "Pópio" and "Pópia", and the "Friends who came from far" presented in kids.sapo.pt tutorials. The tutorials contain in its narratives human values that can be understood and learned by children, such as: generous sentiments, fraternity, friendship, mutual help, responsibility, autonomy, cultural, social and academic inclusion, active

participation in preservation of nature and other civic values of the humankind. All these aspects contribute for the development of children creative learning, which makes part of 21st century literacy: read-write-count-programming-play-create, enabling the connection between ludicity, work, study and creativity.

### **Yuh-Shihng Chang**

A Study of the Influence of Animation Incorporating Visual Art Instruction on the Lower Grade in the Elementary School Students' Creativity

Animated film is a modern main source of information and very popular for the children. Obviously, the content of animated films is very attractive. It has deeply rooted in the hearts of every child. Animation not only affects the child's childhood, but also educates of children. Its visual experience even affects the child's future appreciation in the aesthetic appreciation. Many of literature in the world found that the use of educational animation assisted instruction can improve children's learning performance or achieve educational purposes. Today, the animation is quite diverse, the field of animation into the teaching. It can cause students interest in learning and enhance their learning effectiveness. This study takes the life extension program of lower grade elementary school teaching as experimental teaching field, and combines animation into the teaching of visual arts to design teaching activities for elementary grades. This study explores the use of animation into the visual arts teaching and students learning performance of creative works of creativity from observing with empirical approach. To analysis the influence of children creativity when animation into the visual arts teaching of the lower grade elementary school. Methodology consist of conduct the "single-group pretest - posttest" in teaching process, with the "Torrance Tests of Creative Thinking graphics" testing. Empirical method using paired t test of quantitative statistics. The experiment samples were the before and after observed data of lower grade elementary school students who learn the visual arts teaching animation in one semester of teaching period. The results showed that the animation into the visual arts teaching lower grade elementary school children have a significant positive effect in creativity. Obviously, the animation into the visual arts teaching lower grade elementary school children can help their create power and improve the benefit in learning performance. At the same time, it constructs the image cognitive concept to cultivate for enlightenment effects of the elementary school children.

### **Txema Ramirez de la Piscina**

**Jose Inazio Basterretxea**

**Estefania Jimenez**

**Juan Vicente Idoyaga**

**Amaia Andrieu**

Quantitative and Qualitative Study about Media Literacy in the Basque School Community

Between 2007 and 2010 the HGH Hedabideak, Gizartea eta Hezkuntza (Media, Society and Education) research group at the EHU / UPV-University of the Basque Country decided to investigate the situation of Media Literacy in the school community of the Basque Country. The results are presented in this paper. The team agreed that a novelty approach to the research would be to examine the whole of the school community, including students, teachers and parents at a specific moment and in a specific field. The quantitative results

came from the study of 596 young people between 14 and 18 years old in Secondary or Further Education, or in Vocational Training courses. Apart from that, a qualitative study was carried out, involving ten focus groups and six in-depth interviews. These discussions took place with students between the ages of 14 and 18, and with parents from 40 to 55 years old. The qualitative perspective was completed with the opinions of eight educators who teach Education in Media. The main conclusion of this research is that the inclusion of Media Education in the curriculum of the School Community is of utmost importance.

**Helmut Scherer**  
**Schneider Beate**

Media Literacy in Kindergartens/Pre-schools: The Case of Germany

Promoting media literacy is an important responsibility for societies. As the media gains importance in all areas of life, media literacy will also become a valuable social resource. However, the quickly changing media environment is at times too much for parents to come to terms with. Sometimes they themselves have less knowledge of new media than their children do, which makes their role in the development of childrens' media literacy questionable. Therefore educational institutions must find a way to render this service efficiently. Media socialization begins in the pre-school developmental phase and it is therefore kindergartens that could play a vital role. Gysbers (2008, P. 46) developed a model to analyse teachers involvement in media literacy that can be aptly applied to kindergartens. He names three crucial pre-requisites: the agency (ability), the motivation (will) and the competence for the task (authority). We tested these dimensions on the description of the practice of media education in a multi-method study in kindergartens in Lower Saxony. 1,100 child care workers from around 200 institutions took part in a written survey, in 2009, on media educational practices. In addition, kindergarten management was surveyed on aspects relating to infrastructure and organisational requirements necessary for implementing media education. In general, media educational strategies have a low priority in German kindergartens. There are great differences between the few care workers keen to provide media education and the larger majority of workers who are reluctant. Care workers tend to only address this issue when a child shows media related behavioural problems by asking the children to reflect on their media consumption. Nurturing a satisfactory and sensible active understanding of how to use media constructively seems to play no role. The reasons for this adverse reaction and deficiency in media literacy education are various: Predominant is an attitude of media scepticism: media is generalized as presenting a danger and rarely as an opportunity for children. Central here is of course the question of academic training. Child care workers feel themselves to be out of their depth in the area of media literacy in which they are barely trained and the dynamics of media are just overwhelming. The degree to which care workers are willing to participate in media education is directly relative to their appreciation of media literacy's role combined with their own skills and self efficacy in this area. Also a positive attitude towards media plays a part. Those who view the media as an asset, view it as a chance instead of seeing only danger and are more likely to be active in media literacy education. It is motivation for teaching children media skills that depends on an interaction with advanced educational training programs in media literacy. Those programs then in turn reinforce the qualification for media literacy education. The crucial fact still remains; only those academic programs comprising a range of media topics

would be best suited to imparting these skills and put child care workers in the position of declaring themselves competent.

**Alexandra Sowka**

**Christoph Klimmt**

**Gregor Daschmann**

New Challenges for Children's Media Literacy: Exploring the Case of In-Game-Advertising

With the advent and mass adoption of new media technologies, new challenges for the conceptualization of media literacy and related media education arise in various domains. One issue of particular interest is advertising. A broad range of new modes of advertisements have evolved in digital media, such as keyword advertising in search engines or virtual product placement in video games. Such new types of advertising communication challenge existing notions of media literacy, as they potentially hold the ability to undermine (especially children's) autonomous and self-determined use and processing of media messages. In order to generate conceptual knowledge for updating existing notions of advertising literacy, the present study examined children's responses to one new mode of commercial communication: In-Game-Advertising. Contemporary digital games contain a variety of forms of advertisements, such as replications of real-world ads on billboards in the game world or product placements. Because many of these advertisements are directly integrated into the game world, game story, and/or game action, it is difficult to detect them and to recognize them as commercial message stemming from outside the game context. The research objective of the study was therefore to explore children's abilities to identify in-game-advertisements as actual advertising, to understand the persuasion intention of such ads, and their attitude towards the appearance of highly integrated ads in 'their' games. Qualitative interviews with N = 25 children aged eight to 14 years were conducted, with the majority of respondents (n = 17) being male. At the beginning of the interview, participants played a car racing game that included various forms of in-game-advertising for about ten minutes. Subsequently, interviewers began a structured conversation with participants that focused on the identification, understanding and evaluation of the ads contained in the played game and also addressed respondents' prior experiences with in-game-advertising. The conversations typically lasted for ten to 15 minutes. Results indicate that older children tend to be aware of both the diversity of in-game-ads and their persuasion intention. Younger children (aged 8 and 9 years) also identified more obvious types of advertising (billboards aside of the racing track) correctly, but were less likely to recognize their own branded virtual car as a form of commercial communication. Moreover, the younger children did not reliably understand the persuasion intention of in-game-ads, but attributed their presence in the game world rather to developers improving the game's realism. The fact that in-game-ads which mirror real-world ads (such as racing track billboards) increase the authenticity of the game experience was also the main reason why most participants evaluated in-game-advertisements rather positively. The findings suggest that several dimensions of advertising literacy need to be reconsidered due to the advent of in-game-advertising, especially the capacity to distinguish commercial communication from the virtual entertainment context and the ability to understand persuasion intentions that stem from outside of the game world. Given that sports games with strong prevalence of in-game-ads are especially popular among young children, the conceptual implications need to be accompanied by updated strategies for media literacy education as well.

## **2B41 Social Media: Challenges and Possibilities (PolEcon) Room: D.98**

**Chair** Helena Sousa

### **Papers**

**Sandra Pitcher**

Cut and Paste: An Examination of YouTube Mash-ups and Intellectual Property Rights

The Internet has been lauded as an open and free platform from which one is able to engage and share large amounts of information (Stallman, 1997). As one witnessed the shift from analogue media to digitalism so too is it possible to note a change in cultural practices of media consumers. Digital media users have been given the ability to engineer their own unique media experiences, especially within the realms of the Internet (Marshall, 2004). However, this process has seemingly led to mass copyright infringement as Internet users appropriate various movies, music, television programmes, photographs and animations in order to create such an experience. The art of digital mashing in particular, has been deemed an explicit exploitation of intellectual property rights as it re-cuts, re-mixes and re-broadcasts popular media in a number of alternative ways. YouTube especially has been at the forefront of the copyright furore surrounding digital mash-ups because it allows online users the facility to post and share these video clips freely with other online users. While YouTube claims that they do not promote the illegal use of copyrighted material, they simultaneously acknowledge that they do not actively patrol that which is posted on their website. As such, copyright infringement appears seemingly rife as users share their own versions of popular media through the art of digital mashing. This paper explores the concept that the creation of mash-ups is not undermining intellectual property rights, but instead produces a new avenue from which culture can emerge. Through a detailed analysis of mash-ups found on YouTube, this paper highlights how users are utilising the culture which surrounds them in an attempt to navigate the new social structures of the online. It argues that mash-ups are an important element in defining a new digital culture, as well as discusses how traditional copyright laws need to be modified in order to secure the development of new and emerging societal structures.

**Yiannis Mylonas**, Lund University, SE

Filesharing, Copyright, Politics: European Perspectives

Intellectual property rights (IPR) protection laws and norms have intensified on a global scale during the last three decades, under the influence of international neoliberal organizations like the World Trade Organisation (WTO) and the World Intellectual Property Organization (WIPO) (May, 2005; Sell, 2003; Boyle, 2008; David, 2010). The escalation of the importance of the protection of IP on a global scale reflects the importance of the political economy of IP in the so-called information age (Castells, 1996, 2001; Webster, 2004; Harvey, 2005; Hesmondhalgh, 2007). Simultaneously though, post modern social changes and new media technologies, paved way to alternative norms and practices towards intellectual products,

often beyond the regulation and control of IPR laws. Intellectual property is noted (Benkler, 2006; May, 2007; David, 2010) to be a site of social contestation. The discourses and technologies of criminalization, surveillance and control of private habits of computer users, from the side of institutional power, and the politicization of aspects relevant to the ('neutral') realm of law, from the side of (some) users, foreground shifts, changes and new dimensions in contemporary liberal democratic polity, as well as in civic engagement and participation. Empirical research is concerned with issues of identity, organization and control in the practice of downloading and free sharing digitalized, intellectual products and resources online. In my presentation, I discuss the political aspects of what multinational corporations and governments describe as "piracy", through the uses and practices of p2p(s) network users in European national contexts. Three EU countries are selected as case studies: Sweden, Greece and Poland. These cases form an object of study that is rich in diversity, reflecting aspects of the internal economic, cultural or political fragmentation of the EU. Furthermore, the aforementioned cases relate to an area largely understudied, concerning the empirical realities in peer to peer sharing from a critical perspective. Issues relevant to identity, civic ethics, new politics (e.g. formation of pirate parties) and empowerment (Dahlgren, 2009; Mouffe, 2004) are discussed in relation to user's accounts on the practice of exchanging and sharing digitalized material online, in the face of legal restrictions and public discourses criminalizing unauthorized sharing; at the same time issues of bio-political control (Agamben, 2000; Ong, 2006; Foucault, 1976) are also examined, in IPR policy shifts and also through the same users' accounts.

### **Luis Horacio Botero Montoya**

Communities, Connectivity, and Marginalized Groups: Social Networks as an Alternative to Social Mobility

Social networks and, in general, information technology and communication have become not only a new media and information tool, but in one of the best ways to achieve social utopia to move people. These networks, increasing its complexity and the potential for transmission of information in all directions, forcing us to undertake new scenarios for the resolution of problems and the very relations between the actors who venture into them. What will the traditional media to communicate on the web, there is nothing to do with the networks, but in the social, a center for new opportunities to achieve greater social mobility and thus more redistributive justice and equity social. The above constitutes one of the conclusions that we arrived a group of researchers in the group communication, organization and policy-COP-, attached to the Faculty of Communication at the University of Medellín, Colombia, as part of a study entitled, "New models of communication. Identifying trends in human communication and social interactions from practices in virtual interaction via tools such as Facebook, Twitter, chat rooms and blogs that can become new patterns of communication "and that this paper constitutes one of the products to disseminate the research community and, particularly, researchers in the field of communication.

**Ceren Sözeri**, Galatasaray University, TR

Does Social Media Reduce the Impact of Corporate Journalism?

Since printing of the first newspaper on the territories of the Ottoman Empire Istanbul has been the centre of press and later has also become the centre of the Turkish media industry. After the 1980s, privatisation politics and technological advancements offered significant growth opportunities to the media companies. And since 1990, Turkish media industry moved from the city centre to the new business centre at the outskirts of the city incorporating their television stations, newspapers, magazines among others. But at the same period, internet has begun to alter journalistic practice and has diminished the dependence of journalists on the place (Pavlik, 1995). In this new mode of production, the impact of the agenda-setting function of mass media has eroded because of the now diversified sources of information. Online news environment allows the consumers to be informed by reaching many different sources. And also thanks to the emergence of social media, consumers can share their sources of information and they (namely producer) can modify and redistribute it. While Jenkins (2006) believes that our pool of resources (collective intelligence) can be seen as an alternative source of media power, Kwak et al. (2010) describe Twitter (a very popular social network) as a media for breaking news in a manner close to omnipresent CCTV for collective intelligence. Some other researchers put the social media in a modern version of the two-step flow of Katz and Lazarsfeld (1995). In this new version, the role of traditional media -doesn't change but, social media takes the place of the opinion leaders (Sayre et al. 2010). It is interesting that the journalists are at the same time acting as a part of this collective intelligence as bloggers and social media users. As Doctor (2010) mentioned that the journalists became active bloggers from now on and their journalistic practice and output gained tremendous upheaval. This research aims to find out the potential of social media in diminishing the 'domination of corporate journalism (as carried out in the media centres) in terms of journalistic practices. In order to evaluate this impact, this study focuses on one of the social network (namely Twitter) and examines the patterns of use by the reporters and columnists. The usage pattern analysis deals mainly with the messages (tweets) of the journalists on Twitter. Accordingly their social media experiences and responsibilities to their corporations as a social media user examined by qualitative methods including in-depth interviews. Our previous study indicate that social media has been used/perceived as a monitoring device or a measure of popularity for the journalists in respect to their positions within the media corporations. And also the first findings of this research show us that the journalists censor their opinions and their emotions in the messages they broadcast in social media under the influence of the reactions of followers.

**Esa Sirkkunen**

The Political Economy of Photo Publishing

The practices of producing, sharing and publishing photos have changed profoundly during the last 10 years. Firstly the rise of user-generated media content is evident. Secondly the penetration of media technology into the lifeworlds of people with digital cameras, mobile phones, surveillance cameras and other forms of ubiquitous media technology has been rapid. Thirdly the new business and production models have affected the media industry and its business models profoundly. In this presentation I will use examples from different

production models of social media to illuminate the differences in the field of photo publishing. I will use examples from three different production models of user generated content shaped by Michel Bauwens: peer to peer production model, sharing model and crowdsourcing model. The empirical part introduces main findings from ethnographic interviews that I have made among users of Facebook and Flickr and also among photo bloggers and citizen photo reporters. In the more theoretical part I'll discuss the impact of production models into the action of users.

## **2B42 "Glocal" Media Policy 3C: Creativity, Connectivity, and Comparative Approaches (GMP) Room: D.100**

**Chair** Claudia Padovani

### **Papers**

#### **Bilge Yesil**

Turkey's Internet Regulatory Regime: Exploring the Tensions between Global Communications and State Control

The purpose of this presentation is to explore the tensions between global online communications and state control through the Internet regulatory framework in Turkey. Turkish media landscape has always been riddled with censorship and with limits imposed on freedom of speech and freedom of press. More recently, with the increased availability of global communication media, concerns with "illegal and harmful" online content have resulted in the blocking of thousands of websites by Turkish courts and government agencies. Among these, the most infamous case is the blocking of YouTube, considered "harmful" by Turkish authorities because of defamatory videos about Atatürk, the founder of the Turkish Republic. Following the 2007 ban on YouTube, which is still in effect, the courts intermittently banned Blogger in 2008, Metacafe, certain Google services and Vimeo in 2010, in addition to thousands of other websites hosted in Turkey and abroad. Against the background of these developments, I examine the legal framework related to the regulation of online content in Turkey; situate it within the Turkish socio-political context, and discuss blocking of websites in relation to debates about globalization, international communication and the role of the state. Theories of globalization generally assume that the power of the state has diminished in the face of international communications which is increasingly open and decentralized. However, many states are filtering, blocking or monitoring global online communications to reassert their control and protect their sovereignty. While much has been written about Internet and state control in China, Saudi Arabia, Iran, North Korea and other countries, a thorough examination of Internet regulation in Turkey is in order. Existing studies on Internet regulation in Turkey (Akdeniz, 2010, Akdeniz and Altıparmak, 2008) trace the development of the regulatory framework and discuss technical and legal issues, but fail to consider the socio-political and cultural dynamics behind Turkey's new media policies. In this presentation, while I map this specific policy area, I also develop a new theoretical perspective that explores social, cultural, political dynamics. Key questions I ask are: What social, political, and cultural concerns galvanize the Turkish government to reassert its sovereignty over online communications? How do these concerns get translated into Internet regulation policies, and with what implications? To address these questions, I

investigate Internet legislation, high-profile cases of blockings and the object, method, intensity and territorial boundaries of blockings, and their implications on users and online communities. I also analyze media coverage, press releases by government agencies, and statements given by government representatives. Therefore, theoretical and methodological approaches I utilize do not simply investigate the legal issues; they reveal the recurring discursive themes about censorship, control, and state sovereignty.

**S. M. Shameem Reza**, University of Dhaka, BD

From Rhetoric to Policy Actions: Challenges to a Comprehensive Broadcasting Policy in Bangladesh

Like other postcolonial South Asian nations, all successive governments in Bangladesh considered broadcast media as powerful tools being able to contribute to national integration and social uplift. Over decades, state-run Bangladesh Betar (Radio) and Bangladesh Television (BTV) served the various regime interests and still continues working as an extension of the state's bureaucratic governance. The government retains rights to terrestrial television solely in the hands of BTV. Without allowing enough public debates on the matter, this authority of the government implies the indecisive nature of policy-planning in the arena of media in general and broadcasting policies in particular. This is also a continuity of the conventional ad-hoc policy approaches to regulate the sector, which is evident at three tiers – state-run, privately owned and community-based broadcasting media. It is widely believed that a comprehensive broadcasting policy would help democratize and bring discipline in the sector, contribute to the freedom of cultural expressions, ensure equity and access, and encourage plurality and participation in the production, distribution and consumptions of media outputs. Closure of a number of private TV channels by the government decisions raised serious questions about the job security of the journalists and media staff as well as state of governance in the broadcasting sector. At the same time, failure of some TV initiators to go on air indicates limitations in the existing ad-hoc policies. Successive governments, including the present government have stated their commitment to formulate a comprehensive media policy. The statements have been confined into the political rhetoric, which over the years has contributed to the production of political discourses on the issues of broadcasting in Bangladesh; rather than materializing into policy decisions. Confronted by the competition from global, regional and local (private) satellite TV, the government has lost its monopoly in some aspects, except the terrestrial privilege and rights of broadcasting of sports events, such as cricket. In answering to the governance issues, this study analyzes major issues that dominate policy initiatives, which is also to identify the reasons for not having a comprehensive broadcast policy despite the fact the sector expanding. In addition, the study discusses the major considerations for adopting a comprehensive broadcasting policy and for creating an enabling environment for the three-tier of broadcasting media in Bangladesh.

**Bonnie Peng**, National Chengchi University, TW

Media's Co-Regulation System in Taiwan

At the end of the twentieth century, the active role of non-governmental actors accompanied by globalization and liberalization did create a new media regulatory mechanism around the world. Both industry and policy makers consider alternative modes

of regulation to have great potential for solving contemporary problems of communication regulations (Saurwein and Latzer, 2010). And the Audiovisual Media Services Directive of EU encourages the Member States adopting co-regulatory regimes to enlarge the participation of NGOs and other interest groups. This paper will discuss the co-regulation system introduced by Taiwan's National Communication Commission (NCC) when I was chair. The media system in Taiwan was under severe regulation during the Martial Law, 1949-1988. After the lifting of Martial Law, the Government Information Office (GIO) continued her job as the government agency to issue and to renew broadcasting licenses, regulating media industries (including terrestrial, cable and satellite television). To meet the challenges of convergence, the National Communication Commission was established in Taiwan at 2005 to safeguard the rights of citizens, promote the balanced development of cultural diversity, etc. And the concept of co-regulation system was adopted by NCC to promote the sound development of communications and broadcasting. Several citizen groups are invited to be joining with NCC staffs to monitor the performance of program quality and advertising. The protection of children and juveniles, and the rights of minority are listed as the priority for content policy. This paper will discuss the communication governance in the regulatory state in Taiwan. Having introduced the trend from state regulation to self- and co-regulation, the author will use several cases to discuss the participations of civil groups and the effects of the newly introduced mechanism.

### **Daeho Kim**

#### **Consumer Electronics Firm's Role in the Global Digital TV Transition Policy**

##### **Research Objective**

The 2011 Consumer Electronics Show (CES) held in January showed that the biggest electronics event was not only for consumer electronics firms, but also for media and communications firms. One could notice how electronics technology has affected media and communication sector. 3D TV, Smart TV, and Tablet are all the media products that could influence media usage, industry, and eventually regulation. As the evolution of information and communications technologies as well as expand of globalization increase further, the role of consumer electronics sector multiplies as well. In the global media policy arena, actors of government and state actors have gradually given their seats to those of private sector. This situation is not new. The changing nature of global media policy can be seen in the process of digital TV transition. Digitalization of TV has been one of the major turning points in broadcasting media history. In most countries, digital switchovers are taking place. The US completed digital TV transition in 2009. In Europe, several countries have already completed digital switchover, but some are scheduled to expire until 2012. South Korea will close analogue transmission in 2012. In general, the year 2012 should be an important point of broadcasting history in terms of technology and policy making. In the process of the massive switchovers, multinational electronics industry is located in center of that shift. The United States' Grand Alliance, Europe's Digital Video Broadcasting (DVB), and South Korea's Digital Terrestrial Broadcasting Council led the digital transition. These organizations encompassed actors from electronics industry, broadcasting industry and content industry. Among them, electronics industry did the most significant role. Broadcasting policy is no longer an internal issue within the broadcasting industry. Electronics industry, computer industry, telecommunications industry, content industry, and many other related industries became more involved in the media policy process. These aspects will be accelerated due to

digital convergence and multimedia development. This research examines roles of consumer electronics firms in digital switchover policy which is surely one of the most important global media policy makings.

#### Research Questions

1. How did multinational consumer electronics firms play a role in digital TV transition policy?
2. What are the different approaches to digital switchovers of the US, Europe, and South Korea?
3. How did multinational consumer electronics industry involve in global media policy?

**Seong Choul Hong**, Indiana University, US

#### A Cross-Cultural Comparison of Predictor Variables for Media Content Regulations

Law has been said to be a by-product of cultures. And media law is not an exception to this maxim. Nonetheless, media scholars rarely investigate cultural differences when analyzing media content regulations. The present study investigates the question of why certain countries regulate some media content, while others do not. For instance, embargoing pre-election poll results would be unconceivable in the United States and some Western countries. However, no less than 30 countries (including France) presently have laws banning the publication of pre-election poll results. The present research examines how different cultural dimensions affect the regulation of mediated messages. In this study, the predictor variables are based on Hofstede's (1980, 2000) four dimensions of cultures (Individualism, Power Distance, Masculinity and Uncertainty Avoidance). These four dimensions are rather independent and empirically verifiable. The dependent variables are 1) whether a country restricts publication of pre-election polls; 2) whether a country has regulations regarding hard-core pornography; and 3) whether a country bans the televising of wine advertisements. A discriminant analysis found that the Individualism and the Power Distance index of each country affect the regulation of pornography. Specifically, the higher the Individualism index score a country has, the less possibility there is for it to regulate pornography. In a similar fashion, the study found that the higher Power Distance index score a society has, the less possibility there is for it to prohibit sexually explicit messages. By contrast, only the level of "Uncertain Avoidance" among the four dimensions has a significant association with the embargoing of pre-election poll publication. However, none of the four independent variables mentioned above has been shown to have a meaningful relationship with the restriction of wine advertisements on television.

## **2B43 Gender and Advertising (Gender) Room: D.105**

**Chair** Todd Joseph Miles Holden

### **Papers**

**Hsiu-hui Sun**, National Chengchi University, TW

I-fen Chen

Representing “Modern Women”: A Pictorial Semiotic Analysis of Advertisements of Taiwan Women’s Sphere during the Japanese Occupation of Taiwan

During the Japanese occupation of Taiwan (1895-1945), Taiwanese women was suppressed and controlled by the trifold power of capitalist, colonizers and patriarchy. However, in order to facilitate the industrialization and modernization process of Taiwan, Japanese colonizers liberated the bound feet of Taiwanese women and also provided opportunities for them to work and receive western education. In the meantime, “Japanese modernity” resulted from mass consumption and social transformation was introduced by mass media and Taiwanese elites who had studied in Japan. This introduction of Japanese modernity cast a significant impact on Taiwan society, whence the image of “modern women” emerged. Taiwan Women’s Sphere (1934-1939) was the first and also the most important women’s magazine during the Japanese occupation period. The present study conducts a content analysis of the magazine advertisements by using the pictorial semiotic model proposed by Roland Barthes. The research findings indicate that the images of modern Taiwanese women were influenced by both Japanese and western cultural elements selected by Japanese colonizers. One of the significant female roles portrayed by Taiwan Women's Sphere’s advertisements is "dutiful wife and caring mother." Such an image implies that Taiwanese females were “ideal” only when they were married and practiced their wife/mother roles in domestic space. After 1937 when Sino-Japanese War broke out, contents of Taiwan Women's Sphere were strictly censored by the colonial governments. A certain number of pictures with female images printed on this magazine are related to the Kouminka (Becoming the Royal Citizens of Great Japan) Movement. That means Taiwanese women, either single or married, were mobilized to participate in patriotic activities. In summary, our research aims to describe the signifying process of female images in representation during the era of Taiwan’s modernization and attempts to explore the social, cultural and political struggles embedded in Taiwan Women’s Sphere.

**Marita Zitmane**, University of Latvia, LV

Gender Representation in Printed Advertisements during Post-Soviet Period: Formation of Ideal Femininity/Masculinity: Analysis of Latvia’s Case Study, 1991-1995

The study focuses on the changes that took place in society at the collapse of the USSR and people experiencing the transformation from the Soviet system to the post-Soviet society. The research focus is on gender, gender transformation from the Soviet model to the new definition of gender. Advertising in this case is viewed as the channel of transmitting and reflecting cultural meanings. Advertising as such was one of the new experiences in post-Soviet society. Advertising very actively represented and constructed life styles and values needed for a market economy and consumer society, offering a ‘hungry’ post-soviet

consumer with dream of good life after which to strive. At the same time creating ideal of good life, advertising positioned certain gender identities, suggesting it is the perfect gender model. Advertising created the hope that identification and taking over the gender relations portrayed in advertising will allow consumer to achieve the dream of a good life. Gender is one of the first sources of identification in advertising - it provides the receiver with ability to identify with characters and situations portrayed in advertisement. Gender roles represented in advertisements are in line with gender representation in the traditional culture. In this study, advertising is a channel that contains messages of new consumption patterns, as well as gender roles, which have been freed from Soviet ideological settings. The study used qualitative methods of analysis of the printed advertisements. Study involves the use of discourse analysis. The approach of advertising discourse views the text and image of an advertisement as a whole; both elements create meanings in an advertisement. The findings of the study show, that on the one hand women were positioned in advertisements as the principal buyers of consumer products and on the other hand advertisements used a woman as the main image to sale the same product. Women's have become both the product and the consumer. Advertising analysis showed no significant trend in male representation in advertising. Man as image in advertisement is being used less often. The men as the target audience have been targeted in fewer ads. The overall conclusion is that gender representation in advertisements in given time successfully connects consumption with the new gender roles - sexy woman / object of desire, which take care of their femininity and men as successful entrepreneurs and hedonists.

**Doreen Vivian Kutufam**, Carroll College, US

Sex, Violence, Health, and Moral Panic: Gendering Montana's Meth Campaign

In 2005, Montana businessman and rancher, Tom Siebel, founded the Montana Meth Project. The main aim of the project is to inform potential meth consumers about the "product's attributes and actual risks associated with methamphetamine" use and ultimately, "substantially reduce methamphetamine use in the state of Montana." At the inception of the program, the youth in Montana were ranked among the highest users and producers of Meth in the United States. Almost six years after the Montana meth campaign launch, it is believed that the campaign has been helpful in curbing the rising production and abuse of the drug in the state. Some have attributed the campaign's success to the violent and graphic nature of the images used in the messages. The belief is that the images may have scared the youth, especially, into changing their mind about using the drug. The program's success has led to its replication nationwide. Despite the campaign's successes an examination of the message content from the campaign reveals a disturbing and yet often used stereotypical representation of gender and gendered roles associated with drug use and related crimes in non-urban spaces. The messages construct and reinforce the notions of female meth users as hypersexual, and immoral and male meth users as criminals and crazy to name a few. These depictions, this study finds, reinforces culturally constructed notions of gendered roles for females and males. The characters presented in these messages act as agents of change and by extension the viewing audience of the messages. It is therefore important that creators of media artifacts on health focus not only on the intended social and health outcomes that the messages will bring but also avoid the reinforcement of stereotypical gendered representations and roles. This as noted by other scholars, provide justification for corresponding social reactions to "gendered notions of

sexuality and criminality' among drug users in non-urban spaces. This research, using content and textual analysis, examines gender roles and representations in Montana Meth Project's audio-visual messages. The study is framed within our culture's normative expectations that health messages unlike entertainment media should transcend distortion including distortion of gender representations and roles.

### **Michael Prieler**

#### **Stereotypical Gender Representations in a Confucian Society?: South Korean TV Ads**

Gender representation in television advertisements has been a fruitful research area for many years. However, relatively few studies have looked into television advertising's gender representations in Confucian societies, which would seem a particularly fertile ground for studies on gender since Confucianism is based on a clear division between men and women. Korea seems to be an especially interesting case. Scholars claim that Confucian patriarchal philosophy had an exceptionally strong negative impact on Korean women, and this philosophy has been blamed for historical as well as contemporary gender discrimination. Even though improvements have taken place in recent decades, South Korean women still face great disadvantages, as can be seen in several studies showing South Korea to be one of the least gender egalitarian societies in the world. In order to better understand how and if gender divisions and traditional gender stereotypes are at work in South Korean media, we have employed a content analysis based on a systematic sampling of 415 South Korean primetime television advertisements. The results showed stereotypical as well as counter-stereotypical gender representations. Stereotypical gender representations included the dominance of females in the younger age segment and the predominant portrayal of women with excessively thin bodies. The product categories advertised were stereotypically associated with males and females as well: females were shown advertising cosmetics/body care products and household appliances, while males were shown with electronic products such as mobile phones and home entertainment products. In contrast to these stereotypical representations, which were in line with previous research conducted in other countries around the world, there were also counter-stereotypical findings. One such finding was the numerical dominance of females compared to males. Numerical representations are often regarded as an indicator of the importance and relevance of a social group. Another finding running against global trends was that we could not find any significant differences between males and females shown at home or in the workplace. Last, but not least, in contrast with previous research male voiceovers were not dominant. A greater amount of female voiceovers were observed, which is a striking finding since voiceovers are commonly associated with authority. Despite South Korea's history as a traditionally Confucian society with strong gender differentiations, this study only confirmed gender stereotypes in South Korean TV ads for a few of the variables investigated. These mixed results should not detract from persisting problematic representations, such as the body image and age associated with females. Females are still mostly shown as young and excessively thin. Such representations might also have social consequences, as research has revealed that the media and advertising has an influence on how people regard themselves and how others regard them. Still, there is much room for improvement in the years to come.

**Hatice Şule Oğuz**, Hacettepe University, TR

Meta Perception and the Representing of the Consumption Behaviours of Women in Television Advertisements

In this investigation I aim to debate my assumptions about the fact that many of the messages of the advertisements are based on meta perception; that meta perception is more determining for women than for men and this fact is used more effectively on the representation of consumption behaviours of women. Firstly, therefore, I have mentioned about the importance and the function of meta perception, in the process of being a member of the society and person's ego perception. The fact of person's socialization includes learning gender roles and undertaking different roles. Which vary according to the occupation, family relationship, economic level. But in this investigation, I have particularly studied gender roles. Gender is a cultural and an ideological fact and built on within social relations. Thus, I have taken on describing the roles of femininity and masculinity with respect to capitalism. In the second part of the investigation, I have studied the facts of consumption and consumption society and how advertisement functions in regard to the system. Representing specific consumption habits of specific living manners is a feature of consumption society and people represent themselves through consumption. Advertisements have a role as a society agent with the respect to reproducing the meaning systems which are consisted by interactive society process and the system of the values of the consumption. Therefore, I have mentioned both the structural characteristic of advertisement and reproducing of meaning in the text. With the respect to my investigation, I have mostly delved on representation of gender roles and the consumption behaviour of women in advertisement. In this context, quantitative analysis of advertisements have been done within one week period between the dates of 01.04.2005-27.04.2005 during the daytime between 10:00- 11:00, 14:00- 15:00, and 20:00- 21:00 on the channels of TRT 1, Kanal D, NTV, TGRT. In the investigation 385 variety of advertisement have been discussed with their repeats it makes 1991 items. Required codes have been recorded spss and their analysis have been done. The qualitative analysis of 28 advertisements has been done in order to examine the messages related to meta perception more detailed. The criterions of advertisements that I select for qualitative analysis are: if character who directly and/or indirectly related to product, be seen or not, as he/she look a mirror, if character who directly and/or indirectly related to product, be seen or not, as anybody looked at him/her and when we asked, "what is the satisfaction promised of the consumption of product and/or service", answered as "interest/liking of others". Advertisements, which I select for qualitative analysis, must answer one or more of these criterions.

**2B44 Ethics and the Reconfiguration of Internet and Media Design (CPT) Room: D.106**

**Chair** Robin Mansell

**Discussant** Graham Murdock

**Papers**

**Karen Smith**

**Andrew Clement**

Don't Forget Your Passport: Border Stories and Mitigating Citizen Vulnerability

As governments are updating their ID schemes to incorporate radio frequency identification (RFID) chips to meet new global ePassport standards, current experiences of border crossings should be considered to explore the social implications. Passports as everyday objects we carry for travel, are becoming an early part of the internet of things, In this paper, we take a critical discourse analysis (CDA) and social constructionist approach to the study of language and technology. We seek to examine citizens' border crossing experiences as a way to raise awareness, deepen understanding and suggest how to mitigate vulnerabilities at borders as points of power asymmetries. This paper reports on critical incidents of border crossing stories published in the Canadian press, and stories shared during 35 semi-structured interviews with Canadians or residents. Responding to the Communication Policy and Technology's theme of privacy, surveillance and vulnerability, this paper explores lived experiences of Canadians at borders in the post 9/11 period. Results from this research include the identification of extreme border crossing incidents that point to gross errors and racism. For example in 2002, Maher Arar, a Canadian born in Syria, was falsely linked to terrorism, intercepted in transit at JFK airport and 'rendered' abroad where he was tortured. With awareness of extreme cases, from our semi-structured interviews, we have also identified recurring themes of perceived racism, name-based errors, and unwieldy bureaucratic processes related to identification errors. From this analysis it is clear that critical incidents during border crossings are not isolated experiences, nor limited to what is reported in the press. As a result, we are also interested in citizens' and civil society's use the internet to enable mass self-communication to collect and distribute border stories and to document experiences Canadian citizens and residents. In this manner, the vulnerabilities of border crossing may be somewhat better know and hopefully mitigated even without the involvement of the mass media.

**Lisa Brooten**

Media, Militarization, and Policy for Social Justice: Does the Demand for Human Rights Challenge Violence?

This paper offers new ways of conceptualizing media policy and social justice by questioning the popular notion that the demand for human rights is a challenge to violence and oppression. The increasing phenomenon of militarization globally and the prioritization of individual civil and political rights are mutually reinforcing. This paper will demonstrate this by comparing policy efforts to reform the Philippines' commercial media system, Burma's unique duopoly of a highly censored internal media and active exiled media, and Thailand's mixed government-controlled broadcasting and private print sector. These case studies demonstrate that while these media systems are very different, they also share similarities brought about by various forms of militarization. These include an intensified focus on narrowly conceptualized forms of communication rights defined as press freedom and individual rights to freedom of expression. The consequence of this narrow focus is the continuing marginalization of the decades-long struggle for a broader conception of communication rights and social justice by media activists worldwide. This research is based on over two and a half years of fieldwork stretching over a decade, focusing on the efforts of

media reform activists, journalists and policymakers, and interviews with nearly 200 of these participants. It draws on feminist political science scholarship, critical analyses of human rights and of media reform efforts worldwide, and increasing calls for more complex conceptualizations of both media policy and civil society. The paper moves beyond examinations of media as systems and focuses instead on the processes of militarization and resistance, offering a new framework for globally comparative media analysis and information policy for social change.

**Fei Shen**

**Jonathan Zhu**

**Taiquan Peng**

To Trust or Not to Trust: Trends and Covariates of Internet Trust in Hong Kong

The freedom of the media in Hong Kong after the handover is said to be on decline due to both economic and political pressures coming from the mainland. Freedom goes hand in hand with trust. With traditional media's limited discourse power, the internet naturally becomes an alternative and potentially trustworthy platform for Hong Kong residents to rely upon for political discussion, mobilization, and action. Hong Kong possesses a high internet penetration rate over 70% and the SAR government places few regulations to censor content online. Hong Kong netizens have utilized the internet to wage quite a few civic and political campaigns over the past decade. Trust constitutes an important aspect of technology use. The current study intends to investigate major antecedents and covariate of internet trust in Hong Kong. Using seven annual survey data from the Hong Kong Internet Project (2000 - 2006), this study asks three major questions. First, who trust the internet more? Will younger and more educated users place more trust in the internet? Second, will internet trust be positively associated with various types of internet use such as online news consumption, online discussion, and entertainment use of internet? If yes, which type of internet use is most closely related to internet trust? Third, with survey data collected in multiple years, we are interested in knowing if the relationship between these two variables is subject to year-to-year fluctuation. It is expected that the accumulation of internet trust requires time and therefore the cross-sectional relationship between internet trust and various possible covariates might exhibit significant variation across time. Theoretical and social implications of our study results will also be discussed in this paper.

**Sandra Braman**

**Nathan Bares**

Ethics in the Internet Design Process

Within a few months of the first US government grant to develop networked computing, in 1969, a technical document series was launched to record the decision-making processes of those who were designing what we now know as the Internet. The Internet Requests for Comments (RFCs) series continues today, including well over 6,000 items by 2011. The computer scientist and electrical engineer authors of Internet RFCs thoroughly understood that "Network topology is a complicated political and economic question . . ." (RFC 613, p. 1) involving important ethical problems. This paper presents an analysis of the ways in which those responsible for technical design of the Internet confronted ethical issues by addressing

the following questions:

- \* Which technical problems in the design of the Internet were perceived to have ethical dimensions?
- \* What ethical issues were deemed important enough to require design-based solutions?
- \* Under what conditions did ethical issues become apparent to those responsible for technical design of the Internet?
- \* How do Internet designers define such concepts as "ethical," "normative," "fair," and "just?"
- \* How did perceived differences in types of users and uses affect ethical decision-making?
- \* How did designers of the Internet conceptualize and operationalize ethics for non-human users of the network?

### The Context

Developments both internal to the RFC discourse and external to it provided the context within which ethical issues were addressed. Policy frames developed within the design discourse offered a conceptual foundation for addressing concrete ethical dilemmas. Social trends and specific events heightened sensitivity to ethical issues as time went on. Policy frames. In the course of solving technical problems, those involved in creating the Internet discussed a number of legal and policy issues, engaged in explicit and implicit policy analysis and policy-making, developed formalized decision-making processes and entities, and put forth political ideas. Policy frames were developed for thinking through such matters in three areas. (1) Users: Policy frames regarding users were evident in the areas of attitudes toward users, distinctions among types of users, and support for users. Distinctions among types of users with relevance for analysis of ethical issues included benign vs. malicious users, insiders vs. outsiders, and – the most important of all – human vs. non-human (daemon) users. The latter category includes hardware processes, software, and operational layers of the network. (2) Uses: A wide range of both governmental and non-governmental uses was taken into account from the start by network designers, who were well aware that ultimately the Internet would be commercialized. (3) Design criteria: Design criteria for the Internet design process can be considered policy principles. Logistical criteria include content reliability, network reliability, and multidirectional compatibility. Social design criteria include network proprioception, technological democracy, telepresent distant and distributed computing, and stimulating innovation qua innovation. Ethical issues are confronted during the operationalization of both types of design criteria. Queuing rules for network traffic were required, for example, in order to meet the criterion of network reliability, but it was well understood that the socio-technical decision-making required to achieve this had significant ethical implications as well. An insistence on technological democracy was a social design criterion of particular importance from an ethical perspective. Those responsible for technical design of the Internet were working on the technological horizon, developing computers and networks with the greatest capacity and speed. At the same time, though, they recognized that it was imperative to ensure that the network could accommodate those at the opposite end of the spectrum of technological advantage, with limited computing and network capacity. It was this insistence on simultaneously serving the cutting edge and those with the fewest resources that made it possible for the Internet to be taken up as quickly as it was around the world. Stimuli for ethical sensitivity. A variety of factors combined to enhance ethical sensitivity over time. Within computer science and electrical engineering, the need to adhere to professional standards of behavior had long been acknowledged but did not generate much activity until the early 1980s. In 1981,

computer scientists concerned about their role in the defense industry during a period of concern over a growing nuclear threat came together to discuss ethical issues in computing, creating a group that ultimately became Computer Professionals for Social Responsibility (CPSR). Within the first decade of the Internet design process (1969-1979), there was no explicit discussion of issues labeled as ethical although numerous policy issues received attention. It took the first Internet-wide experience with a destructive worm, in November of 1988, to really bring ethical concerns into the design conversation. This experience was so traumatic that it quickly triggered the development of codes of ethics by, among others, an Internet governance organization, the Internet Advisory Board (IAB); the US government's National Science Foundation (NSF) as the funder of Internet development; MIT as an academic institution heavily invested in the development and use of the Internet; and CPSR. The US Federal Bureau of Investigation (FBI) takedown and ultimate destruction of a small computer company in 1990 in pursuit of what turned out to be completely legal activity raised concern about the public interest in networked computing among non-specialists and led to the formation of the influential non-profit organization, the Electronic Frontier Foundation (EFF). Commercialization of the network, in 1993, was another turning point; designers understood even before the fact that bringing so many new types of users and uses into the network would inevitably also introduce many new ethical problems.

#### Research Method

The analysis presented in this paper is based on an inductive reading of several hundred documents in the RFC series identified through a search of the entire corpus using the terms "ethics," "ethical," "norm," "normative," "fair," "fairness," "just," "justice," "moral," "equity," "good" and "bad" behavior, and "good citizenship." Theories and concepts from three literatures -- philosophy, communication, and science, technology, and society -- are used in the analysis. The study is part of a larger project funded by the NSF involving a comprehensive inductive reading of the entire corpus of the Internet RFCs analyzing perceptions of and positions on policy issues, the use of political and social theory by those responsible for technical design of the Internet, and the development of formal policy-making processes and institutions for global Internet governance through what began as an informal conversation among graduate students.

#### Findings

Analysis of the pertinent items in the RFCs up to the point of commercialization, through the close of 1992, provides insight into the variety of ethical concerns that the computer scientists and electrical engineers believed needed to be addressed in the course of the design process and justifications for asserting ethical standards. A variety of mechanisms that could be used to ensure that the network functioned in an equitable manner were identified, but these technical thinkers were also aware that, ultimately, human behavior and the law would be pertinent.

Ethical concerns. The first ethical issues raised involved what participation in the network would require of individual "hosts," or users. As a matter of equity, designers sought to create technical standards ("protocols") that would neither demand significant changes in existing systems nor create a situation in which every given instantiation of a technology would have to incorporate all possible protocols. The bulk of discussion about ethical concerns, however, involved resource use. It was believed that all connections should be treated in the same way. A problem in one among the "network of networks" comprising the system shouldn't be allowed to bring other networks down. Industrial research organizations were expected to pay their own way, to ensure that commercial concerns

didn't degrade the quality of networking for those government agencies and research institutions for whom the Internet was primarily intended during its early years. Those doing research on the network itself were admonished to make sure that their experimentation did not itself cause damage to the network. Access issues, such as pricing policies, were also discussed in ethical terms.

Justifications for ethical standards. The philosophical question of the differences between concepts such as "MUST," "SHALL," and "CAN" is foundational. Use of such terms in programming interacted with discussions about just how compliance with technical standards might be achieved and with the growing formalization of the legal status of decision-making for the Internet. Ultimately the concept of "normative" came to mean that compliance with a given protocol was required, and RFC documents presenting official standards included a section on their normative contexts. As early as 1989, the argument that the network is a type of infrastructure as important to society and the economy as the road system was used as a justification for insisting on ethical standards in its design and use. The fact that US government funds were essential to its development also meant that adherence to NSF rules regarding unethical and unacceptable activity could be required. Many believed the network should be treated as a common carrier, subject to the regulatory mandates to treat all users in the same manner and not to distort the content in any way. The internationalization of the network, which began in the early 1970s, brought intercultural dimensions of ethical questions into play. Most of these arguments for insisting upon ethics in Internet design and use remain valid today, and additional political, social, cultural, and economic arguments came into play once the network was commercialized. One justification used in early years is no longer valid, however. In 1991 it was possible to take the position that since no one had to be on the Internet, it was reasonable to require adherence to ethical standards as a quid pro quo for the privilege of being online, but this argument cannot be made a decade into the 21st century. Mechanisms for ensuring network fairness. The bulk of the techniques for incorporating ethical standards into the network discussed in the RFCs were, of course, technical. These appeared at multiple layers of the network, including at the point of linkage to the network, at gateways between networks, at packet switches. The single technical problem involving equity that received the most treatment up to the point of commercialization was "fair queuing," the issue of how to make sure that the sequencing of messages through the network took place in an equitable manner. Several different approaches were explored. There was concern about whether or not it would be possible to absolutely ensure equity in network use given differences in types of content, uses, and the distance messages have to travel. Interactions between technology, law, and society. Social policy and behavioral expectations were also treated as mechanisms for ensuring network fairness. The right to have access to encryption, for example, and pricing policies were considered. Specific guidelines were developed to ensure that research on the network would not generate ethical problems in the course of experimentation. Internet designers were aware that it would be possible for bad actors to "game" a system intended to ensure equity. A distinction was drawn between learning how to use a computer system and learning how to use it properly, with the latter including making sure that one is not offending other users. Ethics and etiquette became linked. Computer crime was understood to involve an intertwining of social, legal, and technical matters. Notions of "good citizenship" came to inform both design decisions and behavioral expectations. The good network citizen shares resources, even when doing so comes at a

cost to him- or herself; respects the content, communication, and data of others; respects the resources of others; and complies with protocols and programming rules.

### **Contributions**

This research offers insight into the ways in which specific ethical issues became visible to technical decision-makers as mandates affecting Internet design. It enriches our understanding of the human side of the design process, itself now a model for those building other large-scale socio-technical systems. It is hoped that uses of these findings will help bring technical decision-makers into a common conversation with those in the social sciences and humanities. Finally, the project furthers the development of research methods for analysis of technological discourses with ethical consequences.

**Richard Gershon**, Western Michigan University, US

Redefining Business Space: Intelligent Networking and the Transnational Corporation

### **2B45 Visualizing Space (VisualC) Room: D.107**

**Chair** Sunny Yoon

### **Papers**

**Katherina Allo**

**Yasraf Amir Piliang**

Interspatiotemporality of Spectator Space: Finding a Communal Space in Experiencing Urban Digital Spectacles

Gathering is an idea of collecting and relating, the act of coming together that is not simply for the bringing of the assembly, but is also to share, to have conversations, to discuss, and sometimes simply to experience an environment in the company of others. Beginning with the gathering around the warmth of a bonfire or under the amiable daylight sun on the clearance of a field, spectator space began to take its shape in the face of a storytelling act. This paper will discuss the current spectator space phenomena in the context of Jakarta urban space where digital technology has gradually formed a new gathering to experience again the communal setting for the new urban spectacle. The ancient tradition of gathering for a spectacle, whether in the form of wayang kulit performance or other forms of performing arts, had its uniqueness in the fluidity between the spectacle and the spectator space. Both elements are bonded not just by the visual sense, but also by the bodily texture of the actors and spectators. The arrival of media technology has long disarrayed the act of gathering to experience a space, and has in due course caused the spectator space to become pixelated, mimicking the triggering media of its disintegrating state. The new urban spectacle has shown its vigor to charm and muster a collective spectator. However, while it does have its potential to allure, it also demands a new way of reading, sensing, and experiencing its narrative space. This paper will look at the difference in the narrative composition between the new urban spectacle and the linear structure of the more traditional visual performances, examining the different way of reading and conceiving the content of the narrative.

**Debora Tudor**, Southern Illinois University, US

Inception: Modeling Space

Inception (Nolan, 2010) depicts a team of thieves-for-hire, who invade a target's subconscious mind to retrieve valuable secrets for their client. Reviews, industry articles (Fernandez), and psychoanalytic criticism (Clyman) frame Inception as a dream film, reducing the film's contradictory spatial schemata to manifestations of psychological states. Such readings leave much filmic material undisturbed, and ironically for a system that claims to do deep textual readings, only explain the surface of this film. I read Inception through recreational mathematics, which deals with logico-visual puzzles, situating this reading in contemporary discourse about technologies that reconfigure our understanding of space and time. Inception uses paradoxes, like the Penrose staircase where figures seem to ascend and descend on the same plane. Lionel Penrose published a 1958 article illustrated with this staircase, an "impossible three dimensional, rendered structure that compel[s] the viewer to ... explore the complex differences between logical reasoning and visual impossibilities". (Levy et.al.86) The Escher lithograph "Ascending and Descending" depicts this staircase. The heist team's organizer explains the value of using this paradox, emphasizing that its spatial "logic" can be a mental defense. Motion on this staircase seems to move away from a point yet return to it simultaneously. This resonates with terms such as "folding space", hyperlinks, and wormholes, all of which describe spatial connections that bypass Cartesian geometry. Inception thus points toward a larger cultural configuration of technologically enhanced spatial perceptions.

**Myounghye Kim**, Dong-Eui University, KR

Teletourism: The Cultural Politics of Visual Storytelling of Foreign Land

In recent years, travel/tourism-related programs are increasing and gaining popularity in Korea. It means that there are many Koreans who want to learn about and travel the foreign countries, unlike their ancestors who were once labeled as the inhabitants of the 'Kingdom of hermits.' Travel, as common wisdom says enables us to learn about ourselves through the lens of foreign culture. There are plenty of moments in which travelers find their own "otherness" midst of foreign cultural practices. In this sense, travel/tourism-related programs not only provide novel scenes of other cultures but also enlighten us about our own differences which we once view as natural and even righteous. Although travel/tourism-related programs serve many good functions such as educational, informative, entertaining and perhaps economical, they also impregnate the danger of reducing rich and sophisticated cultural assets into rather standardized and pre-formulated television program formats. This paper plans to trace back to the history of travel writing as the antecedent of tele-tourism and to take criticisms of such writing to illuminate the current practice of tele-tourism. Through textual analysis, this paper tries to explore the narrative strategies and visual technologies involved in presenting foreign cultures on television screen and to explicate the cultural politics of such visual story-telling.

**Maria Teresa Mendes Flores**, University Lusophone, PT

Photography in the Production of Space: Research on the Imaginary of the View from Above in Western Visual Culture

This research is about the visual mediation of space. In this research I propose an encounter with the imaginary of the views from above in order to trace a genealogy of aerial photography and its recent use by virtual globe softwares. In just few years, these applications seem to have been increasing our capacity of inhabiting places that, most probably, we will never visit physically. This goal is part of a larger questioning about the relations between space and images, in an approach less concerned with formal issues such as of image space composition and its different aesthetics, rather than the question of image practices as social space practices, ways of space production through multiple mediations, namely visual mediations. We follow closely some of the authors of the critique of space who published their works since the 1960's. We bring their contributions to think photography in the production of space and its own identity as a medium, through a cultural perspective, aiming to understand the diverse visual regimes, as well as resistances and deviations that «automatic images» can easily bring along. Cartographic uses are emblematic of modern homogeneous space, a «photographic space» with the powers of a distant gaze, like the one of Apollo's. By tracing the history and genealogy of the point of view from above we were confronted with the mythical origins of space and its ancestral divisions of «sky» and «earth», God's place and human's place. But in that path we noticed that, before modernity, there seem to be effectively few images which represent things viewed from above, maps being the most ancient examples. This point of view is specific to the imaginary as it escapes from our corporeal dimensions and experience. It clearly appears in images only since the XVI century, which corresponds to a decisive turn in image and cultural conceptions. Images and language, as representations of the world, create the subject as spectator, transforming the world into an infinite assemblage of frames. Images that once had their foundation in the supernatural begin to be founded in the empirical world, in the visible as much as in the material invisible, and their program becomes the surveillance of empirical world, in the context of the territorial expansion of European societies and the start of globalization. This program is still operating today through diverse modalities. At that time, city views, perspective maps, cartographic paintings and other forms of landscapes appear which proves that it is not a technological reason, but a cultural one, that explains these views, as they exist much before airplanes and photography. However, these will contribute to its naturalization and change. This means that photography, although centred in the object due to its features, in figurative uses, produces a visual regime based on affection and memory, in a subjective way. It produces an intimacy with the object completely transformed into a vision. As we address photographic history «through the point of view of space» we find a significant part of its identity and that of the construction of modern abstract space. As well as elements of its overcoming. Photography emerges out of a «desire of landscape», the desire of possessing the world through its image: «Thank you very much for sending me such beautiful shadows!»

## **2B46 Digital Divide, Mass Media, and Journalism (DD) Room: D.113**

**Chair** Elena Vartanova

### **Papers**

**Marina Magalhães de Moraes**, Universidade Federal da Paraíba, BR  
Community "Cultural Journalism – PB": Study of Everyday Life in the Tribe of Brazilian Journalists in Orkut

There have been important changes in the forms of human interaction during the history of culture. The development of technical facilities and expansion of the media have promoted the emergence of new forms of social organization such as the telegraph, radio, cinema and television, which are all examples of how the media has shaped specific aspects of social life. In pre-industrial times, interpersonal communication and traditional media were quickly progressing and changing. Today we have found a style of social cohesion in which individuals are interdependent, especially in relation to the sharing of knowledge. This common spirit has weakened with the invention of writing and later with the appearance of the press. Concurrent with the emergence of the nations there was a process of "detrribalization" that emphasized an individualized lifestyle. However, at the time of social networks, when the experience of information exceeds the limits of time and place, the Internet has taken over for many different forms of communication. Now in virtual communities are everywhere, setting up new forms of tribes designed in many instances of everyday life. In the case of journalism, from the downbeat of the print media, we observe that this is a practice that has specialized interests in various newsletters. Today, when it comes to network communication, it is perceived an expansion of supply for the specific demands such as "cultural journalism." In this context, the advancement of technological-communicational resources favors the interests of users in search of stories relating to culture. The computer-mediated interactions benefit mainly the formation of groups that share interests around cultural events. It is in this direction that we intend to investigate the cultural journalism in the information age. As observed through the Internet and the installation virtual communities, whose members gather intrigued by topics related to this specialized journalism.

### **Yoonwhan Miles Cho**

Digital Divide and Divide in the Technological "Realities" from Media: A Content Analysis of Mobile Phone Quotient in U.S. State Newspapers

The media's role in presenting or even creating digital divide has been a major topic of mass communication research. What we witness today throughout the world with the reality of digital revolution could be another media reality: Some cities are called a mecca of digital revolution, while some are portrayed as lagging behind. This research first probes the relationship between this media reality and digital divide in different states, using a measure called quotient, which reflects salience of a technology and divide in media reality among different locations and time. A popular digital technology, mobile phone was picked as topic. Exploring the relationship among mobile phone quotients (in newspapers from different states), audience factors (including state social capital index, demographics, and political

value of states), and the actual statewide penetration level (i.e., digital divide), this research attempts to draw a bigger picture of digital divide. Total of 2047 articles (out of 13,1832 articles) in the U.S. newspapers database was sampled and analyzed along with other secondary data. The range of mobile phone quotient varied from .03% to 15% for 2000 and from .04% to 26% for 2004 among different U.S. states. For both points in time, North Dakota ranked the lowest average mobile phone quotient with 0.4%, and Alabama ranked the highest average mobile phone salience with 15.7%. Correlation analyses of quotients and the aforementioned factors from different states showed some significant results. For example, overall social capital index showed statistically significant correlation ( $r=.012$ ,  $p$

**Daniel Meirinho Souza**, Centro de Investigação Media e Jornalismo, PT  
Photography and Digital Exclusion: Appropriations and Uses of Image Capture Equipment

The present work intends to reflect about the role of the photographic image as document and window to the discovery of a world still unknown and new, filled of exotic places and people with unique habits. From concepts based on the image theory and photojournalism an analysis will be drawn about photography as a mirror, representing a reality and their processes of reproduction of the real. As a case study and thought a semiotic and symbolic analysis structure, we will study the imagetive representation of the Middle East people in the National Geographic magazine, published in Portugal. Some concepts that pass the Visual Anthropology and Visual Sociology will be used as a theoretical basis for empirical analysis of aesthetic techniques and narrative structures of the language used by the para-verbal images for publication referring to Arab, Muslim and Islamic societies.

**Olga Smirnova**, Lomonosov Moscow State University, RU  
Digital in Journalists' Activity and a Rise of the New Generation of Russian Journalists

For the last decades journalism studies in Russia have focused a lot on creative, deontological, legal, economic dimensions of the profession. However recently the nature of journalism as a profession has been substantially influenced by the technological development. That is why special attention should be paid to the impact that ICT and their consequences have made on professional journalistic culture in Russia. 1990s were critical for the Russian mass media that have been changed both qualitatively and structurally. The transformations have reshaped the profession dramatically. That's why researches in the 90s paid special attention to new professional standards and values of journalists, and also to the factors defining the development of mass-media, changes in patterns of ownership, the legal status, the status of mass-media and journalists, their social and professional values, especially to problems of their freedom and independence. As the result in 2000s the Russian journalism has taken its modern shape. This served as the background and the content for the formation of the modern professional identity by the Russian journalist seriously affected by the technological transformation in media and profession. The paper presents the preliminary results of the research "Digital in Journalists' Activity in Russia" which is to be carried out among the students at the faculty of Journalism of Moscow State University during 2011. The research is set to define which digital means of collecting, processing, creating and storing are currently used by Russian journalists in newsrooms of traditional and new media. Special attention is given to the influence of such factors as age

groups, gender, journalistic specializations and previous experiences. The aim of the research is to determine the key factors affecting the growing digital gap between the different generations of journalists and the peculiarities of the digital divide in the Russian context.

**Rasmin Careem**, Sri Lanka Development Journalist Forum, LK  
Internet Community Radio in Sri Lanka: Challenges and Opportunities

Internet platform has been identified by various countries including Sri Lanka as an alternative tool to practice the community radio. In most of the developing countries, lack of policy consciousness among the governments, lack of awareness about effective programming models, lack of willingness among the government authorities to encourage civil society empowerment through community radio and some other factor have been triggered the advent of internet community radio. However, in countries like Sri Lanka, the level of ICT literacy, internet penetration, availability of 3G coverage, availability of access points and community willingness on ICT tool are relatively low and the challenging forces learnt in the field of internet community radio in reaching disadvantaged. In such context, it is significant to think how far the existing internet community radio are effective and efficient, what are the types of communication strategies and models used in order to reach those who don't have access to the internet and what are the steps being taken by the existing Internet community radio to reach the disadvantage community in Sri Lanka. Now the question is that what strategies can be utilized to and with Internet based community radios in order to make benefit marginalized or disadvantaged rural communities. This paper will analyze the above context and present some proposals to enhance the strength the internet based community radio culture in Sri Lanka. This literature may give insights to internet community radio operators in other countries to have a SWOT analyze of their operations.

**Joel David Turner**

**Phil Fawcett**

**Ricardo Gomez**

Lending a Visible Hand: An Analysis of Infomediary Behavior in Colombian Public Access Venues and Their Impact on Social, Economic, and Community Development

In this paper we describe a general class of information and communication technology (ICT) access in transitioning and developing countries known as intermediated ICT access. We contend that intermediated access is the most common ICT transfer mechanism in public access computing venues. Intermediated ICT access is often enabled by infomediaries. Infomediaries are individuals who assume formal or informal mediating roles and leverage their direct access to ICTs by brokering information and technology to a set of beneficiaries, who do not have direct ICT access. Infomediaries foster digital inclusion and bridge gaps to ICTs such as illiteracy, limited physical access to a venue, insufficient technology-operation skills, and income constraints. This paper presents findings from an in-depth study of public access computing in Colombia, South America, conducted by University of Washington researchers and local partners. Our work examines three venue types: libraries, telecenters and cybercafés. This study explores the role of infomediaries and describes aspects of infomediary behavior within and across the three venue types studied in Colombia. Our

analysis is drawn from a combination of user surveys, operator and expert interviews, and community focus groups. Our findings describe how infomediaries in Colombian public access venues have both direct and indirect impacts on human development:

1. By offering easier access to more information and resources, health information, better social connections with friends and family, and increased opportunities for education and learning (Social Impact)
2. By offering easier access to employment, job advancement, and agricultural resources (Economic Impact)
3. By offering easier access to more information and communication resources, thereby creating a stronger sense of empowerment and contributing to the idea of belonging to a global community. (Community Impact).

### **Carina Sofia Lopes**

Access-points and Profile-making within Infrastructure: Where the Agency of Thriving Inequalities Can Lie

Over the last decade, urban environments have become divided and constrained by splintered infrastructure customized accordingly to location, profit potential and preferable customers. Moreover, with the development of urban networked technologies into interwoven layers of compatible information systems and applications, access has become defined by classification, inclusion or exclusion, frequency and fidelity-points. While the tendency is to develop increasingly more complex user and access profiles, there is also the receding away of the supporting infrastructure made possible by ubiquitous and networked devices. However, the recent events in Egypt with the blockage of Internet access and mobile phone network or the sharpening of Internet policing in China through the use of specific routers and switches, remind us that understanding the underlining infrastructure is more important than ever before. Such infrastructure should not be simply understood as cables, antennas or monitoring equipment, as increasingly, access points are defined by software. Through the question of where 'agency' lies within urban media environments, it is analyzed the power dynamics in the definition of a priori profiles and access-points. Agency will be shown to become a key issue when one moves away from the micro-analysis of what a certain application or platform does (or makes possible) towards the previous level of decision – the moment that an application or platform is designed. Although the question of inequality, when formulated around infrastructure, is usually addressed as having access or ownership of a specific device or adequate usage knowledge, the practices within the development of applications show that it is necessary to add a different perspective. Software based media environments are intrinsically divisive and they thrive on these same divisions, but without creating tensions and a context of slow versus fast track lane within the cities – which becomes also the fertile context for media activists and NGOs.

**2B47 The Profession of Journalism: News Values in a changing Journalism Environment (JRE) Room: D.114**

**Chair** Beate Josephi

**Papers**

**Ian Richards**, University of South Australia, AU

**Beate Josephi**, Edith Cowan University, AU

The Australian Journalist in 2010

This paper reports the findings of a recent study of Australian journalists which employed the framework of David Weaver's and Lars Willnat's global study of journalists. The Australian study considered a range of issues, from journalists' working conditions to their perceptions of autonomy, ethics and professional values. The survey of 117 journalists in all states and all sections of the media was conducted between October 2009 and February 2010. The questionnaire employed was based on the questionnaire developed by Weaver & Wilhoit for their longitudinal studies of American journalists. The paper also draws on most recent Australian Bureau of Statistics census (2006, published in 2008) to determine a number of characteristics of Australian journalists, including age, gender, ethnic origins and pay. The paper reports that Australian journalists appear to consider themselves to be the watchdogs of government and, further, that they aspire to influence public affairs in ways which serve the public interest. However, a number of significant changes have occurred since the previous study in 1998. The gender balance of Australia's journalistic workforce is far more balanced than was the case in the earlier study, that workforce is better educated than earlier, and job satisfaction is high despite the challenging context within which most journalists and media organisations operate. Although the notion of autonomy can be understood in many ways, most journalists in this study interpreted it in terms of freedom in their choice and approach to the stories they work on. At the same time, a decreasing number of journalists wants to serve the widest possible audience, a development which appears to be a product of audience fragmentation and the breakdown of the media market into an increasing number of niche publications. The paper concludes that, overall, Australia's journalists are no longer a set of predominantly young and fairly well-educated men, but, rather, a somewhat more mature group in which women slightly outnumber men. As they live and work through a period of constant change, and in common with their counterparts in other countries, Australian journalists are themselves adjusting to meet these changes.

**Daniel Noelleke**, University of Muenster, DE

Expertise on Air: Relevance and Functions of Expert Sources in the News Media

Expert sources play a prominent role in media coverage and are therefore an important feature of professional journalism. Taking a closer look at experts' appearances in the news media it becomes obvious that they do not only serve as knowledge providers but have become a journalistic means of arranging issues in a specific manner. Based on a systems theoretical approach to society this paper investigates journalistic patterns of constructing expertise. It is interested in the relevance of experts in different editorial departments and in

the fields experts are recruited from. Further it investigates the way experts are presented and the functions expert sources fulfill. Therefore, the reporting of two German newspapers (Sueddeutsche Zeitung and Bild) and two German TV stations (ARD and RTL) was analysed for a period of two weeks. All in all 3.071 newspaper articles and 2.620 TV stories were investigated. To identify those stories presenting 'media experts', seven news media journalists had been questioned in in-depth interviews about their specific understanding of expertise. With these information about the function of experts in media coverage, expert sources could be identified. Regarding the relevance one can conclude, that expert sources are deployed regularly. Their role is more prominent in TV stories (31.4%) than in newspaper articles (12.5%). Expert sources appear in every editorial department but they are most likely to be cited when covering issues from the fields of economy, politics, and sports. Journalists' understanding of experts is not limited to scientists. Besides academics (former) practitioners are introduced as 'experts'. For the audience it mostly remains dubious why a source is presented as an expert. Most stories do not explain, what makes the cited person an expert. The experts presented 'on air' do not only provide special knowledge. They are also asked to comment on current issues or to predict future developments.

**John Magnus Danielson**, Stockholm University, SE

Trial by Investigation: The Judicial Process as Narrative in Investigative TV-Journalism

Investigative TV-journalism is a field where numerous elements influence the potential meaning of the texts produced. Ideology, genre, production context, narrative forms, media logic, technology, and program format, are but a few. These elements operate at different levels of abstraction and through various modes of structure and through different types of mechanisms. Still they all interact in the production of potential meaning and it could be said that the journalistic text is a result of their interacting causative effects. This paper suggests how critical realism could serve as an alternative philosophical framework when analyzing ways in which elements produce intersubjective meaning. It explores how the critical realist concept of structures and mechanisms, which, through the concept of emergence, cause actual events at different levels of reality, could be applied to the analysis of the underlying structures or qualities of the different elements producing meaning in journalistic texts as well as to analyze the structure of the different levels at which meaning is produced. Using examples from the field of investigative journalism the paper will exemplify how critical realism could serve as a ground for methodological considerations and analysis when researching production of meaning in texts pertaining to that particular field.

**Kaarina Nikunen**, University of Tampere, FI

Fast and Connected: Emergence of the Individualist Knowledge in Newsrooms after Recession

This paper examines how the crisis of journalism has affected journalistic profession in Finland. Cuts of journalistic workforce and rationalization of journalistic work with increased multi-skilling and move away from expertise towards universalism have changed understanding of what it means to be a good journalist. Based on interviews conducted in the spring of 2010, this paper highlights changes in journalistic practices and the emerging

role of new media in the newsrooms. While new media creates pressures to publish and update more stories than before, social media introduces new personal tools to collect and disseminate information including increased commentary journalism and personal blogs. At the same time audiences have more tools to participate in news publishing by writing blogs as well as in assessing news stories and sources used. These changes obscure the lines between professional and amateur journalism as well as public and private information. In a situation where the traditional boundaries are blurred, newsrooms create new ways of treasure professionalism with rules and reforms. From these practices emerges the ideal journalist, who is young, value-free, fast and mobile, versatile with personality and not connected with any social movements. This ideal journalist suggests a move from situated knowledge towards increasingly individualistic knowledge.

**Michael Lee Kent**, The University of Oklahoma, US

**Maureen Taylor**, Gaylord College of JMC, US

Ethiopian Dialogue: Merging Theory and Praxis in Journalism Training

This paper reports on an End of Project evaluation of a media training campaign that created a supportive social environment for preventing and mitigating the impacts of HIV/AIDS. Internews' approach was to create an enlightened and committed local broadcast community. The Local Voices HIV/AIDS training project enacted a dialogic, language-centric, model for training journalists. The Local Voices project educated hundreds of journalists, produced thousands of stories, and informed hundreds of thousands of people about HIV/AIDS. The essay provides an overview of media development in Ethiopia, reports the results of an end of project evaluation of the Internews Local Voices HIV/AIDS media training from 2005–2010, provides a discussion of the principles of dialogue and how it informed the training and communication practices in Addis Ababa, and evaluates the aspects of the training program that inform other media training and development initiatives.

**Andreu Casero-Ripolles**

Pablo Lopez Rabadan, Universitat Jaume I, ES

Media Agenda Trends at the Spanish Front-page: A Longitudinal Analysis about Issues, Actors, and Informative Spaces.

The front-page constitutes a preferential space in the media where is represented the selection and journalistic hierarchy. By concentrating the maximum importance information, its scientific analysis allows to deepen in the study of journalist strategies in the process of social construction of reality. This paper focuses on longitudinal analysis of the journalistic agenda evolution taking as significant object of study the front-page of the reference press in Spain. With this objective, specifically we study the issues on the agenda (topics and informative structure), the social actors protagonists of news and main geographic areas linked to information. To review this object of study, the sample focus on the two most important Spanish newspapers with editorial line clearly differentiated (El País / ABC), selects an extended and historically significant period (1980-2010), and takes the most relevant news on the front-page as unit for applying the technique of content analysis to 800 news. The main contribution of this paper is to identify the main trends determinants in the configuration of the long-term journalistic agenda, with particular attention to the evolution

of three professional relevant issues. First, confirm the emergence of new informative actors (NGOs, civil society, experts) in the foreground of newspapers importance. Secondly, find out if there was a progression of soft news, in line with the growth of infotainment, within the priorities of reference press. And finally, presenting data on the evolution of the geographical areas associated to the front-page to check a significant advance in the globalization of the media agenda.

## **2B48 Defining Public Value for Public Broadcasters (EuroPBP) Room: D.115**

**Chair** Jo Bardoel

### **Papers**

#### **Alison Harcourt**

European Union Definitions of Public Service Broadcasting

The definition of public service broadcasting has long been a political hot potato for the European institutions. According to a 2008 European Commission press release, public broadcasters in Europe receive over €22 billion annually from license fees or direct government aid, placing them third, after agriculture and transport companies, among recipients of state aid. State aid is not permissible under the European treaties, so exemptions must be defined under European law. This has proved challenging as the Commission possesses very few tools with which to grant exemptions and there was nothing in the Treaties to give public service broadcasting any special status until 1996. This paper will examine how the European Union defines public service broadcasting looking at how definitions have come about historically. It begins with 1993 'exemption' decision for Eurovision leading up to the 2009 the Communication from the Commission on the Application of State Aid Rules to Public Service Broadcasting. The paper argues that PSB policy has been driven by the European Court of First Instance and European Court of Justice decisions which took decisions over exclusive rights and state aid respectively. Political mobilisation led to the PSB protocol and Article 7d in the 1996 Amsterdam Treaty laid the foundation for the 2000 Communication on Services of General Interest in Europe and 2001 Communication on the application of State aid rules to public service broadcasting. However, Article 7d was ultimately interpreted by the European Court of Justice in the 2003 Altmark case. The paper analyses how the 'Altmark test' was implemented in Denmark, Germany, Ireland and Belgium, where the European commission found public service broadcasting funding schemes to be 'incompatible with the common market'. These decisions set precedence for the 2009 Communication which will be analysed in the paper.

#### **Maria Michalis**

Assessing the British Public Value Test: Has it Created Public Value?

This paper provides an in depth analysis of the Public Value Test (PVT) in Britain. The Test, adopted largely in response to industry pressure, came into effect in 2007 with the new BBC Royal Charter. Following a discussion of the background to the PVT (its origins and goals), the paper focuses on its implementation and examines its structure and the specific tests

which have been conducted so far: both full PVTs which include a market impact assessment by OFCOM (e.g. iPlayer, BBC HD, Gaelic Digital Service, Local Video News) but also internal PVTs where the BBC Trust carries out the market impact assessment (e.g. project Canvas). Based on a detailed documentary analysis of the PVTs concluded to date, the paper goes on to critically assess how the BBC Trust has balanced public value against market impact. The paper distinguishes between positive and negative public value. It goes on to argue that on the whole public value defined narrowly has been served well - the process is open and there is substantial public input (elements which were hitherto absent) – but, on evidence, there is little to suggest that the PVT has served grand vision public value. The analysis of the British PVT is placed in a comparative context drawing principally on the German experience. Although a country case study, the paper is of relevance to not only the British communications policy community but also, following the endorsement of the PVT concept by the European Commission with the 2009 Broadcasting Communication, other European countries.

**Hilde van den Bulck**, University of Antwerp, BE

In Search of PSB's Holy Grail: Cultural Content Fit for Contemporary PSB and Society?

### **Context**

Taking Flemish Public Service Broadcasting (PSB) VRT in an international comparative perspective as a case in point, this contribution aims to analyze the contemporary interpretations of 'culture' in PSB. Historically, culture took up a central position in PSB content. It nicely fitted the cultural-educational logic of traditional PSB, taking pride of place (also in prime time) and focusing on high culture presented predominantly as registrations or in informative formats (H. Van den Bulck, 2001). Yet, culture was seen to be one of the PSB areas to have suffered considerably in the institution's move in the late 1980s to a more competitive business logic with its stress on audience maximization (Biltreyst, 2000, 2007; Coppens, 2005; Emanuel, 1993). Continued criticism has more recently inspired PSB – often pushed by government policy initiatives - to refocus on and reinvest in its cultural remit. In the Flemish case, criticism from a number of stakeholders led in 2007 to a cultural addendum to the running management contract, stipulating VRT's commitment to provide a three tier system with (1) cultural items in generalist programmes, (2) cultural programmes on generalist channels and (3) specialist cultural programmes on internet platforms. Research (Hilde Van den Bulck, Claessens, Dhoest & Vandebosch, 2009)) shows that this has indeed resulted in an increased attention to culture which is reflected in the positive annual evaluations of PSB's performance in this regard (VRM, 2007, 2008, 2009). Nevertheless, each initiative in this area, particularly in public service television, is met with intense scrutiny and criticism from different stakeholders, creating a returning public debate (Emanuel, 1994). This has led to our central research questions: 1. What is considered 'wrong' with these cultural initiatives on public service television?; 2. Who (which stakeholders) thinks there is something wrong?; and, complementary, 3 What constitutes the 'ideal' cultural content fit for contemporary public service broadcasting and society?

## **Theoretical framework**

A first framework within which to analyze evaluations of cultural content in PSB, is concerned with different functions of cultural content on PSB. With regards to the public, at least three different functions or positions of PSB can be distinguished: informer, educator and stimulator (to go out and take part). With regards to the cultural sector, PSB can fulfill at least four functions: registrator, stimulator (hub), creator and entertainer. This results in the first hypothesis (H1a): Criticism of cultural content on television will focus on the specific function of PSB in relationship to the audience and (H1b) Criticism of cultural content on television will focus on the specific function of PSB in relationship to the cultural sector. A second framework relates to the interpretation of what is culture? While traditionally, cultural content on PSB was by and large confined to the traditional notion of high culture and the fine arts ((Biltreyst, 2000, 2007; H. Van den Bulck, 2001), today this is no longer self-evident, due to changes in society towards a no brow culture (Seabrook, 2001) and changing tastes but ongoing culture wars between high and popular culture believers (Gans, 1999). A second hypothesis, therefore, stipulates that (H2) Criticism of cultural content on PSB will focus on the contemporary interpretation of 'what is culture'. A third framework revolves around the difference of the cultural logic and the television logic. As cultural content on PSB brings together the logic of cultural production (with its stress on singularity, non-conformity etc) and the logic of television with its own narrative, its stress on the visual and dynamic and its (contractually determined) benchmarks of audience reach and appreciation. Our third hypothesis, therefore, states (H3) Criticism of cultural content on PSB will focus on a perceived incompatibility of the cultural and television logics. A final framework revolves around those voicing the criticism. Starting from existing evidence of points of views from different stakeholders including the cultural sector (CJSM), other media players (Donders et al., 2010), the media minister (Lieten, 2010) and the least visible because least organized stakeholder the audience (Dhoest et al, 2010), the public debate can be analysed to see who's point of view is being expressed most strongly and frequently. This results in the final hypothesis (H4): Criticism of cultural content on PSB will reflect the views of certain stakeholders more than others

## **Empirical set up**

In order to grasp the different opinions on and evaluations of cultural PSB content, we selected a sample of cultural programmes broadcast on one of the two VRT linear television channels één and Canvas: between 2006 and 2010: namely the cultural magazine programme De Leeuw in Vlaanderen (2006), the book programme Iets met Boeken (2008), cultural portraits in Lux (XI) (2007-2009) and cultural magazine Cobra TV (2009-...). For each programme, all media coverage was collected (retrieved from online media archive Mediargus and additional sources). All coverage was subsequently analyzed using a coding schedule based on the above theoretical framework.

## **Results**

Preliminary results shows that the criticism is characterized by certain reoccurring themes. One is the difficulty of finding a concept/format that links quality (profundity, cultural logic) to audience ratings (starting from the stimulating function cf. H1a and paying attention to a diverse variety of cultural expressions and a credible host (H2) against the 'dangers' of a stress on entertainment.. third, a lot of attention is being paid to the relationships to the cultural sector (H1b), considered problematic on account of clashes between cultural and

television logic (H3). In all this, the cultural sector appears to be the strongest and most cited/referred to stakeholder (cf. H4), voicing opinions that are in part removed from both the viewpoints of the sector's official representatives and the views of the audience. The data will be analyzed in more depth and in light of its policy implications and these will be discussed in an international comparative context.

### **Manuel Puppis**

#### **The Creation of Public Value in Small States: A Comparison of Media Regulation and Broadcasters' Strategies in Austria and Switzerland**

Due to financial constraints, increasing competition, lacking political support and digitization, public service broadcasters across Europe are confronted with changing environments. This inevitably leads to fierce debates regarding their role in society, the scope of their mission and hence whether they are allowed to evolve from public service broadcasters to public service media. In short, their entitlement to serve citizens with a broad range of programming on all platforms is increasingly being contested. In member states of the European Union, a prior assessment of the impact of new services on the market is required. The potential consequences of a narrowly defined remit seem to be even more worrisome in small media systems. In most (Western) European small states, public service broadcasters traditionally play an important role in providing citizens with domestic programs, diverse content and independent information and it is at least questionable whether domestic commercial media can perform this task any better in the digital age. However, while the consequences of the European Commission's broadcasting communication as well as regulatory responses of bigger member states are well understood by now, only few studies focus on small states. Additionally, most scholarly work looks into regulatory requirements without taking into account the organizational strategies of public service broadcasters. In the present paper, we thus examine how public value is created in Austria and Switzerland, looking at both regulation and broadcasters' strategies. More specifically, we are on the one hand investigating whether and how broadcasting regulation was. On the other hand, we discuss the strategies of the Austrian and Swiss Broadcasting Corporations (ORF and SRG SSR) in order to serve their respective societies in a digitized media environment. In order to generate cross-country evidence of public value creation, a so-called simple comparison of Austria and Switzerland was performed based on a qualitative analysis of documents. The two countries provide for interesting cases, as television markets in both countries are dominated by next-door giant neighbors (Germany, France, Italy) but only Austria is a member of the EU. The analyzed documents included legal documents, statements made during public consultations and strategy papers of the public broadcasters themselves. Results indicate that while the concept of public value is not even discussed in Switzerland, it has become an important instrument of legitimizing the activities of ORF. Additionally, an agreement with the European Commission and lobbying efforts of newspaper publishers strongly constrain the ORF's online activities. Publishers oppose the SRG's new strategy of providing content on all platforms as well. However, as of yet more modest regulatory restrictions apply.

**Isabel Awad****Between Diversity and Pluriformity: The “New Style” of Dutch Public Broadcasting**

This paper underscores the importance of placing recent developments in the Dutch public broadcaster’s approach to cultural diversity in relation to the broadcaster’s broader struggle to (re)define and justify its position vis-à-vis the current political climate in the Netherlands, one marked by skepticism against state institutions and by calls to restrict immigration and assimilate cultural differences. To undertake this task, the paper traces three parallel policy developments in the Netherlands since the mid-1990s: (1) the move from multiculturalism to assimilation in the politics of ethnic diversity and immigration, (2) the restructuring of public broadcasting in response to social, economic, and commercial transformations, and (3) how these two developments interact in the public broadcasting system’s approach to cultural diversity. Furthermore, the paper examines the broadcaster’s most current diversity initiatives, relying on interviews with key staff in charge of defining these initiatives. The analysis reveals that the broadcaster’s approach to cultural diversity has evolved in contraposition to a tradition of “pluriformity” in Dutch public broadcasting. While dictionary definitions may equate pluriformity with diversity, a crucial difference between the two persists in Dutch public broadcasting. Pluriformity justifies the system’s unique structure, based on multiple broadcasters. This structure originated in the ideological differences that provided the basis for Dutch pillarization (among Catholics, Protestants, socialists, and liberals), although today these differences are generally reduced to left and right politics. Diversity, in contrast, is the term used for non-traditional cultural differences associated with immigrant groups. Significantly, while difference among dominant ideological perspectives is valued and even promoted in Dutch public broadcasting today, (ethnic) minority-based difference is being depoliticized and assimilated. Thus, the distinction between the broadcaster’s politics of diversity and its politics of pluriformity reflects the same hierarchy that exists in Dutch society today, where a dominant model of Dutchness is imposed over allegedly “foreign” cultures.

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**SOCIAL EVENT****DAY 2 14.07.2011 THURSDAY**

Sessions C 14:30 – 16:00

**ALAIC-ECREA ROUNDTABLE****TIME FOR CREATIVE INTERCONNECTIONS: LATIN-AMERICAN AND EUROPEAN CROSS-FERTILIZATIONS IN COMMUNICATION AND MEDIA STUDIES Cibali Hall****Chairs**

**Nico Carpentier, Fernando Oliveira Paulino**

The theoretical, methodological and empirical development of the field of Communication and Media Studies is characterized by a diversity, which also has a spatial dimension. Although opportunities for global exchange exist, academic communities are situated in the

local, the urban and the regional and function as imaginary communities, because of institutional, financial and linguistic reasons. This regional diversity is a significant asset to our field, but at the same time we should avoid counter-productive processes of intellectual isolationism or hierarchization through the organization of creative dialogues and exchanges. The contributions in the ALAIC-ECREA panel aim to contribute to interregional dialogues, between Latin-America and Europe by emphasizing the regional specificity and contextual embeddedness of theories, methodologies and research traditions in Latin-America and Europe, critically comparing the strengths and weaknesses, the abundances and gaps, and then articulating these differences as opportunities for the intellectual enrichment of both academic communities.

## **Presenters**

### **Claudia Alvares**

Tracing Intersections and Exclusions in Lusophone Communication Research

### **César Bolaño**

El concepto de Cultura en Celso Furtado: una alternativa latino-americana para el debate sobre innovación y creatividad

### **Leonardo Custodio**

Assessing Brazil's Role in the Contemporary International Participatory Media Debates

### **Eliseo Colón**

Narratives during the Crisis Era and Cultural Convergence: The Case of Mexican Film Director Guillermo del Toro

### **Miquel de Moragas**

"Latin Europe" and "Latin America": Communication Research Networks and Nodes in the Global Era

### **Alejandra Garcia-Vargas**

#### **Patria Roman-Velazquez**

Latin American Urban Communication Studies: Unique Texts, Ordinary Cities

## **UNESCO SESSION I Fener Hall**

### **2C11 The Ordinary, the Everyday, and the Real (Aud) Room: B.101**

#### **Chair**

**Beybin Kejanlioğlu**

#### **Papers**

**Rafal Zaborowski, PL**

Hear and Heal: Intimacy, Ordinariness, and Japanese Music Audiences

This paper is an outline of an ongoing project, which attempts to analyze the nature of engagements between everyday Japanese audiences and popular music media. Despite increasing ubiquity and digitalization of Japanese music, the content as well as the form of popular songs has remained largely stagnant. Meanwhile, the audiences seem to employ various strategies in their song consumption and more often than not actively engage with the music media. In the light of social and technological change in Japan, a question emerges: what is the nature of these everyday practices in temporal (pre- and post-bubble economy) contexts, and what does it tell us about the characteristic of the audiences? If the aforementioned stagnancy is a manifestation of the wider, conservative ethos in Japanese music media, it becomes essential to understand how this ethos is decoded, appropriated and reproduced by the audiences in their everyday lives. What strategies, and with what results do they use to make sense of music in the changing (media, social) landscape? Moreover, do these strategies differ across generations? Attempting to bridge the gap between Japanese and Western theoretical concepts, this study operates under a paradigm of music as an intersection: of new and old, of different media engagements, finally, of media and social change. To explore these dimensions in detail, the study uses content and visual analysis of popular Japanese music on the one hand, and focus groups as well as in-depth interviews with Japanese audiences on the other. In doing so, the project seeks to investigate how these audiences differ, and what can be inferred from the (presumably various across age boundaries) modes of interaction with music media. So far, there are three major trends emerging from author's previous research as well as from the results of a pilot study conducted with two generations of Japanese audiences. The first asserts that in Japan, music is a largely conservative medium. This, combined with audiences' interpretations and appropriations contributes to the creation of a "healing" (iyashi) or "motivating" (hagemashi) space; a "safe" haven in the fast-changing world. The second trend shows that in Japan, where "the quotidian" is an art form in itself, notions of ordinariness and proximity challenge the boundaries between performers and audiences. That line is further dimmed by the rise of new, participatory music media, mobile platforms and the phenomena of karaoke, message boards, and interactive video channels. The third trend emphasizes notions of nostalgia and intimacy across generations, presenting popular music audience as a significant, yet under-researched category of media users.

**Nico Carpentier, UK**

The Subject Position of Ordinary People in Mediated Environments: A Power Struggle Oscillating between the Construction as Ordinary and as Ordinariness

This paper looks at the mediated articulation of the subject position of 'ordinary people' from a discourse-theoretical framework. The theoretical starting point is that (cultural) identity is relational, and that subject positions gain their meaning in juxtaposition with a series of other subject positions. Following Laclau and Mouffe's work, subject positions (and identities more in general) can be seen as the fusion of a multiplicity of always relational identities, which play key roles in discursive struggles that are based on the confrontation of antagonistic subject positions. Ideal-typically we can distinguish two positions in this struggle, in parallel with Lefebvre's distinction between the everyday and everydayness,

namely the ordinary and ordinariness. In the case of ordinariness, there is a clear social hierarchy between ordinary people and the power-bloc of elites, where ordinary people become placed in a secondary and dependent position. In contrast, the ordinary refers to a position of autonomy and empowerment for ordinary people. Here, societal differences do exist and are acknowledged, but these differences are not articulated as relations of dependence and control. In the case of the mediated constructions of ordinary people, it is argued that this subject position is antagonistically articulated in relation to an alliance of power-blocs consisting of celebrities, experts, politicians and media professionals. Although this juxtaposition is often to the disadvantage of the position of ordinary people - constructing them as part of the ordinariness - the construction of ordinary people as authentic also privileges them over the subject positions of the alliance of power-blocs. This paper aims to provide a theoretical reflection on the highly fluid signifier 'ordinary people', and its place within different mediated environments. By seeing it as part of a political-ideological struggle between the ordinary and ordinariness, some of the dynamics that construct its meaning will be analysed.

**Juliana Abdul Wahab**, Universiti Sains Malaysi, MY

How Real is Reality TV? Teenagers' Readings of the New Genre: A Case Study of Malaysia

By the turn of the new millennium, reality TV has increasingly become a fashionable product worldwide, undeniably created a phenomenal 'television culture' around the globe. The success of reality TV show was made evident after the introduction of Survivor (USA), in 1999 (originally known as Expedition Robinson, aired on Swedish television in 1997) and Big Brother (the Netherlands) in 2000, which borrowed a concept of an adventure, game show and drama. Around about 2002, reality TV expanded to incorporate a singing talent approach such as Pop Stars which eventually led to the creation of Pop Idol, World Idol and American Idol (2002), Fame Academy (2003) and many others. With the popularization of the 'new genre', Reality TV is no longer being associated with factual programmes such as news and documentary. A more hybrid concept introduced in the programme has assigned a new meaning to the 'new genre'. Reality TV gained its popularity in the Malaysian television industry with the introduction of the popular American reality TV show, Survivor in year 2000. A turning point in the Malaysian television industry came with the creation of Akademi Fantasia; an adaptation of La Academia, one of the most successful musical/ singing talent reality TV show originated from Mexico. In the contemporary scenario, Reality TV has emerged as one of the most talked about television programme in Malaysia ranging from musical/talent search and beauty makeovers. Against this backdrop, it is interesting to investigate the most phenomenal genre that is currently taking place around the world and to locate it within the Malaysian context, specifically on audience interpretations of the 'new genre'; that is to find out how young audience understand and makes sense of, interact with and create meaning from the genre.

**Nina Haferkamp**

**Juliane Rietzsch**

**Elena VonRoell**

**Pamela Przybylski**

**Lena Kiepe**

**Till Kreis**

**Siri Henkel**  
**Svetla Simeonova**  
**Marius Meier**  
**Louisa Mahr**

Farmer Wants a Wife and the Audience Sighs: Analyzing the Factors of Success of a Popular Reality TV Show

**Nitida Sangsingkeo, UK**

Inside the Constructions of Mental Health: Media and the Everyday Life of Women in Thailand

This study explores representations of mental health by employing a qualitative research design. In a 9 months ethnographic study with 49 Thai women of different life and mental health backgrounds, I observed their day-to-day interactions with and formulations of mental health (Group One – the Emergency Home, a hostel for victims of rape, abuse and poverty, Group Two – the Family Link association, a rehabilitation centre for people living with mental illness and Group Three – the everyday life setting). The analysis shows that mental health is socially constructed and contested. In turn, there are a series of interactions, territories, voices and connectedness of discourses behind these constructions. Thai women, this research concludes, are thus co-constructors of mental health in their fluid interactions as media users with the complex representations of mental health among the dispersed media scenario. Respondents from Group Two (carers at a rehab centre) and Group Three (respondents from the everyday setting) draw on higher levels of media literacy in selecting, processing, filtering, criticising and challenging the mass-mediated mental health representations compared to Group One (disadvantaged women at a hostel) who had limited access to the diversification of the mass media. Media literacy, emerged as an enabling factor in building and generating respondents' mental health competencies through the promotion of their agency in recognizing risk and identifying treatment options. Consequently, this study raises the concern of equality in women's access to different media and the question to what extent women of different backgrounds have the media literacy skill to negotiate and utilize mediated mental health content.

**Christina Peter**  
**Andreas Fahr**  
**Hannah Früh**

Who Tells Us Who We Are? Differences in Social Comparisons with Media Characters and Real People

**Teresa K. Naab, DE**

Habitual and Ritual Television Use: Theoretical Approach and Empirical Measurement

Research on audience experiences and responses to media entertainment has made remarkable progress over the past decade. Innovations in media content and technology continue to rise new challenges to entertainment studies, both in theoretical and empirical dimensions. One 'hot' innovation in entertainment technology is the co-evolution of digital games, artificial intelligence, and other facets of advanced computer systems into

“Interactive Storytelling” (Cavazza, Lugin, Pizzi & Charles, 2007). The synthesis of elaborated story, multimedia presentation and rich interactivity is envisioned to result in a radically new audience experience in which users make meaningful decisions on the progress of the narrative and thus co-narrate the story. To use such an “Interactive Story” may be compared to the experience of ‘being’ in a novel’s world, of especially immersive video gaming or of participating in a virtual improvisation theatre. The present research aims to theorize and examine the audience’s entertainment experience in ‘Interactive Stories’ before this new type of media technology enters mass markets. Based on existing models of media entertainment, the video game experience in particular (Vorderer & Bryant, 2006), an experiment was conducted with a widely recognized prototype of Interactive Storytelling, “Façade” (Dow et al., 2007). This system involves users in a dialogue with two autonomous characters whose intimate relationship is going through a crisis, which results in interesting affective dynamics. The study (N = 68 students, 44 females) focused on the importance of interactivity for the story experience. Therefore, participants were randomly assigned to either use “Façade” interactively or merely watch a prerecorded video of another person’s interaction with the system. Interactivity was thus manipulated experimentally (on / off). After 15 minutes of exposure, participants completed a questionnaire and rated their experience on various dimensions relevant to entertainment, including presence, suspense, and enjoyment. Results show that audience experiences do not differ between interactive and non-interactive use of the story on very many dimensions. Most importantly, no significant group differences emerged for key dimensions such as curiosity and suspense. However, users displayed more overall enjoyment in the interactive condition ( $p = .07$ ), more positive and less negative affect than users in the non-interactive condition ( $p$ ’s  $< .05$ ). Two experiential processes seem to drive this difference in emotional response, namely a higher degree of presence and of efficacy experience (effectance) that come along with interactive story exposure ( $p$ ’s  $< .01$ ). Findings suggest that Interactive Storytelling combines known aspects of narrative experiences (such as suspense) with action-based audience responses (effectance and presence). In this sense, Interactive Storytelling is indeed distinct from prior types of media entertainment, also from an audience perspective. On the other hand, the fact that the interactive “Façade” experience displays substantial similarities with the non-interactive version also suggests that interactive stories are no ‘radically’ new type of entertainment. Implications for entertainment theory and future trends of the entertainment industry need to be considered accordingly.

## **2C12 Media and Empire: Historical Perspectives (Hist) Room: B.102**

**Chair** Epp Lauk

### **Papers**

#### **Marsha Siefert**

Empire, Nation, and Communication: Telegraph Networks in the Southeastern Borderlands of Europe, 1856-1880

Building upon recently published research about Ottoman and Romanov imperial communications systems (Siefert 2011), this paper looks at the way in which independent

and emerging nations in the borderlands of the major continental empires “connected” to imperial telegraph networks and developed their national communication systems. As is well known from the histories of international telegraphy and empire (Headrick 1991; Hugill 1999; Mattelart 2000; Winseck and Pike 2007), the British Empire took the lead in cabling the world. From the Crimean War to the successful transatlantic cable of 1868, however, telegraph lines to India had to cross the major continental empires, with one routed through imperial Russia and Persia and the other through Ottoman lands. These empires, in turn, exploited technological factors and imperial rivalries to help construct their domestic networks as part of large-scale modernization efforts. At the same time, national groups among their multiethnic populations were the source of telegraph personnel as well as potential trouble for the emerging telegraph stations connecting one empire with another. The borderlands of Southeastern Europe were one such place. Telegraph construction began in the early 1850s as a land line route from London and Paris to Constantinople. By the time of the Russo-Turkish war and the 1878 treaty of Berlin, some of these borderlands – Romania, Bulgaria and Serbia – emerged as independent states while Montenegro had retained its independent operations vis-à-vis its imperial neighbors. For this area, then, building telegraph lines in the 1860s and 1870s represented both imperial and national desires as leaders vied for connectivity and concessions based on strategic location for militaries and markets. The goal of this paper will be not only to see how the telegraph was used as a “tool of empire,” but also to show how existing networks were used and adapted by emerging states in the volatile period of creating a “wired world.”

**Peter Putnis**, University of Canberra, AU

“Imperial Preference” and the Development of American-Australian News Links, 1930-1950

The ruling idea underpinning Australia’s international news links in the first decades of the 20th century was ‘Imperial preference’. Reflecting the cultural, economic and geo-political precedence of Britain for Australia, the Australian press functioned as part of an ‘Imperial press system’, particularly in its coverage of international news. Under this system, London operated as a news hub for nearly all foreign news destined for Australia. Furthermore, news interchange within the Empire was given preference through government subsidised press cable rates across the Empire and the operation of the ‘all red’ global cable route. A major section of this route comprised the Pacific Cable linking Southport (Qld.) with Vancouver, which was jointly owned by the British, Canadian, Australian and New Zealand governments. Imperial press links were cemented at the level of individual newspaper proprietors and editors through the Empire Press Union, established in 1908. Prior to the Second World War, news flow between the United States and Australia was constrained by the lack of a direct submarine or wireless telegraphy link between the two countries and by the fact that international news destined for Australia was largely channelled via London. ‘Imperial preference’ in news was facilitated by global cartel arrangements amongst international news agencies whereby Reuters was given priority access to the Australian news market. In the 1930s American diplomats in Australia complained that these arrangements prevented the Australian public from receiving a consistent flow of impartial news about America and that this was damaging U.S. – Australian relations. Pressure was brought to bear on the Australian Government to allow the opening up of direct communication links between the two countries. Furthermore, following the breakdown of the news cartel in the 1930s, it

became possible for Australia's national news agency, Australian Associated Press, to develop direct links with Associated Press. This paper examines the way 'Imperial preference' constrained the development of American-Australian news links prior to World War 2. It also looks at the way World War 2 completely transformed the U.S.-Australian 'communication relationship', both with respect to communication infrastructure and the directness and density of information flows (including news) between the two countries, though especially from America to Australia.

**Chandrika Kaul, UK**

India in the Eyes of the American Media: Empire and Nationalism, 1930-1931

This paper is part of a larger research project to be published in my monograph by Palgrave Macmillan in 2012. It seeks to investigate the print and visual elements of Western popular and political culture, attempting to probe how the media and other forms of creative imaging helped to mould an understanding of India over the course of the twentieth century. This presentation will focus on the attempts by several different American media including the Associated Press of America, Time magazine and select daily newspapers, to uncover the complexities of British imperialism and Indian nationalism, with specific reference to a moment of acute imperial crisis in the aftermath of the mass civil disobedience movement inaugurated by M.K. Gandhi in 1930.

**Donal Patrick McCracken, ZA**

The Marabou and the Rat Pack: British Military Intelligence and Correspondents in the South African War of 1899 to 1902

The South African or Anglo-Boer War was the greatest imperial conflict ever fought. It involved the mobilisation of over 300 000 British troops and 50 000 Boer commandoes; casualties numbered over 100 000; it witnessed epic set-piece battles of David and Goliath proportions, such as Colenso and Spioen Kop; it deteriorated into the first of the great modern guerrilla conflicts; and in the civilian concentration camps, human wartime inhumanity was brought to a new level of degradation. It also witnessed over 150 'foreign and colonial' journalists tagging along with both the British and the Boer forces. A library of books has been written on the 'last gentlemen's war', from The Times History of the War in South Africa (1900-1909) and Conan Doyle's The Great Boer War (1900), through to Rayne Kruger's Goodbye Dolly Gray (1959), Thomas Pakenham's best-selling The Boer War (1979) and Bill Nasson's latest The War for South Africa (2010). Only a few studies deal, at least in part, with the press corps. There are also a host of iffy contemporary and rushed memoirs by reporters out to make a quick profit. These include R. Harding Davis [Harpers' Weekly] With Both Armies in South Africa; Michael Davitt [Freeman's Journal] The Boer Fight for Freedom; Julian Ralph [Daily Mail], An American with Lord Roberts; Edgar Wallace [Daily Mail] Unofficial Despatches on the Boer War; and Frank Wilkenson [Sydney Daily Telegraph] Australia at the front. No history has been published about the propaganda war behind the war and in particular the role of the 'embedded journalists' and those who stalked them, the small but ever-active British Military Intelligence, under the lean, lanky and quiet Anglo-Irish director, Major-General Sir John Ardagh, known as the 'Marabou'. The breakthrough British

victory at Paardeberg was largely an intelligence-driven, press-manipulated, success. And a tenable argument can be made that, through the use of hundreds of African spies, Military Intelligence eventually wore down the guerrilla commandos and won the war for the British. This paper will chronicle the fortunes of the South African press corps on both sides of the conflict as well as the varying fortunes of the British intelligence service, who were quite erroneously made the scapegoat for the early British reverses. Also viewed will be the political stance adopted by journalists; their near-blindness to the fate of the black population; their readiness to drink Intelligence grog; and their willingness even to edit a British army-controlled newspaper. The paper will plot the activities of Military Intelligence in its relationship with the press. The early role of censorship in warfare comes into the saga as does the perplexing reality of British intelligence officers in London buying London daily newspapers to find out from reports which had circumvented their censorship what was actually going on in the war.

**Nelson Costa Ribeiro**, University of Portugal, PT

Broadcasting to the Empire: Portugal's Unique Policy from the 1930s to the Outbreak of the Colonial Wars

From 1933 to 1974 Portugal was ruled by a dictatorship led by Oliveira Salazar, known as the Estado Novo (or New State in English). The colonial vocation of the Portuguese was at the centre of the regime's ideology which did not conceive Portugal's role in the world without a strong presence in Africa. Due to the importance that the regime attributed to its colonies, one would expect significant investments to be made in radio broadcasting to the Empire. However, as the paper will demonstrate, while all other countries with colonial empires considered broadcasting to be a strategic weapon that would permit more effective communication with the overseas territories, Salazar did not foresee the importance of this new medium and the need to maintain a closer relationship with the African territories through broadcasting. The low level of priority that Salazar gave to radio made it impossible for the state-run Emissora Nacional to compete, in terms of coverage, with the large European stations that appeared during the nineteen thirties, namely the RRG and the BBC. Nevertheless, despite its technical deficiencies, the public broadcaster started its shortwave broadcasts in 1936 targeting the African colonies. The most successful programme was *Meia Hora da Saudade* (a half-an-hour programme dedicated to those who missed their relatives), in which people in Portugal could send recorded messages to relatives living in the Empire. Other features listened to with interest were the news bulletins, which were mainly devoted to praising the regime's achievements and events. The coverage of Portuguese shortwave transmissions did not improve significantly until the 1960s, and, despite several alerts launched by the management of the public station, major investments in broadcasts to Africa would only be undertaken when Portugal was already involved in the colonial wars. In fact, the lack of investment in broadcasting from mainland Portugal to its overseas territories paved the way for local stations to grow in the colonies. In the Portuguese African territories, the privately owned Radio Clube de Moçambique, established in 1936, was the most developed station, becoming one of the biggest stations on the African continent broadcasting in short and medium wave. Others would follow in Angola, Cape Verde, São Tomé & Príncipe and Guinea-Bissau, some of which would later on give voice to the pro-independence movements that flourished in these territories. Based on archive research, the

proposed paper will demonstrate how Portugal was a unique case as regards its policy of broadcasting to colonial territories. Evidence will be presented to demonstrate how this uniqueness was closely related to Salazar's personality, which kept him away from the microphones most of the time.

## **2C13 Gender (ESN) Room: B.103**

**Chair** Katharine Reed Allen

**Discussant** Nazan Haydari

### **Papers**

**Liza Barry-Kessler, US**

Barriers to Information Access: Did the FCC Consider the Information Needs of the LUKTQ Community in the New "Internet Neutrality" Regulations?

Did the US Federal Communications Commission (FCC) consider the information needs of the lesbian, gay, bisexual, transgendered, and questioning (LUKTQ) community in the context of new "Internet Neutrality" regulations? In 2010, the FCC completed an almost 4 year long rulemaking process on Internet Neutrality, during which more than 32,000 documents were filed. Concurrently, between 2000 – 2009 an average of 30% of the most frequently challenged library books in the US were books with LUKTQ content. The debate over net neutrality is largely understood as access providers vs. content providers, however, I plan to examine it through the lens of the information needs of a subset of Internet users. Initially, I searched the FCC net neutrality filings for the terms "gay," and "LUKT." These terms appeared a total of 60 times, suggesting some limited discussion of these issues. I am now in the process of closely reading the filings in which these terms and other related terms appear, the final rule, and the Commissioner statements, in order to determine the extent to which the information needs of the LUKTQ community were in this proceeding. I do not expect to find filings that squarely address the information and censorship concerns explicitly facing the LUKTQ community, although they may come up as part of larger digital divide discussions. If so, LUKTQ content will be vulnerable to private access limitations. I anticipate recommending changes to the FCC rules that will help ensure that LUKTQ content, and by implication, other politically controversial content, is not Subject to this kind of corporate censorship.

**Jungmin Kwon, US**

Transnational Queers and Local Straight Girls: The Consumption of Global Media Contents among Korean Young Females

Since the middle of the 2000s, representations of queer cultures have entered the mainstream of the South Korean cultural industry. Movies and television dramas dealing with queers and their lifestyles have been extremely well received by audiences. For

instance, *The King and the Clown* (2005) is the second highest grossing film ever in Korea. Following the success of this film, there was a surge in media production around queer culture. Why suddenly did queer media contents gain popularity? Interestingly, their target audience is young women in their twenties and thirties. They were, during their teens, an active audience of Japanese Yaoi/Boy Love (manga or animation about queer couple) culture. As avid consumers, they even began to create queer fan fiction which was usually centered around popular male musical groups. In addition, through the watching of U.S. shows such as *Sex and the City* and *Will and Grace*, they have become more familiar with queer cultural cosmopolitanism. The media industry capitalized on this opportunity. They soon began to produce cultural commodities as a means of exploiting the female youth culture's fascination with queers. This proves how popular and appealing queer culture is among these young girls. In sum, the consumption of the queer transnational media products by young females heavily influenced their awareness and attitude toward queer and its culture. So, this paper aims to historicize a way in which young girls accepted and consumed the queer global artifacts and the local cultural industry territorialized their consumption.

**Sara Mourad**

Beyond the Closet: Lebanese Queer (In)Visibilities Online

**Carla Cerqueira, PT**

Gender in the Newsroom Agenda: How Journalists Understand the International Women's Day and the Women's Movement in Portugal

The mainstream media provide a means to potentiate the visibility of the women's and/or feminist movement, its objectives and initiatives, as well as to captivate sympathizers, shaping and providing the movement with coherence in the public sphere, and functioning as a basis for political action. However, feminist activism and academia have pointed out the fact that the media have to be held accountable for broadcasting and crystallizing representations that convey gender asymmetries. In the last two decades, due to the progressive organization of news sources, there has been great difficulty in scheduling the media agenda, seeing as pseudo-events, such as the International Women's Day (IWD), can work as a strategy to achieve greater media visibility, and consequently convey the desired messages to the public(s). Systematic and in depth analysis of the interaction between the newsroom and the women's movement and the formation of their agendas are scarce, and require a localized knowledge, that takes into consideration the space-time context and the profound transformations in the media arena. With our project, we wish to bring feminist activism, journalism and academia into deep dialogue. We feel that when compared with the analysis of gender representations in the media, the question of 'who' produces the representations has received little attention. This paper aims at analyzing how the International Women's Day celebrations, women's and/or feminist movement and gender and feminist issues have been understood in the newsroom from the beginning of the commemorations in Portugal – 1975 to the European Year of Equal Opportunities for All – 2007. For that, we conducted face-to-face and structured interviews with women journalists who have worked for the two Portuguese generalist national daily newspapers in analysis - *Diário de Notícias* and *Jornal de Notícias* - and were involved in the news coverage of the

IWD and/or the treatment of themes considered to pertain to the “feminine” sphere; as well as directors of both newspapers (these newspapers have never been directed by women), in order to understand how the news agenda was organized. By analyzing how journalists and editorial directors understand gender topics, feminism and feminists, we can understand how mainstream newsroom culture privileges certain themes and specific guidelines that often don't contribute to a more diverse vision of the world.

**Sarah Lecossais, FR**

Mothers in French TV Series: Thinking about Identity and Representations

I propose to present a work in progress, my research as PhD Student. Its aim is to analyse the representations of women in French tv series, especially family mothers. I first would like to perceive the evolutions of women's representation through the French tv fictions by applying to my research both semiotic's analysis – with a specific attention on bodies on screen - and sociology's methods – through an interrogation on 'identity'. The central question concerns the idea of 'identity crises' or 'self crises' : women have to be a mother, a worker, a wife, a daughter, and so on. How do the heroines reconcile their different identities ? How do the fiction interrogates the modern identity ? Which definition of motherhood do they propose to the public ? To answer these questions, I watch television's archives at INA (National Institute of Radio and Television) and try to follow the last productions on prime-time day after day. A tv material encourage a thought about tv genres and size : French tv multiplies the durations of series (3'30, 26', 52', 90') and the genres (thriller, family comedy, sitcom, etc.). More and more creations are hybrid : they mix different types of narration, different genres (thriller and comedy). To preserve this heterogeneity, I have chosen for the moment to watch all types of fictions (the questioning about mother isn't the same in cop' series and in family comedies), then I could define precisely my corpus. The stake is to analyse fictional characters, as if they were real social actors, as an anthropologist. The 'identity crises' of our fictional women respond to the reel interrogations of the modern society. The world of fiction isn't a mirror of real society but a 'cultural forum' (Newcomb) which integrates and debates its transformations and evolutions. On one hand, a point of departure for this research is the multiplication of heroines in French fiction since 1990 (Julie Lescaut for example). They are working women – in men's professional worlds like police or medicine – and have to manage their multiple identities : detective or surgeon, wife or widows, lover, daughter, etc., and after all stay a 'good mother'. They have to be perfect parents : being tolerant, sweet, present for their children. One of the aims is to understand which scheme of perfect parenthood these mothers have to perform. In the labour world, women have to fight against sexism and patriarchy and the resources of professions sociology can help us to analyse how family mothers are represented : they have to prove their capacities and promote 'feminine values' – care ethic, tolerance, non violence. On the other hand, many of recent productions interrogate the mother role in family comedies. They ask the question of gender assignation, domestic work, mothering as job, difficulties of being a housewife, etc. All this questions seem to signify that there is some talk about the traditional definitions of motherhood and womanhood. The methodology refers to media and professions sociology and to cultural and gender studies. The aim is to propose a global thinking on how popular culture represents – and debates on – womanhood, gender and motherhood.

Indicative bibliography

## **2C14 The State of the Law (Law) Room: B.104**

**Chair and Discussant** Sandra Braman

### **Panelists**

**Abubakar Alhassan**, Kayero University, NG

**Peng Hwa Ang**, Nanyang Technological University, SG

**Rainer Rubira Clark**, University of Havana, CU

**Kate Coyer**, Central European University, HU

**Des Freedman**, Goldsmiths, University of London, UK

**Justin Schlosberg**, Goldsmiths, University of London, UK

## **2C15 From Issue to Image: Changing Strategies of Political Campaigns (PolComR, PostS) Room: B.105**

**Chair** Philippe J. Maarek

**Discussant** Karen Sanders

### **Papers**

**Richard Nadeau**, CA

Issue-Based Campaign Strategies in Modern Elections

A central strategic question for candidates is to determine which issues to emphasize during campaigns. Vavreck's (2009) work offers a useful framework for understanding why candidates focus on certain issues and choose to ignore others depending on the circumstances of particular elections. Studying US presidential elections, she stresses the importance of the economy as an issue almost constantly at the top of voters' priorities and suggests that an incumbent presidential candidate will promote his economic record when the economy is doing well and focus on the policy vulnerabilities of his rival about other issues when the economy is doing poorly (a challenger will behave the opposite way). Candidates following these rules will usually succeed and those who do not will generally fail. The present paper aims to contribute to the campaign strategy literature by extending Vavreck's approach in two directions. Building from the notion of "debate framing" and using examples taken from the Canadian and US contexts, it first shows that the strategic choice facing candidates during campaigns applies to dominant issues in general and not only to the economy. We thus argue that it is the perceived performance of an incumbent on the dominant issues of the day, and not necessarily about the economy, that will lead them to prime its record or to redirect the voters' attention towards other issues or

decision-making frames. Moreover, we argue that the repertoire of strategies available to candidates is richer than suggested by Vavreck. An incumbent with a poor record on a key issue can run a successful campaign not only by redirecting voters' attention to other issues but also by "framing" the debate about the same issue in an advantageous way by adopting a policy-oriented strategy (rather than a performance-oriented strategy). This latter strategy is likely to be successful if the incumbent can portray its challenger as an extremist and can present itself as the more mainstream alternative. Our paper carries important implications for a better understanding of issues-based strategies in modern campaigns. From a theoretical point of view, it posits that the constraints faced by parties in selecting campaign issues create incentives to adopt mixed strategies aimed at making voters think about certain issues and/or think about them in certain ways. Our results also show that the way in which debates on important issues are framed, whether performance-based or policy-oriented for instance, can significantly change voter decision-making. We conclude that these findings allow for the full development of a theory of "strategic issue framing", that will complement the well-studied notion of "strategic issue priming."

### **Young Min**

Media and Interpersonal Agenda Setting and its Emotional Consequences: The Roles of Economic Issues in the 2007 Presidential Election in Korea

### **Rasmus Kleis Nielsen, UK**

The Ground War as Political Communication

Based on data from ethnographic fieldwork in two U.S. congressional campaigns, interviews with a range of political professionals, and secondary sources, this paper presents an analysis of "ground war" operations (such as canvassing and phone banking) as a form of political communication that American campaigns increasingly use to supplement their direct mail, internet, and "air war" (paid and earned media) efforts. Faced with a changing communication environment, characterized by audience fragmentation, an increasingly strained attention economy, and a certain desensitization to traditional mass-mediated appeals, political actors have increasingly turned to what I conceptualize as "personalized political communication"—the use of people as media for political communications. Whereas researchers have generally predicted a continued "decline in face-to-face communications" in campaigns in developed democracies (Norris, 2000: 179), the first decade of the twenty-first century has actually seen a substantial increase as field operations have become a top priority. Today, both interest groups, the two major parties, and candidate campaigns in the U.S. spend millions of dollars on new technologies for targeting voters and combine them with increasingly intense old-fashioned efforts to mobilize and organize volunteers and paid part-timers, all to be able to contact millions of people at home—33% percent of all voters reported being contacted in person in 2008. The resurgence of personalized political communication is important to integrate into political communication research because it challenges some of our existing notions of how political communication has developed and what the consequences are. I will argue that the growing importance of personalized political communications gives political organizations a renewed incentive to try to mobilize people to take part in campaigns and thus stimulates increased levels of political participation even as its orientation towards marginal voters

reinforces existing tendencies to cater primarily to the most polarized and/or lethargic elements of the electorate.

**Francisco Diaz Lozano, ES**

**Karen Sanders**

**Monica Viñaras**

**María Bravo Galán**

Developing an Index of Political Reputation Online: Charting Political Reputation in the 2011 Spanish Local and Regional Elections

Reputation is a topic of great relevance not only for the commercial sector and the measurement of brand value but also of increasing interest to the public sector and, in particular, to tracking reputation of politicians and political parties in the online environment. However, how political reputation should be analyzed, measured and managed is not so clear. Public sector organizations have applied barometers which have been designed for corporate use and also developed indices for application to the Internet. However, methodologies and tools for measuring political reputation online are not so well developed. This paper explores a model for analyzing political reputation in Spanish local and regional politics. After providing an overview of the literature on reputation in the communication field, the study reports the results of the tracking of the political reputation of Spanish politicians contesting local and regional elections in May 2011. Eighteen politicians standing in six regional and 3 local elections are tracked from February to May 2011 according to a set of coordinates established through a pilot study as providing a statistically reliable and politically coherent portrait of political reputation. The model includes quantitative and qualitative content analysis to construct axes of analysis that enable us to provide data that goes beyond simplistic positive/negative polarities in charting political reputation.

**Katharina Lobinger, AT**

**Cornelia Brantner**

Campaign Comics as a Means of Strategic Political Communication: An Analysis of Comic Books Used in the Viennese Election Campaign 2010

While there is vast literature on ideological and political messages in comics (McAllister et al. 2001, Richter 2000) and the social and political commentary in editorial cartoons (El Refaie 2009, Connors 2005, Knieper 2002), comics used for strategic political communication have not received any scholarly attention yet. However, the relevance of comic books in political campaigning must not be underestimated as they have recently been embraced by several political campaigns, e.g. by Bill Clinton (1996), Obama (2008) or Poland's EU presidency (2011), which confirms their legitimacy in the political arena of media (Connors 2005). The present paper focuses on the functions and dysfunctions of comic books in strategic political communication and campaigning against the theoretical background of politainment, mediatization, visualization and professionalization of political campaigning in postmodern societies (Strömbäck 2007). Besides various online media and platforms, comics are relatively new media to attract voters, especially the young electorate. To enhance scholarly

knowledge on these new campaign elements, an exploratory case study on the use of comic books in the Viennese City Council election campaign 2010 is conducted. During the campaign the right-wing party FPÖ sent a comic book to all young residents of Vienna who were eligible to vote. The age for first-time voters had been lowered from 18 to 16, which made the youth a particularly attractive target group. Proclaiming a new “battle for the city”, the comic book instantly caused outcry for linking the Second Turkish Occupation of Vienna in 1683 with contemporary issues. In the campaign the FPÖ blamed “professional gangs from Eastern Europe” and “immigrants unwilling to integrate” for the city’s crime rate. The comic addressed current integration issues and concluded: “Turkey doesn’t belong to Europe! Not now and not in a couple of hundred years!” Because of its provocative content the comic book gained massive media attention and was discussed controversially in traditional and new media. Measured in terms of attention it was a highly successful campaign effort. The Viennese Social Democrats (SPÖ) reacted with their own election campaign comic, handing it out to young voters in discos and around schools. By portraying the FPÖ party leader H.C. Strache as an insane zombie it likewise caused manifold criticism. Both comics employed negative campaigning strategies using a simple good and evil dichotomy respectively hero versus villain character archetypes. Comics have their origins in fiction, entertainment and popular culture. Their entertaining features take the edge off ruffian, derogatory content that would not be acceptable in conventional political campaigning. In other words, negative campaigning combined with humor and entertainment is much more likely to be accepted by the voters (Hofer 2010). Methodologically, the present study combines a quantitative content analysis of the mediated discourse about the comics used in the election campaign with expert interviews. The main focus of the content analysis lies on the debate, particularly the concerns, about the use of comics in political campaigning. The subsequent interviews with experts in political campaigning and media education are based on the identified arguments.

**Christina Holtz-Bacha**

**Eva-Maria Lessinger**

The Importance of the Hair-do: How Angela Merkel Learned to Adapt to the Requirements of Modern Campaigning

## **2C16 Dialogue between Islam and West: Myth or Reality (Islam) Room: B.106**

**Chair** Mohamed A Siddiqi

### **Papers**

**Bushra Hameedur Rahman, PK**

Islam and the West, Connectivity through Religion: A Case of Religious Journalism in Pakistan 2000-2010

In this information age media is among the prime factors influencing relations between individuals, cultures, nations and states. Unfortunately, mainstream media is playing its role more as a conflict creator than as a conflict resolver. In the Islamic-Western context, unfair and unbalanced treatment of the West in the Muslim media or of the Islamic world in

western media is typical. The mainstream media is either government owned or commercial enterprises busy in constructing the images of the 'other' for commercial or political interests. They are intensifying the dichotomization and demonizing the image of each other. In this scenario, is there an alternative media system to promote peace in international and intercultural understanding? Human masses, whether in the Islamic world or elsewhere, have realized that human felicity and prosperity lie in reviving spiritual values. The role of religion, more than ever before, has become crucial in promoting an understanding of oneself and one's connection with the rest of the humankind. It is this context; the present examines what role is religious journalism in Pakistan playing in global connectivity. Religious publications are not a new phenomenon in Pakistan, covering topics of wide range of intellectual debates on religious reforms and other socio-political issues. This study is a 10 years study , from 2000 till 2010 of the five mainstream religious magazines representing the major schools of thought. Drawing on framing theory and content analysis the study will examine whether these monthly magazines over the last decade identified the factors nurturing a culture of division and violence or suggesting solutions; are these magazines seeing the differences more sharply; are they high lightening the role of faith in developing a sense of mutual cooperation, responsibility and accountability for larger peace or not? The paper will particularly focus on how these magazines have propagated the idea of jihad.

**Fernando Resende, BR**

**Ana Beatriz Paes**

From Istanbul to Brazil: The Tropics Reinvented by Muslims

A manuscript from the 19th Century narrates the experience and impressions Abdurrahmán bin Abdullah Al-Baghdádi ad-Dimachqi has from the time he lived in Brazil. Leaving from Istanbul, on the way to Basrah, the Ottoman Empire ship he was traveling on had its route deviated due to storms, fact that brought him to the city of Rio de Janeiro. According to the book, published in Brazil and translated to Portuguese, up to now, this is the "most important document about the situation of the Muslims in Brazil", besides being the first and unique register of an Arab – and Muslim – look "on the tropics landscape and the multiethnic and multiconfessional society being formed in the country at the time". From 1865 to 1868, Al-Baghdádi lived in Rio, Salvador and Recife: three very important Brazilian cities that were, at that moment, going through one the most significant historical periods of the country, the time preceding the abolishment of the slavery.

By reading and analyzing the narratives of the book, which, from the perspective of Al-Baghdádi, describes practices and beliefs of the Muslim community in Brazil (Muslim-African slaves), this paper proposes to bring light to the first registered perceptions and "cultural encounters" built by and between the Middle East and the Tropics. The general objective, besides presenting the mentioned historical encounter, is to help comprehend, in a cultural perspective, how facts and experiences are intertwined and how, by doing so, one reinvents and builds images and imaginaries.

The contact between cultures, as it is undertaken in this essay, does not imply any kind of harmonic interaction. Thus, the theoretical approach assumed in the paper, which we believe is capable of bringing interesting questions to such an intercultural relation, is the idea of "cultural translation", a cultural mediation process built in a "space in between", which brings light to proximities and distances, similarities and differences; a process that

might help us understand the so-called complex relation between “us and them”. The issue of the Otherness is then a crucial theoretical mechanism, once culture is here understood as part of a process of “fighting against uniformity”.

In 2010, Brazil celebrated 130 years of the first Arab migration. According to the statistics, today more than 12 million Arab and descendents live in the country. One can obviously identify specific cultural interrelated formations and practices, though this process never showed up as a big issue, neither in ethnics matters, identity nor religious confrontations. In respect to the significance this migrating movement has in the process of the modernization of the cities and the country, this reflection takes for granted there is more to be seen and understood about the influences and consequences of this cultural exchange.

By doing so, this paper extends the research about narratives of conflict being held at the [LAN] Media Narratives Experimentation and Research Laboratory (UFF), and starts investigating, in a broader sense, the relations and representations built between Brazil and the Arab World, focusing on specific Arab communities that have migrated and help built many cities in Brazil throughout the past century.

### **Alexa Robertson, SE**

Europe as Other

For centuries, the Muslim world has played the role of Europe’s most significant Other. The paper proposed here asks what happens when the discursive gaze is turned in the opposite direction, and considers what insights the answers may give into the dynamics of global mediated society. Is Europe ‘othered’ in the discourse of Al Jazeera English, and if so, how? The ability to deal with diversity is essential to cosmopolitan democracy, or the idea of the ‘Dialogue of Civilizations’. In the paper, it will be argued that ‘imagination’ is entailed in this, and that storytelling is intrinsic to the construction of cultural and political identities under globalization. Building on earlier work by the present author (Robertson 2010), it argues that citizens must be able, in ordinary ways, to form connections with others who are different or distant. Its point of departure is that global news channels have the potential to serve as sites of cosmopolitan imagining, where “codifications of both Self and Other undergo transformation” (Delanty 2006). The role of AJE, which has a firm footing in the Muslim world but which speaks to the world in English, using journalists with backgrounds in established Western news organizations, is a key actor in such processes.

The empirical part of the paper focuses on reporting in AJE in September-October 2010, when a number of political events took place that concerned the ‘clash of civilizations’, including the French vote to ban the veil, the announced failure of German multiculturalism, and the election success of an anti-immigration party in Sweden. In focus is the tension between ‘othering’ mechanisms, which can be thought detrimental to democracy, and respect for and representation of diversity, which can be thought to promote it.

### **Mohammad A Siddiqi**

Muslim Media in the U.S. and Their Role in Helping Muslims Become Part of the American Public Square: A Case Study of Three U.S. Cities: Chicago, Dearborn, and Seattle

## **2C17 New Media, New Spaces, and Citizenship (MCPO&S) Room: B.107**

**Chair and Discussant** Marian Adolf

### **Papers**

**Cibele Mariano Vaz De Macêdo**, State University of Rio De Janeiro, BR

**Regina Gloria Nunes Andrade**, State University of Rio De Janeiro, BR

Multicultural Societies: The Formation of Sociability Territories

This work rises from the extension of the research in Cultural Identity performed since 2004 at the Mangueira territory in the city of Rio the Janeiro. The main results are published in the book "Pink and Green Territory: psychosocial constructions at the Cartola Cultural Center". Nowadays the research is been expanded to other city territories, one of them is the Cinelândia. This area, the focus of this article, was chosen because it was the scenario of most significative cultural and social moments of the city of Rio de Janeiro since the colonial period and mainly in the First Republic. Nowadays Cinelândia don't have the glamour of those times but it somehow keeps alive all that period to the ones that takes part of this territory. Considering the fact that contemporary society is inevitably multicultural, what characterizes it as plural, demands the recognition of cultural differences that may permit the dialog and the comprehension of the other. The complexity has been the main characteristic of the contemporary theoretical production in its effort to comprehend and explain the reality. Paradigms of different study fields have been questioned, revisited and denied. The multicultural issue drives the research to the recognition of the society as a set of plural identities build different: races, genders, cultural standards social classes. This work differs from that is commonly associated with the multicultural societies approach, which focus on the difference by the vies of the prejudice or the inequality, in other hand, this work depicts the multicultural character as am influence that enriches the construction of the sociability in the city territories. The question proposed by Hall (2003) to the recognition of: the particular and the universal, the difference and the equality; demands a study that goes beyond the common sense and requires new arguments that deals with the multi-layers that build the identity. Imagine the multicultural issue considering the differences not as social inequalities, but as an element that enriches the built of sociability territories, drives to a new multicultural logic. This way, plural and heterogenic territories will be considered fundamental because that's where the differences are permanent and builds the sociability. Public spaces are the sociability territories that gets closer to this proposal, as an example we focus in the Cinelândia, a melting pot where almost everything fits and where the difference is a vector of integration.

**Zizi Papacharissi**, University of Illinois, Chicago, US

Liquid Citizenship: Civic Engagement in the Era of Convergence

This essay poses the question of what (good) citizenship means in a converged media environment. The concept of citizenship is examined and defined, and previous models of citizenship are reviewed and related to developments in contemporary democracies (Kivisto & Faist, 2007). The complex connection of citizenship to capitalist modes of production and late modernity is explicated (Dean, 2003; Inglehart & Welzel, 2005; van Steenbergen, 1994),

as it informs contemporary incarnations of civil society, the rhetoric of globalization and cosmopolitanism, the overlap of consumer culture and civic practices (Habermas, 2004; Miller, 2007), and expectations of civic engagement and social capital generated (Putnam, 2001; Schudson, 1998). It is with an understanding of the historical progression of citizenship, as well as with insight into the conditions of modernity and capitalism, that the role of the citizen in a converged digital environment is sketched out. Previous models of civic engagement are used to understand whether and how this breed of citizen is unique and liquid in formation.

**Awabdy Maurice**, Nazareth Academic Institute, IL  
Arab-Israeli Coffeehouses: Media, Public Sphere, and Third Space

This study is part of a larger study exploring the Ramadan TV series reception within Arab-Israeli audiences. Arab-Israelis, about 1.5 million, constitute 20% of the state population, and are mainly Muslims. Besides families watching TV at home, Ramadan series are viewed mainly in coffeehouses in Syria (Salamandra, 2005). Since the Syrian Ramadan series Bab El-Hara (Neighborhood Gate) initiation (2006), many Arab-Israeli coffeehouses were renovated and enlarged for collective viewing of this series during Ramadan with several large screens in coffeehouse spaces, and offering traditional Nargila (Hookah, water-pipe). These physical adjustments took into account population change - since traditional customers were men, now there are families, women's groups, even unmarried couples (Gal-Ezer & Awabdy, 2009). The Arab coffeehouse is a well-known cultural institution: the famous turquoise painting by Henri Matisse (Morocco, 1913) depicts traditionally dressed men, grouped around an aquarium and a musical instrument being played. Religious and social coffee-drinking rituals can be traced to the early 12th century, while Arab coffeehouses were first established on the 16th century. Since then, coffeehouses disseminated from the Middle East, to North Africa and Europe through Ottoman conquests (Oral, 1997). In addition to entertainment, conversation and relaxation, coffeehouses were cultural-political sites from their beginnings. Habermas conceptualizes late 17th to late 18th centuries England as the golden age of public spheres in which truth claims, solidarity and morality of "Rational Communicative Action" by "Well-Informed Citizens" were performed at coffeehouses and literature salons, which initiated debates and criticism based on newspapers and print culture. (Habermas, 1989; Laurier & Philo, 2007; Stanford Encyclopedia of Philosophy, 2007). Although considered fundamental for democracy, women who were even leaders of public spheres especially at home salons, were later excluded, as public spheres were developed solely in public places (Wahrman, 1997). Coffeehouses were essential for cities' cultural growth where people could meet, read, debate, relax, work, eat and drink: businessmen and politicians together with writers, artists and journalists, while private and collective rituals take place. A city blend of workers, residents, foreigners and tourists make coffeehouses an urban cosmopolitan place (Montgomery, 1997). The "Third Space"- cultural and social meeting zone enabling liminality: breaking social hierarchy and cultural boundaries, advancing cultural exchanges (Bhabha, 1994) - could also be a city coffeehouse. But coffeehouses also construct social distinctions: Starbucks in capitalist societies (Gaudio, 2003); Canadian women use coffeehouses for class distinction by fashion and appearance performances (Yodanis, 2006); the contemporary upper-class in Damascus renovated ancient traditional coffeehouses, legitimating this as "conservation", while concealing a

luxurious lifestyle and social boundaries practiced in coffeehouses and restaurants (Salamandra, 2005).

What are the different types, locations and functions of Arab-Israeli coffeehouses? Who are their customers? What activities could be defined there?

Multisite ethnography is employed, including participant observation at coffeehouses, restaurants and public institutes, and interviews with coffeehouses owners.

Findings show that many new Arab-Israeli coffeehouses were founded over the past five years. Several types exist alongside a continuum between traditionalism and cosmopolitanism, activities are varied, and participants are class-mixed whereas few coffeehouses distinguish between affluent and common citizens. Coffeehouses provide public spheres where womens' new prominent gender roles can be performed.

**Dimitra Milioni**, Cyprus University of Technology, CY

**Vaia Doudaki**, Cyprus University of Technology, CY

**Angeliki Gazi**, Cyprus University of Technology, CY

Stelios Stylianou, Cyprus University of Technology, CY

**Nicolas Tsapatsoulis**, Cyprus University of Technology, CY

Locativeness' Implications and the Citizenship Experience

The convergence of new mobile telecommunication networks and geographical positioning systems leads to "hybrid" forms of communication that may transform social relations taking place within the urban public space, as well as our perception of the citizenship experience. Both these technological systems and the physical settings define tools of social practice, arenas of sociability, experiential places of human interaction, while reality itself may be augmented through a communication system that allows users to dynamically merge the simulation experience with physical stimuli afforded by the physical world.

While the internet allowed physical meeting places to "immigrate" to a virtual spatial context, the use of mobile location-based communication networks introduces the concept of "embodied virtuality" through which "virtual worlds immigrate from the internet to urban spaces". At the same time, the new ways in which locative media introduce the presence in physical and electronically mediated environments have significant implications for political engagement. Current incarnations of citizens' e-participation in policy-making, often in the form of textual deliberative discourse, have produced significant results but also considerable limitations. Placing excessive demands on citizens and making unrealistic assumptions about the incentives that guide political behaviour online, they often fail to attract significant numbers and result in the exclusion of certain categories of civic actors, predominantly those that lack political and social presence (e.g. the youth, the less politically sophisticated citizens, and those lacking formal citizen status). The paper discusses the way in which mobile technology can transform the urban space of disconnected flows into a "peripatetic computer" of interpersonal contact through which new virtual community applications involve local policy actors (municipalities and decision making bodies) and citizens' communities. These new virtual community applications provide citizens' communities with the incentive, knowledge and tools to carry on their own means, leading to a space for new forms of citizenship experience through which the citizen is actively involved in "a social sense of presence". This paper explores the ways in which mobility and multi-user access to interactive graphical communication environments (crowdsourcing;

easily scalable networks; low threshold, multiple and diverse repertoires of participation; creation and re-appropriation of public data) can allow citizens to re-discover and demonstrate citizenship in diverse ways and thus involve new categories of civic actors in the urban civic life.

**Christina Ortner**, University of Salzburg, AT  
How Young Adults Experience the EU through Media

In modern societies media are an important resource for young people to connect themselves to public life, form opinions and participate in democracy. In the last years the ways how young citizens engage in public and political matters have changed, and so has the role of media. The expansion of media channels, content and services provides access to a growing number of information sources. Yet, the wide range of media offers also increases efforts of finding information and facilitates avoiding public issues when consuming media. It depends more and more on individual practices if media are meaningful for political connectivity. Within this context I am interested in how young adults use media to develop orientations towards the EU. The ongoing shift of competences to the European level has changed the system of political decision making without taking the citizens on board. In my paper I will present the design and first results of a research project on the role of media for young adult's orientations towards the EU. The aim is to find out the relevance, functions and characteristics of mediated experiences in comparison with other forms of EU-related experience. As mediated experiences result from the way people select, process and interpret media offers, a special focus will be on the role of individual media behaviour routed in everyday life. The project follows the research logic of qualitative social science exploring new perspectives rather than testing hypotheses. The core of the empirical design is an in-depth analysis of 30 individual interviews with Austrian young people (20-30 years) of different age, education, gender and profession living in rural as well as in urban areas. The qualitative interviews are complemented by a standardised online survey (n=274) providing a broader picture on the topic.

## **2C18 New Media, the Digital, and Participation (PCR) Room: B.108**

**Chair and Discussant** Satarupa Dasgupta

### **Papers**

#### **Leonardo Custódio**

They Still Matter! The Importance of Print and Analog Media for Youth Civic Participation in the Digital Age

Are print and analog media still relevant for civic engagement in the digital age? The decrease of youth participation in political life has long concerned sociologists and political scientists, who seek to explain the general apathy and suggest how to reverse this global tendency. They have often concentrated heavily on the democratic potential of the Internet and other digital ICTs. Yet the potential of traditional mass media platforms - newspaper, radio and television - to promote political engagement among young people slowly fades

from academic discussions. An evidence of this growing scholarly disinterest is the use of the dismissive term offline media in reference to print and broadcast platforms. Certainly we must study the horizons opened for democracy by the newest media technologies. But exclusively focusing on the Internet overlooks the fact that the majority of the world population still live in contexts of social and digital imbalance. The purpose of this paper is to demonstrate how older media are still important for fostering democratic practices among young people in underdeveloped contexts. The discussion is based on community media experiences in favelas (slums) of Rio de Janeiro, Brazil. Although virtually everyone in the region can access the Internet, radio and newspapers remain the most common platforms used in these local actions. Interviews and small surveys will illustrate the reasons for choosing old media, the uses of Internet and the local impacts of youth participation in the experiences. The results will show that in societies where modernity and post-modernity merge, print, analog and digital technologies can support each other in promoting sociopolitical awareness and civic engagement.

**Ricardo Morais**

Democracy, Participation, and Deliberation: The Internet's Potential and Deliberation Online

**F. Mutlu Binark**, Baskent University Faculty of Communication, TR

**Eser Aygül**

**Tuğrul Çomu**

Negative Form of Participatory Culture! Hate Speech on Facebook-Turkey

**Cornelia Brantner**, AT

Irmgard Wetzstein

Protest Movements and the Social Web: Ways of Participation and Discourse Quality of the 2009 Viennese Student Protest Movement “Unibrennt” on Facebook

The role of social media in social movements and protests and ways of participation in social media recently have become central research topics in communication studies (Garrett 2006; Campbell/Kwak 2010). Generally, participation is recognized as a central characteristic of social media (Michelis/Schildhauer 2010). The present study follows this perspective and analyses the communicative and participative behavior on Facebook in context with the 2009 Viennese student protest movement „unibrennt“ (“university burns”), which arose from a general dissatisfaction with the university education system and extended beyond Vienna quickly. The movement was initialized spontaneously with the occupation of the University of Vienna’s main lecture hall and kept its grass-roots democratic, non-hierarchical, open character until its freezing. Social media, especially Facebook, played an important role for the discursive negotiation of the movement’s aims and self-positioning. They doubtlessly contributed to the creation of an issue-community and the merging of the movement’s internal and external communication processes. The open, non-binding character of the protest movement and of social media made it easy both to connect and disconnect from the issue-community (Hitzler 2009). The current presentation focuses on the findings of a quantitative content analysis of related Facebook discussions, in which 1036 postings were analyzed in terms of identifiable ways of participation as well as their discursiveness/discourse quality. The latter involves recognizing, incorporating and rebutting

arguments of others, dialogue, mutual respect, and justifying one's own arguments (Ferree et al. 2002). The results elucidate the interactivity of the discussions, as the respective postings often refer to each other. Moreover, findings give insight into the usage of facts and the balance of arguments as indicators of discourse quality. Considering the discussion participants, unsurprisingly most of the support came from the movement itself. The attitude of discussants, who were not identified as „unibrennt“ members, was more manifold and discordant.

### **Declan Tuite, IE**

Downstream: The Unanticipated Effects of the Internet and ICT Use

This research asks: what are the unanticipated effects of ICT and Internet use on social capital. The study focuses on social capital online as well as offline. The research will show how studying everyday uses of the Internet and its interaction with 'personal and collective lives' as with Hine's work (2000) is more revealing of the subtler and longer term effects. This focus on unanticipated effects arises from a combination of noting firstly that a significant amount of academic discourse and research projects have focused on the anticipated effect of ICT and Internet use and secondly that the ICT, and the Internet in particular, may not be having the clearly observable, obvious and predictable effects with respect to community. Therefore as established from study of other technologies and media, newer forms, inevitably have unanticipated consequences, my research investigating the unanticipated effects of ICT and Internet use may be useful.

An aim of the paper is to contribute to both to theory and policy. Many projects have been funded in the past 15 years to enable community groups in particular disadvantaged groups with top level focus on directly measurable skills and actions. These projects are usually based around schools, e-governance and community development projects. Grassroots projects which citizens have arranged themselves have been a focus of study also however much of this literature focused on the how these were achieved less on the effects downstream on social relations as a result of ICT and Internet use. There is an emerging consensus about the failure of new technologies to facilitate community development however the paper asks if this is a narrow evaluation that does not take long-term, unplanned, consequences into account.

## **2C21 Animation (CA) Room: B.201**

**Chair** John A. Lent

### **Papers**

#### **Kaustubh Ray, IN**

Interrogating the Idea of Animation: Some Peripheral Perspectives

In this paper, we look at a gamut of definitions and approaches to animation as practiced by the dominant frameworks as well as the subaltern and seek commonalities between them. Through the understanding of alternate ideas that come from different points in the temporal and spatial geographies of animation we would seek alternate definitions of

freedom in and of animation, the process included, and compare and contrast with the existing myths associated with animation. The commonalities are not necessarily intended to homogenize approaches but an attempt to seek connections between them. Animation is about freedom — of the form and content, the content lying within the form and outside of it. Freedom lies at different levels of understanding— social, political, economic or philosophical. Animation is possibly the closest that cinema could get towards freedom. The nature and scope of animation have changed significantly over the years and so have the notions of freedom in its creation and dissemination that consequently determine the language of animation. A historical analysis is imperative in order to understand the original definitions of the medium and the directions of evolution of the same. However, as it may be noted, the alternate also lies outside these domains, since the subaltern might not have been accommodated within the original frameworks of animation discourse in the first place. With the introduction of more complex technicalities of production necessitating increased specialization, the process involved inhibits a holistic understanding of the medium. This commandeering of animation by the power structures creates myths that obfuscate peripheral perspectives of looking at discourses outside dominant frameworks that readapt and redefine in order to perpetuate. It renders a form that is not only a spectacle that a filmmaker would wish to emulate but would also be intimidated enough to or not be able to acquire the tools to do so, nevertheless striving for it. The portrayed enormity and grandeur in the cinema form in the existing discourses of propagation creates an overpowering monolith that reiterates itself through myths that subsume alternate viewpoints of understanding animation. This would ensure that the form and philosophy of animation would never be strident enough to transcend the domains of the immanent power structures, or it would amount to self destruction. But within such boundaries of dependency, the idea of animation could be relooked at and an alternate framework be proposed that may accommodate the perspectives of the periphery— the perspectives of animators who work within and outside the existing domains while creating definitions to alternate discourses.

**Daniel Pinna**, Universidade Federal Fluminense, BR

**Roberto Miller**

The Brazilian Wizard of Experimental Animation

After six months studying Animation with Norman McLaren at the National Filmboard of Canada, the Brazilian artist Roberto Miller returned to São Paulo and radically changed the ways of Brazilian Animation. Member of the Ribeirão Preto's Experimental Center (SP), Miller would gain international prominence with his authorial short movies performed directly on the cinematographic film. He would also influence the opening title sequences of the Brazilian live action movies, following the revolution started by American Designer Saul Bass at the middle of the 1950s. Miller's abstract animation pieces became popular into a scenario divided between the trends of modern design and character-driven cartoon animation designed for the cinematic openings. In two decades, Miller became one of the most awarded Brazilian animators, with awarded pieces at Cannes, Annecy, Lisbon and Oberhausen. Finally, he was the responsible for *Lanterna Mágica*, a TV show about Animation Cinema that lasted for decades in Brazilian state channel TV Cultura.

The paper presents and analyzes the filmography of the artist, his influences (Norman McLaren's experiences, in particular) and his further works for Cinema and television.

**Jorge Salvador Anaya Martínez, MX**

Reconocer al otro: el aoi-me en el animé japonés

La ponencia se divide en tres partes. La primera presenta el estereotipo del aoi-me (ojo azul) como extranjero en Japón presentado por Hisayasu Nakagawa y su vinculación con el concepto de "el otro" creado por Roger Silverstone. En segundo lugar, se realiza un acercamiento a la interpretación de las series animadas japonesas a través de la hermenéutica profunda de Thompson, para comprender las características y sentimientos que presenta y busca satisfacer en el espectador. Finalmente, se compara imágenes de los animé Blood+, Juuni Kooki, Naruto y Death Note describiendo elementos de la historia de los mismos, para dar realce al color como elemento de distinción entre lo nacional y lo ajeno.

**Daniel Pinna, Universidade Federal Fluminense, BR**

From Paper to Film: The Pioneers of Brazilian Animation

Despite being a cinematographic art, in many countries the History of the Animation Cinema began with experiments from local graphic artists. Cartoonists, illustrators and comic strips artists that have decided to venture through the new field of the moving pictures, giving life on the big screen to their creations of paper and ink. In Brazil it wasn't different. Since the early years of the 20th Century, cartoonists have exploited the resources of animated vignettes in Cinema programs, giving rise to the first animated short movies. The present paper is about three of these artists, from the success at the sequential arts to the release of their animated pieces. The famous cartoonist Alvaro Marins — as known as Seth — who inaugurated the Brazilian Animation filmography with the short movie O Kaiser, in 1917.

**Luiz Seel**, comic book artist who produced the vignettes Brasil Animado and, in partnership with the photographer João Stamato, released Macaco feio... macaco bonito, short based on American Fleischer Studios' animation style, which brings back the character Chiquinho (from the comic book O tico-tico) in a production that valued the national arts. In a visit to the zoo, young boy Chiquinho prefers to take home a Brazilian monkey instead of other foreign animals, such as Felix, the cat. Finally, artist Luiz Sá, creator of the famous comic book characters Reco-reco, Bolão and Azeitona, who released two animation shorts that tragically disappeared after the Brazilian government has prevented the author to present his works to Walt Disney, by the time the American filmmaker was visiting Rio de Janeiro.

## **2C22 New Approaches to Community Building via the Media (ComCom) Room: B.202**

**Chair** Gabriele Hadl

### **Papers**

**Brilliant Mhlanga, UK**

Decentering Public Radio as Forms of Community Broadcasting and Cultural Pluralism in South Africa

A closer analysis of the long and arduous journey traversed by African nationalism often shows ethnicity marching along as an invisible partner. It is on that note that this paper seeks to present South Africa's new project of managing ethnic diversity using public radio broadcasting as new form of 'holy matrimony' its consummation evinced through the implementation of policies that encourage ethnic diversity. In South Africa, the politically correct name for ethnicity is 'culture' and is characterised by the continued conflation of ethnicity and race relations. Unlike in some parts of Africa where ethnicity is negatively presented as 'tribe' thus emphasizing its instrumentalised destructive element, in South Africa cultural diversity is seen as the panacea for a stable democratic arrangement. This paper proposes to discuss cultural pluralism as a democratic imperative within the South African Broadcasting Corporation (SABC); a public service broadcaster (PSB). The paper will also present Munghana Lonene FM and Phalaphala FM as case studies of ethnic minority radio stations. It will also be argued that the attendant democratic dispensation given the mixture of changes as forms of discontinuities and continuities in radio broadcasting provides a progressive form of public service broadcasting through which cultural pluralism sets the new nation-state, South Africa at bay (Young 1993).

**Reggy Capacio Figer, University of Tsukuba, JP**

Pinoy Online: The Role of Internet in Building Community among Filipino Migrants in Japan

Religion is a significant cultural marker amongst Filipinos. With the advent of globalization and technology, this is being challenged. Accordingly, the exodus of human capital, including that of the Filipinos for economic development, has instigated a question on whether the aspect of religiosity is still relevant to them. Using textual analysis as the main method to examine two diasporic online communities, this research proves that with the dawn of Internet technology, Filipino migrants utilized the Internet in the performance of religiosity, the backdrop being in Japan. Through online communities for diasporic individuals in Japan, Filipino religiosity was reproduced as a form of long-distance ritual practice and cyber pilgrimage. Hence, it can be said that these cyberspaces have become venues for Filipino migrants to commune and build kinship through faith and religious communications. This study then asserts that religiosity is still a vital component as a cultural marker among Filipinos, whether they are in the homeland or in the host society.

**Akina Mikami, AU**

Relational Practices of Connectivity and Creativity: Politics of “Listening” in Community Media Practices of Diasporic Youth in Melbourne

In the age of transnational communications, diaspora communities and global mobilities and cities, community media practices are often conceived as enacting alternative forms of public connectivities, creativities and civic engagements. Particularly, community media practices of young people are increasingly garnering attention from both policy and academic research as a way for unrecognized subjects in the process of ‘becoming’ to have ‘voice’, that is, the capacity to ‘speak’ in Spivakian sense (Bennett, 2008; Spivak, 1988; Tufte and Enghel, 2009; UNESCO 2010; Youth and United Nations, 2003, 2005, 2007). In this paper, I aim to illustrate the community media practices among young people as a relational process through which new forms of political privileges and marginalisation are co-constituted. By conducting in-depth open-ended interviews with people who identify themselves as ‘diasporic youth’ involved in community media practices, I analyse their discursive practices to probe the following questions: what are the practices of and around community media among youth media practitioners? What anchors their practices? How do they in turn inform ‘connectivity’ and ‘creativity’, and what is the ‘political’ at stake? Findings show that their practices are guided by ‘ontological security’ (Giddens, 1991), ‘capital accumulation’ (Bourdieu, 1986/1997), ‘operability’, and ‘media’s myth of the centre’ (Couldry, 2006), which induce unintended but reflexively recognised side-effects of political belonging, community and agency. I demonstrate how their practices are characterised by an ongoing process of absence, which perpetually becomes the precondition of more creative and connecting practices. I argue that their media practices are relational, and conclude by arguing that the ‘political’ at stake in these ritualised practices of connectivity and creativity is not so much the ‘politics to speak’ but more the ‘politics to be listened to’.

**Fernanda de mello dias Guimaraes, Universitat Autònoma de Barcelona, BR**

Dra Carme Ferré Pavia

Communication as a Tool of Social Role: The Conceptual Approach to an Applicable Model

In the academic context of proposal of an alternative communication applicable model to form social protagonists in hazardous environments, we will take as a starting point and goal of this paper, the concepts of alternative communication, communication for development and social role. To do this, we will turn to communication theorists in the fields of Psychology and Business Management to define what we mean by social and leadership empowerment. The development of an alternative communication applicable model for the empowerment of social actors in risk environments is justified by the growing number of people living in these environments, not only in underdeveloped countries, but also in countries considered the first world. The trajectory of countries like Brazil forced its citizens to deploy and implement projects that could serve as example for other nations or continents. Many problems could be avoided or best resolved if these experiences were shared and valued by other social groups. Mistakes and tasks already committed can be avoided, as well as unnecessary steps or wrong paths and that is what we would like to provide with our research, from a standpoint of social commitment, responsibility of the university and academic contribution. However, the development of a model without the appropriate conceptual bases could lead to a proposal full of idealism but without a

structure to effectively change the social environment. In this article we will present a theoretical review, essential for the elaboration of the (re)applicable model of alternative communication for the development of the social role. Taking into account the last considerations presented by communication scholars such as Gumucio-Dragón, Beltron, Downing, Peruzzo and not forgetting authors such as Freire and Schramm, who built the theoretical base of communication and popular education.

**Burcu Simsek**, Hacettepe University, TR

**Sengul Ince**

The Potential of Digital Storytelling Workshop Practice for Community Building

With this paper we aim to explore the use of digital storytelling workshop practice for community building in Turkish context through examining the process of first digital storytelling workshops in Turkey that we have run in “Digital Stories from Amargi Women” Project. We position our stance in the broader circle of Digital Storytelling movement that has spread around the world from Berkley, USA in the mid-1990s through the efforts of Center for Digital Storytelling and later with the adaptations of the tool by different institutions and organizations in different parts of the world. Through giving examples of some of these different projects that have reached different communities and also continue to create new communities online and offline, this paper will seek to answer the question; why do we need Digital Storytelling workshop based practice for community building and development? In relation to this question, focusing on the Turkish context, we ask how can different marginalized groups engage in community building through Digital Storytelling workshop practice in Turkey? In order to answer these questions, we will explain the components of digital storytelling workshops and discuss in relation with this the way projects are designed, the role of the facilitators and also the role of the group dynamics in community building projects through digital storytelling. The potential of building connections between the face-to-face interactions and co-creative process in the digital storytelling workshops and the online environment for circulating the voice in every individual digital story that comes out of these face-to-face interactions has a promise for community development and also for enhancing digital inclusion for the groups in the margins of the society as well as for the marginalized groups.

**Mariana Nascimento Bispo**, BR

**João Luis de Araújo Maia**

The Favela Tours: A Comparative Analysis between the Users’ Narratives of an Online Discussion Forum and the Point of View of Residents in a Slum in Rio de Janeiro

This paper aims to analyze an online discussion forum addressed to tourists, and available in the website of the international guide Lonely Planet, more specifically in the topics related to the favela tours in Rio de Janeiro. In addition, an ethnographic description of a favela tour is also presented, considering the visit done to a slum called Santa Marta and the impressions and narratives of local residents on this kind of tour. The online discussion forum mentioned above has been chosen because it is available in one of the best tour guides internationally known, the Lonely Planet. The choice of an international guide was

due because the most part of tourists who visit Brazilian slums by favela tours service are foreign people. According to the sociologist Freire-Medeiros (2009), about 98% of tourists who make these visits in Brazil come from abroad, mainly from Europe. (2009:12) The choice of analyze the Santa Marta slum in this research was due, firstly, because this was the first one to be pacified in Rio. (According to the definition available in the official Secretariat of Public Security website, the peacemaking of slums occurs through the installation of Pacification Policing Unit (UPP, in Portuguese), which is a new model of public security that promotes closer relations between the local residents and the police, as well as the strengthening of social policies in communities.) The second reason is because this slum has participated in the Rio Top Tour, a project developed by the Ministry of Tourism, in partnership with the state government of Rio de Janeiro, which aims to promote social inclusion through tourism. Launched in August 30, 2010, the first beneficiary slum was the Santa Marta. This project integrates the Community based Tourism, which focuses on social inclusion through tourism and was implemented when the UPP was installed there.

## **2C23 Media, the Olympic Games, and More (M&S) Room: B.203**

**Chair** Mohammad Ibahrine

### **Papers**

**Roy Panagiotopoulou, GR**

City and Nation Branding Through the Olympic Games

Nation branding is primarily addressing the global market and secondary the political agencies. Branding a nation is all about making the experience of a nation as positive, memorable, different and exceptional as it can possibly be. This presupposes that nation-states are increasingly acting in the same way as commercial enterprises, adopting similar corporate strategies to promote themselves.

Effective nation branding premises a strategic action plan with well-defined scopes, ideological and value loaded priorities. Modern Olympic Games can become a key element of this kind of policy for a limited period of time because they operate in a very popular, value loaded framework. Furthermore, by attracting the interest of the media and consequently that of a worldwide public, the Olympic Games emerged to vehicle for city planning and development which is worldwide exposed. Host city / country expect to improve their international image, to increase their visibility and to exploit the event in the most profitable way. Consequently, nation branding through the Olympics constitutes one of the most important incentives for bidding for the event and for its post-Olympic exploitation. However, the success is connected not only with the impeccable organization of the Games but also by ameliorating the host city's infrastructure. New emblematic buildings and sport venues compete in the same way as athletes to catch the attention of spectators and international public.

Since the organization costs of the Olympics have risen extraordinary in the recent editions, the interest of the international public concerning the exploitation of the remaining infrastructure and the new nation / city image shaped by the organization of the Olympics becomes a global discussion issue and a fact for evaluating the success of the overall endeavor.

This paper aims to present the development of the Olympic cities in the last twenty years and their effort to promote themselves through city / nation branding activities using the organization of the Olympic Games. City and Nation branding attempts will be evaluated regarding the post-Olympic legacy in tourism and positioning of a nation in a global nation ranking.

**Annisa Lai Lee**, The Chinese University of Hong Kong, HK  
Dual Durability of Attitude: Comparing Functional and Emotional Perceptions towards China before and after the Beijing Olympics 2008 in Hong Kong

By comparing empirically Hong Kong people's perception of China before and after the Beijing Olympics 2008, this study weighs the impact of the Olympic branding through the television against the theory of political attitude durability and shifting dichotomy of local-national identity in Hong Kong. Over 1000 Hong Kong residents of age 18 and above were interviewed via telephone about their views towards China and the Olympic spirit in 2005 and 2009. The interviewees answered a questionnaire about their views of China along fifteen components of the Olympic brand, classified under three brand benefit levels of "sport spirit", "significance to the world" and "personal character". The paper estimated a certain degree of image changes due to the monumental promotional efforts of the Olympics. But the results show that the perception of China has changed significantly only in "sports spirit", leaving the other vital concepts such as "contribution to the world" and "personal character" constant. The demarcation is more acute with age differentiation, showing that Hong Kong people's political attitude towards China and identification with national image are hard to change despite a 45 billion dollar facelift. Old habits really die hard.

**Ivy Glennon**, University of Illinois, US  
The Beijing Olympics Opening Ceremonies and One After-story: Taiji as Spectacle

Beijing's opulent opening ceremonies of the 2008 summer Olympics presented a seamless two hour narrative of Chinese history and accomplishment. The City itself accomplished a remarkable transformation from pervasive air pollution to apparent pristine air quality suitable for Olympic athletic competition. Employing China's considerable financial resources (roughly equivalent to 300 million American dollars were allocated to clean up the city, set up the effects and produce the opening and closing ceremonies), Beijing depicted itself as the capital of a culture of diversity, deep roots and contemporary media mastery. Yet there lay deep contradictions behind the ceremony. While much was later made of the lip syncing of one little girl's song for the sake of appearance, later stories about what was not shown constituted a more interesting demonstration of the divide between the obligations of mediated display and of health as well as between appearance and labor practice. In particular, the ten minute segment of the ceremony exhibiting 2008 young men performing taijiquan in stadium sized synchronized choreography offers a significant text for demonstrating the intersection of the contradictory messages of individual sacrifices for the nation-state versus personal nurturance of the body, mind and spirit. The cinematic display presented apparently strong, healthy, accomplished young martial arts masters (as the

announcers called them). The later news stories about the preparation for those ten minutes, however, suggested a disconnect between the philosophy of taiji and its accompanying meditation practice of qigong and the preparation involved in this 10 minute program. This paper uses a cultural studies perspective to analyze the discursive elements of cinematic spectacle and military-precise organization that characterized not only the taiji display but the entire opening ceremonies. It juxtaposes the process and the product of this one portion of the ceremonies to suggest that from the perspective of an academic who is also 12 year student of taijiquan and qigong in a small Midwestern U.S city, the ceremonies themselves and the backstories that appeared later presented two Chinas. One, a rising superpower in command of media, spectacle and world presentation, and another a culture in this instance breaking with the very roots that are taking hold in hundreds of cities throughout the United States. In particular the paper employs Baudrillard's concept of the simulacra, Foucault's notion of discourse and a personal ethics, Giddens's use of Goffman's concept of performance in sociological work, and a number of scholarly works on the origins and current U.S. practice of taiji and qigong, Tomlinson's and Young's work on spectacle and nationalism, and a version of the concept of cultural migrancy that suggests the transposition and translation of a cultural practice without the necessity of a diaspora population to perpetuate it.

### **Papa Françoise**

Hosting the Games, Branding the City: Beijing Olympics as a Case Study of Global Communication

Olympic Games provide multiple examples to explore the links between city, event, and communication. In various forms, the Barcelona, Athens or Beijing Olympics, resulted in profound transformations of cities that have welcomed them. They left a legacy such as new infrastructure but above all, they helped to redraw the city, they accelerate their transformation, contributing to a shift in dimension and status.

This paper focuses on communication of China, through French media reports, since Beijing Olympics. It examines the commonly held view that getting the Olympics leads mechanically to improve the image of the host country and gives an advantage in international competition between global cities.

The Beijing Olympics have undoubtedly strengthened the representation of China as a superpower: they were a challenge that China took up and, thus, demonstrated its ability to measure up to developed countries. Beijing saw the demise of the Chinese city, historical seat of political power, and its transformation in a global city at world scale. Moreover, China as a whole communicated its message to the world through the Games.

Considering competition for leadership between China and western countries, communication plays a central role in Chinese strategy of soft power. Competition for hegemony is also a struggle on the field of ideology, culture, within the media sphere.

The Communication of Beijing Olympics was both a culmination and a step in a process of revamp of China's international image: Olympics were the core of a broader strategy, which helped along the integration of China on the international stage. But China had to face many challenges, and, even though the Games were successful, regarding the legacy of the Games, the brand "China" is not as positive as China was expecting. Why ?

Insufficiency in China's communicative means and Public Relations strategies, which are also

found not so agreeable to Western culture, is part of the explanation. In a context of profound change in social practices of communication (Castells, 2010), our conclusions highlight the difficulty to articulate two patterns of communication: a top-down controlled communication, and social communication that allows the free expression of groups and individuals through social network sites. Even though Chinese government adapted its devices to latest technological developments, they remained designed to achieve mastery of content and forms of communication of the Olympics. Beijing Olympics' s experience showed the limits of propaganda, as they were held in a context of international tension around the issue of human rights. Several events contradicted the official narrative (Roche, 2009), and consequently, western media framed our vision of the event in a way that thwarted official discourse.

The Beijing case study allows us to conclude that Olympics, as successful they may be, are powerless to transform permanently the negative representations of a country as long as some essential issues remain conflictive. Thus, China has to sophisticate and transform propaganda pattern into a strategy of cultural seduction (Herman & Chomski, 2008).

### **Yusuf Kalyango, US**

#### International Media Objectification of Africa's Olympic Athletes

This study examines the extent to which national and international television networks objectify African athletes in the Summer Olympics. It focuses on the broadcasters' language, framing discourse, producing techniques, and amount of coverage. The analysis is based on coverage of the 2004 and 2008 Summer Olympics in Athens, Greece and Beijing, China, respectively, on NBC in the United States, BBC World in the United Kingdom, and SABC in South Africa. We analyze commentary and production techniques of a few Games in which African athletes excelled. Then, we conduct semi-structured in-depth interviews with ten African athletes' trainers, ten athletes, and a total of ten viewers of NBC, BBC, and SABC who watched the 2004 and 2008 Summer Olympics in the three countries. Some previous research shows that Western industrialized countries have portrayed minority athletes in their countries as objects of amusement or trade (Eastman & Billings, 1999; Billings & Eastman, 2003; Hardin & Shain, 2006; Tuggle & Owen, 1999). They argue that problems stem from either socially embedded gender norms or racial stereotypes. The goal here is to determine whether the three television networks objectify African athletes in the Summer Olympics using inequitable production techniques and idealistic framing discourse. The Summer Olympics welcomes a fair representation of African athletes from almost all countries in Africa. In the past three decades, one of the few Olympic Games that East African athletes have dominated or persistently excelled in are track-and-field and the marathons. So, how has the BBC, NBC and SABC covered the Summer Olympic Games that are dominated by African athletes compared to other Games that are dominated by Western athletes? What kind of storyline do these television sports media present for the athletes from Africa? The central argument is that while objectification—whether it is by gender or race—on sports television can be blatant, it may as well also be a subtle process due to the amount of coverage.

**Riikka Turtiainen, FI**  
Social Media Sports?

Sports audiences have been considered to be just passive receivers, “armchair supporters” or “couch potatoes”. I have been researching the digitalised consumption of media sports for a few years now. At the beginning I wanted to question the negative connotations attached to the phenomenon. I have considered sports consumers’ versatility of action through several case studies. The Internet has changed media sports considerably via live score services, forums for discussion, fantasy web leagues, online betting and videos on YouTube. These factors are also typical forms of web communities. The debate over active and passive recipients isn’t new in media studies. Spectatorship has turned into usership and again into different types of participation. Now we are discussing about social media (sports) even if media (sports) has been social long before. I argue that the continuum in question is: active – interactive – social, when different forms of activity are interpreted, constructive and participative. Consumers of media sports are already active when they interpret for instance events of football match. On the other hand they construct more extensive sports experience of their own by selecting, combining and commenting media contents. Today consumers of media sports are also participators and active prosumers; although not all of them are creators. So the next question might be: How about the anti-social use of social media sports? Are these “social media supporters” active or not?

## **2C24 Media in Religious Institutions and Practices (M&Rel)**

**Chair** Mark Brewin

### **Papers**

**Harvey Igben, NG**

Tele-Gospel Viewership and Church Fellowship Loyalty among Christians in Warri Metropolis

Since the advent of television evangelism in the early 80s in Nigeria, many churches have taken to the TV as an alternative way of taking the gospel to the mass audience especially those residents in the cities. However while the Tele evangelism is primarily meant for the salvation gateway of the unsaved of the world, it has over time become avenue for existing local church members to secure a sense of belonging and thereby consolidate on their membership loyalty. While some church ministries earlier condemn the Christian habit of watching TV, over time the programme and not the TV was believed to be the avoidable evil suggesting Christians can watch TV but it should be such as will not destroy their faith. Thus many Christians spend time to view Tele-gospel messages across the Nigerian metropolis. Such viewership among the Christians is naturally underlined by certain motivational factors. It has been observed that certain relationship exists between the fellowship loyalty and TV programmes of the Churches they attend as a result of their exposure to television gospel messages. It is against this backdrop that this study conducted a survey of seventy Christian respondents through purposive sampling to establish how Tele-gospel messages affect their decision to sustain in faith and fellowship at the local church in the Warri metropolis. The study concludes that while Tele-gospel messages have strong reinforcing

influence on the Christian faith other variables such as proper message delivery, group or family influence, integrity of church authority and personal experiences at the local church do complementarily affect the attitude of the Christian to fellowship. It is the contention of this paper that while effort to reach members through television programme is desirable those complementary influencers should not be ignored in the sustenance of a Christian member's loyalty to local fellowship especially in the cities.

### **Johannes Ehrat, VA**

#### The Seminal Genres of Religious Communication

Every religion has her own inner logic that puts her under an obligation to communicate. There is certainly firstly the communication with God (as prayer, meditation, liturgy), but for our purposes more interestingly there is, secondly, a quite specific form of communicative interaction with people. The thesis I want to argue here is that this form:

1. becomes a genre, a time- and tradition-honoured authoritative way of addressing contemporaries,
2. is a seminal form, model, matrix for a variety of derived forms
3. even modern mass media formats of religious communication (proclamation, teaching, etc.) adopt genre features of the seminal form.
4. explains the manifest differences of the public presence of the diverse religions

### **Santanu Chakrabarti**

#### Political Aspects of Hindu "Televangelism" in India

The recent rise of religiosity across the globalizing world has formed the backdrop for a number of studies of Christian and Islamic televangelism. This paper looks closely at Hindu televangelism in India, focusing particularly on the career of Swami Ramdev (according to The Telegraph the world's most popular Hindu guru). Unlike most Hindu (and other) gurus, though, Ramdev has recently taken the plunge into full fledged organized politics yet has not been embraced wholeheartedly by the organized Hindu right. This paper asks why; and why Ramdev? For deeper insights, I carry out an extensive textual analysis of Ramdev's television sermons, shows, interviews, yoga seminars, and websites. I trace in these texts the influence of three parallel forces: a) The decline of virulent forms of Hindu chauvinism but replacement of it with a softer and more omnipresent form, leading to increasing unquestioned slippage between the terms 'Hindu' and 'Indian'; b) The entrenchment of a 'banal Hindu nationalism' in mass mediated popular culture as well as an increasing sense of nationalist pride amongst the middle classes in India and c) The development and viability of niche satellite TV channels. But most of all I show how Ramdev straddles the increasing divide that has opened up between urban India epitomized by its brands, malls, and multiplexes; and rural India from which workers displaced by a continuing agrarian crisis are pouring into and building those brands, malls, and multiplexes of urban India. I argue that Ramdev signifies the reemergence of the politics of poverty in neo-liberal India and this puts the organized Hindu right in a bind given how invested they have been in the neoliberal economic agenda. I contend that

Ramdev's meteoric career perfectly illustrates the contradictory politics not just of Hindu televangelism, but of globalizing, neo-liberal India (and the South) today.

**Guy Marchessault, CA**

Storytelling, Narrativity, and Revelations of Divinity in the Urban Media Today

How do religion and media connect in a different environment such as the one which exists now in urban life? Is there any relation between ordinary lives of people in the city, projections that exist from those lives through the media, and religions in general? A possibility of connection could reside throughout narrativity, storytelling, that is written, audio or video representations of different patterns of life, these patterns being reflected through the media throughout reconstruction of reality with symbols, rites and rituals. Symbols, rites and rituals are always very near to religious demonstrations. A new way of approaching things would be to ask the question: could urban religious "revelations" presented in media symbolic reconstructions – through different genres – be put in relation with official "Revelations" proposed by mainline religions, in particular in the three monotheist religions: Judaism, Christianity, and Islam? These social reconstructions of reality – which always exists in media production – can be analyzed from different approaches. On one hand, we can ask if those life "revelations" can stand best from the points of view of journalists, whose function is primarily to describe, as impartially as possible, events, facts or situations that exist in daily life of a city or of a country. On the other hand, we can ask if these kinds of "revelations" of the divine could exist in imaginary productions in the media. At that point, could we ask which one is nearer to spectator's intimate spiritual reality: journalistic description, or esthetical imagination? About the media, many authors mention the "threshold" experience, which happens when a receiver is projected into a kind of new reality, a new challenge that can change his or her life. When media productions succeed that kind of transactional transformation in one person, could it be because of these possibilities of "revelations"? Finally, is the city in particular a relevant situs for that kind of "revelation", because of its extraordinary potentialities of reflecting the diversity of human stories, which can finally become through the media vehicles of new "revelation" of the divine?

**Yoel Cohen, Ariel University Center, IL**

Rabbis and Journalists in Israel: A Conflictual Relationship

Rabbis and Journalists play pivotal roles in Israel. As agenda setters, journalists' play an important role in constructing images of religion. Rabbis play important roles inside their communities in legitimising – or non-legitimising – the mass media. This paper attempts to throw light on attitudes of rabbis and journalists -- the attitudes of rabbis to mass media and to journalists, and the attitudes of reporters to religion and to rabbis. In Israel, within the Jewish population, the type of religious coverage has implications for the uneasy relationship between secular and religious communities in Israel. This research draws upon filled questionnaires received from 250 Israeli journalists and 310 Israeli rabbis from all religious sectors in surveys conducted by the author 2008-2010. In evaluative terms, 95% of orthodox rabbis (haredi and modern orthodox) said that the press damage religious values to 'some extent', to 'a great extent' or to 'a very great extent' in comparison to 31% of journalists

who said that the press damage religious values to 'a very great extent', a 'great extent' or to a certain extent'. The quality of religion coverage in newspapers was regarded as bad by 85% of orthodox rabbis in contrast to 23% of journalists. The survey data regarding journalists' theological beliefs and religious behaviour found wide similarities with the broad Israeli Jewish population. To a marginally less extent, journalists share with the broader Israeli Jewish populations fundamental beliefs in God; the principle of reward and punishment; Jewish thinking on messianic redemption etc. Moreover, there is greater agreement between journalists and the broader Israeli Jewish populations in terms of daily religious ritual – including observance of the Jewish holydays.

## **2C25 Mediascapes/Cityscapes (PopC) Room: B.205**

**Chair** Sofie van Bauwel

### **Papers**

#### **Heba Elsayed**

A Tale of Two Cities: Divided Cairo

Comparing the experiences of young working and upper middle class Egyptians, I explore how, while occupying socially segregated but highly mediated urban spaces, they are engaged in the construction of two classed versions of a cosmopolitan imagining. Drawing from a nine month ethnographic study, I suggest that the daily lives of these two groups, dominated by structures of power and hegemonic discourses, involve very classed, very disconnected realities. Nevertheless, common media products provide a joint window onto an interconnected world and a route to articulating a cosmopolitan cultural imagination. Thus, with Cairo as its focus, this paper attempts to further an understanding of lived cosmopolitanism as a pervasive reality of everyday lives outside the west. I firstly argue for the persisting importance of class as a defining factor of cosmopolitanism. Secondly, I investigate the centrality of the city as a vessel for the physical expression of the different classed cosmopolitan imaginings. Everyday media practices allow young Egyptians to make sense of the world close by, but also a less tangible world beyond their reach. This results in a reconstitution and re-evaluation of the meanings of urban space and place. I use Lie's (2003) idea that space is lived place; through (inter)action and mediated communication, territorial places transform into imaginative communication spaces. For example, I discuss how the media provide important imaginative spaces of inclusivity for the working class for whom daily forms of physical exclusion are part of their urban everyday realities. Thus, as a contrast to everyday experiences of metropolitan place, urban spaces of mediated imagination may sometimes offer representation, meaning and inclusivity. The city, therefore, becomes a personal space that young Egyptians, occupying different class backgrounds, can reclaim and make their own.

**Nathan Jessee**

Imagining the Global City: The World Cinema Turn in Paris

**Arne Saeys, University of New Orleans, US**

Zines and the City: Resistance, Community, and the Search for Urban Authenticities

This paper explores the relationship between zines and urban space in post-Katrina New Orleans. Zines are a small circulation print medium, made and distributed by unpaid amateurs. I argue that zine-makers employ particular practices during zine (re)production, distribution, and consumption as part of a multifaceted creative methodology for socializing others into their urban spatial discourse. Specifically, I look at production and reproduction, where zine-makers use a specific type of spatial discourse to embed with certain values, such as 1) experiential and local knowledge, 2) geographic/space based cultural communities, and 3) opposition to capitalism. During distribution, zine-makers inhabit abandoned lots and dilapidated buildings—what Groth and Corijin (2005) refer to as “indeterminate spaces”—and other specialized locales to share zines while reinforcing these three elements of their written spatial discourse. I rely on ethnographic research conducted using participant observation and transcribed semi-structured interviews with people chosen by snowball sample during the fall of 2009 and spring of 2010. Urban Studies often focuses on how informational networks; digital and print media; and the social relationships that determine the characteristics of these media have changed urban experiences in an increasingly mediated urban environment (Castells 1999, McQuire 2010, Zukin 2010). There is, however, a lack of research on zine publication in this context. My paper responds to this by exploring the spatial production within this subculture. I conclude that zine-makers perform their opposition to corporate broadcast articulations of New Orleans’ civic space that highlight crime, danger, and safety through geographic descriptions, maps, and standardization. They do so by searching for alternative and more authentic ways of representing, understanding, and connecting to the city, other communities, and each other. This is evident in their discussion and manipulation of local urban spaces through zines and the infrastructure that supports their publication.

**Peichi Chung**

Popular Communication across National Frontiers: Euro Song Contest

**Dixi Strand**

Designing by Walking and Flying around: Creativity, *Imaginaires*, and Collaborative Practices in a Virtual World

## **2C26 Corporate Crisis Communication (1) (CrisCom) Room: B.206**

**Chair** Sigurd Allern

**Discussants** Ye Lan, George David, Zhuowen Dong, Ester Pollack

### **Papers**

**George David, RO**

**Ion Chiciudean**

A Prodromal Checklist to Diagnose Crisis Preparedness of Business Organizations

The unprecedented dynamic world of today, portrayed by numerous and complex interactions among all the actors of the social scene, is favoring the raise and development of more and more situations – issues, risks, emergencies, crises – which may challenge any kind of organizations, no matter if they act in the governmental, business, or non-profit field. More than that, the above-mentioned organizations could face such situations no matter who has actually generated them.

As a consequence of the new communication paradigm, the organizational visibility has also grown up very much, thus additionally endangering the organizational functions due to the risks generated by the way stakeholders perceive those organizations. This state of facts has consequently facilitated scholar opinions defining organizational crises mainly from a perceptual point of view: “the perception of an unpredictable event that threatens important expectancies of stakeholders and can seriously impact an organization’s performance and generate negative outcomes” (W. Timothy Coombs, *Ongoing Crisis Communication*, SAGE Publications, 2007).

In this crisis-prone framework, business organizations seem to be the most exposed and therefore interested in finding out new effective ways either to avoid crises or at least to professionally confront them.

Fortunately, proactive policies and approaches as far as crisis management is concerned provide tools and procedures able to forecast and appropriately control potential crises. Admitting the importance of detecting crisis signals, some authors pay special attention to the “prodromal” phase of numerous crises (Steven Fink, *Crisis Management: Planning for the Inevitable*, iUniverse, Inc., 2002), in which symptoms come up announcing such developments and concomitantly allowing preventative measures.

In our paper, we will try, following the above-mentioned criteria (interactions, perception, signals) to provide a checklist useful for auditing crisis preparedness of organizations in the business environment, starting from their crisis potential.

**Lai Shan Tam, HK**

**Zhuowen Dong**

Consumption of Financial News: Individuals’ Processing of Risk Information in Hong Kong

According to a recent report released by the International Monetary Fund in January 2011, Europe’s sovereign debt crisis is a major threat to the global economic recovery. Fear of a new crisis and skepticism about the financial health of banking institutions have led to increasing market turbulence. There are signs indicating the continuing negative effects of

the 2008 Global Financial Tsunami. Amidst an unstable economic environment, information about the market may either generate more anxiety towards the crisis, or to the opposite, strengthen investors' perceived control over their own financial risk, because they have a broader understanding about the risk and know what measures to take. As the mass media is consistently rated the top source from which investors obtain financial information, it points to the need to explore the discrepancy between individuals' knowledge of financial risk information and the information available to them. To enhance effectiveness in leading the public to manage their own risk at times of financial turbulence, it is of crucial importance that authorities become aware of how the public processes news information about the present and upcoming risk. As such, the present exploratory study seeks to extend the Risk Information and Processing Model (RISP) by applying it in the context of the asset bubble risk in Hong Kong and provide practical implications of further understanding how investors react to risk information. To study how Hong Kong investors process news information about the risk, a section of the RISP model was utilized to investigate the relationship between perceived hazard characteristics (risk perception, institutional trust and self efficacy) and different modes of risk information processing and seeking, as being mediated by perceived information insufficiency. Based on literature review, the original model was revised and contextualized for the study. A total of 387 surveys were completed by individuals who have previously consumed news about the asset bubble risk. The results indicated a significant correlation between heuristic processing and information avoidance, and between systematic processing and active information seeking. Information insufficiency, as the central component in the RISP model, was the strongest predictor of systematic processing and active seeking, and was found to be largely explained by individuals' risk perception. The variance explained in the study has also identified the factors most crucial to motivate individuals' risk-reducing behaviors.

**Hyun O. Lee, US**

**Cindy T. Christen**

**Jangyul Kim**

Ethics, Economics, and Relationships: A Comparison of Conflict Management Strategies Employed by Korean and US Public Relations Professionals

In this study, a 2 x 3 experimental survey was used to compare selection of conflict management strategies by Korean and U.S. public relations practitioners. Of interest were the potentially differing effects of issue frame (ethical or economic) and relationship type (personal, professional or none) on strategic choice in the two cultural contexts. Members of professional public relations associations in Seoul, Korea, and the western United States were recruited to participate in the study. Analysis yielded evidence of systematic differences in the way Korean and U.S. practitioners attempted to manage a simulated inter-organizational conflict. U.S. professionals were significantly more likely to resolve the conflict by exerting power if an economic issue was at stake, while Korean practitioners were more likely to deny that the economic conflict existed. If an ethical issue was under dispute, Korean professionals were more likely than U.S. practitioners to select mediation. Korean professionals were significantly more likely than U.S. practitioners to deny that a conflict existed if a personal relationship existed between public relations managers at the two contending organizations, more likely to exert power if the relationship between managers was professional, and more likely to choose mediation if no relationship existed.

Relationship type also emerged as the strongest predictor that both Korean and U.S. professionals would choose compromise as a strategy for managing the dispute. Additional research is needed to more fully comprehend the interactions between issue frame and relationship type in different cultural contexts.

**Ye Lan, SG**

**Augustine Pang**

Examining the Chinese Approach to Crisis Management: Cover-ups, Saving Face, and Toeing the “Upper Level” Line

In 2008, the Sanlu Group, a former giant in Chinese dairy industry and a quintessential Chinese organization, was confronted with the melamine-contaminated milk crisis, one of China’s worst food safety scandals in recent memory. Its products were blamed for causing death of six babies and kidney disease in about 294,000 infants (Cheng, Li, & Dong, 2008). Its crisis handling was criticized, which resulted in the conviction of its top executives and its bankruptcy less than three months after the crisis was exposed. Since the implementation of economic reforms in 1979, domestic organizations are increasingly exposed to crises generated by the volatile market environment (Gu & Chen, 2007/2009). Liu, Chang, & Zhao (2009) argued that many domestic organizations became crisis prone because of unfair competition, rising opportunism of Chinese consumers and lack of proactive regulations by the government. Few studies have investigated the challenges faced by Chinese domestic organizations in managing crises. Yet, it is critical to study these organizations because they symbolize the intricacies of managing crises at the local levels. It also sheds light into the layers of bureaucracy and complexity of relations that is an intrinsic part of the Chinese structural landscape. This study analyzes how Sanlu managed the milk crisis with the contingency theory of strategic conflict management (Pang, Jin, & Cameron, 2010) as the theoretical framework. The contingency theory is used as the theoretical lens as it offers a structure to understand how variables were manifested into a stance and how the stance evolved along a continuum over a period of time (Pang, et al., 2010). The case study approach is used, drawing on media artifacts (Yin, 2003) of 220 news articles from international as well as local media coverage and journalists’ blogs from September 11, 2008, when Sanlu admitted its products were contaminated by melamine to January 23, one day after the court sentenced Sanlu’s top executives. Findings show that the Sanlu adopted an accommodative stance towards its local government while maintaining an advocacy stance towards the media and consumers. Government relationship, cover up, denial, shifting blame were dominant strategies. Findings also suggest a set of dominant factors influencing Chinese organizations’ crisis management. In particular, cultural, political and social environments that received little support in a Western society (Cancel, Mitrook, & Cameron, 1999) appeared to be dominant factors influencing Chinese organizations’ crisis management approach. Besides, factors reflecting the balance of stakeholders’ power and organization-public relationship, which were rarely mentioned in previous studies, are significant factors affecting a Chinese corporation’s stance and strategies. To a large extent, Sanlu’s management of the milk crisis is a reflection of typical Chinese approach of crisis management, which involves emphasizing government relations and media relations, concealing information, and seeking the local government’s protection if cover-up fails (Fan, 2008). Such attempts to rationalize the crisis ironically made Chinese organizations more

crisis-prone (Pauchant & Mitroff, 1992). The Chinese approach of crisis management defers diametrically from best practices of effective crisis management (Seeger, 2006) which stress honesty, transparency and taking responsibility.

**Augustine Pang, SG**

**May O. Lwin**

**Chrystal Yi Yeong**

**Siti H. B. Rusian**

**Nur A. B. Dafir**

Desirable Facial Traits of Organizational Spokespersons in Times of Crisis: Enhancing Perceptions of Authority, Dependability, and Likability

In times of crises, organizations should identify a key spokesperson to ensure that the organization speaks with one voice (Wilson & Patterson, 1987). This spokesperson often becomes the face of the organization (Lucero, Tan, & Pang, 2009). All things equal, if the spokesperson is media-trained, speaks eloquently, and is well-groomed, what other characteristics can help improve stakeholders' perceptions of the spokesperson, and in turn, the organization? Arguably, one gap which has remained underexplored is how to enhance the spokesperson's non-verbal cues. Research in crisis communication has been focused on shaping organizational strategies with the Image Repair theory (Benoit & Pang, 2008) and the Situational Crisis Communication theory (Coombs, 2010) dominating perspectives. While verbal strategies are important, how they are conveyed by the spokesperson, i.e., the non-verbal characteristics of the messenger, is equally important because the message is often embedded in the messenger. For instance, one reason why former BP CEO Tony Hayward was vilified as a poor spokesman was his non-verbal cues ("BP oil spill: Tony Hayward's body language told its own story," 2010). If non-verbal cues are important, what specific facial traits can help enhance the perception of the spokesperson's authority, dependability, and likeability? This study focuses on facial traits that can be easily adopted and modified by spokespersons, namely eyeglasses and hair color, both of which can create visual effects to suit the exigency of the situation without dramatically altering one's actual facial features. The Elaboration Likelihood Model (ELM) posited that peripheral cues can influence information processing by the receiver (Hellstrom & Tekle, 1994), especially when they are in high-stress situations (Petty & Cacioppo, 1986). However, while the ELM can be used to explain how visual cues, such as hair color, can influence audiences, it does not explain how audiences' perceptions of an organization's spokesperson can influence how audiences perceive the organization. Isaksson and Jorgenson's (2010) Ethos model is thus integrated with ELM to provide a more cohesive representation of the relationship between source (spokesperson) and organization perception. Based on the insights of the two models, the authors have developed a new model called the Facial Credibility Model. This model examines the interaction of dynamic facial traits and how it affects spokesperson credibility and the consequent effect of source credibility on organizational perception. Additionally, the model incorporates two mediating factors, gender and crisis phases, namely the strategic and reactive phases (Wilcox & Cameron, 2009) when the crisis is at the edge of occurring and the spokesperson needs to be most visible in the public eye. This development of this model is significant on two fronts. First, it investigates how facial traits can influence audiences' perceived dependability, likeability and authority of the organization. By testing

these experimentally, the authors hope to derive combinations of traits that can help practitioners of both genders optimize communication effectiveness. Second, this model aims to offer a more holistic theoretical approach by emphasizing the importance of integrating verbal messages with non-verbal characteristics for overall message effectiveness.

## **2C27 Popular Media and Politics in Southern Africa (IntCom) Room: B.207**

**Chair** Herman Wasserman

**Discussant** Kaarle Nordenstreng

### **Papers**

**Herman Wasserman, ZA**

Popular Media, Marginalization, and Citizenship in South Africa

Popular media forms are often seen as inadequate spaces for democratic participation and the negotiation of social change, as these media are viewed as providing entertainment and diversion rather than a rational public sphere for political deliberation. Within the broader field of international communication, media in Africa tend to be viewed as vehicles for the deepening of democracy or the consolidation of developmental gains. Within this approach, media have been forced into normative paradigms where they appear as negative 'others' of Western media. An alternative approach to popular media in Africa would be to contextualise the role of the media within bigger political projects and social dynamics. From this point of view, the study of popular media formats can tell us more about the power relations in society, the relationship between audiences and media, how audiences make meaning in their encounter with media and how popular media may articulate the everyday lived experiences of citizens that are often neglected by the mainstream media. This panel will focus on popular media in a specific geographic region of Africa, i.e. Southern Africa, in order to enable a sharp focus and resonances between the various contributions. The individual papers highlight entry points into relations between media, citizens and the political sphere, contextualising case studies within broader social and political processes. Since popular media in Africa are often concentrated in urban centra, where they frequently serve as a point of connection between urban media producers and diasporic audiences, the panel will also speak to the overarching conference theme of Cities, Creativity and Connectivity.

**Wendy Willems, University of the Witwatersrand, ZA**

Politics of Performance / Performance of Politics: Converging Publics in Zimbabwe

**Sean Jacobs, New School for Social Research, US**

Television Commercials and Making the "Nation" in Postapartheid South Africa

**Winston Mano, University of Westminster, UK**

Chimurenga Music Listeners on Youtube: Identity, Resistance, and Identity

## **2C28 Television Production (MedProd) Room: B.208**

Chair Willemien Sanders

### **Papers**

**Trisha T.C. Lin**

**Di Cui**

Sensationalism, Localism, and Interactivity: Understanding IPTV Content Strategy

Nielson's global survey (2010) shows approximate 70% of Internet users watch videos online. Singapore ranks the 5th most advanced in ICT development worldwide (ITU, 2007) and 7th IPTV market in Asia (Pyramid Research, 2009). Its savvy digital media environment provides an ideal context to study IPTV services. RazorTV, Singapore's first and only web-based interactive TV service was launched by the largest print media, Singapore Press Holdings. This innovative IPTV case has produced free and local on demand videos and experimented web video production and interactivity in media-saturated Singapore since 2008. This case study uses website observation and content analysis to examine Razor TV's strategies in content creation, presentation, and interactivity. The one month website observational results show Razor TV produces mostly soft news and entertaining programs and presents user generated content (UGC) to engage young users. Its content is characterized by sensational topics, informal writing, flexible structure, and unconventional video presentation. To enhance interactivity, Razor TV encourages users to comment on videos, participate in forums and link to social media. Its customized short video clips are popular for mobile phone users to download. As the pilot study identified "sensationalism," "localism," and "interactivity" as key characteristics of Razor TV's production, this study uses content analysis to reexamine the three concepts systematically. While sensationalism is measured by modified codes from Hendriks Vettehen et al.'s study (2005), we create codes for localism from prior studies on localism, cultural proximity and cultural distance (Fu & Lee, 2008; Torosyan & Munro, 2010). Kim (2007)'s measurements are borrowed to examine the level of interactivity by analyzing Razor TV's interactive features (i.e. posts, comments, links) and social media components (i.e. blogs, twitters, facebook). We will code two-week online video clips and further analyze the results. This study can shed light to IPTV's content management empirically and theoretically.

**Pamela Przybylski, DE**

Exploring Creativity in Audiovisual Production

The proposed paper focuses on creativity in television production as well as in related production companies. It proposes a concept to identify the meaning of creative processes in the production of audiovisual content as well as the role of creativity in digitalized production environments. It is argued that the digitalized acquisition, production and distribution of audiovisual content lead to changes in traditional value-added processes of the television industry. The process of digitalization thus supports the development of new fields of work and even new branches of trade. Modes of production transform, as television is changing from a distribution-based economy towards an economy focusing on the

audience's attention due to a growing number of distribution platforms and content-providers. They transform, because new possibilities in the creation of content emerge. Creativity is a criterion to adapt to those changing environments. The concept of "creativity" specifies television as being a part of the creative industries. These industries are characterized to be managers of creativity, producers and distributors of cultural content and agents of an economic, social and cultural change. Therefore, their impact on society cannot be denied. To understand why organizations in these industries operate and function as they do it is necessary to focus on creativity as being the source of creation. All relevant elements and steps of television production involve creativity. This paper analyzes research on creativity, development and decision-making in television production to reveal which factors might influence the existence and development of creative processes in audiovisual production. The identification of those factors helps to develop a concept for empirical case studies involving the individual, organizational and market dimension of audiovisual production. All these three levels are considered to influence creativity as it is not only an individual skill but also influenced by the organization and the market.

**Nilda Aparecida Jacks, BR**

**Daniela Schmitz**

**Erika Oikawa**

**Lourdes Silva**

**Michelli Machado**

**Monica Pieniz**

**Valquiria John**

**Wesley Grijó**

Fictional Narratives and Multimedia Platforms: Analysis of a Brazilian Experience

This work aims to explore the Working Group (WG) topic through analyzing the strategies of a Brazilian television broadcasting corporation when it promotes the interaction between a fictional product and the social networks that are weaved around its plot and characters, including its actors, screenwriters and directors. The topic was television soap opera *Passione*, broadcast by Rede Globo de Televisão in 2010, and which, in the current context of convergence, has its storytelling overflowing into a multi-platform scenario, fed both by the producers' strategies and by the audience's behavior.

Following the trend of expanding the storytelling by using the Internet, *Passione* used several publicity strategies for its plot, and narrative events often merged with extra-narrative events in the production of content about the narrative, pervading various media: official and unofficial websites, social networking websites, and blogs, as well as the traditional media, thus striking a dialogue between media and society, which was triggered also by other companies and journalistic content, generating news not only about the plot and its characters but also about the themes approached within the narrative. The soap opera producers have thus invested in crossmedia strategies to expand the fictional narrative beyond television and its consumers produce their own content, publishing blogs; creating and engaging in virtual communities (Orkut, Facebook); or exchanging their impressions about the soap opera via Twitter, which has generated a great real-time conversation. Online social networks have therefore become an important stage for the interaction among the spheres of audience and production, thus enabling the former to have

a direct channel through which they can expose their opinions about the narrative, whereas the latter has obtained a “thermometer” about how the plot has been consumed.

**Francesca Odella**

**Sara Zanatta**

Serial Ciak and Artistic Networks: Collaboration and Competition among Directors in the Italian Television Industry

The paper explores the production process of Italian television series, that we could consider the object of a collaborative (social) action. The Italian television industry is still in-between a hand-craft (cinematographic) tradition and a relatively recent industrial approach; furthermore, whereas in other national television industries (such as the American one) the director represents a “marginal” role in terms of creative power, in our country he/she is considered the main author of an audiovisual product. The focus of our analysis in this paper is centered on the networks of directors that in the last decade collaborated in producing broadcasted series. In particular, we are interested in discuss how “new” and “old” directors are positioned in the field with relation to both channels and independent producers and how the structure of collaboration has changed as consequence of significant shifts in the system (new formats, recent slowdown investments, etc.). Analyzing a unique database of national serial programs broadcasted in Italy in the last decade, our research study explores the productive world that created ‘made in Italy’ tv series. Networks analysis technique is adopted to highlights the collaborative relationships among the actors engaged in this “cultural industry system” and those linking the directors with national broadcasting tv channels and the main production firms. Specifically, our main lines of discussion in the paper are articulated upon three issues: first, an historical overview of the television industry system focusing on three key-moments characterizing the last fifteen years; second a “map” of this artistic profession, that is a deepen description of the directors (e.g. professional profile, career) engaged in the system; and finally, a reflection on the networks looking for persistent (and privileged) group of collaboration (strong ties) or vice versa for freelance attitudes (weak ties).

**Michael Prieler**

**Florian Kohlbacher**

**Shigeru Hagiwara**

Creating Television Advertisements for the Japanese Market: The Use of Older Models

Demographic change has emerged as a powerful megatrend affecting a large number of countries around the world. This aging, and in some cases shrinking, of the population has vast overall economic, social, individual and organizational consequences. However, despite the growing importance of the 50+ group in the population, the older market is still under-researched. Besides, the vast majority of the research on the older market published so far has been conducted in North America and Europe, while Japan – the country most severely affected by demographic change, with a rapidly aging, shrinking population – has been largely neglected. Choosing the right models and portraying them appropriately are crucial tasks in marketing management and advertising creation. The way older television viewers

feel represented by a company in its advertisements influences the company's overall image and purchase intentions. Besides, research has revealed potential negative effects of consumers' comparisons with models in advertisements, and has shown that advertisements that consumers find to be congruent with their self-concept are more effective in terms of brand preference and purchase intention. Despite the obvious importance of this topic, research is scarce on the perceptions of advertising practitioners on the use of older models. Only two empirical studies have been reported to date, one on the US (Greco, 1988, 1989) and one on the UK (Szmigin & Carrigan, 2000). Given the small number of studies, and the fact that they were conducted a long time ago, as well as the increasingly rapid rate of demographic change, show the urgent need for further empirical research in the creation and production of advertisements in aging societies. This article presents the results from a survey of advertising practitioners in Japan (N=185), focusing on their opinions about the communication objectives for older spokespersons, their general views on older models in advertising and the effectiveness of older models by product category. Results show that these opinions are rather positive. Older spokespersons are regarded as especially useful for bolstering advertising persuasion and source credibility. The latter is especially true for 65+ models. When targeting an older audience, older models are seen as particularly effective in the health/medical product category, whereas, for a general audience, older models are effective when selling financial services/insurance. Regardless of product category, they are perceived as more effective when targeting an older vs. a general audience. The same holds true for the age group 50-64 vs. the age group 65-plus. Finally, advertising practitioners believe that the clients' interest in using older models will increase over the next few years, which underlines the significance of research on older models in advertising. When considering Japan as the most aged society in the world, this study can be regarded as a valuable case study about advertising creation and production in a time when demographic change around the globe is accelerating, these issues are about to further increase in urgency in many parts of the world.

## **2C29 Media and Social Transformation in Asia (PostS) Room: B.209**

**Chair** Kaarle Nordenstreng

### **Papers**

**Runze Wang, CN**

**Lerong Jia**

Social and Mass-media Transformation in Russia and China

Social transformations of China and Russia, with each one having distinctive features, affect media transformation of their countries accordingly. China's social transformation adheres to the country's political system and advances gradually. However, Russia's social transformation sees the breakdown of its basic system and thus takes place in a relatively radical way. As a result, Chinese media transformation is led by government, advancing step by step. In contrast, Russian media is going through a profound transformation in a more

radical way. China is still in the process of further discussion and exploration in media transformation, while Russia has come up with a systems approach. Despite differences between the two countries' media transformations, they still share a common ground, that is, the media transformations of both countries are oriented by market and affected by national history and culture.

**Haiyan Wang, CN**

Negotiating with Two "Masters": Autonomy and Heteronomy of Chinese Journalistic Field

The reform of Chinese media since the 1980s, characterised by media commercialisation and the withdrawal of state subsidies, has led to tension in the media having to serve 'two masters': the party and the market. Facing such a dilemma, Chinese journalism is subject to a number of conflicting pressures, and the space for doing journalism is constantly fluctuating. In this article, I try to categorize this journalistic space, explore some of its characteristics, depict the dynamics within it, and portray a kind of journalism that grows in the fissures between the party control and the market impetus, between historical traditions and contemporary conditions, and between frustrations and aspirations of the journalists who are now increasingly concerned with pursuing a 'professional' identity. Theoretically, this article draws upon Pierre Bourdieu's field theory and the new institutionalism of Cook and Sparrow in analyzing the dynamics of Chinese journalistic space. Both theories similarly conceptualize the news media as a social sector partially autonomous from external pressures, but focus differently on the sources of external pressures. For Bourdieu, economic power as expressed through circulation, advertising revenue and audience rating is always the most powerful force pulling the news media toward the heteronomous pole, while for new institutionalism, state plays a more crucial role in shaping the current configuration of news media. In line with Benson (2005, 2006), this article argues that Bourdieu's field theory should be complemented by the new institutionalism of Cook and Sparrow in providing a fuller understanding of the dynamics of power struggle in current Chinese media. Methodologically, this article makes use of both first-hand data from in-depth interviews with journalists and second-hand materials from historical archives, trade journals, government documents and leadership speeches.

**Lihyun Lin, National Taiwan University, TW**

The Transformation of Patron-Client Relationships between the Press and the State in Taiwan

Under the authoritarian rule between 1949 and 1987, there had been patron-client ties between the ruling party (the Kuomintang, the KMT hereafter) and the press. By imposing a press ban, the state only granted licenses to the pro-KMT publishers, by paying ideological services. After the lifting of the press ban in 1988, it was expected that the ties would end. However, at the turn of the century, a new form of patron-client ties emerged. The government spent public funds to get policies published in the news media, who conducted the practice of product placements in return. This paper compares the two types of patron-client relationships of the two periods, its historical conditions and practices.

According to the analysis, in the authoritarian period, the state offered favors to the publishers by legal measures, for example, the press ban. The publishers enjoyed oligopoly in the protected market. Two publishers of the pro-KMT newspapers became press tycoons by obtaining exclusive favors. Most journalists were not involved in the patron-clients ties. After liberalization, when the former opposition came to power in 2000, unable to obtain media coverage, began to adopt the practices of product placements; later all major political parties followed suits. The media also accepted the practices, claiming that the financial difficulties in the multi-channel competition. Even journalists were demanded to make deals with government agencies, who had set the prices for every item and every word of news. Some have accepted the practices, while others left the profession.

**Bingchun Meng**

**Terhi Rantanen**

Networked Power in Transitional Countries: Russia and China Compared

Although early writing on media and globalization tend to focus on the global circulation of television program or film, Internet has certainly become the sine qua non of globalization in more recent discussions. On one hand, the digital network is about global connectivity, transnational identity and political mobilization across borders. On the other hand, scholars warn against the Utopian hope for communication technology alone to defy institutional constraints, either nationally or globally. This paper explores how the power of digital networks is mediated by institutional forces and user experiences in two countries that can be labeled as transitional: Russia and China. We believe that comparative analysis becomes especially pertinent in an increasingly globalized world where countries cannot be studied in isolation from one another any more. In addition, with the ongoing debate between nationalism and cosmopolitanism, the validity of nation-state as an analytic unit is now greatly challenged, which prompts scholarly inquires that move beyond nationalistic lens. We will first discuss why Russia and China are not only comparable but also illustrative cases of networked power in transitional societies. We then look at how market forces, government policy and globalization configure the use of the Internet in the two countries. Of particular interests are 1) the changing dynamics between the national and the global and 2) constant negotiations between controlling attempts and liberating potentials surrounding the digital technology.

**2C31 Gender Issues in HIV/AIDS Communication (HIV) Room: B.301**

**Chair** Marjan de Bruin

**Discussants** Charles Borromeo Uwakwe, Leslie Robinson

**Papers**

**Satarupa Dasgupta**

HIV/AIDS Intervention Research and the Sonagachi Project: The Impact of Anti-trafficking and Rehabilitation Propositions

**Sarah Cardey, UK**

Taking a Gendered Lens on HIV/AIDS Communication and Policy

HIV/AIDS affects men and women differently, travelling along the fault lines of gender inequalities. However, HIV/AIDS policies and interventions often fail to account for how gender roles shape women's ability to respond to the disease (Amaro and Raj, 2000; Go et al., 2003). Constructions of masculinity can also have a negative impact on men's health and increase their vulnerability to the disease (Barker, 2000; Dowsett, 2003). Similarly, women and men have different access to and ability to use communication technologies (Hambly Odame, 2005; Jorge, 2006). If gender differences are not taken into account in communication interventions, they can reproduce the power structures that reinforce gender disparities (Wilkins, 2000). These gender biases in communication technologies in development are frequently reinforced in policymaking because of the poor integration of women's concerns in developing communication interventions (Hambly Odame, 2005). While there has been broad sympathy for gender within development communication (Wilkins, 1999), this has not always translated into an explicit understanding of how HIV/AIDS communication is gendered. Given the consequences of ignoring gender, identifying the gender and communication dynamics of HIV/AIDS policies is important, and can provide an important starting point for addressing gender biases in the response to HIV/AIDS. This paper presents initial findings from a review of international HIV/AIDS policy. It will first explore whether HIV/AIDS policies address gender and communication. It will then characterise the gendered nature of those policies. Findings will be discussed in light of the literature on HIV/AIDS, gender and communication, with consideration given to implications for practice.

**Nancy Muturi**

Women of Faith and HIV/AIDS: Risk Perceptions and Prevention Challenges in Jamaica and Kenya

**Wilson Truman Okaka, UG**

The Influence of Community Women Leaders in Effective Communication Strategy to Fight the Spread and Stigma HIV/AIDS Infections in Uganda

The general purpose is to provide evidence that women can play very effective interpersonal communication roles in mobilizing individuals, households, and communities to fight the spread and stigma of the HIV/AIDS infections for improved family and community relationships in Uganda and across Africa. The objectives are to: discuss the importance of inter-personal communication in building trust, confidence, and understanding among the family and community members; explain the role of interpersonal communication in bridging information gaps for better relationships in families and communities and their development stakeholders like: policy and decision- makers, researchers, professionals, and

the donors; explain the role of effective interpersonal communication in empowering individuals, families, and communities to demand access to quality services; and explain the role of gender equality and women empowerment developing policy awareness campaigns strategy for sustainable development in Africa and globally. This literature review was based on a sample of 24 family and community leaders dominated by women, who were nominated from all parts of Uganda, for a national recognition award, due to their outstanding roles in leading the fights against the spread of HIV/ AIDS in families and communities. Results show that women were more successful in using interpersonal communication skills to rally support from individuals, families, and communities for strong relationships; women prefer interpersonal communication than males; interpersonal communication is more effective in making personal decision for action. A combined use of the mass media and interpersonal communication approaches provide more access to the target audiences than a single channel of communication.

## **2C32 Mediated Health Communication: Media Choices (HCom) Room: B.302**

**Chair** Kate Holland

### **Papers**

**Marcelo Simão Vasconcellos**, BR

**Inesita Soares Araújo**

Potential Uses of Videogames in Public Health Communication

Based on an ongoing doctoral dissertation, this paper discusses videogames' potential for health communication in Brazilian context. Brazil is a continental country, with wide variance of habits and cultures, presenting great challenges for public health policies. Brazilian Unified Health System (SUS), one of the largest public health systems in the world, serves entire Brazilian population guided by the principles of universality, comprehensiveness and fairness. Brazilian government places great importance in health communication strategies, using both traditional (print, radio, television) and new media (websites, social networks). However, most of this communication is centralized, prescriptive, unidirectional, focusing dissemination of peremptory norms and behaviors, ignoring local contexts and population knowledge. This limits communications' effectiveness and potential for change, particularly among youngsters, resistant to less interactive media. We suggest that videogames can play an important role in reaching such audiences, combining entertainment and interaction. MMORPGs (Massively Multiplayer Online Role Playing Games), in particular, portray intense links between avatar and player, allowing incorporation of in-game learned notions of self-care into players' offline lives. MMORPGs allow players' experience virtual worlds at their will, providing personal context to communication. MMORPGs also generate rich online communities, where players receive, interpret and re-contextualize game content. Such interactive learning would be more meaningful, personal and playful, allowing better results than traditional media, where the viewer is passive. In Brazil, complex ecosystems surrounding games are emerging; comprising players physically located in Internet cafes, websites and forums, fanfiction, artwork, comics, videos, machinima and even player

created enhancements for games (mods). These game-inspired cultural productions are remarkable examples of virtual worlds' power to stimulate imagination and facilitate dynamic and intense communication flows. Videogame use for public health communication may represent a powerful channel for broadcasting, a rich way to contact public and a fertile environment to foster creativity and social participation of youngsters.

**Ben Light**  
**Paula Ormandy**  
**Cristina Vascillica**

You Can't Chase Someone Round a Park with That! On the Malleability and Interpretive Flexibility of Condom Usage Demonstration

This paper will report on the findings of a two year study of digital media interventions aimed at engaging boys and young men in the maintenance of their sexual health. Specifically, engaging science and technology studies, we will focus upon the malleability of a range of mediating actors and the mutual shaping of these and those they interact with. We include human and non human actors in our study, and where non-human, these take a variety of forms. We draw particularly upon the deployment of an iPod based application which acts as a replacement for traditional modes of demonstrating how to put on a condom and one which provides a greater degree of evaluation data. From this we provide insights into how different objects with seemingly the same purpose, mediate arrangements in different ways, for a variety of reasons, and afford different outcomes for different sets of users. Such outcomes relate to the materiality of the object in question and its potential to make data and practices in such mediated arrangements explicit.

**Caitlin Elizabeth Iverson, US**  
**Dominique Brossard**

Web-Based Communication Using Theoretical Approaches to Health Promotion Aimed at Reducing Prevalence of Tobacco Use among Females in Turkey

Every year, more than 100,000 individuals in Turkey die as a consequence of tobacco use. In addition to cancer, women who smoke double their risk for developing heart disease. Turkish females are undertaking a smoking lifestyle at increasing rates, exasperating health disparities. Women with high socioeconomic status and university education are more likely to smoke in Turkey compared to women of similar profile in other countries. Implementation of strategies to reduce the burden of disease related to tobacco use is necessary to empower females and reduce gender inequalities. The goal of this paper is to propose a theoretical model for the study of attitudes and behaviors of Turkish females regarding smoking, with the ultimate goal of implementing an innovative online health communication initiative, in collaboration with Turkish health organizations. We propose to use the Theory of Planned Behavior and the Transtheoretical Model of Behavior Change to examine the stage and motivation level of Turkish female smokers. The transtheoretical model posits that stage matching improves effectiveness of behavior change interventions. According to this model, behavior change is enhanced with stage targeted

empowering messages. Based on the fact that Turkish universities are connected to the internet, student female smokers will be electronically contacted and identified using self-reporting questionnaires. Web-based health promotion messages tailored according to individual's stage and motivation level will be provided to progress smokers toward tobacco cessation. With hopes of sustainability in health promotion and propagation we also offer suggestions in how to build capacity for future health communication endeavors in Turkey. Partnerships among the University of Wisconsin-Madison and research universities in Turkey are explored as a starting point for a sustainable health communication network. Finally, we discuss the pros and cons of using online components as related to health campaigns efficacy, in order to ultimately provide guidance to practitioners in health education and communication in international settings.

**Yoke Lim Khor**

**Gerald Guan Gan Goh**

**Hamidah Abd Hamid**

**Rohani Hashim**

Internet Health Information and Health Decision Making

## **2C33 Diasporic Media and Cultural Change (Diaspora) Room: B.303**

**Chair** Sharam Alghassi

### **Papers**

**Jeremiah Spence**

**Joseph Straubhaar**

**Viviana Rojas**

From Diaspora to Plurality: The Changing Nature of Latino Media Use across Three Generations

**Roza Tsagarousianou**

Remaking the Diaspora: The Quest for Authority and Authenticity among Muslim Diasporic Youth in Europe

**Hatim El Sghiar**

Diasporic Media Use and Identification with Islam: A Family Study in Flanders

**Radha Hedge**

Digital Gurus, Online Classicism: Diasporic Pursuits of Authenticity

**Gülsüm Depeli**

Revising the Community: Small Media

**2C35 Global/Local Communication of the UN Environment Conferences  
(EnvSciR) Room: B.305**

**Chair Anders Hansen**

**Papers**

**Midori Aoyagi**

Impacts on Public Opinion by Mass Media Coverage of Climate Change Issues: Comparison of Print Media and Television

**Mei-Ling Hsu, TW**

**Yie-Jing Yang**

A Struggle between Globalizing and Localizing Climate Change Coverage: Reporting 2009 Copenhagen Summit in Taiwan

News coverage of climate change in Taiwan, like in some parts of the world, has long been criticized for lacking local perspectives of global concerns and depending heavily on foreign news agencies and media for the dispatches. The UN Climate Summit held in Copenhagen in December, 2009 appeared to be a breakthrough for the environmental journalistic routines. One mainstream newspaper, United Daily News (UDN) decided to cover the Summit on the site – a long overlooked practice for all Taiwanese news media since 1992. Nevertheless, Taiwanese media resumed their old routines of depending entirely on foreign dispatches when the summit was held in Cancun a year later. These changes thus triggered our interest in examining how well and how different UDN was doing in the on-site coverage of Copenhagen Summit. We are also interested in exploring how journalists reacted to on-site coverage of international climate change meetings with the hope to uncover the mechanisms and barriers involved in the local environmental journalistic practices. Both a quantitative content analysis of the Summit coverage and qualitative in-depth interviews with environmental journalists were employed in the study. We first collected a sample of 320 news stories related to Copenhagen Summit from 4 Taiwanese media, namely, UDN, China Times (CT), Liberty Times (LT), and Apple Daily (AD), from a week before till a week after the Summit (November 28 – December 25, 2009). We then conducted personal interviews with 7 environmental journalists sampled from the above 4 media from May to August, 2010. UDN undoubtedly released the greatest number of the Summit stories (40.6%). It also significantly differed from the other papers in the following categories: (1) more emphasis on the Summit as front-page stories (36.2% vs. 7.0-17.1%) than placing the stories in the international page (28.5% vs. 48.0-62.5%); (2) more diversity in the use of quoted sources, especially less dependence on Summit representatives (16.9% vs. 27.4-40.5%) and industry sources (19.4% vs. 27.4-33.3%); and (3) less dependence on sources from the US (19.7% vs. 25.8-41.2%) and other developed countries (14.5% vs. 40.3-70.6%). Nevertheless, all 4 papers were not significantly different in terms of the news contents. UDN did not rely on foreign dispatches the least, even though it released the highest proportion of original straight news articles (54.6% vs. 25.0-49.6%). Among the reactions provided by the interviewed journalists, there was a consensus among CT, LT, and AD journalists that international climate meetings are too far away from the local concerns.

Taiwan's unique political status as a non-UN member also discouraged the media from expecting any crucial roles Taiwan could play in those meetings. In contrast, 2 UDN journalists, with one planning and the other doing the on-site Summit coverage, stated the importance for Taiwanese media to participate in such a big event, even though the on-site journalist admitted that her presence in Copenhagen was not substantially helpful in covering the Summit in more depth. Institutional restraints were also revealed from all journalists. What deserves our attention is the justification provided by 2 senior journalists (UDN, CT) that doing on-site international coverage could help train the journalists to be more cosmopolitan, which should be considered a plus in environmental journalism. Results of the study are expected to shed new lights on the global and indigenous understanding of climate change communication, both academically and practically.

**Anders Hansen, UK**

**Dorothee Arlt**

**Miguel Vicente**

**Jingrong Tong**

**Jens Wolling**

Framing and Cultural Resonances in Television News Coverage of the COP15 United Nations Climate Change Conference

Drawing on theories of news construction, framing and cultural resonances in the construction and production of news, this study offers a comparative analysis of the television news coverage in four countries (China, Spain, Germany and Britain) of the United Nations Climate Change Conference, COP15, Copenhagen, December 2009. The study employs the notion of framing as essentially about selection and salience (Entman) to explore how and to what extent national political agendas and culturally specific frames can be seen to impinge on the selection and news inflection across the four countries of the international COP15 meeting in Copenhagen. The study draws on framing categories deployed in other comparable studies of media coverage of climate change in order to facilitate international comparative research, and it further extends this to examine how framing and cultural resonances in television coverage are visually realised. While identifying national differences that can be explained in terms of political and cultural frames, it is equally relevant to note the extent to which coverage in the four countries is relatively homogeneous and the extent to which homogeneity can be seen as evidence of the increasingly globalised nature of international news and/or as evidence of 'successful' news management at the Conference itself.

**Pavel Antonov, UK**

Save the Climate or Quit Smoking? Journalism Norms Meeting Urban Social Causes in Post-socialist Newsrooms

In line with the IAMCR 2011 overarching theme of 'Cities, Connectivity, and Creativity' the proposed paper explores the meeting point between rights, norms and standards as a contested area between journalism professionalism and active citizenship. The paper examines how Western norms of journalism get entangled with the normalisation and embedding of a neoliberal discourse in the everyday rationality of journalism. In response to

calls for studying less stable media communication processes in less politically and economically stable nations the presented research is situated in one of the so called 'transitional societies' of Eastern Europe: Bulgaria. Hence, the paper will contribute to the better understanding of post-socialist media landscape. In the context of changing norms of journalism the paper compares the attitudes and engagement of journalists with two pressing social problems. The first one is of global magnitude: climate change, while the second is rather national, with strong city culture roots: tobacco smoking in public places. The period of research covers two landmark events that trigger high mass media and public interest to the selected problems: the UN Climate Change summit in Copenhagen in December 2009; and the cancellation of a complete smoking ban by Bulgaria's Parliament in May 2010. The paper reflects upon empirical research data collected in 2009 – 2010 whereby a set of social anthropology methods were employed to perform participant observation in two Bulgarian newsrooms. The two newsroom placements used for participant observation have been selected to provide a sufficiently broad base for observing analytically the diversity of journalistic practices, genres, values, content formats, distribution platforms, styles and business models. They belong to: a foreign-owned national commercial television channel; and a home-grown high profile economic weekly newspaper with a growing online presence. The paper relies on journalists' narratives, as well as recorded observations of their personal and professional engagement with journalism norms, examining their critical involvement with climate change, and the social and political process related to them. Reflecting on Couldry's (2010) concern about the loss of 'voice' in journalism the paper seeks to identify any form of resistance to the amplification of neoliberal values – not only on editorial, but also on the level of personal response of journalists to social causes.

### **Shameem Mahmud, DE**

#### **Media Coverage on Climate Change in Bangladeshi Newspapers: National Domestication of a Global Issue**

Similar to regionally differentiated impacts of global climate change, media coverage of the issue varies widely across the world. Journalistic norms and culture together with influences of interest groups, ideological standpoints of media, national interests and local level of climatic threats largely shape and frame climate change media coverage. While media play a considerable role in the global mediation of the issue, there is scarcity of research on how climate change as a global issue is being 'domesticated' through national news media in the developing world or the countries which are dubbed as most vulnerable to any real or possible change of the global climate. This paper attempts to redress this scholarly deficit by analyzing climate change news articles published in Bangladeshi newspapers during the COP15 in Copenhagen. We measured the domestication process through three indicators: first, origin of news articles; second, origin of actors in the articles; and the third indicator is the perspective from which the issues of climate change have been presented in the news – particularly the risk emphasis. The findings showed that international news agencies and foreign media together dominate the coverage with 42% of all articles. We found origin of actors in the articles as Bangladeshi - 37% and other countries or foreign actors – 63%. On contrary, newspapers portrayed climate change as an issue of imminent 'risks' for Bangladesh (localizing a global risk) that needs urgent 'actions'. However, such 'actions' to

mitigate risks are not consensual, but a matter of 'conflict'. Much of the conflict was involved with regard to economic consequences of mitigation actions (e.g., reducing CO2 emissions) by the developed countries and countries labeled as emerging economies.

**S. M Shameem Reza**

**Ashfara Haque**

Agenda Setting on Environment and Climate Change Issues in Bangladesh Newspapers: The case of UN Climate Change Conference, Cancun

In recent years, Bangladesh news media have given considerable importance on environmental and climate change issues. Historically, traditional mass media - newspapers, radio and television put an emphasis on the consequences of natural disasters which affected different parts of Bangladesh. Current journalistic pieces that appeared in the newspapers seem to have been influenced by the priority issues discussed and debated around the events, such as the UN Climate Change Conferences held in Copenhagen (COP15) and Cancun (COP16). Bangladesh, which has become world's one of the most ecologically vulnerable countries is now in the forefront of the global climate change debates. Newspapers emphasize on the environmental and climate change issues having both local and international implications. A large number of media items however interpret the local environmental issues, such as cyclone and changes in weather pattern linking with those of the global climate change. Some news reports and analyses are not even substantiated by scientific arguments. Applying the method of content analysis, this study investigates the role of two national dailies in setting agendas on environmental and climate change issues around the period of COP16 held in Cancun. Besides, it identifies the sources of the newspaper items, which leads towards recognizing key actors who in different capacities influence the agenda setting process.

**2C37 Ethics of Society, Ethics of Communication II (Ethics) Room: B.307**

**Chair** Manuel Parés Maicas

**Papers**

**Gregoria Arum Yudarwati**

The Enactment of Corporate Social Responsibility and Public Relations Practices: A Case Study from a Multinational Mining Company in Indonesian

**Fernando Oliveira Paulino**, University of Brasilia, BR

**Sacha Brasil Reis**

Minnesota News Council as a Self-regulation Body for Media Accountability

The article analyzes the work of Minnesota News Council, taking into account the beginning of this initiative, its operation over years, its effectiveness, their contribution to the journalistic scene and the difficulties it faces nowadays. This research also talks about social

responsibility of the media and accountability systems (BERTRAND, 2001). To do this analysis, it was necessary to conduct a literature search and doing interviews with people who are somehow related to the Minnesota News Council. From this research, we could perceive that the council has worked effectively in the treatment of problems between the media and public, stimulating and increasing the dialogue between the council members (journalists, media owners and public). It is also noticed that newspaper companies have been receptive to this initiative, which makes the resolution of complaints simpler. Although it is facing financial difficulties due to the crisis of journalism in Minnesota, the council has been operating for 40 years helping to ensure the social responsibility of media and can be useful to another countries and Media Systems (HALLIN; MANCINI, 2003).

**Joaquim Fidalgo, PT**

**Madalena Oliveira**

Media Ombudsman: An “Endangered” Species or a Needed Bet for the Future?

The creation of the press ombudsman, although rather recent in Portugal (the first ones were appointed in 1997), seemed to be one of the most stimulating mechanisms of self-regulation, making media more accountable to their audience and, thus, helping them to meet their unavoidable ethical responsibilities in a more public, transparent way. In the first years of the 21st century, three of the most influential Portuguese daily newspapers had an ombudsman; in 2006, the Public Service of Broadcasting (PSB) joined this trend too, appointing an ombudsman for RTP (the Portuguese public television) and another one for RDP (the public radio). Monitoring and scrutinizing the daily activity of each specific medium, as well as getting complaints and questions from their audiences, all these ombudsman have one trait in common: on a weekly basis, they address directly to the public and freely deal with the issues they have been asked to, criticizing ethical or professional misbehaviors, explaining the possible constraints inside the media outlets, suggesting ways of improving standards. And they do so in absolute freedom, in the pages (or broadcasting time) of the media they work for, helping them to self-regulate on a total voluntary basis, without any interference from outside powers. In spite of these apparent advantages, this particular MAS (from “Media Accountability Systems” – cf. Claude-Jean Bertrand, 1999) seems to be losing some influence in the country: for the time being, only one daily newspaper keeps an ombudsman, together with the ombudsman for RTP and RDP. There is some evidence that a similar trend can be traced in other countries, namely in the USA. The main reasons for this might be the severe financial crisis and a general decrease in audience (mainly in the written press), which is forcing media companies to cut jobs and to try to diminish losses. But, at the same time, there is also some debate about the effective possibility of ombudsman to really improve media quality and raise ethical standards, rather than being some kind of ‘public relations service’ intended to soften the relationship between the media and their ‘customers’. In this paper, we start with an historical overview on the creation and development of media ombudsman, concentrating particularly on the Portuguese situation. We then discuss the advantages and disadvantages of this self-regulatory instrument, using both the existing literature on the subject and empirical data collected from the field. In this particular area, we use the results of a large questionnaire we’ve run among the 15 persons who have already worked as media ombudsman in Portugal, from 1997 to the present day. Finally, we try to get to some conclusions, in order to understand to what extent media

ombudsman (and, more generally, the mechanisms of media self-regulation) are losing power and influence in the present media landscape, and how their role could be reinforced in order to improve journalistic standards in a particularly critical environment.

**Kiranjit Kaur, MY**

**Halimahton Shaari**

Media Ethics: The Uneven Tempo between International Principle and Local Practice

Media codes of ethics comprise principles of ethics and good practice. Though media codes may vary from country to country, the global media and communication profession is guided by principles that share many common values for the simple reason that many social and individual values are universal. In the journalism profession, as an example, ethical practice would almost always revolve around universal values like accuracy, honesty, truth, objectivity and freedom. At the very least, these universal values can be used as a benchmark and standard for the practice. Nevertheless, international principles and local values and practice at times do not dance to the same beat. Many international principles have to be appropriated to local practices for communication to be effective. Individual societies are defined and characterised by unique socio-political and cultural practices that cannot fit into a common universal mould. This paper, based on an ongoing larger research on the subject, examines the codes of ethics as practised in the Malaysian journalism, public relations, advertising, broadcast and social media. Though the Malaysian media adopt and practise many international principles, media practitioners have also to take cognizance of the socio-political sensitivities and sensibilities that shape and influence the workings and contents of the media. Qualitative interviews with media practitioners provide insights into how values and principles, both local and international, either go in tandem or clash and impact on media practices. This paper also studies the practicality and applicability of media codes in the face of rapidly-changing media values, contents and technology. The media occasionally violate ethical boundaries; however these are sometimes not perceived as digressions by media practitioners as media values and roles undergo a facelift.

**Md. Abu Naser**

**Debashis Aikat, US**

The Ailing Watchdog: Exploring Journalism Ethics in Bangladesh

By situating journalism ethics within a larger intellectual context of global communication and social change, this study explores and documents the state of media ethics and journalistic standards in Bangladesh, the theoretical and conceptual development of Bangladeshi media ethics in its many forms. Drawing upon recent studies, meta-analysis of ethical issues and review of ethical lapses in Bangladeshi journalism, this study covers three aspects. First, it explicates the media practices and journalism ethics theories as they relate to Bangladeshi media. Second, it provides a thorough assessment of journalism ethics through a comprehensive review of a Jatri (2009) survey of Bangladeshi journalists. Third, it identifies theoretically-grounded approaches to unethical practices in Bangladeshi journalism by exploring a seven-point categorized listing of various instances of ethical lapses in Bangladeshi journalism. In conclusion, this study also identifies the need for a

comprehensive code of ethics for Bangladeshi media. In its mission to advance its watchdog role, the Bangladeshi code of ethics should draw upon the evolution of its media ethics as a 20th century phenomenon and seek a sustaining significance in the 21st century digital age that is transforming Bangladesh's contribution to global communication and social change.

## **2C40 Pedagogical Frameworks for Media Literacy Studies (MER) Room: D.97**

**Chair and Discussant** Sara Pereira

### **Papers**

**Payal Arora, NL**

Cultures of Cyberspace: A Pedagogic Framework

It has taken the past decade to commonly acknowledge that cyberspace is tethered to real place. From euphoric conceptualizations of virtual space as novel, unprecedented and revolutionary an entity, the dust has settled, allowing for talk of boundaries and ties to real world settings. Metaphors have faithfully followed this scholarship; there is a clear mission to architect Net spaces, be it chatrooms, electronic frontiers, homepages, to information highways. This metaphorical approach allows for concretization and comprehension of Net spaces for policy regulation, private sector practice and pedagogic instruction. This paper focuses particularly on the pedagogic angle, providing a rubric of guidance for university professors to address the critical relationship of the real and virtual in media studies programs. This paper proposes a conceptual framework of applying metaphors to systematize the connect between online and offline spaces. The design of spaces can be conceptualized into 5 typologies: utilitarian-driven, aesthetic-driven, context-driven, play-driven and value-driven, making explicit the diversity of online spaces and its innate characteristics. This framework applies lessons learnt from the architecting of real space to virtual space. In doing so, it spans the field of urban planning, architecture, and new media studies. Currently, there is little guidance for instructors in new media on how to teach this relationship of the real and virtual in a holistic manner. Thereby, this pedagogic framework will allow professors and students to engage in the comprehension of cyberspace through a more sophisticated and interdisciplinary avenue.

**Francesca Scenini, IT**

**Andrea Mangiatordi**

Exploring Transliteracy Development in One-to-one Computing Classes: A Case Study

Today's children are expected to live in a digital and connected environment. They need to develop a complex competence defined as transliteracy: an ability to mix literacy, digital and social skills. The interaction between analogical and digital codes, media and contents becomes of critical importance; an effective approach could result in a benefit for the co-construction of identity, relationships and culture. ICT is changing the way we construct and communicate knowledge. Reading and writing are evolving from analogical to digital, from linear to hypertextual, from individual to collaborative. On the web, the reading performance involves many issues: how do we search information? How do we manage our

time of reading? How can we effectively share and communicate information? This article presents preliminary findings of a multiple case study investigating children's abilities in analogical and digital text composition (individual and collaborative), information search and interpretation. The research took place from May 2009 to August 2010 as part of the One Laptop Per Child project in Uruguay (Plan Ceibal). The research proposes an interpretative model that merges qualitative and quantitative analysis of the children's socio-economic and cultural environment and of the tests results. Even if we don't actually know if kids are naturally transliterate, we collected evidence that the frequency of contact with digital media slightly empower transliteracy skills by itself. Considering the children's time management while browsing the web and the children's use of search engines (analysis of navigation logs), it is arguable that transliteracy effectively develops only if the teacher significantly supports it.

**M. Eugenia González-Alafita**

**Celina Denise Moncivais-Carrillo**

Teaching Media Literacy through Laptop Computers and i-pads

**Melda N Yildiz, US**

Developing Global Competency in Teacher Education Programs Using Media Literacy Skills

This presentation is for teacher educators and K12 teachers who would like to integrate global education, 21st Century skills and media literacy in P16 education. It outlines my experiences as a Fulbright Scholar teaching multicultural education, media literacy and educational technology in Ashgabat, Turkmenistan; offers creative strategies for producing media with youth; and showcases their projects and digital stories from Central Asia. The research participants deconstructed and assessed the national and local curriculum and standards; presented their curriculum projects such as video documentaries reflecting not only on their stories but also international issues and perspectives through their online contact to global community and documented their stories in order to articulate the realities of conditions in schools through their research, analysis, and dialog. Through the media literacy activities and discovery process, the participants explored, designed, and created the strategies, curricula, and programs for improving student outcomes, also they gained alternative point of view on their environment and renew interest and commitment to community service and global understanding.

**Kadri Ugur**

Teacher's Media Literacy's Influence on Media Education as Cross-curricular Theme

**2C41 Labour, Culture, and Knowledge (PoEcon) Room: D.98**

**Chair** Rodrigo Gómez

**Papers**

**Jianhua Yao**

The Political Economy of Knowledge Workers in the Media Industries of China

**Miaoju Jian**  
**Chang-de Liu**

"Our Factory" or "Social Factory"? The Chances and Exploitations within the Emergent Taiwan Live Venue's Music Economy

Live music venues have grown rapidly and become a significant trend in Taiwanese pop music since the late 1990s because of political and economic factors. On the one hand, the government implements several policies encouraging the investment to "cultural/creative industries," which include pop music and live music venues. On the other hand, many talents and music fans have turned to the live performances while the record companies have been in decline and thus are unable to provide enough job opportunities for workers and attractive products for consumers. Because of the fast expansion of market, some of these clubs which in their initiating stage were organized by independent rock bands/singers and music critics have become commercialized and concern about generating profits rather than cultivating alternative culture. Under such circumstances, the relationship between club owners and young talents has also been transformed from friend-like partners in early years into business partners recently. One of the most significant changes of the relationship is the "Ticket-sale Contract" by which the club requires the performer to pay the costs and expenditures of the concert according to ticket prices and anticipated sales. Many strategies like this type of contract are employed by live music venues in order to assure their revenues. This paper, first, will examine the development and characteristics of the live music venues in Taiwan. According to the analysis, we, then, will demonstrate the transformation of Taiwanese live music venues from "our factory" to "social factory." "Our factory" is a concept that emphasizes the cooperation and sharing between the owner and the artists; while "social factory" is a concept borrowed from autonomous Marxist that illustrates how these club owners treat young talents as low-paid cultural workers.

**Scott Fitzgerald, AU**  
**Al Rainnie**  
**Dawn Bennett**

Provincial Philistine Pygmies? The Conditions of Cultural Labour in a Resource Rich State

Work in the Western Australian cultural sector has been marked indelibly by the geographical isolation of a small yet highly concentrated urban population and the makeup of the wider Western Australian economy. Today while digitalisation has created new avenues for connectivity, workers in the arts and cultural industries within Western Australia are, by international comparison, enjoying prosperous conditions. The state has experienced a near decade-long resources boom premised upon the industrialisation of East Asia, with record levels of investment set to expand. Yet the rapid and uneven development of the boom has created challenging new dynamics in the cultural sector. Moreover, although "entrepreneurialised" city managers are keen to put culture to work, relatively little public or private investment is being made in the state's cultural sector as compared to earlier mining booms— an outcome that will, according to one eminent historian, leave the population open to the charge of being a 'generation of provincial philistine pygmies'. This paper will present the framework and preliminary findings of a study being undertaken of the characteristics and dynamics of work and career for creative workers in Western Australia,

examining the commonalities and differences across five sectors of the cultural industries: music, film, gaming design, publishing/print media, and fashion. The project uses a global production network framework to analyse how their working lives are structured in and across production systems that are located in, but not necessarily limited to, different kinds of places within the greater metropolitan WA to produce a sophisticated analysis of the spatiality specific nature of labour conditions and career trajectories. Understanding how creative workers in particular geographical circumstances and community settings are linked into not only particular organisations but also the labour process and broader production networks provides a route to uncovering subtleties and associated issues of differential work and career outcomes.

### **Scott Neal Timcke**

A Precarious Situation: An Assessment of FOSS as a Labour Process

One defining feature of the communication academic activism surrounding the free and open source software (FOSS) movement is its celebratory tone which often cites OSS as an alternative model for social justice, new institutional arrangements, communication technology procurement, technology policy, and communication rights. However this form of scholarship is weak when addressing the labour process of FOSS movement. And in this way, it repeats a crippling weakness of recent communication research; that of the neglect of labour, work and employment (see Maxwell 2001, Maxwell and Miller 2005 261-266, Mosco 2009, 117, 138, 233. Terranova 2004, 76). This generally is a weakness that McKercher and Mosco contend that this is the “blind spot” (2006, 493) of communication studies to which attention needs to be given. The purpose of this presentation is to illustrate how a labour perspective can highlight some of the more unsavoury aspects of FOSS, and further to draw attention to how FOSS inadvertently plays into the lean production model endorsed by the neo-liberal flexible accumulation regime.

## **2C42 Mapping Global Media Policy: Interactive Session on Data Collection, Maps Elaboration, Scenarios of Use, and Future Developments (GMP) Room: D.100**

**Chair** Marc Raboy

### **Papers**

#### **Arne Hintz**

Mapping Global Media Policy: Achievements and Lessons Learned

Claudia Padovani

GMP Platform as a Tool for Education: Mapping Gender and Communication Governance between National and Global

#### **Christian Potschka**

GMP Platform as a Resource for Research: Financing Public Service Broadcasting (Comparing Germany and UK)

## **Basyouni Hamada**

Fostering Scholarly Cooperation: Towards a Joint Effort on Communication and Policy Change in North Africa and the Middle East

## **2C43 Patriarchy, Capitalism, and Media (Gender, PolEcon) Room: D.105**

**Chairs** Helena Sousa, Aimée Vega Montiel

### **Papers**

**Aimée Vega Montiel**

**Fátima Fernández Christlieb**

**Patricia Ortega**

**Elsie McPhail**

Gender and the Political Economy of Media in Mexico: Women and Media Industries

This paper analyzes the crossroads of Feminism, Political Economy and Media in order to determine the access and participation of women in both public and private Mexican media industries, as owners, media workers and producers, including their participation in the decision making process. Following the principles of the Feminist political economy which calls for a macro, meso and microeconomic approach (Byerly and Ross, 2006), this paper provides qualitative and quantitative research to analyze the relationship of women and media. Data shows evidence on marginalization and discrimination against women in these industries, it also shows power relationships and financial dynamics in capitalist societies which in turn reinforce social injustices against women within the media structures.

In particular, results show:

- The absence of women as proprietors of media and as participants in the decision making process
- Although data shows a higher participation of women at the production level-as journalists, screenwriters and editors, the number does not show equal gender proportion
- Women who are active participants of the media structure, have to deal with many barriers which obstruct their performance in the working environment, such as inequalities in areas of recognition and remuneration... and in the so called glass ceiling- which refers to invisible cultural and social obstacles.

The importance of research in this field, is reflected by direct relationships between media ownership and media contents. The authors of this paper consider that one way to introduce and promote contents which reflect issues and actions related to the women agenda, is by increasing their equal participation in these industries, in terms of property, production and contents. We firmly believe that democracy in Mexico will only be reached if society as a whole promotes gender equality in all spheres, including the sphere where the different levels of communication are involved.

Marwan M. Kraidy, US

**Sara Mourad**

**Bold Red Line Patriarchy and Capitalism in the Saudi-Lebanese Media Connection**

This paper explores the multifaceted connections between gender and the political economy of the media in the context of the transnational media and cultural industries in the Arab world, especially satellite television. In order to push theoretical boundaries at the nexus of gender, structure and agency, we focus on a controversy that ensued from one episode of the social talk-show *Bold Red Line*, broadcast from Beirut on the commercial channel Lebanese Broadcasting Corporation, in which a young Saudi man brags on camera about his sexual conquests and adventures. An uproar followed: LBC offices were shut down in Saudi Arabia, the Saudi “braggart” was prosecuted in Saudi courts, and two Saudi women who worked on the show were fired and then prosecuted, until the Saudi king himself intervened and pardoned them. More importantly, a heated polemic erupted in transnational Arab media about the connections between gender, sexuality, consumption and representation, leading to the research question: What does this controversy reveal about the connections between media, patriarchy and capitalism in the Arab world and beyond, and how does it help us push the theoretical boundaries of the gender/media nexus? In order to address this question, we perform a critical discourse analysis of a massive corpus of Arabic-language press coverage (more than one hundred articles, official statements from Saudi politicians and Lebanese media executives, statements from Saudi courts, and several Arabic-language television talk-show episodes). The paper describes and analyzes competing forces shaping Arab media, mostly ownership of most major outlets by the Saudi clerico-political elite, the cultural influence of Lebanese media workers in the process of production, and resulting representations of gender. These factors are at work in a context of increased commercialization of Arab media, and widespread discussions of gender and sexuality in Arab public discourse. The political economy of transnational Arab television, we argue, is best understood via a nexus between on the one hand capital from Saudi Arabia, the most socially conservative Arab country with a social system premised on the invisibility of women in public space, and on the other hand media content (and representations) from Lebanon, especially LBC, whose main marketing strategy is the hypervisibility of the female body in media space. We discuss how this Saudi-Lebanese connection shakes a social status quo that is akin to a hysterical context, appropriating the feminist critic’s Tanya Modleski’s notion of the hysterical text, which according to her is a text that makes such strong attempts at suppressing sexual themes that it paradoxically makes gender and sexuality hypervisible. We conclude with a discussion of the impact of these forces on Arab women media workers and Arab women television viewers at large.

**Haiyan Wang, CN**

**Obstacles to the Success of Chinese Women Journalists amidst Media Commercialization Reform**

In accordance with the global trend of women’s employment in journalism, China has witnessed an unprecedented increase of women’s participation in the news profession in the last two decades. However, while accounting for more than 40 per cent of the labor force in journalism, women still tend to gravitate towards jobs and posts with lower pay and

less power. Against this background, this paper tries to provide a glimpse to the obstacles to the success of women journalists in Chinese media. Data were collected through in-depth interviews with a group of journalists in two Chinese cities—Guangzhou and Chengdu in 2010. Four major constraining mechanisms are identified: women-unfriendly job contract and salary system, weak women’s association and trade union, sexist newsroom culture and male-centered family structure. The first two factors are associated with capitalism while the last two are to do with patriarchal culture. Drawing upon socialist feminism theory, this article inquires into the working of capitalism and patriarchy on women journalists in the context of Chinese media reform. It concludes Chinese media marketization reform since the 1980s is a double-edged sword to women journalists. On the one hand, it opens up room for women to seek subjectivity and agency and independence from the state-patriarchy control. On the other hand the male-centric market logic brings about new problems for women. As the state reduces its funding for public service and social welfares, women are subject to enlarged gender inequality. And with the deepening of commercialized culture, women journalists, like other women in the society, unavoidably become sexual objects in their news organizations. Therefore, Chinese women journalists need independence not only from the patriarchal-state, but also from the male-dominant market.

**Najundappa Mamatha**

The Print Media and Peasant Woman’s Movement of Andhra Pradesh in India

**Justin McGuinness**

Global Seduction and mithly.net: Digitally Mediated Gay Discourse from Morocco, 2005 - 2011

**Monika Sengul Jones**

“Choosing” to Be Invisible?: Gender, Inequality, and Discourse on Virtual Crowdsourcing Work

**2C44 Connectivity, Online Privacy, and Data Protection (CPT) Room: D.106**

**Chair** Dwayne Winseck

**Discussant** Jo Pierson

**Papers**

**Federica Fornaciari**

Cultural Backgrounds and Privacy Concerns in the Web 2.0 Era: The Case of Google Buzz in Europe and in the United States

**Pieter Verdegem**

**Christian Fuchs**

Surveillance, Privacy, and Data Protection Policies in Sweden and the European Union

**Yong Jin Park, US**

The Internet Privacy: Past, Present, and Future

The purpose of this article is to historically and critically examine the underlying information policy condition for marketplace institutions and individual users in the Internet. The central question is how the US government policy principle helps determine the function of two central poles of institutions and users in personal information control. In other words, this article aims to ask what the current state and role of the policy is in conditioning privacy control and deconstruct the principle of marketplace rationale in its historical trajectory. Fair Information Practices (FIPs) remain a focal point, i.e., how the FTC FIPs have evolved into the current form in the Internet. Over decades, the FTC has reinstated its stance in resorting to the marketplace principle online. The FTC in the proposed principles for behavioral advertising said:

The [self-regulatory] principles reflect FTC staff's recognition of potential benefits provided by online behavioral advertising and the need to maintain vigorous competition in the area. At this time, Commission believes that self-regulation may be the preferable approach for this dynamic marketplace because it affords the flexibility that is needed as business models continue to evolve. (FTC, 2008: 13) Most recently, in 2010, the FTC proposed online "Do Not Track List," however, leaving its implementation and enforcement to online commercial entities. What the Commission hopes to prove is the validity of marketplace rationale in a monolithic assumption. Perhaps more important is a consistent policy framework in no shift of orientation. To step back to reexamine the construction of Internet privacy policy from a critical analytic perspective has a value as this helps reformulate policy objectives in concrete terms.

The analysis draws upon the combination of historical and policy insights. For this, a comprehensive data archive was constructed. First-hand sources came from the two: (1) the NGOs and (2) the US government (mainly, the FTC). In addition, the analysis partly relied on secondary data present in policy reports. The goal was to collect multiple resources in the reconstruction of existing policy conditions. Ultimately, this is to reflect how the current regime in the Internet has evolved in particular ways. This article has the following structure. First, a brief theoretical framework of the US communication policy is provided. Second, the examination of US privacy policy proceeds in the two stages: (1) the constitutional foundation period and (2) computer era from the 70s to the 80s. Lastly, the FTC policy of the Internet is dissected. In synthesis, policy recommendations will be followed to formulate concrete alternatives to the current regime that is in place online. Overall, this article contributes to bring down privacy policy discussion to a concrete level in which users and institutions play out under the policy assumption. Theoretically, this study aims to newly dissect the rationale that underlies Internet privacy policy from a perspective of a prominent metaphor of the marketplace of ideas (e.g., Napoli, 2000).

**Oscar Gandy jr., US**

Consumer Protection in Cyberspace

This critical essay introduces the problem of discrimination enabled through the use of transaction-generated-information derived from the analysis of user behaviors within the network environment. The essay begins by describing how segments of the population that

are already vulnerable become further victimized through the strategic use of discriminatory algorithms in support of identification, classification, segmentation, and targeting. In response, it evaluates a set of policy options that might be used to limit the harm and compensate the victims of these inherently dangerous technologies. Traditional approaches the protection of privacy through restrictions on the collection and use of personal information will be compared with alternatives based on individual and class actions under tort law, as well as more traditional regulatory approaches developed in the area of consumer products safety and environmental regulation. The limitations of privacy regulations largely reflect the constraints inherent in a data protection framework and its incomplete identification of Personally Identifying Information. But, they also reinforce the tendency of regulatory agencies like the US Federal Trade Commission to collapse the true scope and reach of the Fair Information Practices that were designed to protect the citizen/consumer. The greatest promise for lessening the vulnerability of the chronically disadvantaged lies with a revival of Comprehensive Technology Assessment. Such a revival would require its expansion to include consideration of the impact of these systems on the state of equality within society.

**Francesca Musiani, FR**

Privacy as Invisibility: Pervasive Surveillance and the Privatization of Peer-to-Peer Systems

In the last ten years, peer-to-peer (P2P), the notion of direct exchange between equal nodes in a network, has become one of the most "hyped" and discussed words in the field of Information and Communication Technologies. Frequently framed as threats to the digital content industry – their most diffused use by the public at large being the unauthorized sharing of copyright-protected materials – P2P systems are well-suited on one hand to give free, and immediate, access to perfect copies, and on the other hand, to promote increased effectiveness and freedom in online content distribution. This article addresses P2P's ongoing, increasing privatization – the emergence of P2P sharing systems that users may only join by personal, friend-to-friend invitation. It argues that, within P2P systems, privacy is increasingly coinciding with "mere" invisibility vis-à-vis the rest of the Internet ecosystem because of a trend that has shaped the recent history of P2P technology: the alternation between forms of pervasive surveillance of (and attacks to) such systems, and reactions by developers and users to such restrictive measures. Yet, it also suggests that the richness of today's landscape of P2P technology development and use, mainly in the field of Internet-based services, opens up new dimensions to the conceptualization of privacy. The article first introduces the conceptualizations of privacy and surveillance that are relevant to its argument (Lyon, 1997; Katyal, 2005); then, it outlines the different generations of P2P file-sharing systems' genealogy, arguing that the ways in which P2P systems have taken shape and evolved in the last decade are closely linked to the dialectic between juridico-technical measures restricting P2P-enabled file sharing activities, and socio-technical responses that have shortly followed each of them: in other words, to the constant attempts of surveillance technologies and sharing technologies to outrun each other. Then, the article introduces third-generation, "private" P2P networks and explores how developers and users of these systems seek to take their main weapon away from copyright holders, by placing a special emphasis on a friend-to-friend paradigm that allows users to join the system only by personal invitation of another user, shaping privacy as de facto invisibility from pervasive

surveillance. Finally, the article opens up to a conception of P2P systems as possible tools for the materialisation of a social, political and economic "opportunity" for Internet-based services. It suggests that, while paramount for putting into perspective the evolutions and developments of P2P systems over the last decade, the "surveillance-and-counter-surveillance" paradigm entails an exclusively "defensive" conception of privacy, that, while being an important one, is only a part of the story. Other parts – enacted daily in a number of projects and applications for P2P Web search, social networking, data storage that are being developed since 2006 – are user empowerment through a more nuanced control over personal information, reconfiguration of the balance between user and service provider rights over personal data, and removal of intermediaries in sharing activities – parts that if neglected, may lead to overlook the potential of P2P as an effective and scalable way to distribute, exchange and communicate online.

## **2C45 Visualscape and City (VisualC) Room: D.107**

**Chair** Fernando Goncalves

### **Papers**

#### **Andrzej Gwizdalski**

Visualscape: The Global Dimension of Visual Culture as Experienced in the Changing Environment of Urbanized World

#### **Juliana Martins Evaristo da Silva, BR**

Contemporary Photography: The City and the Body

My proposal is to study contemporary photography, focusing on its relationships with the city and the body. Hence we will study the works of artists such as: Nan Goldin, Cindy Sherman, Jeff Wall, Philip-Lorca diCorsia, Alain Fleischer and Valérie Belin, aiming to analyze the different questions derived from the comparison to modern photography.

The modern metropolis was the place where experience began to be mediated by technical images. The 19th century saw the urban space become complex, culminating in the urbanistic reforms of the beginning of the 20th century, which intended not only to control circulation and improve hygienic conditions, as well as to amplify their representation of the city as spectacle, allowing a visual and intense representation of its flow, fugacity and fragmentation, thus converting the vertigo of modern life into leisure, which was daily lived as crisis in an artistic experience. The modern metropolis broadened its scopic field through the rationalization of the urban space, limiting the relationship between city and citizen. The relationship between metropolis and image due to image technologies and limited by the body has been progressively deepened throughout the 20th century, culminating today in the issue of the image of the image. That's how the strategies of using quotes, pastiche and references to the media and the mediatic world, the incorporation of the simulacrum, of the aesthetics of poverty and self narratives enter the scene in the photography world from 1970s to this day. Contemporary photography promotes a deconstruction of modern and documental photography, which intended to capture reality and turn it into image. Thus, a

recurrent strategy of contemporary photography is to previously construct ourselves as image for the camera, intending to show how we are molded by images surrounding us and also that reality itself is not pure, since it has been contaminated by these images.

**Aurora Wallace**, New York University, US  
Unbroken Windows: The New Urban Streetscape

The recent slump in the retail economy has created an unintended benefit to advertisers. Building owners now take advantage of vacant storefronts to house short term “tenants” who pay as little as 10% of the market rental rate between longer term lease holders. New agencies like InWindow Outdoor have emerged as liaisons between advertisers and empty retail spaces, by designing custom ads that blanket a structure’s architectural features with vinyl siding that renders the façade as a three-dimensional selling proposition. Promoters cite the much disputed “Broken Windows” theory to suggest that derelict buildings attract crime; giving citizens a false set of choices -- between advertising and crime – and citizens are encouraged to applaud these “innovative” uses of space as, at worst, the lesser of two evils. Current critical debates on the commodification of urban space cite city-branding, cultural tourism, and high-end retail gentrification as some of the more pernicious threats to city life for their pre-planned, exclusionary, and consumer-driven ethos. In short, the city has become its own opposite. It is less and less a space of spontaneity, encounter, or public gathering in favor of a top-down, brand-oriented version of civic life that structures all human interaction. But this new development is not without its resistance. The anti-advertising movement has challenged municipal authorities on the grounds that these ads are, in fact, illegal. Activists have recently begun to target storefront ads by white-washing them and encouraging artists to use these fresh canvases to their own ends, posting anti-commercial messages, slogans, and designs. This paper investigates the contested space of the store front as new terrain on which commercial and anti-commercial battles are being fought. A new political economy of space emerges that parallels many of the historically unsuccessful attempts to challenge the commercialization of urban space.

**Denize Correa Araujo**, BR  
Urban Creativity and Connectivity in Brazilian Cultural Scenario

The objective of this paper is to analyze the work of three Brazilian artists that create opportunities for visual culture connectivity through their city interventions. Giselle Beiguelman, Vik Muniz and Tom Lisboa offer examples of ways to connect urban citizens using creative scenarios. The choice of one work of each artist is based on the diversity of manners each one can display their viewpoints. Beiguelman’s urban tele-intervention using commercial electronic billboards, “Poetrica” (2004), is a project conceived for online environment that can modify the usual forms of reception: in three electronic billboards displayed in São Paulo, a series of visual poems can be modified by pedestrians or any citizens through cell phones, palms, laptops or any other gadget, independent of the author’s interference. Beiguelman’s research in cybrid culture emphasizes the possibilities of visual connections in virtual contexts, providing a new way to individual action in the fast life of huge cities, such as São Paulo and Berlin, where the project was also displayed. Vik

Muniz was born in Brazil and lives in New York. His most relevant project was portrayed in "Waste Land" (2010), a documentary directed by Lucy Walker, about Jardim Gramacho, a 321-acre open-air dump just outside Rio de Janeiro, one of the largest landfills in Latin America. Muniz interviewed and photographed its catadores, pickers of recyclable materials, and transformed these photos into portraits created with recyclable materials. His purpose was to inspire pickers to see themselves in a new way and even to re-imagine their lives through visual art. Tom Lisboa created the urban action "Place", in Tokyo, Japan, October 2008. The project was developed in three phases: the first one was to design the letter "L" in the google map of some cities, to set the place within a photographic essay was to be developed; after that, spectators were invited to produce photos; finally, the photos were organized in an internet site to allow a virtual visit to the city. In two years, the project connected more than 100 photographers, professional and amateurs, in 30 cities of nine countries: Brazil, Japan, Thailand, France, Peru, Netherlands, United States, Italy and Argentina. These three artists display their work using different devices: Beiguelman's project uses digital media; Muniz's intervention makes use of oral interviews and remixed images; Lisboa's project is in photography and internet. However, the three visual culture artists have one purpose in common: to offer opportunities for all classes of people to interact and to be connected through visual devices for them to be able to enrich their lives and to get to know about different cultures and viewpoints. In order to verify to what extent socially engaged art relates to urban cultural movements and creative visual actions, the theoretical frame chosen for the analysis here proposed includes the concepts developed by Frank Popper in his work *From Technological to Virtual Art* (2007), by Oliver Grau, in his book *Virtual Art: From Illusion to Immersion* (2003), and by Peter Weibel, in his essay "It is Forbidden Not to Touch: Some Remarks on the History of Interactivity and Virtuality." *Mediaarthistories* (2007).

## **2C46 Digital Divide: Experiences and Parallels (DD) Room: D.113**

**Chair** Olga Smirnova

### **Papers**

**Zarqa Ali, PK**

Role of ICTs in Connectivity of Pakistani Youth

The use of ICTs has brought a revolutionary change in communication patterns among its users. It has great effect on interaction with family, friends and others. ICTs' users live in both the online world and the offline world. The birth of the ICTs offer a set of distinctive communication features e.g. digital convergence, many-to-many communication, increasing possibilities for audience interactions, transcendence of the constraints of time and space, collaborative mass communication, virtuality, interactivity, and globalization. This allows communication researchers to examine many new forms of communication (e.g., various forms of online communication), as well as their antecedents and effects. Recent years have witnessed a remarkable growth in scholarship addressing the topic of the ICTs and connectivity. Man is a social animal and sociability and social connectivity are the basic

cultural needs of man, which are strengthened with enhanced connectivity through ICTs. ICTs can be a valuable tool to implement more effectively a more multifaceted approach to community connectivity. The study aims at exploring the role of ICTs in youth's connectivity with their own community users among students, friends, family and others. Hence, the prime objective of the study is to determine the role of ICTs in community connectivity keeping in view the gender perspective. The study will explore whether the use of ICTs is enhancing the connectivity of its users by dealing with the following research question: Do ICTs increase the community connectivity of the youth by enhancing interpersonal communication? Primary data about the role of ICTs in community connectivity will be collected through survey conducted in Public sector University of the Punjab. The role of ICTs for connectivity will be measured by exploring the opinion of the respondents in this regards. They will be asked to opine the role of ICTs in changing gender connectivity, social connectivity and family connectivity. All the opinions of the respondents will be measured on Lickert Scale ranging from strongly disagree to strongly agree. Data will be computed on SPSS.

**Mary Myers, UK**

Reflections on the Praxis of Audience Research across the Rural-Urban Divide in the Democratic Republic of Congo

This paper describes and discusses the experience of conducting audience research with citizen panels in the Democratic Republic of Congo (DRC). It reflects on the problems associated with eliciting genuine opinions and reliable data from 'ordinary' media consumers. The paper also discusses the findings of the panel research itself and what it tells us about the rural-urban divide and the similarities and differences in media literacy, consumption and connectivity between town and country in the DRC in particular and Sub-Saharan Africa in general. Its focus is ten audience panels with which the author has been interacting for over two years (2008-2011) in both rural and urban DRC, looking not just at Kinshasa, but several provincial cities (Matadi, Mbuji-Mai, Bukavu and Lubumbashi) and then over to village-level rural communities. These panels are part of the monitoring and evaluation system of a large donor-financed media-support project in the DRC aimed at promoting democracy and accountability. One of the major findings from this research experience is there is no such thing as an 'ordinary' media consumer yet there is striking uniformity across the country in terms of perceptions of the media. Perhaps unsurprisingly, there are marked and worrying disparities in terms of media consumption and connectivity between urban and rural dwellers. By way of conclusion, the paper discusses some positive indicators for improved media distribution from the centre to the periphery, and opportunities for better citizen involvement in democratic processes for urban and rural dwellers alike.

**Maria Isabel Pavez, CL**

The Other Side of the Screen: Women from Latin America in London and their Engagement with the Internet

This presentation is based on Media and Cultural Studies and Social Studies of Science and Technology. Through a qualitative approach it aims to contribute to the field of digital inclusion, specifically among women from Latin America in socioeconomic disadvantaged conditions in London and their engagement with the Internet into their everyday lives. According to the literature, due to their context and characteristics, they are more likely to present barriers to engage with ICTs. Nonetheless I propose to challenge these assumptions and to explore how these elements can be limits or resources in their engagement process. This approach shifts the focus from problems around technological resources and abilities, to questions about the nature and purpose of use. The questions that drive this thesis are related to the context of their resources and usage experiences; and to the motivations and purposes that enhance them. Thus, which elements in their everyday lives are resources and which are limitations in their interaction with new media? Which characteristics sustain their engagement and how? Do they experience differences in their lives due to their involvement with the Internet?

**Yong-Chan Kim**

**Haeyoung Shon**

**Hongjin Shim**

**Jiyoung Lim**

Geographical Inequalities in Social Media Uses and Outcomes in Seoul: A Multi-level Approach

**Kyung Han You**

**Yongmin Yoo**

**Sang Hyun Kang**

The Digital Divide in a Multicultural Society: A Meta-Analysis of the Digital Divide Research of South Korea between 1990 and 2010

**Vemula Ravindra Kumar, IN**

Diffusion and Adoption of an E-society: The Myths and Politics of ICT for Poor in India

The label "ICT for poor" has been widely used in India whenever ICT moves out of urban settings. There are many debates on the 'huge digital divide' and reluctance on the part of the masses to adopt the 'remarkable changes' being brought out by the ICT boom. In the last 15 years, many initiatives have been undertaken in the form of 'information kiosks' to diffuse ICT on the pretext of making the poor e-literate and build an e-society ultimately. Most of these projects have been funded by international multi-lateral & bilateral funding organizations and have also got awarded by various reputed international and national bodies for "reaching out" to the masses. It has been observed that most of these projects start with lots of fanfare promising a 'leap frogging' from an agrarian society to an information society, but they falter somewhere down the line for various reasons. Though, many of the rural masses approach the kiosks for land records, birth or death certificate or any document that needs to be obtained from the Government. As a result of

which, the information kiosks, after a while are no more used by the masses, because their “temporary need” for an e-service has been fulfilled. Ultimately, all these information kiosks which have been put up by the Government, non-government organizations and other philanthropic bodies end up as training centers on software/hardware for the local village youth at a price. Later on, the kiosks sustainability is solely based on the revenue that is generated by the e-courses that it offers and on the other allied services like print outs, serving as a public phone booth or may be as a cool drink centre. This paper attempts to understand whether ICT is a boon or bane for India particularly Rural. It also tries to understand how poor is defined by the information kiosks, or are they being only catered to a particular class of people who have proximity to the kiosk operator keeping in view the access of gender, and how comfortable they are in utilizing the services of the kiosk. It also argues that in the pretext of creating a ‘information society’, the state has somewhere missed out on other needs of the poor, which are required for a holistic development of the society and an e-society ultimately. This is a culmination and corroborated accounts on study of various ICT initiatives taken out in India. It was carried out over a period of 5 years, through various studies done by the author to understand the ICT interventions. The methods employed were a structured questionnaire, participant observation, scheduled interviews and collation of narratives of the information kiosk operators. All the data was later on combined into various common themes and explained. The results showed that most the kiosk did raise interest in the people because of its “suspense element”. ICT for poor intervention has more to do with the eagerness of funding agencies and less of how it would affect the poor in real terms. Thus, most of the initiatives fizzled out, either because they could only ‘see’ but not ‘touch’ the technology. Even if few of the people undertook training courses at the kiosk, they felt it was not enough (60%). And also due to diffusion of mobile phones in large numbers with lots of features has made them mobile-savvy rather than be a part of the e-society and e-literacy. The study also infers that ICT for poor is an oxymoron that has been coined keeping in view of the acceptability and workability of the donor agendas. NGOs also operate based on the donor objectives and tune their ICT project based on the funds available with least interest on scalability or reliability. The study proposes that ICT has become a tool for further discrimination of the people which is also based on their proximity to the kiosk operator. It is also being felt that ICT has made life more costly for the rural masses, because they have to pay for the services, which is anyway equivalent to what they would have spent otherwise.

**Uma Shankar Pandey, IN**

A Discursive Approach to Web 2.0 Digital Divide among College Going Students in East India

With about 70 million users, India has an internet penetration of 5.6 per cent. The broadband penetration is about 0.85%. Growth of broadband has been limited mainly to urban areas with 60% of the broadband connections being in top 10 cities. Only about five percent of the broadband connection is in the rural areas. About 33 million internet users access the social networking sites 47 per cent of which are in the age group of 18-24. The pattern of social networking activity here has challenged the earlier largely negative Computer Mediated Communication approaches that dwelled on social presence, physical cues and the social cues, which supposedly led to psychological states that undermined social and normative influences on groups or individuals. Lack of knowledge of English and

broadband connectivity is a barrier to communication on Web 2.0 platforms. A number of users thus can only access the outdated Web 1.0 applications  
Time flexibility, sense of place, level of control, responsiveness and perceived purpose of communication and greater interactivity are vital features of Web 2.0 applications.  
On Web 2.0 online behaviour is no longer anonymous and isolated, but a continuation of offline activities. There is a 'Reindividuation of Social identities' opposed to the SIDE effect.  
The present study surveys a random sample of 510 undergraduate students of humanities spread across ten colleges across the city of Kolkata. It studies the perception of the students on four major issues including the Cairo uprising and Wikileaks, apart from local political developments  
The students are divided across four categories, those who access the social networking sites on PCs, on mobile phones, those who access the Web 1.0 and those who do not access the internet. Results are statistically analysed.

**2C47 Generic Studies of Journalism: Trends and Forecasts for Journalism in Brazil (JRE)**  
**Room: D.114**

**Chair** Cláudia Lago, Anhembi Morumbi

**Papers**

**Ana Silvia Médola**

**Cosette Espindola Castro**

The importance of the Comprehensive Analysis of Brazilian Communications and Telecommunications to Journalism in Brazil

**Sergio Gadini**

**Mirna Tonus**

Challenges in the Teaching of Journalism

**Sonia Virginia Moreira**, Rio de Janeiro State University, BR

The Status of Journalism Education on a Changing Brazilian Environment

**Antonio Claudio Brasil**, Universidade Federal de Santa Catarina, BR

10 Years of University WebTVs: Developing and Researching Internet TV as a New Interactive Online TV and as a Resourceful Digital Teaching Tool for Journalism Education in Brazil

**Beatriz Becker**, Federal University of Rio de Janeiro, BR

Media and Journalism as Forms of Knowledge: A Methodology for Critical Reading of the Journalistic Audiovisual Narratives

**Cláudia Lago**

**Andrea Ferraz Fernandez**

Journalism as a Profession in Brazil

## **2C48 A Multi-stakeholders' Perspective to the Making of Public Value and the Creation of Innovation (EuroPBP) Room: D.115**

**Chair** Leen d'Haenens

### **Papers**

**Corinna Wenzel**

Can Self-regulation of Public Service Broadcasting Deliver Public Value?

The issue of legitimacy of public service broadcasting (PSB) ranks high on the policy agenda in many European countries. Over the last decade, PSB's legitimacy arguably eroded and its public value for society is questioned. The objective of this paper is to discuss the status of different types of regulation of PSB in order to facilitate the creation of public value for society.

One problem arises from the alleged contradictions between state regulation of PSB and the constitutional right of media freedom. By taking-up the example of the Austrian public broadcaster ORF I argue that the basic democratic principle of the Austrian constitution requires the application of the functional concept of media freedom. Thus, the citizen value of public service broadcasting output is emphasized. State regulation of public service broadcasting is therefore justified and necessary and does not contradict any constitutional right.

This finding implies that self-regulation of PSB is less adequate, especially regarding media economic and constitutional aspects. Based on various theoretical grounds I argue that the importance of the ORF's output for the society results in the inadequacy of self-regulation. Moreover, the divergent interests of the agent ORF in opposite to his principal (the public at large) and its disability of internalizing externalities affecting the recipients contribute to this argument. Therefore, the decision-making authority of the ORF has to be limited through clear legal provisions. The paper concludes by stating that the definition of public value creation is a public concern and should not be left to the internal interpretation of PSB.

**Tim Raats, BE**

**Karen Donders**

Analyzing National Practices after European State Aid Control: Are Multi-stakeholder Negotiations Beneficial for Public Service Broadcasting?

Public service broadcasting policies are no longer the result of mainly (not exclusively!) bilateral negotiations between public broadcasters and their national governments. Increasingly, a variety of stakeholders influences public service broadcasting policy. They do so informally, lobbying government authorities for, for example, more stringent regulation of public broadcasting organizations. More formal interventions occur when other governmental actors like, for example, the European Commission's DG Competition is meddling with Member States' public broadcasting policies through its enforcement of the State aid rules (i.e. 'fair' subsidy guidelines). Interestingly, the ongoing trend towards multi-stakeholder negotiations of public service broadcasting policies is being reinforced by the European Commission. Indeed, DG Competition has vigorously advocated for more multi-

stakeholder based public service broadcasting policies. In particular, it has pointed at the necessity of 'third parties' being involved in procedures (in casu Public Value Tests), allowing public broadcasting organizations to expand activities to new media markets. Two questions are at the core of this paper. Firstly, what type of multi-stakeholder approach has been advocated for by the European Commission and how is it grounded in the State aid rules? Secondly, are multi-stakeholder approaches, implemented by Member States after an encounter with the European Commission, adding to more democratic (more inclusive) decision-making on public service broadcasting or, rather, giving an additional forum for private sector interests? In other words: are citizen interests equally represented as private interests? The paper consists of four parts. Part one elaborates on European State aid control in the area of public service broadcasting, explaining when and why the questions for more multi-stakeholder based negotiations on public service broadcasting emerged and how they were transposed further by the Commission in its decision practice. Consequently, part two and three concern two case studies on the Netherlands and Flanders (i.e. the Northern part of Belgium, autonomously responsible in the field of media and cultural policy). In both the Netherlands and Flanders, a multi-stakeholder consultation has been set-up in order to prepare for management contract renewals. The procedure (being more open in the Netherlands where stakeholders are invited to express their opinions; and more closed in Flanders where stakeholders are selected first and, subsequently, invited to share their views through semi-structured interviews with university researchers) and its outcomes are analyzed on the basis of a document analysis and over 40 expert interviews conducted between 2006 and spring 2011 with policy-makers, public broadcasters, private media players and citizen representation groups. In a final part, some conclusions and recommendations are outlined.

**Stanislaw Jedrzejewski**

Public Service Broadcasting Radio in Crossroad Stage: New Radio ahead

**Andra Leurdijk**

Public Service Media and Innovation: An Increasingly Contested Relationship

**Benedetta Brevini, UK**

The Uncertain Journey of Southern European PSBs on the Web: France Télévisions and TVE's Online Activities between the National and the European Policy Frameworks

European public service broadcasters have expanded into the online world with different paces and scales in accordance with each national framework. In Northern Europe, in countries like the UK, Germany or Denmark PSBs have been able to seize the new opportunities offered by the internet and establish their supremacy online. The situation in the south of Europe is certainly different, as PSB online is a more recent and less explored phenomenon. This paper aims to shed light on PSBs' online expansion in the south of Europe by investigating the cases of RTVE in Spain and France Télévisions in France. The policies and practices of southern PSBs online are examined by evaluating three main forces that affect the policy outcomes: the domestic cultural and political factors; the European legal framework; the pressures coming from the commercial competitors of the peculiar markets in which each PSB operates.

PSBs in France and Spain have very recently been the object of landmark reforms that have

changed their legal and policy frameworks. In March of 2009, the French Parliament adopted a law that has radically amended the financing and organization of France Télévisions. The reform, strongly advocated by Nicolas Sarkozy –the first téléprésident of the French republic – has for the first time banned advertising from French PSBs. The French reform has triggered a very similar policy in Spain concerning Spanish PSB (RTVE) particularly advocated by the association of commercial television, UTECA. Thus, in September 2009 a new law has been adopted in Spain that progressively abolishes commercials on RTVE, radically changing the traditional funding system of RTVE.

However, the European Commission has officially opened two formal investigations under the EU state aid rules into the new funding system for both broadcasters and two infringement procedures relating to the newly introduced “telecom tax” to fund PSB. While the EC has recognized that the new funding system is compliant with state aid rules, it highlighted that the tax does not comply with the conditions laid down in community telecommunications rules, particularly Art. 12 of the “Authorisation Directive”. Hence, the economic sustainability of both the reforms is doubt.

## **2CH1 Poster Session (PolComR ) 14:30 – 18:00 Hallway B1**

### **Presenters**

#### **Anne Kaun**

The Obama Effect the Perception of Campaigning 2.0 in Swedish National Election 2010

This paper presents a survey study on attitudes towards political campaigning in social media. During the national election in Sweden in 2010, a considerable amount of resources was invested in online communication with the constituency, not least in social media. Whereas several studies have focused on e-democracy at a macro level, there is a lack of studies examining the phenomenon of campaigning 2.0 as it is perceived by the actual voters. This paper, therefore, asks the question whether the voters noticed the political campaigning in social media at all, and if so, how they perceived it. The main findings are that respondents who were already interested and politically engaged considered campaigning 2.0, in line with the politicians’ rhetoric, as a way to enhance democracy. Respondents who were neither interested nor engaged in politics, on the other hand, showed little interest in this kind of communication. Consequently, the study confirms assumptions about digital divide and continued fragmentation of the citizenry.

#### **Chia-Shin Lin, AU**

Social Media Campaigning: Facebook and the 2010 Taipei Mayoral Election

Facebook today attracts people from all walks of life, including youth, celebrities, scholars and politicians. Especially for politicians, Facebook seems an inevitable social media tool that can facilitate electoral victory by widening support bases, enhancing fund raising capacity and politically mobilizing potential voters. In Taiwan, politicians were attracted to Facebook at the end of 2009; the 2010 mayoral races in the five Chih-hsia cities (i.e. municipalities under direct control of the central government) offered opportunities for candidates to employ Facebook as a campaigning tool. All candidates created pages on Facebook.

Belonging to the social media family, Facebook shares some characteristics with microblogs. Taiwanese politicians started using Plurk, a multi-language microblog, before they started using Facebook. Lin and Chitty's four transaction framework of microblog utilization (information broadcasting, information and idea collection, public opinion formation, and political mobilization – straddling Habermasian teleological, dramaturgical and communicative action) was used to analyse Plurk. This research examines whether or not Lin & Chitty's framework can be transferred to other social media tools, notably Facebook, in the context of election campaigns. The four transactions of Lin & Chitty's framework are derived from Habermas' theory of communicative action and Foot and Schneider's concept of web sphere. In the present research the Facebook walls of major candidates in the Taipei mayoral election are subjected to a content analysis based on the four transactions in Lin & Chitty's framework. The neck-and-neck Taipei election was selected because of the capital's overwhelming significance in Taiwanese politics. KMT candidate Hau and DPP candidate Su regularly posted messages during election. The findings show that the framework can be transferred usefully from microblogs to Facebook - with some modifications – and may therefore now be called the four transaction framework of social media utilization. The fact that candidates seemed reluctant to share interactivity with netizens, behaviour suggests that 'para-social relationship' (a hybrid of Habermasian teleological and dramaturgical action and excluding communicative) may be a framework that could usefully use to analyse social media.

### **Delia Despina Dumitrica, CA**

#### Globalization and Nationalism in the Construction of the Internet in Canada

This paper stems from my curiosity with how a medium becomes understood as a nation-building tool. Against the background of popular discourses around the internet as an enabler of the global village, this paper starts from an interest in how discourses such as globalization and nationalism play a role in the collective understandings of this new medium in the specific case of Canada. The paper is based on a critical discourse analysis of nine internet-related federal policy documents and their respective newspaper coverage (134 news stories), as well as a set of 29 in-depth interviews with internet users in Canada. The analysis indicates that a new technology comes to be imagined in relation to existing discourses and historical structures. In the context of policy and media coverage, the internet remains understood and talked about primarily by relying on the discourse of nationalism. However, in this case, the particular form of nationalism is takes an economic form; importantly, this form of nationalism works together with a neo-liberal economic discourse of globalization. In the case of everyday life understandings, nationalism seems to become less important in the conceptualization of the internet; however, the analysis shows that while the internet is not necessarily associated with nation-building, nationalism remains a salient discourse that participants both use strategically and adopt unconsciously. Furthermore, nationalism's salience is increasingly suggested by the infrastructure of technology too. Starting from this analysis, this paper proposes a model for the social construction of the internet across different social spheres, arguing that this process should be understood as a hegemonic incorporation of 'newness' and of the potential for change into the existing discourses and social structures within each sphere.

**Eva María González**

From The Countryside to the City, from the Streets to Political Institutions: Indigenous Leadership in Political Crisis of El Ecuador

**Evert van Voorst**

Do We Still Serve Democracy? News Reporting on Local Elections in Five Dutch Cities

**Frambel Lizárraga Salas**

Communication and Migration: Political Participation and Use of Hispanic Media Mexicans Living in the United States

**Hossein Afkhami, IR**

Reporting and Projecting Election Campaign on New Media

New media such as web sites of the well known external broadcasting services play a crucial role either as an inter-media agenda setter or having directly impact on the end users especially during the time of a political event such as an election campaign. External services mainly report or project news and vies from or for the two country of host/user or sender. This is a comparative study of reporting of Iranian Presidential Election of 2009 and the British General Election Campaign of 2010 as presented on BBC Persian Television Services website. The aim of the study is to investigate the way the web site of the BBCP reported or projected the two different election campaigns and those events surrounding the two in the course of campaign. The output of this study is to be interested to both countries' media professionals as well as actors involved in politics, economy, security and cultural diplomacy of and towards the region. Here, the main research question is whether the presentation of the campaign events and policies were 'objective reports' or 'projection of policies'? The study also raises questions such as how different are topics and issues during the two events? Or how does new media present democratic values or project democratization abroad in a neutral manner? This is a comparative study of three to four weeks content of election campaign news and views retrieved from the BBCP web site. The method of study includes a quantitative content analysis as well as qualitative framing analysis together with historical explanation of electioneering in two countries. In terms of theoretical framework, the study will test agenda setting theory as well as priming and framing. Initial results show many differences in terms of reporting and projecting election campaign issues.

**2CH2 Poster Session: Transitions in ICT Adoption and Policy (CPT) 14:30 – 18:00 Hallway B2**

**Chair** Maria Michalis, LSE, UK

**Presenters**

**Shu-Chu Sarrina Li, TW**

**Lin-Mei Stella Huang**

Examining the Factors that Affect Digital Television Adoption: Comparing the Adoption of Digital Terrestrial Television with that of Digital Cable in Taiwan

Television digitization is considered by the government in Taiwan to be a key part of the national information infrastructure; thus, the government has mandated that the five terrestrial television stations complete their digital conversion by 2012. Taiwan's five terrestrial television stations, including one public broadcasting station, started their process of digital conversion in 1998, and by 2004, all of the terrestrial television stations had finished their digitalization, with 15 digital TV channels available for the public in Taiwan. However, more than 75% of Taiwan's television households are now subscribing to cable television; thus, it has become necessary for cable television to be digitalized so that digital television signals are widely received (Li, Liu, & Chen, 2007). Taiwan's cable television was legalized only in 1993, but the penetration level jumped rapidly from 20% in 1993 to more than 76% in 2009. At the present time, most of Taiwan's cable television system operators have converted their channels into digital ones, and are providing digital cable services to some of their subscribers. By using Rogers' diffusion of innovations model, this study compares people's intentions to adopt terrestrial digital television services with their intentions to adopt digital cable television services.

Rogers (1995, 2002) defines the diffusion of innovations as "the process by which an innovation is communicated through certain channels over time among the members of a social system." (p. 10). Based on this model, this study uses three factors to predict the intentions to adopt the two different digital television services in Taiwan. (1) Adopters' personalities. (2) Mass Media Use. (3) Demographics. This study conducted a telephone survey that resulted in 751 valid questionnaires to collect data.

### **Lyombe Eko, US**

From Development Communication to Internet Connectivity: Milestones in United Nations Transfer of Communication Policy to Africa, 1958-2010

This paper analyzed United Nations formulation and transfer of communication policy to Africa since 1958 years. It was found that the United Nations and its specialized agencies, UNESCO and the International Telecommunications Union (ITU), started formulating and transferring communication policies to Africa at the dawn of independence. UN communication policies emphasized the role of the mass media as catalysts for development. At the turn of the 21st century, the World Summit on the Information Society emphasized the digital divide between Africa and the rest of the world, and encouraged Internet connectivity as the panacea for the continent's development problems. However, there was no long-term strategy to localize and use information and communication technologies to produce content in African languages. Policies aimed at reinventing and localizing Information and Communication Technologies would facilitate the production of African content and reduce the digital divide.

### **Fardin Alikhah, IR**

Islamic Republic of Iran Broadcasting, Fears, and Hopes

The first radio program was broadcast by the government in 1940 and the first television program was broadcast by the private sector in 1958 and the first national television

network was formed in 1966 in Iran. National Iranian Radio and Television renamed to Islamic republic of Iran broadcasting (IRIB) after the 1979 revolution. Significant developments have been occurred in media policy and the number of radio and television networks in these years. Being state-run, makes the analysis of the radio and television of Iran important. In other words, according to the article 44 and 175 of the constitution; the ownership of the radio and television belongs to state. Hence, the law doesn't permit the establishment of private radio and TV stations.

In recent years, the arrival of satellite networks and specifically the Persian-language networks that broadcast from abroad( now their number reached to 50 networks), change of Iranian audiences tastes, sensitivity of religious authorities to the content of television programs; have provided challenges for IRIB.

After a short history of broadcasting in Iran, the article reviews the legal and organizational structure of the IRIB. The main part of the article will examine the challenges of the state-run radio and TV in the era of globalization and the mechanisms that are applied to increase audience. but the important question is the possibility of success.

Key words: IRIB, legal and organizational structure, challenges,

### **Louis W Leung**

Predictors of Social Media Use: The Role of Gratifications-sought, Narcissism, and Passion for Social Media

### **Byeng-Hee Chang**

**Jaewon Kang**

**Junho Choi**

**Sunhee Lee**

The Effect of Applications on Intention to Adopt Smart Phones: An Embedded TAM Model

### **Maria Sanchez Martinez**

**Teresa Barceló**

**Ugarte José**

**Carlos del Ama Gonzalo,ES**

The Emerging of a Hybrid TV Model in Spain: Toward an Interactive Concept of Media Convergence

Digital technologies are growing rapidly and changing the paradigm of communication in all possible contexts. Still, the audiovisual industry is the field that is suffering the greatest impact. Well-established business models will soon become obsolete because new TV and radio platforms as well as the constant flow of new devices for the consumption of audiovisual products will demand different communicational concepts, redefined genres, and a thorough revision of contents. Thus, the audiovisual industry is facing new challenges that imply both serious risks and new opportunities. This paper focuses on the emergence of Hybrid Broadcast Broadband Television (HbbTV) in Spain.

Digital TV has been generating expectations in both industry and consumers. Those expectations, in most of the cases, remain uncertain due to the variety and constant evolution of digital formats and platforms. There is no general agreement either on the

contents that new technologies should support or on the nature of the audiovisual products offered through new channels to audiences we do not know much about. Paradigmatic is, above all, the case of the interactive potential of new media. Interactivity has become an idol when it comes to acclaim the advantages of digital communication. Yet, it is uncertain how to integrate interactivity in a comprehensive digital TV model. The interactive features of new channels and devices play down the relevance and effectiveness of traditional programming models in analog TV. The hegemony of existing broadcasting corporations, which up to now never found competitors outside their specific medium, is at stake. The implementation of the HbbTV standard in Spain tries to correct the lack of interactivity in the current digital TV offer. Our paper explores how the emerging system is trying to position itself and which are the new contents and the formats designed to take advantage of the changing communicational paradigm. Since we are taking the subject in an embryonic state, we do not expect to find relevant literature in this field. The research concept mostly relies on fieldwork. First of all, we have identified a series of key individuals in the three relevant industries: Internet providers, manufactures and established broadcasters. The interviewees have to answer a battery of open questions prearranged in four main categories: Interactive features, business models, services provided, and codecs. Based on the data obtained in the research process, we describe the future of the HbbTV standard and assess the viability of the system.

### **2CH3 Poster Session (IntCom) 14:30 – 18:00 Hallway B3**

**Chair** Sujatha Sosale, The University of Iowa, US

#### **Presenters**

**Yue Zheng**, Hong Kong Baptist University, CN

Construction of International Spectacle in Chinese National and Regional Press

In an increasingly globalised world, the world report in western newspapers is declining. In contrast, international news coverage in China, either in national or regional newspapers, is flourishing. For national newspapers, a new genre of newspapers which specialized on international news reports has emerged such as Global Times (huan qiu shi bao), World News Journal (shi jie xin wen bao) and International Herald Leader (guo ji xian qu dao bao). For regional newspapers, there is an “international news page” almost in every party and metro newspapers. Ever since Galtung & Ruge (1965) analysed the factors influencing the flow of news from abroad, communication researchers have been conducting extensive research on the international news coverage. (Ahern, 1984; Gans, 1979; Chang, Shoemaker, & Brendlinger, 1987; McNelly & Izcaray, 1986; Wu, 1998). Although scholars have recognized the significance of national media, few studies have been done to examine the variation of international news coverage within a given country. How different are their patterns of international news coverage in Chinese national and regional newspapers? Do they reflect the nation’s foreign policy in the same way? What are the various factors influencing their reports? These questions still remain unclear. Given the fact that Chinese media is in a transition from a market socialism model to a state-controlled capitalist corporation model (Huang, 2007), it is tempting to find more evidence by comparing Chinese press at different

levels. Therefore, a content analysis has been conducted about the international news published on Global Times and Southern Metropolis News from 2010 to 2011. By comparing their international reports, my study argues that Chinese national and regional newspapers are operating in different constraints in reporting the world although they both rely on Xinhua feeds to fill their pages. The national newspapers with wider circulation are more likely to be influenced by the party-state ideology instead of market force and journalistic professionalism than the regional ones.

**Banu Akdenizli**, Yeditepe University, TR

The Presidential Election in Iran: A Comparative Analysis of the American and Turkish Press

In June of 2009, Iran, a country that usually minimally registers on the international media screen, despite the political rhetoric as the key player in Islamic fundamentalism, found itself as the major international story when the presidential elections in the country exploded into what so many in the media described as a violent unrest. In the United States, the narrative that drove the coverage of Iran election news seemed to be evolving around three main elements: (1) Dramatic scenes of unrest which involved clear protagonists and antagonists (protestors demanding reform vs. forces allied with the President); (2) world reaction to the election; and (3) a surprising subtext which involved the role of social media outlets in organizing the uprisings nationally and documenting it internationally for the rest of the world to see (PEJ, 2009). In Turkey the situation was not much different. The storyline that received the most coverage overall within Iran elections stories were not the protests that fascinated so many internationally, but stories devoted to post election analysis. The story of the Iranian election in the Turkish press was also a political one. The coverage mostly centered around analyzing what the results meant for both Iran and Turkey, and once again on a larger scale seemed to concentrate on issues such as the compatibility between Islam and the western conception of democracy (Akdenizli, 2011).

This study analyzes the coverage of the 2009 Iranian presidential election news in the United States and Turkey. The content analysis of both US and Turkish newspapers aims to provide not only a quantitative description of Iran election news but also plans to offer a multifaceted analysis of lead newsmakers, dateline and tone of coverage of Iran related news for the period between June 12, 2009 (the day of the election) and June 29, 2009 (when the partial recount of the election was completed). The analysis of the 2009 presidential elections in Iran coverage in the United States and Turkey comes from the in depth analysis and synthesis of news coverage of Iran related news as published in the Pew Research Center's Project for Excellence in Journalism (PEJ) 2009 News Index data set for the American press and the analysis of news coverage of 630 stories from 6 online newspaper for the Turkish press (a former study conducted by this author and published in Media Power and Politics in the Digital Age: The 2009 Presidential Election Uprising in Iran). The study employs the coding scheme devised by PEJ (<http://www.journalism.org>).

The overarching goal of this study is to examine the similarities and differences in international news coverage, and observe the differing news frames. In doing so this study specifically looks into to what extent the Iranian presidential election was part of the United States and Turkish newspaper agenda, which aspects of the election received most coverage, which newspapers offered the most coverage of the election and if there was a difference of coverage among these newspapers which factors might have accounted for

these variations. The findings of this study should shed further light on the newspaper coverage of elections news in general, and the nature of international news coverage overall.

**Miiko Kodama Nagaoka**, Musashi University, JP

Japanese Media Report on Beijing Olympics 1: Media Usage and Audience Attitudes toward China/the Chinese

This study was carried out with particular emphasis on the influence of media on audience attitudes and images of China/the Chinese. I examined the influence of different forms of media over audiences assumed to be intrinsically equipped with some ideological orientations, such as political and/or cultural loyalties, etc., assuming further that these ideological orientations must act as affective filters when audiences are digesting messages through media and media usage habits. This study used an online survey to collect data. The group of 624 respondents was divided evenly between men and women, with exactly 104 subjects in each of the six generational groupings. Summarizing the research, it can be said that audience images of China and the Chinese, generally speaking, improved as a result of exposure to media content during the Olympics period, with these improvements varying in degree somewhat depending on the topic/issue at hand. I wanted to find out subjects' more instinctive thoughts about China/the Chinese than ordinally question and answer type research. That was to categorize audiences in Ideological Types according to responses to the request "Name three words that come to mind when you encounter the words 'China' and/or 'the Chinese'." Changes in Japanese audience responses to this survey item were observed in pre- and post-Olympics surveys, especially among the "National Regime", "History and Culture", and "National Character" Ideological Type groups. As for reported audience attitudes towards China/the Chinese, the pre- to post-Olympic shifts were far less significant than observations of stable (i.e., apparently not significantly influenced by Olympics media coverage) attitudes/impressions in line with the audience members' individual ideological orientation. In conclusion, the most typical "harsh China evaluators" are older, male, office workers, who prefer reading newspapers, while the most typical "generous China evaluators" are younger, female, students, who prefer using cell phones.

**Xiao Fan**, Chinese University of Hong Kong, HK

**Anqi Ren**, Chinese University of Hong Kong, HK

**Haoyuan Chen**, Chinese University of Hong Kong, HK

A Content Analysis on Global Brand Advertisements' Localization Tendency in China

This study aims to answer the question whether there is a localization tendency of global brand advertisements in China in recent years, since the assumed situation of Chinese people's obsession towards western cultures may have been overturned as the fast development of China. Advertising is a carrier of cultural values. The localization tendency of global brand ads can be reflected by testing the changes in the use of symbols and values. It was hypothesized that more eastern and less western symbols (reflected by models' ethnicities, use of Chinese brand name and use of Chinese language) and values were used from 2003 to 2009 in China's print global brand ads and the result should reflect a tendency

of such changing. A national weekly newspaper that aims at guiding consumers' purchasing behavior in first and second tier cities in China, Modern Weekly, was selected as the research media. 687 pieces of advertisements were coded. The coding system was developed based on Pollay's seminal coding framework for measuring cultural values. Results supported the main hypotheses, indicating that there was a tendency of using more Chinese language and more eastern cultural values during the tested years. However, it failed to prove the hypotheses of using more eastern models and more Chinese brand name. The paper also discussed and analyzed the reasons behind. Additionally, the result also suggested a melting trend of eastern and western culture that reflected in the creative industry, which is a main topic of international communication. The study indicates the counterbalance and the ever-changing trend between globalization and localization in urban cities reflected in the creative industry. It may also serve as a reference for global brands' strategic planning of entering contemporary Chinese market through advertising.

**Fumihiko Yoshida**, Tokai University, JP

Japanese Media Report on Beijing Olympic 2: Transcript Analysis of Five Television News Programs

As a part of a more comprehensive research project on Japanese television coverage of China during August, 2008, when Beijing Olympic Games were held, this study analyzes news transcripts referring to China found in five evening television news programs. The purpose of the research was two-folds. First, the study tried to find out how different were the five news programs in terms of their critical views toward China. Second, the study also tried to evaluate individual staff's remarks and comments on China so that individual anchor persons, announcers, commentators, reporters, narrators appearing in the five news programs are to be ranked according to the extent to which they expressed their critical views toward China. Five evening television news programs broadcast in Japan were recorded during the period of August 4 through 29 in 2008 and all news segments referring to China were converted to transcripts. Combined together, the transcripts consisted of 141,676 Japanese characters and total broadcast time was 8 hours and 40 minutes. Transcripts were, then, analyzed by TeX-Ray (a software for analyzing Japanese sentences) and words with positive denotation and those with negative denotation were identified by the software. Based on ratios of these two types of words in various situations, PN indices were computed for each news program as well as for individual staff members appearing in each program. An examination of PN indices of five news programs showed that two of them rather critically reported China in various aspects in contrast to the rest. An examination of PN indices of individual staff members across five television stations showed that those individuals belonging to the same station tend to cluster together, indicating that each television station's view toward China was commonly shared by staff members and, therefore, that reporting of China by each station was carefully planned.

**Qinwei Vivi Xie**, University of Florida, US

**Meng Zhang**, University of Florida, US

White or Tan? A Cultural Analysis of Skin-related Advertisements between China and the US

**Purpose:** This research examines skin-related advertising in women's magazines across two culturally distinctive countries: Mainland China and The United States. It sheds light on the difference and similarity in skin beauty ideal between the East and West, as well as the level of adaptation and standardization in execution elements (e.g. advertising copy, brand name, models) within a global context and transnational media platform.

**Theoretical Framework:** From a feminist perspective, femininity and beauty ideals are historically and culturally constructed. This paper examines the role of advertising, especially of skin-related products, in cultivating and accentuating cultural ideals of skin beauty. The cultural value of whiteness in East Asian society is discussed based on the Colorism perspective. Based on the standardization/adaptation perspective, the current study also compares brand positioning strategies across two cultures and explores the potential of an "international" skin beauty ideal influenced by the standardization of advertising.

**Methodology:** A content analysis of advertisements of skin-related products in Chinese and American editions of Cosmopolitan and Vogue magazines. Samples are collected from the twelve issues of the four magazines in year 2010. Roughly 1200 skin-related print advertisements are coded for brand nationality, product functionality, presence of celebrity/model, ethnicity and skin tone of the model, as well as the extent of standardization/adaptation in advertising copy.

**Implication:** Previous research has indicated that different skin beauty ideals exist across cultures and that skin whitening is particularly popular in East Asian countries. This study is among the first to use quantitative content analysis to compare advertising strategy of skin-related products targeting Chinese and American female consumers, respectively. Results will provide evidence to the "white and tan" beauty divide between the East and West, and how skin-related advertisements are localized or standardized in the two markets.

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## **DAY 2 14.07.2011 THURSDAY**

Sessions D 16:30 – 18:00

### **OPEN SOCIETY MEDIA PROGRAM: MAPPING DIGITAL MEDIA Cibali Hall**

**Chair** Marc Raboy

#### **Presenters**

**Mark Thompson**, Introducing the Mapping Digital Media Project

**Manuela Preoteasa**, Romanian Chapter in the MDM Project

**Bouziane Zaid**, Moroccan Chapter in the MDM Project

**Robin Mansell**, IAMCR Task Force on Media Policy

**Jo Pierson and Bart Cammaerts**, IAMCR Communication Policy and Technology Section

**Claudia Padovani and Arne Hintz, IAMCR Mapping Global Media Policy Project**

**UNESCO SESSION II Fener Hall**

**2D11 Media Ethnography and Public Sphere Engagement: Theorizing Audiences, Connections, and Stances (Aud) Room: B.101**

**Chair:** Debra Spitulnik Vidali

**Papers**

**Debra Vidali, US**

**Re-Generation and Recursivity: An Experiment in Bringing Ethnography of Public Sphere Engagement to the Theatrical Stage**

This paper represents a recursive form of public sphere engagement, documentation, and instigation as it reports on both primary research and the audience response to a theatrical performance based on the primary research. In 2010, I wrote and produced a theatrical work based on my 2006-2009 ethnographic and interview research into young adults' (ages 18-25) engagements with media and politics in the United States. The play entitled "RE-GENERATION: A Play about Political Stances, Media Insanity, and Adult Responsibilities" had three showings in November 2010, with a total audience attendance of 150 people. Each showing was followed by audience discussion. Approximately 80% of the play's dialogues are verbatim material from the research. The play contains 15 characters, while the original research was based on interviews and participant-observation with 90 individuals. The paper has two aims: theoretical and practical. First, the paper has the overarching theoretical aim of contributing to public sphere theory, by examining the epistemological challenges in documenting and theorizing from a person-centered, phenomenological perspective what it means to connect with the (or a) public sphere. One of the key issues in theorizing 'public sphere engagement' includes theorizing subjectivity and agency. Conjoined with this is the issue of evidence. What is to be taken as evidence of subjective experience? Through an analysis of young people's talk about news media and politics, I propose that the phenomenology of engagement can be productively investigated in terms of "stances of connection," many of which have dialogical relations with publicly circulating forms of normative public sphere engagement and selfhood. In my research with 90 young adults in the Atlanta area, I have found that such "stances of connection" are far-ranging and can be described in terms of affective tenors such as apathetic, cynical, fervent, uncritical, self-doubting, troubled, overwhelmed, and strategic. The 15 characters in the documentary theater work represent these various stances. Secondly, the paper has a practical aim, namely to contribute to our understanding of what it means to be a public intellectual and to bring research results to wider audiences through artistic forms, or other non-conventional forms of research dissemination. A theatrical work was not an anticipated outcome of the original research, but it has become a vibrant avenue for sharing research results to a wider public and in experimenting with scholar-activism and collaboration across generational

divides, particularly in what are increasingly complex times for public sphere engagement in the U.S.

**Thomas Tufte, DK**

Ethnographies of “Youth” Agency in Communication for Development Initiatives

In our mediatized and globalized world of today youth are increasingly negotiating identities and social relations through the media. They are using all forms of old media and new social media, transforming media geographies and altering forms of and opportunities for youth’s engagement in the public sphere. Through ethnographic accounts from a Tanzanian case study this paper wishes to reflect upon these emerging opportunities and discuss key concepts that can help us understand the everyday situation as it unfolds in Tanzania.. The aim of the article is to inform the methodological challenge of studying subjectivity and agency through media ethnographic studies. While ‘youth’ is a socially constructed conception of age and not just a biological given, this paper discusses the ways and means whereby youth engage in the world via media and communication. Based on incipient qualitative research from Tanzania, and complementing this with previous media ethnographic studies from South Africa and Brazil, this paper explores multiple dimensions of producing subjectivity and youth agency in the meeting with and uses of both new social media and more traditional media formats. Particular emphasis will be given to assessing young Tanzanian’s media uses, with special attention given to how youth relate to what is claimed to be one of the most successful youth-targeted media- and communication vehicles currently running in Tanzania, that of Femina HIP. Femina HIP is a multi-media NGO using 8 different media outlets to inform and engage young Tanzanians around contemporary development questions ranging from public health and HIV/AIDS to youth unemployment, ‘green jobs’ and financial education. By discussing youth agency in the intersection between citizenship, social change, consumption and performance I will outline three main analytical perspectives upon the way youth both negotiate, navigate and narrate their identities, experiences and social actions: consuming youth; performing youth and insurgent youth.

**Meltem Acartürk** , Goethe University, DE

Dance Like Nobody is Tagging You: The Influence of Online Social Networks on Public Socializing Practices

The extended presence of new media in private and public spheres leads to an increasing degree of change in interpersonal communication and relations. This article explores how communication practices and socialities in public urban spaces are highly influenced by the (omni-) presence and consciousness of virtual public spaces, such as Facebook. By following young Turkish-German’s mediated communication practices in Berlin’s post-migrant clubbing scenes as an participant observer, I examine how being part of online social networks such as Facebook influences social interaction in face-to-face contexts. For example, meeting a stranger in a club and building up familiarity has a different dynamic in light of online social networks. The question “What is your name?” has been transformed into “Are you on Facebook? What is your name there?” Furthermore, the ubiquity of smart phones, netbooks and hot spots in cafés, bars and clubs throughout Berlin enable instant searches for and postings about individuals, while interacting with them in co-present face-to-face contexts. The fundamental questions, then, are: How does the possibility of being

online anywhere influence social interaction in the public sphere, and simultaneously re-define what the public sphere is? How does the fact that photos from ongoing interaction and behaviour can be posted online immediately influence the dynamics and perception of a night out? How do public and private collide and intersect, as co-present and virtual collide and intersect? How do practices of production and consumption lie at the heart of 'public engagement'?

**Nanna Schneidermann, DK**

Bavubuka All's: Conscious Hip Hop and the Negotiation of Youth Identity in Kampala

This article presents a set of stories from the field, examining the practice of conscious hip hop among a group of young hip hoppers in the Bavubuka Foundation in Kampala, Uganda. The organisation seeks to 'empower the youth, one youth at the time' through hip hop, advocating social change in the community and supporting indigenous African identity. But what does it mean to be 'empowered'? How does one practice 'social change' and new 'consciousness' in the 'community' from a disadvantaged position? Who and where is 'the community', and when is someone 'indigenous'? As global discourses intertwine with everyday life, hopes and dreams in Kampala, the young people who form and participate in the organisation negotiate their positions and identities in local networks of power, love and money. The demographic, social pressures on young men and women to perform socially and materially as adults, combined with un- and underemployment and lack of access to resources in patrimonial redistributive kinship networks, compels young urbanites to look for life outside traditional channels. The youth as a social category is becoming stigmatized as useless 'thugs', who are lazy and do not contribute to society. Hoping to form new paths to respectability and a better future, members of Bavubuka All\*s use rapping, b-boying, basket ball, deejaying, graffiti, poetry and streetwear to mediate and express their hopes for change, in immediate face-to-face encounters, photography and film of these, and in publishing film and sound to local media and to online media like Youtube, Facebook and blogs. By following three emcees, Burney MC, 4eva and Lady Twig, the article argues that the conscious hip hop movement in Uganda is as much about creating a sense of belonging and livelihood possibilities for individuals, as it is about instigating change in the community and redefining the nature of public engagement.

**Inês David, PT**

Radio, "Expats," and the Production Locality in the Algarve

Since the late 80s, the only English owned and run radio station in Portugal has played a part in constructing the touristic region of the Algarve as "Britain's extra province" (Wuerpel 1974 cited in King 2000: 65). Along with the English language local press, it has been producing an alternative micro-public sphere (Dayan 1998) placed comfortably within the Portuguese mediascape and alongside satellite, print and online UK options. "Following the" social life of radio broadcasts, to use Marcus' (1991) metaphor, this paper reports on ongoing ethnographic research on how audience's engagement with a radiophonic arena not only signals but also plays into strategies of social positioning of a privileged, somewhat alienated and overlooked population. From abroad, while moving through complex and porous categories of tourist, visitor and resident (Torkington 2010; O'Reilly 2000; King et al

2000), listeners materialize their presence in the local “expatriate” social scene through music dedications and nostalgic phatic messages that reflect and express personal connections to the Algarve. Similarly, locals manage affective ties on air when tuning into a local social reality perceived through the discourses of mostly English-language local and international media and imported practices of sociality. Significantly, while British oriented public gatherings such as theatre productions and pub quizzes are often justified as fundraisers “for charity”, meaning to contribute to local development and addressing poverty, the radio broadcasts’ messages and call ins by contrast point to driving concerns with visibility, achievement of social status and confirmation of cultural capital. Naturalizing narratives on “expat” life in the Algarve, broadcasts particularly suggest the articulation of belonging to a locality that is symbolically connected to the UK, embedded in Portuguese reality and constructed in between dynamics of tourism, retirement and lifestyle migration (Torkington 2010).

## **2D12 Does Journalism Have To Be Defined in Terms of Democracy? (Hist) Room: B.102**

**Chair** Beate Josephi

### **Papers**

**John Nerone, US**

The Historical Roots of the Normative Model of Journalism

Journalism, seen as the discipline of news, can be understood many ways. The hegemonic western model of journalism derives from a set of relationships and practices formed around relatively monopolistic daily newspapers and wire services at the end of the nineteenth century. This model assumes relative autonomy from the state and the agency of independent journalists in an agonistic relationship to power while representing the people, with the capacity for independence provided by the journalist’s employing media organization. This model of journalism never described more than a sector of the news environment, especially outside the west. At the end of the twentieth century, its usefulness in the west diminished with the erosion of the bottlenecks that allowed it to become hegemonic and the rise of new news practices. This historical moment opened the possibility of the redefinition of journalism as a discipline of news, along with a rethinking of the relationship between journalism and democracy.

**Barbie Zelizer, US**

Why the Focus on Democracy in Thinking about Journalism Has Created Undemocratic Journalistic Scholarship

This paper argues that the gravitation toward democratic models of governance in thinking about journalism has generated undemocratic journalistic scholarship. Tracing the development of inquiry about journalism in the West, it addresses the ways in which a rhetorical insistence on democracy has pushed inquiry that achieves the opposite. Exclusionary, marginalizing and static in nature, the mainstream of journalism scholarship in the West has insufficiently addressed the evolving journalisms around the world. The paper

calls to relativize the insistence on democracy so as to address the journalisms that exist on the ground rather than the journalisms that reside in the imagination.

### **Beate Josephi**

#### The Value of Journalism in Countries with Restricted Media Freedom

The most frequently used antonym of democratic is authoritarian when describing political systems. Journalism having been closely linked with democracy has led to a disregard of the journalism produced in controlled media systems since it is neither independent nor freely critical of the state. While this fact cannot be refuted, this paper proposes to approach journalism in countries with media control not from the macro-level of media system but the micro-level of journalists, as this allows a more differentiated appreciation of their work.

History and present day events have shown journalists as educated, skilled and – fortunately, unfortunately – adaptable people who can shift from a dependent to an independent media. The 20th century provides many instances of such shifts, be it Germany after the Third Reich, Spain after Franco or the former communist countries.

This paper contends that journalists in countries with a controlled media have succeeded in opening up spaces which show public grievances, diverse interests and contesting ideas. These spaces vary around the globe, and can be roughly categorized as negotiated spaces, allotted spaces and re/ gained spaces. In each of these categories a different value is put on providing the public with natural and social justice, public debate and transparency. It will be argued that the very existence of these spaces show the resilience of journalism and its value in countries with restricted media freedom.

### **Silvio Waisbord**

#### The Antiliberalism of Populist Journalism

The rise of neo-populism during the past decade in contemporary Latin America brings up a conception of journalism that differs from conventional understanding of press and democracy. None of the keywords that are central to the liberal-democratic tradition of the press – public, citizens, fourth estate, independence, professionalism, watchdog, are prominent in the conceptual framework of populism. Populism champions a view of the press that is different and critical of both market and public models grounded in the experience of Western democracies. It uneasily fits standard categories of democratic and authoritarian press. This paper analyzes populism's antiliberal view of journalism, and discusses its implications amidst media reforms in the region.

### **Cherian George**

#### The Other D-Word: Diversity as a Guiding Principle for Journalism

Journalism's special relationship with democracy was sealed in an era when societies were hardly cosmopolitan or multicultural. Press freedom and democracy were framed in largely intra-elite terms, excluding the majority of people from the public sphere on the basis of class, ethnicity or gender. While universal suffrage and human rights have since spread, the legacy of journalism's past is still apparent in the tendency to privilege the adversarial

watchdog role of the press over its other democratic functions. This paper argues that journalism's role in promoting a culture of tolerance and dialogue is at least as vital, now that societies have become more diverse and inter-connected. Looking at current debates on hate speech, the paper goes on to consider journalism's value in promoting social conciliation, particularly in conflict-prone multi-ethnic societies – and even when it lacks the freedom to act as an independent watchdog on government.

## **2D13 International Communication (Intcom, ESN) Room: B.103**

**Chair** Anne Kaun

**Discussant** Ece Algan

### **Papers**

**Yesim Kaptan, TR**

Consumer Nationalism in a Neoliberal Age: Case of United Condoms of Benetton Advertising Campaign

In the late 20th century, rapid globalization and neoliberalism changed the definition of Turkish nationalism and affected the development of Turkish advertising industry. This paper analyzes the transformation of Turkish nationalism and the articulation of Turkish national identity and local culture through global processes by critically examining the cultural politics of an advertising campaign for Benetton Condoms in 2000. In 2000, the Benetton brand of condoms launched a shocking advertising campaign for “The United Condoms of Benetton” by featuring condom packages taped on the multiracial naked bodies of models, with the slogan: Condom taşı (carry a condom). Conceived by the Ivme Marketing Group, a full-service Turkish advertising agency, the new campaign was a surprise for the Turkish public, which was not only encountering Benetton condoms for the first time, but also learning that the Benetton clothing line also produced condoms as well. The print advertisements of the campaign made quite an impression not only on the general public, but also on advertising professionals, since the advertisements were finalists in the print advertising category in the 2000 Europe's Premier Creative Awards (EPICA) competition. Relying on ethnographic research conducted in the advertising agency and a textual analysis of the Benetton condom advertisements, I argue that, during this critical period of Turkey's rapid expansion as a player within the global marketplace, this campaign articulated both global consumerism and Turkish nationalism to construct a new Turkish identity, what I call a “global Turkishness.” While emphasizing the “global nature” of its product, the Benetton condom ads manifest a Turkish identity in order to connect with a global generation of consumers. The global Turkishness is constructed globally and locally, as well as politically and culturally, in the market economy. Taking into consideration concepts and discourses used in the advertisements, such as race, sexuality, and HIV/AIDS disease, this research shows how Benetton integrates its global brand identity with the new Turkish national identity in the context of contemporary Turkey. In other words, the Benetton Condom ad campaign highlights what Turkish society went through in the late 20th century: the transformation of national customers into global consumers in the age of neoliberalism.

**Anika Struppert, DE**

## Developing Intercultural Awareness and Sensitivity through Digital Game Play

Life in the 21st century is characterized by globalization: increased traveling and migration, international networking and cooperation and more contact between people from culturally diverse backgrounds, face-to-face as well as through technology. Considering these developments, intercultural competence, which comprises intercultural knowledge, attitudes and skills that allow people to interact appropriately, successfully and effectively with people from different cultural backgrounds (Deardorff, 2008), can be regarded as a key competence in the 21st century. To this date, the development of intercultural competence has mainly been promoted through workshops, seminars and exchange programs – time- and cost-intensive methods that do not allow everybody to participate. With intercultural competence becoming so important in our increasingly multicultural societies, it is desirable to find new ways to promote intercultural competence development that will enable more people to acquire intercultural knowledge, attitudes and skills. This paper examines the potential of digital games for the promotion of intercultural awareness and sensitivity, two important components of intercultural competence. Intercultural awareness refers to people's awareness of the fact that their culture and way of life is only one of many and that there are differences in norms, values, customs and social systems around the world (Chen & Starosta, 2000). Intercultural sensitivity in a broad sense comprises the affective side of intercultural competence, that is positive emotions, such as open-mindedness and interest, flexibility and ethno-relativism (Chen & Starosta, 2000). Considering the great popularity of digital games as entertainment media nowadays and the educational potential that has been ascribed to these media by a number of researchers (see for example, Egenfeldt-Nielsen, 2007; Gee, 2003; Gibson, Aldrich, & Prensky, 2007; Vorderer & Bryant, 2006), they might be an innovative way to encourage the development of intercultural competence. By immersing themselves in the virtual environments of digital games and actively engaging in the construction of characters and narratives, players can act and see the outcomes of their actions and make experiences close to that of the physical world, which can lead to learning and development (Ritterfeld, Cody, & Vorderer, 2009). This paper presents results of three case studies with the digital simulation "RealLives 2010" (by Educational Simulations) in Australian, American and Swiss International schools. In these schools, the simulation, which allows players to "lead" lives anywhere in the world from birth to death, was used by English and Social Studies teachers with their 7th-Grade students over a period of three months. Empirical data obtained through observations, in-depth interviews and additional questionnaire surveys demonstrates the educational potential of a simulation like "RealLives 2010" as well as the obstacles and dangers of using such a medium in formal educational environments. The results of the study show that identifying with a culturally different character and making experiences in a virtual world can lead to greater intercultural awareness and encourage open-mindedness, interest and empathy in many student players. They also emphasize the importance of sharing and comparing experiences with peers and the crucial role of the teacher with regard to support and scaffolding of learning and development.

**Rut Maria Sanz Sabido, UK**

Tracing the Mediation of Political Violence within the Israeli-Palestinian Conflict

The Israeli-Palestinian conflict has been at the centre of constant debates fuelled by the opinions and interests of different parties (Philo and Berry, 2004). The long history of political violence includes numerous events which, regardless of the terminology used to label them, be it 'terrorism' or 'war', continue to mark the development of the conflict and the relationship amongst countries in the Middle East as well as the West. This paper examines a selection of these violent confrontations in relation to how they were mediated by the British press within their own historical contexts, with the purpose of tracing the evolution of the media representations of political violence with a focus on this particular conflict. The article seeks to analyse the terminology used to refer to the violence and the actors involved in it. It considers terms such as 'terrorism' and 'war' and explores the structures and contexts in which they appeared. It also pays attention to the main themes as well as the framing of the news stories, not only in relation to the use of violence, but also with regards to the views on Israel and Palestine and their respective positions in the conflict. The methodology used is Content Analysis and the Historical Approach to Critical Discourse Analysis (Wodak and Meyer, 2001). The sample includes newspaper articles published in the British national press at different historical stages within the Israeli-Palestinian conflict, including material about the war in 1948, the Six Day War in 1967, and the last assault on Gaza in 2008. This paper is work in progress as it is part of my PhD case study, although I hope to have finished this chapter by June. The theoretical framework of my thesis is concerned with the relationship between postcolonial theory and terrorism, and considers the work of Edward W. Said (1978), Frantz Fanon (1963), Hannah Arendt (1969) and Slavoj Žižek (2008), amongst other authors in the study of violence and postc

**Karlijn Marchildon**

Understanding the Rise of WikiLeaks

**Judith Lohner, DE**

Europeanized Public Spheres through Mass-mediated Social Memory Work? Some Theoretical and Empirical Remarks

Within social sciences, engaging with the past – i.e. the process of social work – is considered as an elementary component in the social process of community building and the construction of collective identities. Moreover, it is widely acknowledged that in modern societies, mass media and journalism are central agents in public communication and therefore are also decisively involved in social memory processes. In an age of increasing transnationalisation and transculturalization on various levels, the question arises as to the possibilities of post-national social memory processes. In the light of the ongoing economic and political integration in Europe, the analysis of the European case seems to be particularly relevant: As mass-mediated social memory work is of central significance for the construction of collective identities, its Europeanization can be seen as crucial for the development of Europeanized public spheres that might reach even beyond the political

dimension and the reference to the European Union. However, so far, there is hardly any research on the question as to forms and potential developments of Europeanized social memory discourses and the specific role of mass-media and journalism within this process. Against this background, the paper aims to complement existing scholarship by bringing together approaches on public communication and media public spheres in the European context and fundamental findings of both existing social memory research and communication studies. In this respect, the following questions are being addressed in the paper: What mechanisms and traits do characterize social memory work in modern media societies? In how far can the sort of social memory discourses emerge that stretch beyond national and cultural boundaries? And under what conditions and in which forms do Europeanized forms of mass-mediated social memory work become possible? In this context, I will outline a model that conceives of the Europeanization of mass-mediated social memory work as a multi-dimensional process within the overall Europeanization of public spheres: Building on the characteristics of social memory processes in media societies and differentiated models for the Europeanization of media public spheres that have been elaborated within existing scholarship, it is stated that one can distinguish at least four dimensions of Europeanization: (1) Mutual Monitoring, (2) Europeanization of Interaction (3) Discursive Negotiation, (4) Integration. In conclusion, I will illustrate the model's usability for empirical content analyses measuring current forms and degrees of Europeanized mass-mediated social memory processes. As I draw on work in progress, in this context, I will present some first and rather tentative findings concerning the Europeanization of the media coverage on the 20th anniversary of the political turn in several European countries 1989-1991. Being one of the central turning points of later pan-European history, this event presumably bears an enormous potential for social memory work and identity construction at both the national and European level and therefore is likely to be a "best case-scenario" regarding a possible Europeanization.

**Silvia Maria Tarassi, IT**

The Live Music in Milan: Methodological Challenges of Studying a Music Scene

This paper will outline some of the methodological issues encountered in the analysis of the independent live music scene of Milan.

Starting from the initial idea of analyzing the music policies adopted by the City Council, a pilot study was conducted to follow one of these policy strategies. The pilot study stressed the need to look at first at the 'soft infrastructure' (Landry, 2000), constituted by the networks and interactions of people involved in the music scene before any cultural policy could be applied (Fleming, 2004).

The research was therefore turned upside down to try to understand how the independent music scene was kept on going despite and not thanks to the City Council. The project was aimed at analyzing the live indie music scene of Milan by looking at its internal and external interactions, by mapping the different venues and events and by analysing the different actors involved inside (musicians, booking agents, artistic directors, venue managers) and outside the scene (Music Consultant, Councillors). At the beginning several gatekeepers were identified to work as a good entry point into the field. In the interviews, the life story approach (Bertaux, 1998) was applied in order to get a clear description of life trajectories and to uncover the patterns of social relations. A visual help was used as an input in order to help the interviewees to figure out their relations by drawing and discussing their social

networks. Participant observations in venues and during music events were conducted in order to grasp the different relations and networks characterizing the independent music scene. Benefits and pitfalls of this methodology will be discussed, underling the difficulties in analysing a social field by considering its external and internal networks.

## **2D14 Regulatory Issues (Law) Room: B.104**

**Chair** Abubakar Alhassan, Kayero University, NG

**Discussant** Ang Peng Hwa, Nanyang Technological University, SG

### **Papers**

**Corinne Schweizer**, University of Zurich, CH

**Manuel Puppis**, University of Zurich, CH

The Regulation of Digital Television Distribution: The Influence of Media and Infrastructure Owners on Policy-making in Switzerland

The digitization of broadcasting is well underway. Analogue (terrestrial) switch-off has already taken place in the US and various European countries; many more are to follow in 2011 alone (including several EU member states, Canada and Japan). Yet digital television, irrespective of its mode of distribution, also poses new problems. On the one hand, copyright holders, TV channels and infrastructure owners get new possibilities for restricting what viewers can do (e.g. CI+). On the other hand, infrastructure owners (often having significant market power) may choose to create bottlenecks and restrict access to their networks and facilities like conditional access systems, application programming interfaces or electronic program guides. Given these potential conflicts, the adjustment of broadcasting regulation to the digital age is heavily contended. However, while scholarly attention is often devoted to the results of regulatory reform (e.g. by describing and comparing relevant legislation in various countries), the policy process and the actors involved are seldom investigated in-depth. Only few studies focus on the interests and the influence of actors in communication policy-making, let alone in the area of digital television distribution and bottlenecks. In the present paper, focusing on the case of Switzerland, we examine which interests owners of media companies and owners of the communication infrastructure bring into the policy-making process and whether they are successful in shaping the reform of broadcasting regulation. By drawing on policy analysis, we investigate the different phases of the revision of the Swiss Law on Radio and Television (LRTV) which recently entered into force. In particular, we contrast the interests brought in by various actors at the different stages of reform with changes of the draft bill and the final act. To investigate this reform, a qualitative analysis of documents was performed. Aside from various versions of the bill, confidential minutes of relevant select committees, official proceedings of parliamentary sessions as well as statements of interest groups (including owners of media and infrastructure) made during public consultations were analyzed using a method of deductive content categorization. Categories were developed with respect to different bottlenecks and regulatory options discussed in recent literature. Results indicate that media owners were much more successful in shaping the LRTV revision than infrastructure owners. While the

latter's plea against regulation and for a so-called free market solution mostly went unheard, media owners successfully pushed for non-discriminatory access to networks and facilities.

**Katarzyna Konarska**, University of Wroclaw, PL

**Arkadiusz Lewicki**, University of Wroclaw, PL

The Globaliation of Media and Media Control Systems for the Countries of Central and Eastern Europe: The Main Legal Issues

Most Western European countries with well-established democratic systems, to a greater or lesser extent, developed a media policy capable of responding to contemporary global tendencies. Problems occurring on national or local media markets were taken into account along with the growing phenomena of globalization, i.e. concentration of capital, media convergence, rapid technological development in the media area; these allowed a number of countries for opening some legal frames on external markets and, at the same time, protecting internal markets. Legislation adopted in the former communist bloc countries in the early 1990s was primarily to guarantee an independence and freedom of the media. Issues related to the regulation of the structure of internal markets found their place in later acts. Yet, there is a number of countries where regulations suiting the needs of change that come along with globalization have not been introduced. Some former block countries that are currently members of Council of Europe and European Union do not sufficiently pursue policies that seem to be their part. This occurs because the adopted law guarantees protection of local markets from the world of global media companies, but on the other hand inhibits its natural development. This situation primarily refers to the electronic media market, which, in the light of digitization, certainly poses new questions about the future of local markets. The authors of this article would like to make a presentation and analysis of media control systems in selected countries of East Central Europe with a particular emphasis on some aspects of the Polish system.

**Paola Savini**, IULM University, IT

Policy Stimulus Fostering Audiovisual Creativity: Too Much and Still not Enough

Political reasons, such as a partially common welfare design for those countries characterized by mixed systems of private/public broadcasting and by the exclusion of broadcasting services from WTO agreements on liberalization, have resulted in the current state of global audiovisual market, which has its structural origins in the US majors (Robins & Torchi 1993, Currah 2007). However, as in 2009 more than 245 new TV channels were launched in Europe (EAO 2010) over different platforms, digital TV is a policy & technology driven innovation (McQuail 1987, Deakin & Pratten 1999, Picard 2000) expanding because of and thanks to EU's and national policies on audiovisual production and spectrum management. Together with the new multichannel offer to the final audience, the new TV digital era has also implications for the audiovisual sector as a major area within the Information Society, whose contribution was recognized - in the framework of cultural and creative industries - to achieve the Lisbon objectives (Council of the European Union, 2007). An history friendly cluster analysis of the Italian production sector shows, however, some of the national failures of the main purposes of the policies used at EU level to foster the growth of an independent production industry active at supranational level (outsourcing

and quotas - Directive 89/552/EEC, and incentives - Media Programme): promotion of innovation (Ursell 2000), creativity (Davis 2009) and pluralism (EC 2005, 3); of products quality and costs saving (SEC(2008)2310); of program variety and cultural diversity (Preston 2002); of skilled labor and of export (OFCOM 2005), having almost no impact on source diversity (Napoli 1999).

**David Johan Stevens**, Catholic University of Leuven, BE

Independent and Accountable Regulatory Authorities: Who's Watching the Watchdog?

Our research starts from the general observation that everywhere around the globe, an increasing number of regulatory tasks, traditionally falling under the responsibility of governments, are being transferred to so-called independent regulatory authorities (i.e. independent from market actors, but quite often, also from political actors). This is, for instance, the case in a number of liberalized network industries (e.g. energy, railways), but also in the financial or the audiovisual media sector. In some cases (e.g. the EU electronic communications sector), powers attributed to these regulatory authorities even prevent other, more democratically legitimate, institutions, like governments or parliaments, to interfere with the regulatory policy (cf. Judgment 424/07 of the Court of Justice in the German “regulatory holidays” case of December 3rd, 2009). Especially in that case, the question becomes: who’s watching the watchdog? Whereas the focus of scholarship and policymakers in the EU media and communications sectors has predominantly been on the concept of independence of regulatory authorities, our paper aims to balance independence with the concept of accountability. It starts from the hypothesis that the efficient functioning of regulatory authorities requires that safeguards for their independence are accompanied with sufficient accountability instruments. In our paper we will focus on developing the concepts and methodologies needed to realise both independency and accountability. Our analysis will examine existing legal requirements at international and EU level (e.g. recommendations and declarations of the Council of Europe, relevant EU directives and guidelines, and recent jurisprudence of the Court of Justice) in the media and communications sectors. Our final aim is to evaluate to what degree accountable independent regulatory authorities could overcome the shortcomings of existing regulatory models and processes which triggered the EU “Better Regulation” or “Modernising Government” agendas. The paper will result in a critical-descriptive analysis of the concept of “accountable independent regulatory authorities” in the EU media and communications sectors, and identify a number of ‘dimensions’ and ‘criteria’ of independence and accountability (e.g. regulatory context, institutional design, resources, appeal, ...) of regulatory authorities. Finally, we will also formulate a number of general principles that should underpin the design of regulatory authorities.

## **2D15 Press Coverage of Political Campaigns (PolComR) Room: B.105**

**Chair** Philippe J. Maarek

**Discussant** Richard Nadeau

### **Papers**

**Liriam Sponholz, BR**

Pluralist Political Advertisement, Imbalanced Media? Political Ads and Press Coverage during the Presidential Elections in Brazil in 2010

In 2010, Brazilians elected their first female president – Dilma Rousseff – after a process stained by contradictory information, slanders and defamation. One of the specialities of the election campaigns in Brazil is the “Horário de Propaganda Eleitoral Gratuita” (Free Political Ads - HPEG), a time slot legally reserved and made available to all political parties to broadcast over the radio and television. Because of its duration and broadcast in one block HPEG is not comparable to election spots or sound bites. This time slot is an attempt to level the chances of all candidates (Miguel, 2004). This diversity cannot be guaranteed by electronic media, since several of the TV and radio stations in Brazil, as well as local and regional newspapers, are owned by political groups or their allies (Lima, 2007; Amaral and Guimarães, 1994). By means of political ads the parties and their candidates are able to have access to the public (and the other way around) without needing an “authorization” or depending on the “good-will” of media groups. HPEG is a plural space, but at the same time it is an instrument of self-portrayal. In this context, the only alternative source of independent information amongst the traditional media is the national press. However, up to what point, and how, did the national press provide another image of the candidates other than the one already shown by the political ads? Did the press choose their topics independently? Or alternative views to what had been provided by the political ads? In the cases when the same topics and views were chosen, were the facts stated by the political ads verified?

To answer these questions, we analyzed the ads of the four main candidates aired during the HPEG and the coverage provided by the national media. That included 78 ads of each candidate, aired between August 17th and September 30th, 2010, a total of 25 hours worth of ads. All texts regarding the elections and the topics mentioned during the ads published during the same period in the three main Brazilian newspapers Folha de S. Paulo, O Globo and O Estado de S. Paulo were selected. In the press, 135 copies with more than 3000 articles make up the sample of this study. The selected material was subject to content and discourse analyses. Through these analyses we seek to note consonances and dissonances in both sources (political ads and press texts). Results showed that the role of the press as an independent means must be questioned. In most cases, the press did not verify the factuality of the candidates’ statements, but chose other ways to play the role of independent source of information. By doing that the press has also created new forms of imbalance in the political process.

**Lars W Nord, SE**

Jesper Strömback, SE

Primetime Politics: A Comparative Study of Election News Coverage in Swedish Television 1998-2010

The Swedish model of media and politics could generally be described as a mixture of classical liberal ideas on the press as an independent and monitoring 'fourth estate', and social responsibility ideas of necessary relationships between the political system and the media system in order to maintain diversity and public service in broadcast media. However, this study of media performances in Sweden indicates that democratic criteria of the media are met to varying degrees depending on what variables are observed in the analysis. On one hand, the freedom of information is secured in the Swedish media system. News reporting is generally based on professional values and norms and is not directly influenced by powerful interests in society. Traditionally, openness and transparency are core values of the Swedish democracy. There is a competition in news markets on both national and regional levels. On the other hand, the criteria of equality are not met to the same extent, as some media companies feel pressured between commercial considerations and the democratic need for equal representation in news. Even if all existing media principles are arguing for fair and balanced reporting, some groups of Swedish citizens, representing minorities, are obviously well covered by the media. Finally, the watchdog function of the media is probably the most problematic goal for the Swedish media to fulfil. The intention to promote more investigative journalism is expressed by all media, but does not meet the real capacity to produce such journalism, as it is generally not considered as cost-efficient compared to daily routine journalism. Thus, all media representatives express substantial frustration when discussing the differences between investigative journalism principles and practices.

**Eva-Maria Lessinger, DE**

**Christina Holtz-Bacha, DE**

**Susanne Merkle, DE**

First Female Chancellor Candidate — First Female Chancellor: The Coverage of Angela Merkel during the 2005 and 2009 Election Campaigns in Germany

After her first election campaign as chancellor candidate in 2005, Angela Merkel was accused of having led an "ice-cold polar expedition" (Spreng). The unexpected low outcome for her party was – at least in part – attributed to a campaign that lacked "warmth, heart and vision" (Priess). Thus, the fact that the CDU campaign did not seem to reach the voters emotionally was also ascribed to Merkel's personal campaign style and her reticence toward personalization and privatization in particular. Therefore she could be expected to open up for a more personalized campaign when she was running again in 2009. This paper analyzes Angela Merkel's campaign style in 2005 and 2009 and specifically juxtaposes her TV and poster advertising which demonstrates how she adapted to the demands of modern electioneering. The comparison will show that Merkel indeed gave in to a personalized poster campaign and appeared in a CDU spot on TV where she made references to her own biography (and even made an ironic remark about former discussions about her hairstyle).

**Charlotte Löb, DE**  
**Carina Weinmann**  
**Eike Mark Rinke**

Fueling Deliberative Elections? Campaign Coverage in the 2009 German Federal Election

In any democratic society, elections and their campaigns are one of the most important political communication events. Mass media are crucial disseminators of political information, but, of course, this function cannot convincingly be premised on any claim of neutrality of theirs in the distribution of political power. Rather, they represent autonomous actors by themselves. It is thus important to assess their performance in an informed normative fashion. We draw on the model of deliberative democracy (Cohen, 1989; Habermas, 1992) to investigate mediated deliberation (Gastil, 2008; Page, 1996) in the run-up to the 2009 German federal election and inquire into how news contributes to a reasonable understanding of political topics through providing a critical discourse. In keeping with the preoccupations of deliberative democratic theory we focus on the throughput dimension of public debates and investigate the quality of television news discourse analyzed by three criteria of deliberativeness: (1) Responsiveness, (2) civility, and (3) argumentation (i.e., justification and rebuttal) (see Gastil, 2008; Wessler, 2008). We examined the entire universe of campaign coverage in the news programs of the four most widely received TV channels in Germany during the last four weeks of the campaign. A total of 112 prime-time newscasts, containing 175 campaign news stories were subjected to quantitative content analysis. Within these a total of 1424 utterances were coded. The instruments used underwent extensive pretesting and the data generated are highly reliable (final inter-coder reliabilities: Krippendorff's  $\alpha \geq .83$  for each of the variables used). Results showed that 42.3 % of all campaign stories contained „reaction stories“ (Bennett et al., 2004, p. 450), which contain responses of political actors to one another, indicating a reasonable degree of responsiveness in campaign news, with the number of stories featuring two opposing sides slightly higher than that of stories with more than two viewpoints. We found that the amount of stories containing exactly two sides of an argument (“contest”) was slightly higher than those of the stories providing multiple points of view on the issues debated prior to the election (“contention”). With regard to civility, the findings revealed a mostly civil tone of the debate (82.6 % of all utterances were civil). Contrary to findings by Ferree et al. (2002), we found no differences between speakers from the political center and the periphery when it came to civility of tone. As for the argumentation patterns of the mediated discourse surrounding the election, results showed that 10.9 % of the utterances contained justifications while 32.9 % included references to other speakers' utterances and only 1.3 % of the utterances contained a counterargument. Further analyses revealed the relationship between responsiveness and argumentation of speakers in the news. The more claims a news story contained, the more likely it included justifications and references to other speakers. We conclude that television news fulfilled deliberative standards at least to some extent. However, our results also highlight the constraints by the format and institutional conditions under which television journalism operates. These, in turn, make it harder for citizens to gain deliberatively valuable information upon which they can base a reasoned opinion and vote choice.

**Reimar Zeh, DE**

**David Nicolas Hopmann**

Mediatization of Politics or Political Context? Explaining the Changes in Twenty Years of Televised Election Campaign Coverage

For over two decades different changes and developments in political communication are summoned up by the concept of mediatisation (Asp 1988; Mazzoleni & Schulz 1999). Strömbäck & Esser (2009) describe mediatisation as "a process affecting all parts of society, either directly or indirectly, albeit to different degrees with in or across different societies." In brief, this concept states, that while media increasingly gains importance in society the so-called media logic is replacing the initial logic of various subsystems of society. Political decisions are therefore less guided by the logic of the political system but increasingly made to appeal the media logic, it is said. Media's preference for people leads to the personalisation of politics, meaning that the coverage is built around the leading politicians; parties select their executive personnel by their media viability and voters increasingly base their voting decision on the preference for certain candidates. During election campaigns substantive issues are pushed aside by the coverage of the campaign itself, election news is allegedly focusing on the hoopla and horserace. Traces of the mediatisation process therefore should be found in the coverage itself. While the theoretical work on mediatisation is quite rich and several, single aspects have also been empirically scrutinized mostly in studies that cover short timespan and deal only with one country, empirical long-term comparative studies are still rare. In this paper tries to fill the gap by looking at the election coverage in the main news broadcasts in German and Danish television for the last 20 years. During this period commercial television expanded considerably in both countries, which increased the economic pressure on public broadcasting. Economic pressures being one of the driving forces behind the mediatisation process. Denmark and Germany are quite similar countries in many respects: the media system underwent similar changes, the political systems are akin, the head of government is not selected directly through the election but through the parliament. This setup enables us to test whether changes occur due to similar changes in political journalism or are triggered by the political context. A series of quantitative content analyses was conducted encompassing the hot phase of the each national election campaign since the 1990 election in Germany. The analyses concentrated on the two top candidates in each election. Derived from the theoretical work on mediatisation five indicators were employed: the degree of hoopla and horse race, personalisation, visualisation, length of sound-bites and negativity. At first glance the indicators follow a path that could be hypothesised from mediatisation literature. In multivariate analyses some doubt is raised about the far-reaching assertions of the mediatisation hypothesis. Apparently, the mediatisation process has stalled in the 1990s and there are findings partially contradicting mediatisation as all-catching concept. The political context is strongly shaping in which way elections are covered in both countries.

**Jürgen Wilke, DE**

**Melanie Leidecker**

Supranational – National – Regional: How the Media in Germany Cover Election Campaigns on Different Levels of the Political System

In Germany – as in other countries – elections are basic structural elements of the democratic political order. Such elections constitute the political system on different levels. Every four years the national parliament (Bundestag) is elected, to decide who will govern the country on the national level. But Germany is a federal entity, consisting of 16 regional “states” (the so called “Länder”). These “Länder” have their own parliaments and governments. Elections on a regional level are held every four or five years. 1979 the European Parliament, the parliament of the EU, was elected for the first time directly and then re-elected every fifth year. This can be considered as the supranational level. On all these levels election campaigns are organized by the same parties and they are covered by the media. The question is if and in which respect the coverage of the election campaigns on these three levels differs (or which might be the similarities). The paper will present a comparable study of the coverage of the German Bundestag election, the European Parliament election (both in 2009) and the election for the parliament (“Landtag”) of Rhineland-Palatinate (in 2011), one of the 16 “Länder”, situated at the border to France in the West of the country. The basis of the study is three content-analyses of German newspapers, using as much as possible the same categories to enable the comparison. Among these categories is the amount of coverage, formal features, general and special aspects of the competition in elections. Of predominant interest are the topics, particularly the degree of personalization and the role of the top candidates within different campaigns (e.g. how many references to and quotations of the candidates do the articles contain and how many photos are printed of them?). The overall intention is to characterize different types of political communication, depending from the level of elections in the political system: supranational – national – regional.

## **2D16 Islam and New Media: Towards a New Opportunity or New Threat (Islam) Room: B.106**

**Chair** Fernando Resende

Papers

Samsudin **Bin Rahim**, MY

Social Media and Renegotiating Identity among Muslim and Non-Muslim Youth in Malaysia

This paper posits that youth identity is complicated by issue of race, culture and religion. In multi cultural and multi religion society of Malaysia, issue of identity is further complicated by media usage where major ethnic groups have their own vernacular media. Advancement in ICT and government policy to democratize information has created an environment of higher internet penetration among young generation in Malaysia. A study of 1500 Muslim, Buddhists and Hindu youths indicates that usage of social media transcend religion and ethnicity. In a way, social media provides common platform for better opportunity to interact and networking that cut across ethnic divide in negotiating their identity. With regard to their identity, Muslim youth focuses more on their ethnic orientation while non-Muslim youth focuses more on their ethnic identity. When probe further about the intensity of their identity, Muslim youth rates religion above ethnicity and nationality as determinant of their identity.

**Sara Merdian, DE**

Counterpublics and New Media in Istanbul: A Field Study on Islamist Students

With the emergence of Muslim study circles (Yavuz 2006), Muslim cafés (Kömeçoglu, 2006), Muslim dormitories (Türkmen 2006) and Islamist intellectuals (Karasipahi 2008) leading scholars have pointed to the development of an Islamist counterpublic in Turkey (Yavuz 2003, Göle 2006). Istanbul, as an urban area and destination for many upwardly mobile Muslims also experiences the post-Islamist turn (Roy 2004, Saktanber 2010) what the development of a new type of study circles among mobile urban university students shows. Their study circles are not based on neighbourhood or kin relations, but rather on Islamist interests for a religious as well as political reform project. In a city where students often live miles apart from one another the communication via internet has become indispensable. My field research on one of these student groups is at the core of my dissertation project. The students I have worked with in 2010 regularly meet once a week for study reasons and discuss the Quran as well as important Muslim intellectuals and politicians. The “real” meetings of the group often tend to be sort of a history class whereas their communication via an E-mail list and Facebook have attracted wider audiences and have become great platforms of vivid discussion on daily politics and a new approach towards a reformist Islam. I have been able to conduct participant observation in the group’s offline and online activities. An anti-kemalist group the students are engaged in organising demonstrations, exhibitions, discussion rounds and many more activities. The coordination of various activities is organised via Internet, suggestions and changes are discussed on the E-mail list, they socialize via facebook or post their events there. In my study I want to explore the internet use of a group of Islamist students with regard to how media use helps them to further develop a new Islamist-self and an Islamist counterpublic.

**Tarek Cherkaoui, NZ**

CNNI and the Orientalist Discourse during the 2003 Iraq War

CNNI represents the pioneering example of a global television news network. After its memorable coverage of the 1991 Gulf War, the Atlanta-based network established its global reputation as “the war channel”. This paper discusses how – during the 2003 Iraq War - CNNI conveyed the neo-conservative commitment to pre-emptive war and ultra-expansion in the Middle East. Such a strategy stemmed from the overall logic of the “war on terror” waged by the neoconservative-inspired Bush administration. In fact, the image of Islam and Arabs in American media discourse has often been associated with backwardness, religious fanaticism, and terrorism which threaten the West's freedom, economy, and culture. This rhetoric of “otherness” as well as a fusion of Orientalism and the counter-terrorist discourse were employed to justify the subsequent wars of domination launched in the new millennium. This paper analyses the pattern of coverage of CNNI during the 2003 Iraq War. Accordingly, live broadcasts during the first 42 days of the war by CNNI were examined. The examination of visual and textual representations was set against a backdrop of actual and bloody confrontations on the ground. Using a triangulated analytical approach based on discourse analysis, ideology critique, and visual-semiotic analysis, the paper links the critical, qualitative, ideological, and behavioural aspects of media scholarship, while also

acknowledging questions of power, ideology, and dominant interests shaping the network's coverage.

**Ravishankar Pandey, IN**

The City, the Veil, and Many Women

For centuries, the Muslim world has played the role of Europe's most significant Other. The paper proposed here asks what happens when the discursive gaze is turned in the opposite direction, and considers what insights the answers may give into the dynamics of global mediated society. Is Europe 'othered' in the discourse of Al Jazeera English, and if so, how? The ability to deal with diversity is essential to cosmopolitan democracy, or the idea of the 'Dialogue of Civilizations'. In the paper, it will be argued that 'imagination' is entailed in this, and that storytelling is intrinsic to the construction of cultural and political identities under globalization. Building on earlier work by the present author (Robertson 2010), it argues that citizens must be able, in ordinary ways, to form connections with others who are different or distant. Its point of departure is that global news channels have the potential to serve as sites of cosmopolitan imagining, where "codifications of both Self and Other undergo transformation" (Delanty 2006). The role of AJE, which has a firm footing in the Muslim world but which speaks to the world in English, using journalists with backgrounds in established Western news organizations, is a key actor in such processes. The empirical part of the paper focuses on reporting in AJE in September-October 2010, when a number of political events took place that concerned the 'clash of civilizations', including the French vote to ban the veil, the announced failure of German multiculturalism, and the election success of an anti-immigration party in Sweden. In focus is the tension between 'othering' mechanisms, which can be thought detrimental to democracy, and respect for and representation of diversity, which can be thought to promote it.

**2D17 New Media New Knowledge (MCPO&S) Room: B.107**

**Chair** Hillel Nossek

## **Papers**

**Thomas Roessing**, University of Mainz, DE

The Social Nature of User Accounts: A Spiral of Silence Approach to the Wikipedia Community

Wikipedia is an online project with the aim to create a free encyclopedia. Ten years after its foundation, the online-encyclopedia has become an important source of information for many people all over the world. The largest language version – English – contains more than 3.5 million articles, the second largest – German – almost 1.2 million. The enormous reach of the project makes Wikipedia a center of attraction for interest groups of all kinds. Inevitably, conflicts evolve within the community over disputed issues like religion, politics, and esotericism. In the German language version of Wikipedia is the conflict between leftist and conservative users – due to German history – especially vehement. Case studies of community-elections as well as of long-term conflicts between groups of users with different points of view show that processes similar to those of a spiral of silence (Noelle-Neumann,

1974, 1984) are prevalent within Wikipedia's community. This assumption is supported by quantitative content analyses of several conflict-ridden areas of the German Wikipedia. One aspect that is especially important from the perspective of communication research is instrumental editing. Similar to instrumental actualization (Kepplinger 1992), instrumental editing is the piggy-back transportation of opinions by editing seemingly objective facts into Wikipedia articles. A good example for this is the adding of information about the authorities for the protection of the constitution observing a leftist or rightist party. The quantitative analysis shows that different opinion camps indeed make use of instrumental editing to strengthen their position and silence out the respective opposition. However, there are several differences to real-life spirals of silence. It seems, for example, to be easier to find confederates even for intensely disputed positions within the Wikipedia community than in real life. Another difference is the possibility to explain one's positions, which is usually not possible in the anonymous public of spirals of silence in real-life settings. It is proposed that these differences are due to the use of nicknames and the limited interpersonal communication within an online community. The paper also discusses the potential of community processes to influence public opinion outside the internet, especially due to the use many journalists make of the online encyclopedia, thereby acting as boosters for Wikipedia's influence on the general public.

**Yuan Yue**, Tsinghua University, CN

Chinese Internet Events: A Living Construction of History

This paper starts from Dayan and Katz's theoretical framework of "media events" and goes beyond it to consider the latest changes in Chinese media, which is especially characterized by the incessant "internet events" that have unfolded in recent years. The author attempts to delineate the definition, categorization and shaping process of "internet events" by content analyzing those happened between 2007 and 2010 and scrutinizing typical cases among them. The author finds that social network sites, instant messengers and traditional media play specific and complementary roles in cultivating, amplifying and pushing those "internet events" to the peak. The author finally stresses a "contemporary-history perspective" on communication studies in China's developing communication technology and transforming social structure and claims further research on this topic.

**Lourdes Parra Lazcano**, National Autonomous University of Mexico, MX

Novel through Internet: A New Reading of Hypertext

Hypertext surged before Internet, in fact is the result of interconnections, visible or not, that are established among texts and create a new text as soon as a reader engages with it. However, Internet has produced systemic changes in communication processes, social discourses and art production. As a result of this process, the Web generates the explosion of interconnectivity; in other words, a more co-creative and participative reading. Novels are not the exception; nevertheless, there are novels on Internet that can be scanned, like the ones that are able in google books or in pdf formats, those types are not part of this investigation. On the other hand, there are novels through Internet that employ net resources and produce literary subgenres that are innovators. For example: hipernovels, hypermedia narrative, webnovels, blognovels, wikinovels, collective novels or social network novels. Those hypertextual creations are the study object. Therefore, it is questioned: how

hipertext have been transformed novel through Internet? Which are the net codes that are generated through digital intertextuality? And, how have been transformed hipertextuality in hispanic novel through Internet? The hypothesis will demonstrate hypertext transformation in the novel through Internet due to digital intertextuality. This is related to the existence of a text net and multimedia that converge in the creation, propitiating a reader that interacts with more referents and codes' multiplicity. The study takes 'textual analysis' through literary semiology studies, with concepts like codes, polyphony and intertextuality. This semiological approach allows an open discourse analysis. Moreover, to understand how new communication resources transform social discourses and the role of the reader it was necessary to propose a new methodological approach that considers written and multimedia text as a unit of analysis, because in classic semiology this study was done separately. The samples that will be use come from relevant web literature for their novelty and relevance. It will be referred Extreme Conditions by Juan Gutierrez, Angelina's book by Fernando Figueroa Saavedra and Gabriella Infinita by Jaime Rodríguez.

**Eilat Levy Chen, IL**

**Sheizaf Rafaeli, IL**

**Yaron Ariel, IL**

Richness of Interruption Messages: Take Your Time?

This paper examines the richness of interruption messages affect on cognitive performance quality, and suggests time as an intermediate variable. Human Interruption defined here as the process of coordinating abrupt change in people activities (McFarlane, 1998) that breaks continuity of cognitive focus on a primary task (Coraggio, 1990). The interruptive nature of a message could be associated to its richness. Media Richness Theory - MRT (Daft & Lengel, 1984, 1986; Daft, Lengel, & Trevino, 1987; Trevino, Lengel, & Daft, 1987) is one of the controversial theories in computer mediated communication research (Walther & Burgoon, 1992; King & Xia, 1997; Robert & Dennis, 2005). The theory assumes that media differ in their ability to carry varied types of information and 'Social Richness' (Short, Williams, & Christie, 1976; Daft & Lengel, 1984; Rice, 1993). This paper advocate Walther's (2002) criticism on the possible influence time length on performance quality in computer mediated interactions. He argues that experimental design research that makes comparisons between CMC interactions to face-to-face interaction tend to ignore the importance of time as in the process. An experimental research design used a computerized simulation game to measure participant score as an indicator of cognitive performance. 114 participants were assigned randomly to four groups and one control group. Manipulation achieved by exposing participants to messages (using 'Push' technology) in Mobile phones (SMS/MMS) and WWW (text/banner).

Results indicate a significant difference between groups average time of fulfilling cognitive task [ $F(4)=3.79$ , p

**Yunna Rhee, KR**

**Vicky Moon, KR**

**Gun-Hee Park, KR**

**Jung-Yun Won, KR**

Evaluating Social Media Contents Quality in Public Relations: An Exploratory Study in South Korea

The rise of social media is posing great challenges and opportunities for Public Relations in South Korea. People are using social media technology to share their experiences and opinions about specific corporations or products with each other, bypassing the traditional gate keepers such as newspapers, TV, and radio. In other words, social media is stimulating more active communication behavior from the public, who were in the past treated as target audience for organizational messages. Public relations as a discipline has been focusing on generating effective persuasion through message distribution from the corporation or organization's perspective. However, with the coming of social media age, public relations professionals are asked to rethink the way they have been communicating with the public. Although there have been calls for empirical research on the use of social media in public relations, it is not easy to find such studies. In particular, research on how the public are evaluating the social media contents generated by public relations professionals and what kind of communication contents prompt online word-of-mouth within the social media environment has not yet been conducted. In this regard, we implemented a thorough literature review to conceptualize social media contents quality and proposed an exploratory quality evaluation model. Furthermore, we tested our proposed model through a survey research (N=538), which we hoped to provide some guidance for public relations professionals in developing more effective social media communication campaigns. Key words: Social media, PR effectiveness, online word-of-mouth, public relations campaign.

## **2D18 New Media and the Making of Participatory Cultures? (PCR) Room: B.108**

**Chair and Discussant** Nicholas Carah

### **Papers**

**Claudia Alicia Lerma, MX**

**Tania Lucia Cobos**

Interactivity in the Latin American Digital Newspapers

The increase in the use of interactive tools have enabled Internet users to establish links with others who share an interest in reading news through this media. That is why this research tries to show how digital newspapers with the highest traffic in Mexico, Colombia, Argentina and Chile use all possibilities of interaction with its readership in order to display the coincidences in which digital newspapers these Latin American countries interact with their audience, and the way each other operates. To carry out this investigation were analyzed in September 2010, the newspaper El Universal, Mexico ([www.eluniversal.com.mx](http://www.eluniversal.com.mx)), El Tiempo, Colombia, ([www.eltiempo.com](http://www.eltiempo.com)), Clarin, of Argentina, ([www.clarin.com](http://www.clarin.com)) and El Mercurio Online, Chile ([www.emol.com](http://www.emol.com)). We choose this sites because have more consultations in their respective countries. This analysis can also see areas of opportunity for development of interactive media and propose elements that can be used to develop digital journalism in these countries. The relevance of this research is the importance that Latin American countries are acquiring the development and dissemination of information through Internet, to enable a more direct relationship with the other users of

the media, as an alternative to traditional media or direct participants in the news. Another of the key points that affect the importance of this analysis is the fact of the apparent growth in the number of Internet users in Latin American countries. On the other hand, allows us to see areas of opportunity for development of interactive media and propose elements that can be used to develop digital journalism in these countries.

**Pilar Carrera**, Universidad Carlos III de Madrid, ES

**Clara Sainz de Baranda**, ES

**Nieves Limon**, ES

The State of Participation in Online Spanish News Media

The aim of this paper is to provide an overview of the state of citizen participation and interactivity in the Spanish legacy news sites (both local and national, including television websites, radio websites and online newspapers, such as [www.elpais.com](http://www.elpais.com); [www.abc.es](http://www.abc.es); [www.lavanguardia.es](http://www.lavanguardia.es); [www.rtve.es](http://www.rtve.es); [www.cadenaser.es](http://www.cadenaser.es) ...). The assumption lying behind this research is that these participatory formulas aren't being used nor developed in a specific journalistic way neither for specific journalistic purposes. We usually find in news media the same participatory processes and formats than we can find anywhere in the web. Apparently there is a lack of global strategies seeking to really integrate participation into journalistic processes (far beyond analytics and, perhaps, "trendism"). When analyzing "participation" in Spanish news media, we take into consideration a broad range of participatory formulas: from comments to viralization via social networking, from collaborative projects to the so-called "citizen journalism" "ghettos" that legacy media have incorporated on its web pages as peripheral outlets completely segregated from the professional journalistic agenda ("hard news") and exclusively made up of UGC without interaction with professional news-making. What kind of participatory culture is being fueled by legacy media? We have decided to suspend judgement on the matter of "citizen journalism" since we consider that the main question is not the fight between amateurism and professionalism, but the relationship between journalists and users. As we pointed out, we intend to present at the IAMCR Conference the first empirical and theoretical results of our research on the "New scenes for citizen participation in online Spanish news media" (Ref. project CCG10-UC3M/HUM-5085; P. R.: Pilar Carrera, Institution: Universidad Carlos III de Madrid). We have been working on digital issues for many years as members of the Research Group PASEET, of the Universidad Carlos III de Madrid, specialized in research on digital journalism.

**Nina Haferkamp**

What if Bourdieu Had Played FarmVille? Examining Users' Motives to Play the Social Game FarmVille in Consideration of Sociodemographic Variables

With its almost 80.000.000 users, FarmVille is the #1 browser game on the Internet. This 'social game' places its players into the role of a farmer who has to plow land and raise livestock. Given the popularity on one hand and the particular theme of farming on the other we ask which motives spur players to go for a highly participatory game that involves a considerable amount of the players' time. From a theoretical perspective, we argue that traditional audience approaches focusing on user motives, in particular the uses-and-

gratifications-approach (U&G), fall short of explaining this new phenomenon due to the game's participatory character. Instead, we propose to discuss players' motives by using Bourdieu's sociological perspective on social distinctions. This theoretical perspective assumes that individuals are driven by the need to distinguish themselves from others within their community. Individual distinctions can be expressed through various social categories such as age, occupational status as well as specific media use. By means of these categories, social relations are established. Within the field of media use, the combination of four forms of capital (social, economic, cultural, symbolic capital) allows a more detailed distinction between individuals using the same medium. Against the background of playing FarmVille, we argue that these forms of capital are responsible for user motives. To test our conceptualizations, an online survey with 210 players was conducted. We found traditional game-play motives such as entertainment, challenge, and escapism. Beyond that, we revealed creativity as another motivation, since players have the possibility to show their symbolic achievements by designing their farm. Moreover, a relationship between the 'offline' occupational status of players and their motives was found: Those players who had not yet started an occupational career focused more intensively on challenge than others. Results are discussed in consideration of Bourdieu's forms of capital.

**Archna Kumar**, Delhi University, IN

**Mridula Seth**

Relevance of Stories: Stories of Relevance, Stories of Change for Evaluating Programmes: Mapping the Impact of Community Radio using the Most Significant Change (MSC) Technique

Evaluating complex development programmes like Community radio offers several challenges. The heterogeneity of activities, multiplicity of stakeholders, the diversity of their views and motives, on one hand coupled with assortment of perspectives about methods, process and skills involved in their use on the other are concerns that can critically influence perceptions about their effectiveness. The Most Significant Change (MSC) technique is an innovative PM&E tool that uses stories of important or significant change to assess the impact of development work as well as monitor the process and outcomes. The technique, also known as monitoring without indicators, is unique because it enables different stakeholders to dialogue and identify the change they perceive as most significant. Thus MSC helps to provides valuable insights about the programme from a people's perspective and focus on aspects of the programme valued by different stakeholders. Further, the MSC process can simultaneously be a tool for empowering communities by creating mechanisms for dialoguing about diverse ideas, fostering a shared vision as well as building capacities of staff and volunteers, making it a tool with a difference. The use of MSC technique for evaluating the impact of Henvani Community Radio (HCR) initiative provided valuable insights about the programme through the stories generated and selected by the people. The technique helped to capture people's notions about HCR, its activities, their engagement with HCR and the process and multi-dimensional aspects of change on individuals and communities because of the Community Radio. The paper highlights the nature of intended and unintended outcomes emerging through the use of MSC technique, understands the factors influencing the scope of CR initiatives in facilitating participatory communication and empowering communities for bottom up development, as well as methodological concerns in the use of MSC technique as a tool for M&E and organizational learning.

**Fábio Fonseca Ribeiro, PT**

**Maria Madalena Costa Oliveira**

Who Would Like to Talk? Citizens' Participation in Public Opinion Programs: The Case of Banda Ampla, from the Public Catalanian Television TV3

The concept of 'participation' has strong roots with the ancient Greek culture, traditionally accepted as the birth of the occidental civilization. Especially from the 4th century (B. C) to the 5th (A.D.), as Sinclair (1989) points out, assemblies and public opinion courts were fundamental for this democratic ecosystem. Inspired by the typical expression from the Greek Assemblies – "Who would like to talk?" – our paper draws the attention into the public intervention in the media scope.

Media institutions, especially the large ones, are raised in the big cities, considered «a fascinating opportunity and challenge», as Annabelle Sreberny defined in the presentation of this congress. In this sense, is it possible to acknowledge that citizen's participation in the media could be a synonym of 'connectivity' between media institutions and their publics? And how can 'creativity' enhance citizens' participation in the media? In a theoretical framework, the concept of 'participation' has been present in several recommendations stated by the European Commission which have defined it within a paradigm of an «active democracy, through intercultural dialogue exchange». Also the Study on Assessment Criteria for Media Literacy Levels (2009) published by the EAVI (European Association for Viewers' Interests) described 'participation' as the key element for the social competence, a communicative skill in the top of the pyramid of the Structure of Media Literacy Assessment Criteria. Thus, in an empirical framework, we will focus on the social and mental representations of one sample of individuals who have participated in 'Banda Ampla', a public opinion program broadcasted in Barcelona, Spain, investigating how these participants comprehend this phenomenon of participation and their personal motivations to participate. Following studies such as those published by Sonia Livingstone and Peter Lunt (1992), this case study reflects about how media are keen to let people participate in some of their productions.

## **2D21 Political Cartoon (CA) Room: B.201**

**Chair** John A. Lent

### **Papers**

**Rekha Madhavan Sasidharan, IN**

The Anatomy of Abu's Cartoons

Every Keralite\* has a satirical mind and the Indian Cartooning scene has originated (with Shankar of Shankar's Weekly) and thrive/d with Cartoonists from the state. Like Abu Abraham, Vijayan, Unni. Kutty, Toms, Krishnan, Yesudas, Gafoor, Ninan, Manthri etc. Satire is an expression of revolt/discontent. It is a form of protest against injustice, inequality, oppression and intolerance. Satire comes from the gap between the ideal and the real, between ambition and performance, between the normal and the abnormal. Satire is

essentially the laughter of the underdog and the political and social cartoons of our times are the most popular expressions of it. Laughter is a natural way of cutting people down to size. Today cartoons and caricatures are popular throughout the world and is an important part of social and political life of a country. All the newspapers and magazines carry cartoons and comic strips. They have taught the public to read the paper/magazine from back to front. Cartoons and comics often can hurt deeper than a verbal assault; it can have a softening effect on one's opponents mind. The element of humour in a cartoon is the sugar coating on the bitter pill. A sense of humour should have a sense of proportion or rather it is a sense of proportion. The cartoon brings certain balance to controversy where tempers are frayed, where throats are hoarse, it is the soothing pastime. Intellectual freedom of the cartoonist is of much importance. A cartoon can bring a personal statement of the cartoonist, any outside pressure or direction does injury to his work and diminishes the cartoon's quality and effectiveness. There are few arts where the attitudes and opinions of the artists are so vividly and immediately apparent as in the art of political cartoons. One of the tests of a free society is how free its cartoonists are. Cartooning is a subversive art. Cartoonists are the caterpillars on the green leaf of reputation. A cartoonist usually has to rely on a certain amount of information and opinion that already exists. He can project the view point and articulate thoughts which may only be the back of people's mind. The paper tries to analyse the cartoons of Abu Abraham, the gentleman cartoonist and columnist from his days in Bombay Chronicle, Shankar's Weekly, Blitz, Tribune, The Observer (UK), The Guardian (UK) and The Indian Express – the long career spanning 40 years. A detailed analysis of the scathing cartoons he published during the Internal Emergency in India, and the ones he could not publish during the period but brought out later as a book, Games of Emergency, along with two of his other collections, Abu on Bangladesh and Arrivals and Departures are analysed to bring out his merciless attack upon the corruption in politics. His cartoons are an assortment of simple lines that stood out for their directness of expression augmented by arresting punch lines that never missed the mark. His humour is subversive in character and not confrontational. His cartoons are indeed "single line editorials".

\* A native of Kerala, the south western part of Peninsular India.

## **Ying Xu, US**

### **17 Years of Chinese Cartooning: 1949-1966**

The period 1949-1966 is very important in Chinese cartoon history. After the establishment of the People's Republic of China, much enthusiasm existed for the building of a new China. Cartoonists were particularly active among artists during those years. They created many political cartoons, some satirizing international affairs, usually against the United States and its involvement in the Cold War, Korean War, and Vietnam War. Other cartoons were satires on domestic affairs or were used as propaganda organs.

Important cartoonists suffered arrest, banishment, or imprisonment at times when they did not follow the dominant line, because of their different opinions in political movements, especially in 1957, the anti-rightist movement. Among them were Feng Zikai, Hua Junwu, Ding Cong, Liao Bingxiong, Wang Fuyang, etc.

This presentation will be based on a number of interviews the authors conducted with cartoonists working in that time, and on cartoon works published in newspapers, magazines, and books.

**Naveed Iqbal Ch, PK**

Comic Journalism Art of Pakistan Covering Karry Lugar Bill 2009

This paper presents a content analysis of cartoons published by the Urdu press of Pakistan regarding Karry Lugar Bill (September-December 2009). In addition, the researchers, through in depth interviews of the cartoonists of daily Jang and Nawa-i-Waqt, explore the cartoon policy of the newspapers, trends of practice, pressures on expression and choice of the issues to draw. Having a deep insight at the contents of a newspaper is thought time consuming, so, the bold headings and drawn out messages provide a quick look into the world of news and happenings. Cartoons are an integral part of selected newspapers not only because of providing factual satirical representation of the issues but also due to their visual nature and effectiveness. Cartoons of these newspapers are popular and as comic visuals offer a more tangible look at the issue, understandable for anyone, no matter the age or literary skill. This comic art of journalism is considered of immense value as it can mould and build opinions, raise controversies, manipulate realities, unpack hidden sides of an issue, distort facts and present a hypothetical side of a story etc. Especially the political cartoons are commonly used as a tool for persuasion, propaganda and framing an issue for certain agenda. The cartoons under study present diverse perspectives on Karry Lugar Bill. Passed by the United States Senate on September 24, 2009, Kerry Lugar Bill is essentially a non military aid package granted to Pakistan keeping in mind its weak economic condition due to its indulgence on war on terror as a front line allied state. The bill grants Pakistan \$ 7 billion over a period of five years, \$ 1.5 billion annually. The conditions along with this bill come in the shape of military as well as economic checks which instigates a lot of debate in the country. The aid is directed towards civilians and infrastructure assistance and not military aid. It also tries to keep a check on corruption on behalf of the bureaucrats and politicians. The study exercises framing analysis to examine the cartoon coverage of Karry Lugar Bill and the techniques practiced by the cartoon journalists to shed light on various aspects of the issue. It investigates the creative dimensions of the art, pressures on free practice of carton journalism and the sources of inspiration for the comic artists. It further explores the stance and frequency of the coverage regarding Karry Lugar Bill.

**Levi Obonyo**

Weeping Doodles: Caricatures of Kenya's Post Election Violence

Cartoons are a fast means of communication but tend to use humor to communicate their message. In early 2008 Kenya went through its most traumatic experience: inconclusive contested elections that ended up in violence. In the mayhem that ensued over 1000 lives were lost and nearly half a million people were displaced, many who still live in camps today. The mainstream media initially covered the events like any other contested story with the two warring sides framed in warring posture. But as the mayhem continued this framing changed and the media began to make direct appeal for peace. This paper examines how Kenyan cartoons, published in the four daily newspapers, cartoons which too often are accustomed to the use of humor to communicate navigated the nation's moment of grief. It looks at the dominant images that the cartoonists employed, the running narratives, and the major theme that emerged in the cartoons during the nation's darkest hour.

## **2D22 Community Media and Social Movements (ComCom) Room: B.202**

**Chair** Michael Meadows

### **Papers**

**Laura Stein, US**

Information Activism, Human Rights, and the Diffusion of Contentious Tactics

Social movement groups are increasingly turning to new media technologies to engage in communication that supports their aims and goals. However, the resources and knowledge needed to use media strategically are often in short supply. A number of nonprofits and nongovernmental organizations (NGOs) have sought to facilitate social movement uses of technology, but few academic studies document the outcomes or effectiveness of their efforts. This study examines the production and use of a set of materials, 10 tactics for turning information into action, produced by the Tactical Technology Collective (TTC), an international NGO that aims to support human rights advocates in their use of information and ICTs for advocacy work. Drawing on alternative media, social movement, and social technology studies, this paper investigates the strategies and production processes used by TTC to develop the 10 tactics materials, and the experiences of three human rights groups, based in Mexico, Brazil and Cyprus, in using these materials. Specifically, the article focuses on how human rights groups conceptualize information activism in their work, and the opportunities and challenges they face with respect to new media use. Methodologically, the study utilizes interviews, surveys, and primary and secondary materials to investigate the context and outcomes surrounding the production and use of these materials. Ultimately, the study contributes to our understanding of the contextualized ways in which human rights groups think about new media technologies and the mitigating factors influencing the diffusion of communicative repertoires of contention among social movement actors.

**Patrick McCurdy**

**Julie Uldam**

A Four-Quadrant Approach to Participant Observation with Radical Social Movements: Reflections on Fieldwork at the 2005 Gleneagles G8 Summit and the 2009 UN Climate Conference

This paper considers the ethical issues around the undertaking of participant observation with social movement organisations with a specific interest in radical activist networks. In studies on conflictual direct action as well as social movement research more broadly participant observation has been discussed from optimistic as well as cautious perspectives (Hintz and Milan 2010). Rather than taking any of these perspectives for granted, this article discusses ethical challenges in researching conflictual direct action. It offers both a thorough review of past approaches to participant observation and draws on insights from two qualitative research projects on transnational radical activism undertaken in different national contexts - the 2005 Gleneagles G8 Summit, Scotland and the 2009 UN Climate Conference, Copenhagen, Denmark – in order to propose, illustrate and reflect upon the

utility of a quadrant approach to participant observation. Within social movement research past literature has previously established a dichotomy of 'overt' versus 'covert' research and considered both the practical and ethical issues of these positions (Litcherman 2002). Social movement scholarship, often separately, has also established a dichotomy of 'inside' versus 'outside' to discuss the practical and ethical challenges of conducting research where the researcher may have political affinities with the movement under study (e.g. Graeber 2009; Juris 2004; Scheper-Hughes 1995). However, these perspectives have rarely been combined. Aware of the importance of both dialogues to the study of social movements, this article establishes a quadrant (see below) to interrogate the various positions along the two dimensions and their ethical implications. While each position in the Quadrant will be informed by insights from existing literature, experiences from the two qualitative research projects will also be used to provide examples of inside/overt (Dissent!, 2005 Gleneagles G8 Summit) and outside/overt participant observation (Never Trust a COP, 2009 UN Climate Conference). Experiences from these research projects include reflections on an overt position during and after conducting the fieldwork, discussing issues of coproduction and risk. Moreover, experiences from the two research projects have called for reflections on inside/outside positions in relation to the researchers' sympathy with the research subjects' political demands as well as in relation to their modes of action. This article offers a methodological contribution to the practical study of social movements while also engaging with key ethical debates surrounding the use of participant observation. The article brings together past research on participant observation and activism to create a helpful matrix which can be used to address the intersections of two issues of participant observation: (1) to locate the 'type' of participant observation research, and (2) to identify relevant ethical issues for both the research and the movement under study that must be considered based on the type of participant observation undertaken.

### **Pantelis Vatikiotis**

#### Reflections on December Riots of 2008 in Greece

The outbreak of December 2008 against police brutality (that led to the death of a teenager) through a wave of demonstrations and street protests in Athens (and soon after in other Greek cities), which was then broadened by claims against youth unemployment, state inadequacy, social inequality and injustice, and was strongly advocated by protest activities and practices across the world, addresses several issues in relation to the transformative potentials of collective action. On the one hand, an area of research could be the performative role of transnational mobilization and the creation of transnational publics and cross-border networks on this occasion. Inevitably, we would come across the spontaneous nature of the event and the short life cycles of the relevant movements. Still, while the agents of such practices are "nomads of the present" (Melucci, 1989), what we can find in the long run is "a multitude of small forces that surface and burst like bubbles in a swamp"; in any case, "these bubbles are a clear sign that the swamp is alive" (Rodriguez, 2001: 22). On the other hand, intriguing enough is whether this kind of activism (employing new media practices and having a transnational appeal) has further implications for traditional local cultures of organizing and protesting in social movement groups. To what extent do 'these practices become traditions, and experience becomes collective memory' (Dahlgren, 2002: 4), challenging thus the partisan boundaries in which alternative 'discourse' and 'action' are being constituted in the social, cultural, and political context in Greece? The possibilities

social movements and grassroots, alternative practices encompass for the politicization of social domains, their discourses and activities 'on the margins' of public life in Greece, have to be grasped at the expense of their weaning from conventional ideological predispositions.

**Gabriele Hadl, JP**

Toward an EcoMedia Theory

In this age of ecocide, we need to face the possibility that our priorities have been wrong. The field of civil society media studies is now established, but who or what does it serve? What is the overall purpose of studying and making such media? The author of this paper has, like many in the field, extended significant energies on fighting for a better media system, which, it is hoped, will help create a better world. But what is a better world? And is a better media system really the way to get there? If yes, are alternative and community media really of such importance? We so far lack a theory that sufficiently explains these 'big' questions. The first question we have so far assumed we agree on: A world where there are less unhappy people, which we assume can be achieved by giving them more dignity, more democracy, more voice, more rights, more justice, more access to media, more dialogue, etc. etc. However, we have relegated to a byline the fact that with two-thirds of our co-living beings wiped out, we have scant collective chance of happiness, perhaps not even survival. To jam on a David Suzuki theme, we are in a runaway car headed for a cliff, fighting about who should sit where, and the community communication scholars are trying to figure out how everyone can participate in the arguing. The author contends that, first, we need to look at our assumptions, not least our anthropocentrism. Second, while many of the media we have studied certainly have potential for helping us find the breaks (for example, if more people get to speak, there's more of a chance that someone will shout out where they are), we have expended too little energy on bringing it out. So, third, we need to readjust our priorities. For this, we will need a better idea of the big picture than what we have now. Therefore this paper will explore options for theorizing the relationship between the media environment and the natural environment. This may be a painful process, perhaps leading us to give up many ways of thinking and doing that we are used to. But we stand to lose much more.

**Emiliano Treré, IT**

The Online Protest Ecology: Exploring the Tensions among Multiple Internet Technologies for Activism

Studies on social movements and activism online have usually focused on 'particular' portions of the internet, such as web sites (della Porta and Mosca, 2005; Stein, 2009; Van Aelst and Walgrave, 2004), mailing lists (Kavada, 2010; Wall, 2007), blogs (Cammaerts, 2008), online groups (Ayres, 2003), etc. These studies have provided us with powerful frames and useful tools to investigate the relationships between activism and ICTs. However, there is a tendency in this scholarship to replicate the same 'bias' that some authors (McCurdy, 2009; Mattoni, 2009) have ascribed to the general literature that have investigated the dynamics between social movements and the media: the focus on only one medium at a time.

The aim of this paper is to overcome this bias, by disaggregating the internet into its diversity of technologies and uses (Slater, 2002) highlighting the tensions and complementarities among multiple online technologies and platforms. Drawing on a qualitative research (involving both individual and group semi-structured interviews, participant observation and qualitative content analysis) which explored the media practices of a student collective from the University of Bologna, part of the Italian 'Anomalous Wave' movement, it will be shown that activists interact with a complex online protest ecology. Adopting an actor-centred perspective with a focus on internet-related practices, it will be pointed out that to better grasp the relationships between activists and the internet it is of pivotal importance to situate the analysis of a particular technology inside a more general exploration of the whole online protest ecology. By doing so, we can appreciate the continuous negotiations and strategies of resistance which activists employ across multiple technologies and provide more nuanced understandings of the mediation of protest, avoiding the 'one medium bias' that can lead researchers to put too much attention on the 'next big thing' for activism.

**Stefania Milan, HU**

Social Movements and Media Policy Change: Emerging Policy Reform Frames in Latin America

Argentina and Uruguay are amongst a group of countries in Latin America that have recently implemented communication policies that support grassroots and community media, break established ties between the state and media conglomerates, and represent a dramatic departure from the previous neoliberal and authoritarian approach. Through mobilizations, campaigns, and dialogue with media regulators and politicians, social movement actors in these countries have played a key role in promoting and facilitating these policy changes. Despite national variations in government coalitions, social contexts, and mediascapes, movement actors in these countries have framed their policy reform discourse in a surprisingly similar way. This paper presents the preliminary empirical results of a research on the creation and diffusion of media policy reform discourses by grassroots social movements in Latin America, where some of the most inspiring media policy innovations have been recently implemented. It looks at the emergence, diffusion across borders, and local adaptation of media reform policy reform discourses, analyzing them as "social movement frames" (Snow 2004). I will analyze the "entrepreneurs" and brokers that facilitate policy frame exchange across borders as well as the process through which such frames are interpreted, translated, and adapted locally. Empirical findings are based on online interviews with social movement entrepreneurs, movement allies, and media regulators in the two countries, as well as analysis of policy documents, advocacy papers, event reports, and movement communiqués, focusing on sources, authors, and discourses.

## **2D23 Media Sport Stars and More (M&S) Room: B.203**

**Chair** Janina Maric

### **Papers**

**Tim Hoebeke, BE**

**Annelore Deprez**

**Karin Raeymaecker**

A Narrative Perspective on the Press Coverage of Tiger Woods: Temporary Fall from Grace of the Hero or a Trickster Forever?

From a storytelling perspective, journalism is considered to be a powerful myth making force. Journalists are seen as modern minstrels, continuing a storytelling tradition that started in the oral tradition (e.g. Aitchison, 2007). News stories can be compared with societal narratives that offer “exemplary models that instruct and inform” (Lule, 2005, p. 104), and which are based on archetypal structures. One of the most common archetypes in the news is the hero. Sport journalism and sport in general is the domain par excellence for modern day heroes, although media scholars are divided concerning the question if the modern age still produces heroes, e.g. Boorstin (1992) and Drucker (2008), who claim that the celebrification process means the death of the traditional hero. However, for other scholars it is clear that heroes still exist, and that sports is one of the most fruitful domains for the creation of heroes (Parry, 2009; Whannel, 2002). Tiger Woods has been one of the most prominent figures in the international sports scene the past decennium and is, according to Vande Berg (1998), the embodiment of the return of the traditional hero. Academic research on Woods has focused itself mainly on race questions (e.g. Cashmore, 2008; Dawkins, 2004; Hall, 2001; King, 2006; Roberson, 2003; Yu, 2003), but also on his marketing value (Farrell, Karels, Monfort & McClatchey, 2000; Yu, 2002), and media portrayal (Davie, King & Leonard, 2010; Giacobbi & DeSensi, 1999). This paper is aimed at gaining more insight in the media portrayal of this golf phenomenon. To do this, we selected a qualitative method to investigate how Tiger Woods fits into the archetypal hero story. We constructed an objective and replicable hero grid, based on the works of Campbell (1993), Williams (1994) and Lule (2001) on the hero narrative, using nine narrative sequences grouped in three phases (rise; temporary fall from grace; resurrection) and three constituent components (celebrity status; role model; social values and positive features). We look closely at the reporting on Tiger Woods before his sex scandal, the reporting on the scandal itself and its aftermath. Our results show that Tiger Woods was depicted by the media as a true hero until the scandal broke out. As other scholars already mentioned (e.g. Sanchez, 2000), perfection is not a sine qua non for heroism. Heroes have their own idiosyncrasies, make mistakes, and yield to temptations. True heroes however, are forgiven by the public for their mistakes and return stronger than ever. This study shows that this is thus far not the case for Tiger Woods and that he is treated by the media as a trickster and a fallen hero. Asking for forgiveness in a public statement did not suffice. We conclude that if Tiger Woods wants to reclaim his position as a traditional hero, he has to be competitive again, achieving great results and breaking records.

**Paula Guimarães Simões, BR**

Media Framing and the Life of a Sports Celebrity: A Case Study of Ronaldo's Performance on the 1998 World Cup Final

Celebrities are a key component of contemporary sports industry. They are used to boost brands, to propagate sportive modalities and do arouse feelings of identification and projection. The permanent strengthening of the status of idols has transformed them in endless resources for the newsmedia, which systematically grasps fragments and events of famous athletes' lives through different interpretive frames. This article aims to discuss how the media sets out frames to narrate these lives. It does so through an exploratory empirical case study focused on the performance of Brazilian soccer player Ronaldo Nazário, worldly known as The Phenomenon, in the 1998 World Cup Final. Anchored in the works of Gregory Bateson and Erving Goffman, the concept of framing is related to the attempts of social actors to define specific situations. It allows social actors to understand the nature of a given interaction, as well as to establish their positions and courses of action. By looking to the lives of sports celebrities, media devices must outline frames; that is, they must define the different situations that constitute the trajectory of these idols. Diverse frames may be used in this narration and, in certain occasions, it is possible to map significant changes that may alter interpretations and feelings toward these celebrities. The analysis advanced here seeks to identify the frames mobilized by the media to narrate the performance of Ronaldo in the 1998 World Cup Final. Such analysis reveals major changes in the way the player was positioned by the media, oscillating from heroism to humanity - from celebrity to the ordinariness - thus affecting the symbolic fabric around the image of this Brazilian idol.

**Seon Gi Baek, KR**

**Don Son, KR**

**Hani Lee, KR**

Representations on Sexuality of Female Sports Stars in TV Advertisement and their Cultural and Ideological Implications: A Semiotic Analysis on TV Advertisements of Two Korean Female Sports Stars

The purpose of this study was to figure out how TV advertisements represented sexuality of female sports stars, what kinds of signs they used to represent it, and what kinds of meanings such signs tended to imply culturally as well as ideologically in Korean society. In Korea, two female sports stars became very famous and welcomed. The one was Yuna Kim, a gold medal holder in figure skating at 2010 Winter Olympic Game, who was skinny and pretty, while the other was Miran Jang, a gold medal holder in female weightlifting at 2008 Summer Olympic Game, who was strong and healthy. The former became an iconic figure in many TV advertisements, while the latter was shown in a few of TV advertisements.

The authors were interested in why they were differently treated in the TV advertisements, what was main content of each of their TV advertisements, how much different they were, and what such different contents could imply in Korean society. In order to solve these interests as well as research questions, the authors collected four advertisements of each of two female stars shown at Korean TV stations around 2010 as main research objects of this study. Those advertisements were divided into two parts; that is, linguistic part and image one, and each of parts was analyzed by various semiotic research methods, especially, A Signification Model of Signs (SMS) which was recently suggested by Seon-Gi Baek. As a result

of this study, it was firstly found that there were clear different signs in TV advertisements between two female stars. Yuna Kim's advertisements tended to show 'skinny body', 'pretty face', 'erotic movement', 'sexual posture', 'seduce position', and 'childish action' as important signs, while Miran Jang's advertisements usually tended to express 'healthy body', 'solid muscle', 'poker face', 'repeated weightlifting movement', 'manly posture', and 'responsible action' as important signs. Secondly, there were different points of representation between them. The former pointed out 'femininity', 'sexuality', 'prettiness', 'voluptuous charms' and 'sexual stimulus', as the latter tended to focus on 'masculinity', 'endurance', 'fortitude', 'exertion' and 'earnestness'. Thirdly, there were different significations between them through such points of representation at the in-depth level of meaning. Through the Yuna Kim's advertisements, it was signified that such pretty and skinny female sport's star was considered as a sexual iconic figure, a erotic object, a sexual desire and a stimulus of passion. On the other hand, through the Miran's advertisements, it was signified that such fat and strong female sport's star was treated as a sort of androgynous appeal, a heroic figure, a hard worker, and a mentor for young athletes. Through this study, it was concluded culturally and ideologically that female sports stars could be signified differently by their pretties, shapes of body and outward appearances in the Korean society, even though they achieved similar kinds of outcomes in the international sports games.

**Liam O'Callaghan, UK**

**Joel Rookwood**

The World in One City? Identity, Memory, and Cultural Industries in Liverpool and Cork

The presentation and negotiation of social identity has become a key framework of intellectual debate. Identities are established by sameness and differentiation over time and space, sustained by collective memory and cultural industries. This paper offers a comparative examination of two cities recently awarded European Capital of Culture, Cork in 2005 and Liverpool in 2008. As a notable cultural industry, sport provides a useful frame of reference in analysing how cities are represented and received. Liverpool Football Club has acquired global popularity due to its historical pedigree, contemporary success and pioneering fan movements emanating from its localised fanbase. By contrast, the sport of most popular cultural appeal in Cork city is the indigenous Irish game of hurling.

Administered by the Gaelic Athletic Association, hurling is a game of immense popularity in Cork's inner city working class areas. Originally promoted as an explicit rejection of British cultural influence in late nineteenth century Ireland, this paper will illustrate how hurling's role as a site of cultural resistance has persevered in the context of contemporary globalisation. The role of these cultural industries in communicating and representing distinctive identities will be assessed by examining independent social movements. Spirit of Shankly (Liverpool) and People's Republic of Cork are two movements who have successfully harnessed new media to gain popular resonance in their respective cities. The use of modern media technology is contrasted somewhat by the emphasis these groups place on memory and nostalgia, very prominently in terms of sporting culture, to promote the apparent uniqueness of the cities in question. This research is ultimately a comparative study of how people representing two cities frame and express their identities within cultural practices through associated publications and social networking media. Data is analysed from fanzines and their electronic equivalents e-zines together with internet fora and local press.

**Fernando Oliveira Paulino, BR**

**Laurindo Leal Filho, BR**

Fútbol, discurso y memoria: el Santos FC (1927-2002) en periódicos de Brasil

El trabajo analiza el discurso (textos e imágenes) con recorte longitudinal, desde la perspectiva utilizada por pensadores como Foucault, Orlandi y Lopes, sobre el Santos FC y su memoria en los principales periódicos brasileños (O Globo, O Estado de São Paulo y Folha de S. Paulo) tras momentos importantes de la historia del club. Entre ellos, están la inauguración del estadio de São Januário (1927) lo más grande de las Américas en aquel momento, la conquista del campeonato mundial (1962), el bicampeonato (1963), la despedida de Pelé (1973), el campeonato paulista de 1978 y la conquista del campeonato brasileño de 2002, tras 18 años sin títulos de expresión. Como resultado de la investigación, se percibió el hecho de que las victorias hicieron al equipo salir de una posición de reparto, como aquella establecida en 1927 delante de la corte capitalina en Rio, pasando a ser un sinónimo (años 1960) del fútbol brasileño con destaque a una cuota para presentaciones más grande que de la selección nacional. La retirada de Pelé trae un reto adicional al club que se manifiesta en las páginas de los periódicos como una duda sobre la continuidad de los éxitos del equipo, algo que se disipa en 1978 y desaparece definitivamente en los discursos presentes en los textos e imágenes de diciembre de 2002. De manera complementaria, como resultado indirecto de la investigación, se encontró el cambio de lenguaje y del espacio editorial dedicado al fútbol, saliendo de escena la crónica y las imágenes en blanco y negro, y siendo cada vez más utilizadas las técnicas periodísticas de "lead" y fotografías en color. Además, la investigación enseña la importancia del debate sobre la aplicación y adaptación de las técnicas de análisis de discurso y memoria para trabajos científicos deportivos, principalmente los de enfoque longitudinales aplicados al fútbol.

**José Carlos Marques, BR**

What is Sport?

In 1961, the French philosopher Roland Barthes published the text "What is sport?" an order from the Canadian Hubert Aquin, who was producing the documentary "The sport and the men". The article, perhaps by its fortuitous character, was not included in the complete works of Barthes published by Seuil Éditions. However, here we have a unique and poetic portrait of the sport through the structuralist eyes of French intellectual. The text is a semiotic analysis on bullfighting in Spain (which Barthes himself does not know whether to include in the category of sports), ice hockey in Canada, cycling in Europe (especially the Tour de France), the U.S. motorsport and football in England. Away from the technical terms of sports science and academic canonical language, the word "fiftieth" Barthes analyzes the meanings and significance that sport has taken in the mass society of the twentieth century, seeking interpretations and correlations between sports practice and the needs vital in the contemporary man. The work proposed here seeks to do a literature review on definitions of sport, in light of the contributions of Roland Barthes and his little-known text.

## **2D24 Religion and New Media (M&Rel) Room: B.204**

**Chair** Janina Fras

### **Papers**

**Golnoosh Behrouzian, US**

Perceived Censorship and Global Knowledge: A Comparative Study of the U.S. and Iran

The purpose of this study is to compare the relationship between the level of media freedom in the U.S. and Iran, and the global knowledge of individuals living in either of these two countries. The free-flow of information is traditionally associated with an increase in global knowledge and political behavior. In contrast, media censorship is positively correlated to political passivity and ignorance. However, the current boom of information outlets (e.g., social networking sites and blogging) seems to be creating an obstacle for the effects of censorship. In fact, such repression of media may trigger the reactance instinct, which contends that individuals will seek out the information that is being concealed from them; thus, creating a more active and knowledgeable population. Although similar studies have addressed the concept of reactance as a direct result of suppression of information, few studies have been conducted on the current relationship between censorship and consumption of news media and global knowledge.

A survey approach, using a non-randomly selected sample of the general population (based on availability) from the U.S. and Iran were asked about their news media consumption, the mediums through which they gain this information, and their knowledge of current global events around the world. The findings of this study indicated that there is a significant difference between the U.S. and the Iranian sample with respect to perceived censorship and global knowledge. Iranians tended to score higher on both the perceived censorship scale and the global knowledge index than the U.S. participants, indicating that a higher perception of censorship may be correlated to a higher level of global knowledge. There were also significant differences between males and females in terms of global knowledge, as well, which illustrates a gap in knowledge with regards to gender.

**Kund Florian, National University of Singapore, DK**

Palestine: The Brand-State Solution

This paper aims to contribute to a study of national image management practices as conducted by non-state actors, using new media tools, in the context of conflict zones. In particular, it provides a critical rhetorical analysis of the Palestinian reality-film series of 'Sleepless in Gaza... and Jerusalem' (You Tube) to explore the nature and potential of nation branding in articulating and promoting alternative national narratives, targeting foreign audiences. Using the method of Bormann's fantasy theme analysis, this paper identifies those basic mythic and archetypal stories (fantasy themes) and their emerging patterns (fantasy types) that, it suggests, are superimposed on past and current events covered by the 105 episodes of the series, thus to reconstruct the interpretive schemes (rhetorical visions) by which these narratives create a particular social reality for the audience and the rhetor. How do these metaphors, messages, stories interpret modernity and tradition? What visions of community, nation and state do these themes offer in relation to secularism,

religious pluralism, and Islam? Does nation branding of this sort create alternatives to dominant ideas of nationalism and the nation-state? Along these main analytical lines this paper suggests that non-state nation branding and new media have the potential for overwriting existing narratives of conflict and victimhood for promoting more peaceful and lucrative alternative images of community.

**Shahab Mobasheri, IR**

The Current Perspective of Virtual Social Networks in Iran and their Functionality in Cultural Content Production

In this survey article, a landscape of current situation of Persian virtual social networks is described and their effects on social communications and cultural content production will be reviewed. First of all, by defining virtual social network, its inclusion domain will be identified. Regarding media characteristics and social communication concepts, such networks shall include blogosphere and social networking web sites. Then, evolution of virtual communities in Iranian society will be reviewed according to this viewpoint. In the next step, by paying attention to cultural functions of these virtual networks and role of the actors in this space, the legal confront of Islamic Republic jurisdiction, including government and other ruling authorities, with these networks, both formally and informally, will be discussed. In this discussion, social and political events that have affected these virtual networks are essentially regarded. This survey study reveals the opposite sides of a coin: one side, quantitative and qualitative development of virtual social networks in Iran; the other side, explicit deviation from numerous items pointed out in the universal human rights declaration by Iranian jurisdiction. The followings are some of different aspects of mentioned deviation from Human Right statement, discussed in detail in the article: inspecting weblogs in order to inquire bloggers' religious beliefs and political trends; sense of insecurity for being revealed the real identity of bloggers and actors in virtual communities; arresting bloggers and actors in virtual communities due to miscellaneous irrelevant and arbitrary reasons (such as being ethically convicted without any evident); irritation of private communications of the social networks' members; filtering and blocking access to web pages and publishing tools; limitation for real world gatherings of the social networks' members.

**Eleite Pereira, BR**

Native Digital Media: The Digitization of Local Cultures to Netativism

This paper aims to present a reflection on the digitization of local cultures through the analysis of action in social networks of local groups. By analysing the concept of "social networks" and the empirical research with the identification and interpretation of a set of experiences that are reticularly developed, we propose a theoretical reading about the meanings of "native digital medias", while netativism, communicative glocal actions in network.

**Anthony Roman, PH**

God Texting: Filipino Youth Response to Religious SMS

Religious forwarded messages take the form of points for reflection and reminders of religious feasts. In other cases, the messages ask recipients to pray and re-send the same messages in exchange for Divine favor. This study explores the youth's first response to these messages. It aims to learn useful insights that may enhance pastoral ministry for young people, so immersed in cell phone use. The findings show that religious SMS help remind young people of God. But they do not attribute the messages to Divine Providence alone. Response to religious SMS results from an interplay of factors, including the sender himself.

**Mahdi Yousefi, IR**

Dynamics of New and Traditional Media in Contemporary Iran: Toward a Conceptual Framework

The emergence of so called "New Media" introduces a new phase of theorizing "Media Effects" that is mainly emphasizes on the importance of "revolutionary" advances in communication technologies. This theoretical approach, as argued in this article, has two weaknesses. First, focusing on new opportunities new media offer, it simply neglects other aspects of new media specially social and cultural one that comes to mind when we situate them in the boarder context of social forces. Second, regarding them completely new – as contrasted with old or traditional media- prevents offering any holistic and comprehensive model involved all kinds of media and described interrelations between new and traditional media. Finally, in theoretical part of the article it is argued that accurate understanding of new media from communication perspective requires putting them in the context of social communication system (includes both new and traditional media).

Focusing on Iran as a case, in the second part of the article I tried to put into action the theoretical debates of part one. Analyzing dynamics of new media in Iran, with emphasis on their roles in contemporary social movements, reveals that existing paradigms cannot capture what is going on in Iran. With broader definition of medium that includes any communication system distributes a message to mass audience, old traditional media (Bazars, mosques and so on) play a crucial role in social movements in Iran in about last three decades. New media always operate in a broader social communication system that includes these traditional media. Any fruitful understanding of new media should recognize these dynamics in the context of analyses. This article proposes an integrated conceptual framework that enables us to take into consideration dynamics of new and old media together.

## **2D25 Capitalist Popular Culture (PopC) Room: B.205**

**Chair** John Benson

### **Papers**

**Randall Nichols, US**

Playing at Economics: Video Games as Economic Educator

Video games have both represented economics and allowed players to interact with economic simulations since the 1980s. Not surprisingly, because they excel at giving players control in the midst of rule-based simulation, video games have become increasingly important sites of economic education. Of course, the interactive nature of video games makes them ideal for education because of the ability to direct engagement and repetition with rules. In recent years, they have drawn the attention of economists because of the potential to simulate economics via serious games as well as the (often unintended) economic phenomenon they create through gold farming, micro-transactions, and growing virtual economies. But there has been little examination of the view of economics portrayed in mainstream video games. While games in the 1980s, like Maxis' SimCity (1989) and Interactive Magic's Capitalism (1995) allowed more explicit involvement by players in economic situations they could control and which were typically macro- in nature and complex, most more recent video games have pushed economic control to the background. Instead, they situate players within worlds that represent very rudimentary and uncritical economic situations, typically micro-economic in nature and emphasizing individual consumption. This paper examines a variety of games including Electronic Arts' The Sims (2000), its spin-offs, and more recent social games like Zynga's Farmville (2009) in order to provide a history of the evolution of economic representation in video games and a critique of the mainstream video game industry's portrayal of economics and where value comes from.

**Heide Solbrig, US**

Freedom on Film: Neoliberal Economics and Media Narratives

This paper serves as an overview of film and television that have told 'economic education' narratives from 1950 to 1980. This overview of media narratives and how they were used and distributed serves as a gauge of the ideological shift from Keynesian economics to neoliberal economics. From television documentaries to educational films to private corporate media that promoted unregulated free markets this research shows an ideological shift towards the right in the U.S. from the 1950s up until the 1980s. David Harvey writes: "The founding fathers of neoliberal thought took political ideals of human dignity and individual freedom as fundamental, as the 'central values of civilization'." Harvey's description of neo-liberalism as a romantic narrative based around a rhetoric of freedom hints toward the cultural storytelling necessary in shaping a new political economic regime. Sponsored films, television documentary and other 'educational' media products have trumpeted compelling economic freedom stories since the 1950s and are an important way to track this ideological trend. Through a review of the educational media literature from this era, I examine the film distribution, collections and published reviews of economic

educational media including television documentary, sponsored films and educational curricula. From Robert Flaherty's last haunting and beautiful documentary, 'Louisiana Story' (1948) which served to legitimate the oil industry's entry into the gulf coast, to Ronald Reagan's years as General Electric's corporate booster on CBS's GE Theater to the efforts of economists in the 1970s to translate economic messages transmitted on film—we see a distinct trend toward a neoliberal story and away from Keynesian economics.

### **Ruth Festi**

War Games: Analyzing the Relationship between Militaristic attitudes and the use of military-themed digital games

As a popular media phenomenon, digital games are commonly considered as important agents for building, reinforcing and altering the users' attitudes towards certain aspects of reality. An earlier content analysis of the authors has shown that, from their beginnings until today, digital games have always been a substantial part of what has been labeled the 'military-entertainment complex' (Sterling), deeply imbued with militaristic messages and imagery. Within classic cultivation research, this enhanced exposure to war and militarism is supposed to be associated with the adoption of militaristic norms and thinking. However, traditional approaches often neglect the actual used content (by simply comparing heavy media users to light or non-user), as well as the potential influence of third variables. Therefore, the authors carried out a large-scale telephone survey of 4500 gamers (with an added 500 non-users), using an extensive questionnaire focusing on likely influence factors. The interviews include questions on the general media environment, political and (non-political) conservative attitudes, as well as a large array of socio-demographic and use-related variables. Furthermore, information on the five favorite games was gathered (the latter through an open question). Preferred games were grouped into various categories based on an earlier content analysis. On this basis, the researchers could differentiate between the users of specific games and genres. Finally, the users' attitudes were measured on a multi-dimensional militarism scale. The results reveal differences and similarities between the groups under analysis. An analysis using structural equation modeling shows that the association is not one-dimensional, but influenced by several factors like use frequency of gaming, gender, age, personality or political attitudes. In order to investigate the causal structure of the observed relationships (selection vs. media effects), a longitudinal study is necessary. The researchers will therefore outline the design of a panel study with the respective sample over a period of three years.

### **Katharina Fritsche, DE**

Veiled Woman, Super Model or Girl Next Door: New Representations of Female Migrants on German Television

This paper focuses on the representation of female migrants on German television. Our central question is how diverse and differentiated migrant women are represented. Starting from the premise that media are constitutive for creating social and civic belonging, our study provides new perspectives on the media as important resources for enabling cultural citizenship. While migration has become a contentious issue of civic concern all over the world, there is still a lack of media research that examines gender issues in relation to the

cultural, religious, and ethnic background of the migrants. We present an in-depth study of the media coverage on migrant women. Based on a sample of 300 hours of German television programming, a media content analysis was conducted that explored representations of migrant women in various fictional and non-fictional television genres. Research so far found that the media depictions were predominantly connected to two incongruous contexts: the representation of female migrant as victims; and the staging of successful migrants as role models. Our analysis interrogated stereotypical representations as well as new, more ambitious and diverse, representations of gender and ethnicity in the media. We will also report results from an additional ongoing series of qualitative case studies (casting show Germany's Next Top Model; news program Cosmo TV; women's magazine Frau TV). Here we investigate specific structural, visual, and aesthetic modes of media representations. The findings help explain various visualization patterns of female migrants in relation to specific TV genres while especially identifying the differences between information and entertainment programs. Based on the findings we develop grounded theoretical concepts on the intertwined articulations of gender and ethnicity in media representations. Furthermore, we discuss the results in relations to our theoretical and methodological framework and propose a new research perspective for scholarship on migration, gender and popular media.

## **2D26 Corporate Crisis Communication (2) (CrisCom) Room: 206**

**Chair** Ester Pollack

**Discussants** Khairat Ayad, Yi-Hui Christine Huang

### **Papers**

**Yi-Hui Christine Huang, HK**

Organizational Reputation in Corporate Crisis and Communication Management

Firms compete on numerous fronts in order to maximize profits and mitigate future risks. Organizational reputation is one of the most important determining factors in corporate competition. Firms struggle for economic resources and positive profiles in order to distinguish themselves from others in uncertain environments (Rhee, Valdez, 2009). Hall (1992) found that U.K. executives ranked reputation as the most important out of thirteen intangible resources (Ely & Valimaki, 2003). Much recent work on organizational reputation, however, has been informed more by intuition than rigorous method (Bergh, Ketchen, Boyd, & Berg, 2010). This paper integrates previously disparate branches of research rooted in studies of management and public relations, aiming to address such concerns in the following ways: (a) to highlight the core theoretical findings in studies of organizational reputation; (b) to address the heated methodological issues concerning the measurement of organizational reputation; and (c) to lay a foundation for future inquiry. The Two-level model of Public Relations Value (PRVA), which was developed on the working assumption that communication in general and organizational reputation in particular require a holistic, multi-dimensional, and multi-indexed approach, is used to elaborate on the methodological issues in the existing literature. Cost reduction that involved crisis management and conflict resolution are particularly emphasized. The PRVA model conducts a comparative approach

to data collected from more than 500 public relations practitioners in China (Hong Kong), the United States, and Europe. Data were collected in three separate sets in the form of valid questionnaires from 96 members of the International Public Relations Association, 225 members of the Public Relations Society of America, and 203 public relations practitioners in Hong Kong. This study illuminates several new features of the role organizational reputation plays in generating value to organizational performance. Moreover, this study provides clarification for the development of conceptualization and methodology in future research seeking to develop a better understanding of organizational reputation in the context of public relations practice.

**Khairat Ayad, UAE**

Emirates Airlines Handling of Volcanic Ash's Crisis

Crisis management became one of the core functions of the departments of PR and institutional communication in different organizations. There are many scientific models and theoretical frameworks illustrating how to manage such crises. Volcanic Ash crisis of Iceland comes as one of the most serious challenges facing airlines companies in the world. Emirates Airlines came as one of the largest airlines in the Middle East that flies to Europe where polar orbiters influenced by Iceland volcano. In this context the study seeks to identify how the public relations department in the Emirates Airlines handled this crisis. The study seeks to answer the following questions:

- To what extent the volcanic Ash is considered as a crisis for Emirates Airlines?
- What kinds of capabilities and resources the company has to manage such a crisis?
- What role played by the department of public relations and institutional communication to address the crisis of Volcanic Ach in the light of:
  - oQuick response to the crisis.
  - oStrategies of dealing with media during the crisis and beyond?
  - oStrategies of dealing with passengers stranded in Dubai and difficulties they encountered
  - oUsing of its websites through the Internet?

The study applies structured interviews with the head of PR department as well as the director of institutional communication in Emirates Airlines. The researcher visit the Headquarter of the company in Dubai to notice kinds of facilities and capabilities it has. The researcher also analysis the company publications issued by the department of public relations. The study concluded that the Emirates Airlines used its technical and human capabilities to manage the volcanic ash's crisis effectively. The department of PR and institutional communication deal with humanitarian issues during the crisis according to well known scientific standards. The website of the company was used effectively and was updated every five minutes during the crisis. It can be argued also that PR management in any organization cannot manage a given crisis without the full support of the high administration of this organization, which in turn must reflect strategic management standards.

## **Political and Government Crisis Communication (1) (Sub-session)**

**Discussants** Barbie Zelizer, Marguerite Moritz

### **Papers**

**Elin Strand Hornnes, NO**

Political Scandals, Gender, and Crisis Communication

Sweden and Norway are well known for having a very high representation of women in politics. Today, women constitute 45 per cent of the members of parliament in Sweden and 39.6 per cent in Norway. With the high number of female politicians in these two countries, more and more women find themselves caught in political scandals and in need of rhetorical defence strategies, also called apologia. In this paper I will analyse and compare the different rhetorical defence speeches given in two specific political scandals: The Minister Affair in Sweden 2006 and The Gift Controversy in Norway 2010. In The Minister Affair two female and two male politicians in the cabinet Reinfeldt were accused of hiring nannies without paying employment tax and employer's contribution, as well as failing to pay their TV-license. In The Gift Controversy, several ministers and even the prime minister in the cabinet Stoltenberg were accused of keeping gifts they had received from foreign leaders. Instead of turning the gifts over to the state, they accepted them personally and failed to list their value as taxable income. I have chosen these two scandals because they include both male and female politicians, accused of and having to defend themselves against (almost) the same sort of criticism and accusations. How do female politicians defend themselves rhetorically, compared to men, in political scandals?

- Do they use another repertoire of apologia?
- Do they use more aggressive or accommodative defence strategies?
- Do they defend themselves more frequently or over a longer period of time?

William L. Benoit has developed the Theory of Image Restoration, organizing image restoration strategies into five broad categories, three of which have subcategories; denial, evading responsibility, reducing offensiveness, corrective action and mortification. Benoit has used this typology to analyse the defence speeches of Richard Nixon, Newt Gingrich, Gary Condit, Bill Clinton and George W. Bush, all American, male politicians. I turn a critical eye to Benoit's theory, to see if this is a good typology to categorize, analyse and evaluate female apologia in Sweden and Norway. Methodologically, I use a qualitative text analysis to analyse a selection of speeches, press conferences and interviews given during The Minister Affair and The Gift Controversy, comparing men's and women's defence strategies. The selection is based on importance and what seem to be the most central arguments in the politicians' defence. I will also do an assessment of the frequency and the duration of the male and female apologia. Last I translate the citations from Swedish and Norwegian to English, before using them as examples in this paper.

**Sandra Ristovska, US**

The Magic of Naming: Conflict, National Memory, and Political Mediation in the Macedonian-Greek Name Dispute

This paper argues that in order to understand the Macedonian-Greek name dispute one needs to closely examine the politics of national remembrance embedded in both countries' official histories and also reiterated in the media over the past two decades. Countries' names reflect and preserve collective national memories that are interwoven with dominant discourses of national boundaries, political ideologies, and official histories. In the case of Macedonia and Greece, who share a conflicted and contested aspect of their national memory, a two-decade dispute over the use of 'Macedonia' as an official country name has been uppermost in the collective memories of both countries. The consequences of this conflict include an economic blockage on Macedonia, changes in the Macedonian flag, renaming of the airports in Skopje and Thessaloniki, and a no-invitation for Macedonia to join the NATO alliance at the 2008 Bucharest Summit. While Greece refuses to recognize the republic, stating that 'Macedonia' is a Greek term and consequently it implies a territorial claim over the northern part of Greece that is also called Macedonia, the republic Macedonia insists that "We have borne this name for centuries; it originates from the name of this geographic region, and we are inhabitants of part of this region." The discourse has not moved beyond this stalemate since the conflict initially began. In order to foster diplomatic relations between the two countries, former United States President Bill Clinton appointed Matthew Nimetz, an American diplomat and a lawyer, to serve as a mediator on this intractable issue, and he later became the United Nations Special Representative on the enduring name dispute. In spite of the numerous proposed solutions, a mutual agreement has not yet been reached, and the conflict has kindled extreme nationalistic sentiments on both sides. Since 2008, the name crisis has also significantly impacted the socio-economic progress of the region and it has paralyzed Macedonian negotiations for entrance in the European Union. This paper addresses the stalemate by focusing on the recent demands by the West for urgent conflict resolution. To do so, this paper traces the history of the naming dispute, looks at the journalistic depictions of it, and shares the insights from a series of personal interviews conducted with Matthew Nimetz. At the core of this paper is not only a better understanding of the role of political mediation in this intractable issue, but, following Pierre Bourdieu, is the essential argument that the "magical power of naming" reflects a political power to bring into existence that which is being named. Thus, it is not surprising that the dispute over the name has become a dispute over history, national memory, language, culture, and territory in all of its possible permutations.

**2D27 Media and Communication in and about Developing Regions: Contemporary Questions (IntCom) Room: B.207**

**Chair Zaharom Nain, University of Nottingham, Malaysia Campus, MY**

**Papers**

**Luisa Caitlin Phillips Ryan, University of North Carolina at Chapel Hill, US**

## Media and Peacebuilding: The Role of Local Media in Post-conflict Nepal

Journalists are often severely impacted by armed conflict: they may be the victims of targeted violence or co-opted by one side or another to spread partisan propaganda. In protracted conflicts, journalism training, financing and infrastructure may dry up completely. Media development in post-conflict settings has become a priority of funding bodies, as a strong fourth estate is believed to strengthen democratic mechanism, and guard against a return to violence. The Nepal case study serves to explore how local media may interact with an evolving peace process, and what support the international community may be able to offer. Drawing upon grounded theory, this paper presents the findings of fieldwork conducted in Nepal from December 2010 to January 2011. Thirty-five in-depth interviews were conducted in three key geo-political locations. Core findings of this research reveal that the Nepalese media sector needs continuing support. Basic skills and professionalism remain under-developed, and journalists are chronically underpaid, if they are paid at all, leaving them open to bribery. Politicization is rife, with most journalists affiliated to a political party and using their position to further the agenda of their side. Further, journalists continue to be drawn from the country's dominant ethnic groups, and are overwhelmingly male. Perhaps consequently, stories from traditionally marginalized groups remain comparatively rare. These factors and more have led to little public trust in the media. Violence and threats against journalists too remain chronic. The vast amount of donor-funded journalism training appears to have had little impact, for a variety of reasons. This data suggests that Nepal's media sector struggles to be an asset to on-going peace. In order to be successful, any peace initiatives need wide public support, which media coverage can offer. Without a well-functioning, independent media, the success of Nepal's, and indeed any peace process, remains under threat.

**Yusuf Kalyango**, Ohio University, US

Media Policies as Obstacles for Social Change and Democratization in East Africa

This study examines media policies and regulation of radio in four major Eastern African countries: Burundi, Kenya, Rwanda and Uganda, with primary focus on role of the national, private, and community radio stations in the broader scheme of social change and democratization. Some of the major reasons for focusing on these countries are the region's history of political influence, patronage, and ownership control of all forms of communications. Of concern here is whether the radio ownership environment and programming that advances participatory discourse and advocates socioeconomic equality in a democracy affect the way citizens perceive social change. The period of concern for this study is 1992 to 2007, during which the current wave of democratization and liberalization of the broadcast industry from state-run institutions occurred (Kalyango and Eckler 2010; Mwesige 2004). It is also an era in which East Africa's radio stations were in the forefront of political education, fostered public debate, and sensitized their listeners about the virtues of a democratic system through news and public affairs programs (Baguma et al., 2000; Kalyango 2009; Mwesige 2009). However, the governments enacted restrictive laws and media policies to curtail political contestation and the growing independence and vigilance of radio (Kalyango 2010; Murunga and Nasong'o 2006). An attempt to provide empirical evidence is based on public opinion survey data collected in 2007 and 2008/09 pertaining to these questions: How does the regulation of radio programming and media policies affect

the construction of social identity within communities? How does the regulation of radio and media policies affect public attitudes towards the role of media in advocating for democratic governance and social change? What is at stake in these democratizing countries is the burden of stringent media policies and free speech regulations that curtail social change and democratization.

**Zaharom Nain**, University of Nottingham, Malaysia Campus, MY  
Regimes, NGOs, and the New Media in Southeast Asia

The project of democracy and democratization in much of Southeast Asia has often been sidelined over the past three decades due to the emphasis of many of these regimes on economic growth. Post-1990s, this emphasis continued with neo-liberal globalization which, in effect, enlisted many of these regimes in the service of capitalism. Invariably, authoritarianism has been a hallmark of many of these regimes. Also in this period leading up to – and in the aftermath of – the 1997-98 Asian financial meltdown many middle class led Non-Governmental Organizations (NGOs) in the region began to question the dominant discourses and challenge the hegemony of the state. It is also often asserted that, in this era of the internet, many of these authoritarian regimes would be forced to transform or would even be toppled, given the ability of the new media to circumvent controls. Yet, it would seem instead that authoritarianism persists in many Southeast Asian countries, although the degree of authoritarian rule – and the manner in which power is exercised – does vary from country to country. Hence, we have the spectacle of the barbaric Myanmar regime existing side-by-side with the apparently more sophisticated, but undoubtedly authoritarian, states of Singapore and Malaysia. This paper is based on two-year study I headed and which was funded by the International Development Research Centre (IDRC) (Canada). Titled Regimes, NGOs and the New Media, the study's principal, though not its only, aim was to critically examine the often uneasy relationship between the state, NGOs and new media in six countries - Cambodia, Vietnam, Malaysia, Singapore, Thailand and the Philippines – which are evidently at different stages of democratic development. This paper discusses how these NGOs do negotiate – and possibly negate – authoritarian environments, and the benefits they derive from new media in their attempts to expand democratic governance.

**Seyram Avle**, University of Michigan, US  
The Transnational Dimensions of Entrepreneurship and Communication  
Technologies in a Globalized Africa

Transnational connectivity, manifest through the international movement of labor, capital and technologies, is a reality today in the Global South. In Africa, the uptake of 'new' communication technologies like mobile phones across different countries has been unprecedented; prompting interest from academics and business types alike who are keen on analyzing the dynamics of the new communication landscape that exists on the continent today. Globalization, sometimes from the diffusion of innovations paradigm, is often offered up as the major explanatory mechanism for how these technologies came to be appropriated in fascinating ways across different countries in Africa. Other factors, such as

national telecommunications policies, sometimes show up to augment such analyses. A key ingredient that is missing thus far, however, is a critical analysis of entrepreneurs and high-skilled migrants. A look at the lives of 'high-impact' individuals like Mo Ibrahim of Sudan (founder of Celtel and the Mo Ibrahim Foundation), and Herman Chinery-Hesse of Ghana (founder of SoftTribe, also known as 'the Bill Gates of Ghana') reveals that creativity and business acumen, combined with political savvy, are micro level characteristics that played a role in jump-starting the present communication technologies landscape on the continent. A preliminary analysis of a group of key players reveals that South-North migration of high-skilled labor often interacts with these characteristics in interesting ways. Akin to the East and South Asian engineers in Silicon Valley who are intrinsically linked with the industrial growth in their home countries, these individuals provide us with a look at the spatial logics of networking and building a communications business in a relatively 'tough' environment. Without ceding to exceptionalism or broad generalizations, the author considers the flow of high skilled African labor in communication technologies industries and links that to some evidence on media entrepreneurship in Africa. Overall, the paper may be viewed as a synthesis and interrogation of ideas and cases pertaining to entrepreneurship, migration of high skilled labor and communication technologies in Africa. It focuses on the nexus of these three areas as a model for understanding a more globalized Africa, where despite everything, there still remains considerable infrastructural challenges amidst creative appropriations of 'new' communication technologies. More specifically, the paper examines the transnational (spatial) aspects of this flow of labor, contextualized within cases of high impact entrepreneurs, as a way of untangling the beginnings of the so-called communication technology 'revolution' sweeping the African continent.

**Chun-Fu Chen**, Fu Jen University, TW

Exploring the Communication Needs and Media Access of Southeast Asian Migrant Workers/Immigrants in Taiwan

Transnational migration has become increasingly prominent under the backdrop of globalization. Since Taiwan's government legally introduced migrant worker program in the early 1990s, there have been around 300,000 Southeast Asian migrant workers stay in Taiwan each year. In addition, the number of new immigrants moving from Southeast Asian countries to Taiwan through marriage is approaching 200,000. Apparently, these migrant workers and new immigrants have become "the fifth ethnic group" in Taiwan in recent years. This study takes Southeast Asian migrant workers and immigrants in Taiwan as the subject for inquiry. On the one hand, the study aims to explore the communication needs and media access of migrant workers and immigrants in Taiwan. On the other hand, it scrutinizes the conducts of Taiwan's policies toward multiculturalism and communication rights in an era of global migration. The research data were collected through in-depth interviews with migrant workers, new immigrants, NGO groups, and social welfare institutions. The findings demonstrate that the discussions of transnational migration in Taiwan have mainly centered on "social adaptation" issues. These concerns are also embedded in Taiwan's communication policies which tend to emphasize the concept of "assimilation" with regard to transnational migration. The study found that both media contents and outlets available for migrant workers and immigrants are constrained and unstable in Taiwan. With limited access to media in the host country, the communication needs of Southeast Asian migrant workers and immigrants are barely fulfilled, especially

their need for media content (both printed and electronic) produced in mother languages. Overall, the study concludes that despite their contributions to the host country, migrant workers and immigrants from Southeast Asia encounter various obstacles with media access while living in Taiwan. It results in the lack of mutual understanding and intercultural communication between Southeast Asian migrants and people in Taiwan.

**Bouziane Zaid**, Al Akhawayne University in Ifrane, MC  
Media Policy in Morocco's Democratic Transition

A core assumption of much of the literature on media in developing countries is that a more independent press with greater freedom will make a positive contribution to political change. In Morocco, a democratic transition started in 1997, when the opposition socialist party came to power and led the government. The new government's mission was to enact political reforms that aimed at promoting human rights, civil liberties, an open and pluralist media, and at establishing the rule of law. Using Morocco as a case study, this paper examines the interplay between media policy, media ownership, and the government. To evaluate the nature of the political role of media in democratic transitions requires close scrutiny of three major factors: the legal, the economic, and the political environments. This paper first examines the media policy as enacted in the Constitution, the Press Code, and the Audiovisual Communication Law. Second, the paper provides a careful and detailed examination of the economic and political environments and addresses the issues of ownership and the degree of political control over the content of news media and the government's tendency to use media policy to limit the media's ability to operate. One important outcome of this research is that it will help determine whether Morocco's democratic reforms are meaningful reforms, or just empty attempts to pacify domestic and international public opinion.

**2D28 Production in Various Media Fields (MedProd) Room: B.208**  
Chair Roel Puijk

## **Papers**

**Andrea Davide Cuman**, IT  
Connecting to the City: A Comparative Analysis on Urban Mobile Apps

Over recent years, the rapid growth in mobile media diffusion and use led to a so-called 'post-desktop' paradigm (Bertone) and the location based or location aware technologies embedded in mobile devices are being widely used to offer users new means of connecting with the 'local' (Thielmann) As part of a wider PhD research project focused on everyday uses and contexts of locative media, their processes of commodification and the practices enacted by users in the new hybrid spaces, this paper will discuss the most recent attempts to classify locative media (Collis and Nitins) and compare them with the results of a desk analysis on those mobile apps that offer users new ways of consuming the urban space and the city. Even though many of these apps are available and used worldwide (such as Facebook Places or Foursquare), others are being developed at and for the local level, to offer users information about a city or enhanced experiences of it. Amongst these 'local' and 'urban' apps, a number of companies and players are seeking to offer specific information

and tools. The first part of this desk analysis will try to define the 'urban' or 'city guide' app by considering all the available location based apps regarding the city of Milan. In particular, the analysis will identify different types of 'urban' mobile apps, the players involved in their production, the type of content they offer and the ways it is connected, through user experience, to the urban environment. The second part will focus on the most interesting and significant cases, that will be analysed in depth through a socio-semiotic perspective. The final attempt is to highlight ongoing trends in these apps production and to identify how different mobile apps enable different practices of spazialization and temporalization in experiencing the urban environme

**David Russell Brake, UK**

Amateur Authorship, Digital Media, and the Field of Literary Publishing

A number of converging trends are focusing attention once more on the intersection between book authorship and digital technologies. Amazon's Kindle and, more recently, Apple's iPad have made publishing digitally without seeking to print in book form appear more feasible, while at the same time print on demand services (POD) are growing rapidly, lowering the cost to authors and publishers of printing and distributing their works (The Economist, 2010). As a result, it is possible that individuals whose amateur creative works would have no circulation outside of a circle of family and friends can potentially find audiences for their works alongside professional authors. Organizations like Author Solutions and Lulu have sprung up to help these would-be authors take advantage of these new opportunities. The number of books published "on demand" in the US nearly tripled in 2009 after doubling in 2008 and is more than 2.5 times the number of traditionally-published titles (Bowker, 2010). Traditional publishers have started to take an interest in authors who have been writing online on blogs and in other forms. The Friday Project, a small publisher specialising in finding new authors from such sources, was purchased in 2008 by HarperCollins. In this presentation I will outline and analyse the first results from a qualitative research project - drawing on in-depth semi-structured interviews in the UK - which will examine how 'new authors' - those who are publishing their creative writing for the first time using these new tools - perceive their writing practices. In particular it will focus on the relationships they envisage (and experience) with their audiences and how they perceive the new means of publishing they are using vis a vis conventional publishing. Questions which will be explored include: to what extent is money a motivator for their creative activity? And how do they perceive print on demand publishing and e-publishing in relation to so-called 'vanity publishing'?

**Sonja Kröger, DE**

**Thorsten Quandt**

Forms of Organization in the Game Industry

This paper examines the developmental dynamics of the organization structures in the German digital games industry and explores how work processes are established in a fairly new industrial branch. The video game industry itself is quite young but it is already a part of a global pro-duction network in the so-called „Creative industries“. According to a PricewaterhouseCoopers report in 2009, the global market for video games is expected to reach more than 76 billion Dol-lars in 2013. As consequence of the still-emerging market,

organization structures of the industry are still fluid, and they are expected to keep evolving. In parallel to the emergence of creative industries, complex and flexible forms of organization – characterized by new management processes – are implemented. Despite the fascinating option to analyze an industry in its early stages, the organization structures of the digital games industry are still an open issue and have to be explored by research. Therefore, the paper analyzes the organization structure according to three analytical steps:

- 1) Macro-level analysis: Which general conditions are given to and which are the characteristics of the video games industry structure?
- 2) Meso-level analysis: How could the forms of organization in the video games industry be described?
- 3) Analysis of dynamics: Which general tendencies are noticeable on the organization structures of the gaming industry and which strategies will be successful in the future?

These questions were answered on the basis of an in-depth interview study. We could realize 41 guided expert-interviews with a wide range of stakeholders and actors across the network of the gaming industry, including specific questions aimed at the three steps above. The duration of the interviews varied between 1.5 to 2 hours. They were conducted from August to November 2010, fully transcribed, and the material was subsequently analyzed using computer assisted qualitative data analysis software (Atlas ti). Furthermore, network analysis using UCI Net helped to uncover the relationships and structures of the current digital game industry in Germany.

**Fredrik Stiernstedt, SE**

Announcing in Multiplatform Broadcasting: Self-referentiality, Buzz, and Eventfulness in a Commercial Music Format

The purpose of this article is to explore what kind of transmedia- and crossmedia-strategies that are used within commercial music radio. What happens when a format is extended to digital platforms and included within the cross-media-strategies of a large media company? The materials used to explore these questions are recordings, as well as participatory observations and interviews with producers, from the Swedish radio station Rix FM, and are a part of an ongoing PhD-research project. The article shows how ‘announcing’ (defined broadly) have been transformed to take on a more collaborative character, in which listeners are invited to develop talk and buzz around the ‘micro-events’ and publicity stunts staged and performed within the ‘texts’ of commercial music radio. This, as the article shows, has also affected the role of the DJ to increasingly take on the function of commentator or moderator. Furthermore the article will show how the new digital platforms are used in order to extend the format: to give audiences access to its place of production (backstage) and to extend the scope of the ‘memory’ and ‘history’ of the commercial music radio through open access to the station’s archive for listening as well as commentating and linking. The argument put forward in this article is that, taken together, all of these strategies serve the purpose of enhancing the eventfulness of radio as communication. These developments have accordingly increased the importance of the ‘micro-event’: actions and happenings intended to stand out from- and break off the ordinary flow of music, program segments, commercials, voices and jingles.

**Anne K. Dunn**, University of Sydney, AU

Eight Years of Cross Media Work in Local Radio: An Australian Case Study

This paper presents the findings of an ongoing fieldwork study of the impact of the Web on media work, using a case study of cross media producers in regional radio stations of the Australian Broadcasting Corporation (ABC). The first field studies were done in 2002; then further funding enabled interviews to be done in some of the same regional radio stations at approximately two-year intervals, the latest in 2010. The interviews all cover key issues arising from the 2002 study, of time management, multiple lines of command, technology and training issues, professional identity, and workplace relations. The study suggests that some initial difficulties, such as time management and workplace relations, are less of a concern to the 2010 cross media workers, while others, including training and technology and professional identity, continue to present problems. The problem with multiple lines of command has moved from one that troubled the cross media reporters to one of greater concern for their local managers, partly as a result of structural change in ABC Radio. The paper situates the fieldwork findings in the context of changing media work (Deuze 2007). It concludes that popular and managerial aspirations for the exploitation of cross media production and new producer-audience relations must be tempered by knowledge and understanding of the implications for media workers, especially their concerns for the professional quality of their work.

## **2D29 Media and Social Transformation in Europe (PostS) Room: B.209**

**Chair** Xiaoge Xu

### **Papers**

**Tilak Prasad Pathak**, White House Graduate College of Nepal, NP

Media's Role in Transitional Period

Political transition is directly linked with people's expectations. When they are not met in time, extreme dissatisfaction grows in people. The longer the transitional period goes, the longer the political instability remains. State institutions also become weak during transition. This problem is slowly becoming apparent in Nepal. For a sustainability of democratic process and political stability, transition should be completed as soon as possible. Without doubt, media plays a role of importance during transition by bringing in voices of diverse communities, monitoring the role of political actors and exposing any wrong doings. Media's vigilance creates moral pressure on the stakeholders of transition and helps create conducive environment for the conclusion. In this paper, the role of media in the time of transitional phase has been analyzed. The analysis is based on analysis of the news published in newspapers before and during the phase and the speeches, writings and statements of the actors of the transition relating to media.

The study found that there is no fundamental difference between the ways news was written before and during the transitional period – after April 2006. The way superficial news, those based on events and speeches, used to feature in abundance in the media

before the transitional time has been continued. Going by this observation, what is clear is the fact that even during the transitional period; Nepali media have not changed much in its priority and coverage. They lack issue-based reporting and the 'watchdog-function' news. Media has failed to identify that it should play different role during transition than in the normal political situations. The media that played a vigorously supported and helped the People's Movement of 2005/2006 did not even discuss issues to ensure the institutionalization of achievement. It should have played role of watchdog to stabilize the agendas of the movement by disseminating news that would have helped people to understand underlying issues and support transition. More than understating the seriousness of the issues, a tendency of disseminating news without proper research and study developed in the media. For example, the coverage the Nepali media during the Madhesh Movement sounded contradictory in their editorials. The first address to the Madhesh Movement by the then Prime Minister Girija Prasad Koirala was presented in positive note by most of the media. But when the movement further escalated, the media criticised Koirala's move as being incomplete. Likewise, media did not continue with follow up stories on the commitments made by the leaders failing to interrogate them when they did not work to fulfil those commitments. The media took for the leaders' lack of accountability for granted so not arising debate among people about accountability. Because of imbalanced and biased contents, media failed to create the constructive, creative and solution oriented pressure to the leaders. Just as the political parties were moving towards uncertainty, media underwent/ are undergoing the same fate.

### **Mihai Coman, RO**

#### Post-communism, Media, and the Political Liturgies

After the fall of communism each of these countries worked to (re)create their identity, meaning (among other) inventing new traditions, replacing communist tradition and symbology, which itself had been designed just 40 years earlier to replace local and national symbols, myths, and rituals. Little about the post-communist transition has been easy, including the construction of new public rituals. This is a conflicted and sometimes painful process. Each change of public systems of rituals, especially of political rituals (national days, electoral ceremonies, processions and parades, inaugurations, commemorations etc) can involve proposal, contestation, acceptance, renouncement, adhesion, frustration, and more – all highly mediated - while this on-going process is constructing new political identities for the citizens who become the actors of the process moving forward. Thus, we've witnessed the rewriting of the national and local ceremonial calendar, the replacing of martyrs and the launching of new commemorations and, obviously, the promoting of new holidays of national identity. This paper wants to analyze the evolution of the mediatization of the National day (December 1). Based on the new perspectives suggested by the media anthropology will be investigated symbolic construction forms through which mass media has framed this event and, at the same time, it has placed itself as the battlefield between the liturgical and the contesting versions of this holiday. The convergence of the multiple speeches – the one of the official ceremonial construction, the one of the contestations which came from the various social groups and the one of the media – shape the image of a conflictual ceremony. The study will show how, starting 1996, the celebration on December 1, of the launching of the TV station PTO-TV (as a part of CME international group) has shadow the national day, mobilizing audiences more around their special programs and less

for official commemorations: as such, the TV stars became more visible and maybe important than the “heroes of the nations”. These events shaped a new post-communist identity, centered around mass communications and consumerism values and symbols, marginalizing the political standard criteria for the national identity.

### **Adam Szynol, PL**

Polish Media 22 Years after Socio-political Breakthrough: From Traditional to Digital Media  
Over two decades have passed by since Poland took the course of democratic changes. The era of communism irreversibly finished and it led to similar processes in other countries in Eastern and Central Europe, known as an avalanche effect. The Polish parliament passed crucial laws which laid the foundations of the new socio-political system. Among these were the regulations connected with media system. Some of them are still valid, while others have been amended a couple of times. It is hard to believe that even these two decades were not enough to pass a new ‘press law’. As a result, Polish legislature has to cope with serious problems, e.g. how to treat the journalists working online. In the early nineties press sector was re-established as a consequence of de-monopolization and abolition of the biggest cooperative (RSW). Polish government, however, forgot or wasn’t able to set any limitations for foreign investors in buying shares in publishing companies. Because of that, some parts of the press sector have been completely taken over by foreigners, regional dailies segment being the best example. Unlike the press, electronic media sector has been restricted for fifteen years and foreign companies could have only one third of ownership. This was going to change in the year 2004 when Poland joined the European Union. Consequently, the two biggest commercial radiobroadcasters were taken over by French and German companies. It is worth mentioning that radio and television is divided into two parts: commercial and public. Polish Radio during transition to free market lost its position in favour of commercial broadcasters and only two of the four channels have any chances to compete against private ones. On the contrary, Polish Television with its main two channels (and third – news channel) is the leader of the market and two private competitors have to accept the fact. Nevertheless, it may change during the process of digitalisation of the terrestrial television, which is going to happen within the next two years. The complexity of Polish media system reflects the long way from communism and governmental media towards free market with some remnants of the previous era. Thus, as K. Jakubowicz said, such kind of transformation should be called negotiated. It is hard to predict when it will be shaped in a brand new way and if it is generally possible.

## **2D31 HIV/AIDS INTERVENTIONS (HIV) Room: B.301**

**Chair** Joseph Muyangata

**Discussants** Claudie Meyer, Robin Vincent

### **Papers**

**Joshua Omusa Ongwae, KE**

Utilization of Regional Connectivity and Communication Networks in Enhancing AKDN HIV/AIDS Workplace Programmes

The establishment of the Common Market Protocol in East Africa comes with a lot of opportunities as well as challenges in all sectors. This calls for adoption of creative ways of working to take advantage of the opportunities and also to overcome the challenges. The differential prevalence and protocols in HIV in the region presents a challenge that cannot be ignored with the movement of labour from one country to the other and expansion of businesses and institution across the East African region. The Aga Khan Development Network (AKDN) focuses on health, education, culture, rural development, institution-building and the promotion of economic development. AKDN works in over 25 countries around the world including East African countries; Kenya, Tanzania, Uganda and Rwanda. AKDN institutions are operating both in cities and rural areas. AKDN recognizes that our world of work is affected by HIV/AIDS and other illnesses by loss of skills and experienced workers, stigma and discrimination at the workplace, increased labour costs such as medical schemes, increased family burden resulting in employees' increased financial obligations and absence from work and consequently causing stress which can be transferred to the workplace and ultimately affect productivity.

AKDN has initiated a wellness programme to combat the impact of HIV/AIDS and other illnesses. AKDN has in place a workplace wellness programme that encourages employees to take steps to prevent the onset or worsening of a health condition, eliminate unhealthy behaviors and habits, and promote the adoption of healthy lifestyles. The programme utilises connectivity and communication networks brought about with the integration of East African countries. Regular workshops and meetings are held that allow AKDN HIV/AIDS focal point persons from different AKDN institutions, cities and countries in East Africa to meet. These meetings allow for sharing, learning and discussion of different issues affecting the wellness of staff, families of staff and members of communities the institutions are operating in. A National Facilitation Team has been formed in Kenya and plans are underway to extend the concept to other East African countries. Joint innovative HIV/AIDS activities have been planned across all AKDN agencies in East Africa. Some of the activities that have taken place include regional CEO testing of HIV and regional country specific AKDN HIV/AIDS Knowledge, Attitude and Practice (KAP) survey. Regional integration therefore, must not only focus on political and economic aspects but should also address social aspects including HIV/AIDS and wellness of employees in general for sustainability to take place. The use of internet, mobile phones and social connectivity has helped improve communication across AKDN institutions in East African cities and countries in implementation of HIV/AIDS programmes.

**Michaela Montaner, CA**

**Christine Tapp**

**Dan Werb**

**Evan Wood**

The Vienna Declaration: The Role of Online Engagement in Building International Consensus in Support of Drug Policy Reform

**Background:** The Vienna Declaration is a scientific statement seeking to improve community health and safety through evidence-based drug policies. It was drafted by a writing committee of international experts in the fields of HIV/AIDS and drug policy in an effort to raise public and political awareness about the need for drug policy reform. It was adopted as the Official Declaration of the 2010 International AIDS Conference (IAC) and current efforts are focused on building momentum for the next IAC in Washington, DC in 2012.

**Methods:** The Declaration was configured as a website with a sign-up form. A range of online approaches were used to raise awareness about the Declaration, including targeted emailing, social media, link exchanges with organizations, and engaging scientists as guest bloggers. Declaration supporters and organizers disseminated offline efforts in specific countries or cities, such as high-profile media attention or municipal endorsements, online through Facebook and Twitter.

**Results:** Facebook referrals to the website have emerged as the strongest predictor of Vienna Declaration endorsements. Together, all social media platforms (i.e. Facebook, Twitter, blogs, etc.) are responsible for the majority of website visits. Since launching the declaration has received over 19,000 endorsements. These include Nobel Laureates, thousands of scientific and academic experts, a diversity of health, faith-based, and civil society organizations, law enforcement leaders, and judiciary. Supporters of the Declaration Facebook and Twitter accounts number 7000 and 500 respectively, and numbers are growing.

**Conclusions:** Traditionally, scientific evidence-based policy efforts focus largely on engaging policy-makers. The Declaration outreach process focused on generating public support for evidence-based policy by using social media to mobilize social networks to voice their support for evidence-based policy. As momentum builds to IAC 2012 efforts to expand, deepen, and evaluate online outreach and public education efforts will continue. Evaluations of this process will seek to address broader questions of the relevance of social media to building public and political support for evidence-based policy.

**Maria Nengeh Mensah**

**Thomas Haig, CA**

Tellers and Listeners in the Canadian Culture of HIV/AIDS Testimonials: Lessons Learned from the VIHsibilité Project

In Canada as around the world, persons living with HIV/AIDS from many walks of life have shared their experiences using various media forms since the early days of the pandemic. These testimonials articulate important messages about the disclosure of a stigmatized identity, public education, community activism, the creative process and social justice. Our

presentation draws from an ongoing action-research initiative, the VIHSIBILITÉ project, focused on “the culture of testimony” associated with first-person media accounts and the impact of these accounts on people’s lives ([www.uqam.vihsibilite.ca](http://www.uqam.vihsibilite.ca)). Analysis of qualitative data was undertaken in two ways. First, in-depth interviews were undertaken with persons living with HIV AIDS in Quebec/Canada who have publicly disclosed their experience of being HIV positive in non-journalistic media (films, video, Internet, literature, photography, magazines, theatre, dance). Interviewees addressed the process that led them to decide to publicly disclose, their perception of the risks of testimony, the experience of public disclosure itself as well as the immediate and long term impacts. Second, an “interpretive community” combining individuals from various settings (AIDS service organizations, artistic projects, academic milieus, health institutions) was used. These listeners shared opinions and experiences in relation to the reception of media testimonials by HIV-positive persons. This research raises questions regarding how HIV-positive men and women can give public voice to their stories, and which audiences they tend to reach. Their tellings are gendered in the types of citizenship stories they convey and in the social justice issues they are embedded in. Reception analysis underscores the role of gender and sexual minorities in the manner in which testimonials are heard. Lessons learned from this project point to the articulation of citizenship in the culture of testimonials, and how listeners may provide some counterbalance to voyeuristic spectatorship and to legal obligations to disclose one’s HIV status.

**Joseph Muyangata, MW**

Masculinity in Faith Matters and HIV and AIDS Prevention Science: Positive Response(S) by Religious Men to the Needs of the HIV and AIDS Infected and Affected in Malawi

Masculinity has always been and will continue to be a key instrument for both the development and the effective method of delivery of HIV and AIDS combating tools, especially in the perspective of faith and religious-work. It (masculinity in the context of faith-work and the development of combating tools of HIV and AIDS) is gender related but not limited to it, though gender sensitivity is addressed as religious men take up their role in the fight against HIV and AIDS. It goes all the way to prevention science, care and support. Religious men have lately awakened from their slumber and in most cases, are now focusing on HIV/AIDS prevention science researches, their practice and implementation on a more compliant note than before. They have taken a positive approach with full acceptance of their former evil in the spread of the virus as well as gender related violence that also led to the spread of HIV. As a result, religion is playing a more developmental role as new preventive approaches to virus infection and spread are being considered and put into practice by men. As development approaches are being questioned and scrutinized in an effort to identify loopholes and opportunities in policy and practice, religious men are stepping in not only to close-up those loopholes but also to seize these new-found opportunities. However, one ought to keep in mind that this is only one single form of the many best practice in HIV prevention for vulnerable populations with inadequate resource settings. Indeed, the moral and spiritual education of these populations, which is the key for both the development and the elimination/eradication of the disease, acts as a central concern for the disease. Religious men at the centre of HIV and AIDS fight have brought about several positive responses to the needs of the infected and affected in Malawi. This paper therefore represents a very systematic and theoretical attempt at an analysis of the

role of the religious man. To this effect, it presents religious men as key players in shaping the role of faith and masculinity in the fight against HIV and AIDS. As such, their responses and serious efforts in using faith and religion as means to combat HIV and AIDS are fully outlined in this paper as it has a threefold goal: firstly, situating masculinity in faith matters based on the present day religious and socio-political contexts; secondly, uniting moral discourse and personal ethics by the inclusion of faith language and faith itself as men tackle HIV and AIDS; and thirdly, bringing out solutions vested in masculinity in the face of religion from a historical perspective since the emergence of the disease.

**Charles Borrromeo Uwakwe**, University of Ibadan, NG

**Mary Achi Mgbekem**

**Alberta Nsemo**

**Gabriel Ushie Ntamu**

**Boniface Onyebuchi Opara**

HIV Prevalence and Improved Cities Connectivity among Youths: A Comparative Analysis of Urban and Rural Areas of Cross River State, Nigeria

**Background:** The number of Nigerian youths diagnosed with HIV has grown more rapidly in the past decade than among any other age group. There are some data to suggest that HIV/AIDS in Cross River State, Nigeria communities is disproportionately affecting young people. This study was conducted to determine the HIV prevalence and improved cities connectivity among youths in Cross River State, Nigeria.

**Methods:** Observational, self-administered questionnaire and hospital records methods were used for data collection from 512 (urban, 300 and rural 212) participants age (14–30 years), between June 2010 and December 2010. Multivariable logistic regression statistical method was used for data analysis

**Results:** Twenty-nine percent of youths had tested for HIV. Findings revealed that HIV test was done for the following: among girls prior to STI testing (OR = 88.39) followed by pregnancy (OR = 2.75), risk reduction self-efficacy (OR = 2.28). Among boys, having had an STI test (OR = 38.09), having talked about testing with partners (OR = 3.49), less religiosity (OR = 2.07). Majority (65%) of persons infected had travelled at least once had unprotected sex outside their communities.

**Conclusion:** Youths are disproportionately at risk for HIV/AIDS, yet less than one-third of participants reported being tested. Those who test were receiving sexual or reproductive healthcare services. Many youths at risk for HIV do not seek available services. Findings provide support for increasing community-based educational programs especially in the rural areas due to the low rates of STI/HIV preventive practices. Culturally-sensitive programs promoting HIV testing among teens should foster skill-building for preventive behaviors and increase partner communication about HIV counselling and testing.

**Key Words:** HIV prevalence, Cities connectivity, Youths, comparative analysis

## **2D32 Media Representations of Health (HCom) Room: B.302**

**Chair** Nancy Muturi, Subba Rao

### **Papers**

**Sylvia Reitmanova, CA**

**Diana L Gustafson**

Refugees and Immigrants can Be Deadly: The Role of the Canadian Press in the (Re)Production of Racializing Discourses on Immigrants' Health Status and Behaviours

Drawing on critical discourse analysis of 273 articles from ten major Canadian dailies over one decade, this article examines the role of the Canadian press in the (re)production of racializing discourses on immigrants' health status and health-related behaviours. Since the beginning of the world globalization of diseases propelled by the European conquest of the Americas, the transatlantic slave trade, and the opening of trading canals in Suez and Panama it was believed that the most frequent disease carriers are immigrants. Racializing discourses about presumably sick immigrants were steeped in the ideology of nationhood and racial ordering. Over the last century, these discourses were disseminated by the Canadian press motivating the development of many discriminatory public policies to control immigrants. Our findings showed that the contemporary Canadian press continues to (re)produce the old racializing discourses about immigrants' health status and health-related behaviours. Phrases like "refugees and immigrants can be deadly" is one example of overt racist discourses which depicted immigrants as an infectious health threat. Immigrants were also blamed for posing an economic burden on healthcare, failing to participate in screening and prevention programs, abusing health benefits, and for forging their health records. There were inadequate efforts by journalists to critically contextualize immigrants' health problems shaped by powerful social factors such as poor quality housing, malnourishment, unemployment, and discrimination. The coverage of systemic organizational and socio-economic barriers which prevent immigrants from utilizing services was also minimal. In order to protect the health of Canadians, the press called for tightening borders and improving the immigration policies. It also called for improving medical screening and surveillance of immigrants. We propose several changes which must occur in the press reports on immigrants' health affairs in order to ensure a more balanced and fair coverage.

**Kate Eloise Holland, AU**

**R Warwick Blood**

Weighty Representations: "Obese" People's Views on Body Diversity Messages, Weight-related Health Campaigns, and Media Reporting Guidelines

It is well recognised that individual behaviour change is often the target of health communication campaigns whereas less attention is paid to the social, cultural and material realities of people's lives and to the multiplicity of knowledge/discursive frameworks that impinge on people's decisions regarding their health and lifestyle. Media representations are an important component of the socio-cultural environment in which people come to know

about health and, increasingly, the kinds of lifestyles, bodies and experiences that are valued as 'healthy' and those that are devalued as 'unhealthy' or undesirable and thus in need of some form of discipline and control. This paper takes the view that it is important to recognise the socio-cultural environment in which people live and in which they are exposed to health messages, and to consider the ethical dimensions and potentially unintended consequences of health communication. The study on which this paper reports involved qualitative semi-structured interviews with 142 people living with obesity in Australia ('obesity' classification calculated on the basis of the Body Mass Index). Participants contributed their views on media representations, weight related health campaigns, promotions of thin as the 'ideal' body shape, how to shift social perceptions about weight and body size, guidelines for the media when reporting obesity, and promoting body diversity messages. The following questions guide the thematic analysis and discussion of the interview data: What kinds of knowledge do people draw upon in articulating their views about public representations of obesity? How do obese people interpret various messages about obesity and body size that they are exposed to in the media and society more broadly? What factors determine their resistance to or acceptance of health campaigns around weight? Participants were concerned with the way in which, by default, slim bodies were presented as the 'norm' by virtue of the omission of non-slim bodies or bodies that do not conform to a certain size. But there was resistance to the idea of promoting body diversity if it involved treating overweight and obesity people differently or tokenistically because of their weight. There was disagreement among participants about the promotion of body diversity messages with some suggesting that normalising larger bodies risked legitimating overweight and obesity, which would appear to be incongruous with all the public health messages about it. Others, however, saw its destigmatising potential in a more positive light. The paper discusses the similarities and differences among respondents and seeks to identify any patterns according to gender, age and other demographic variables. The findings are discussed in relation to research on fat stigmatisation, media representations of obesity, the ethical dimensions of health communication campaigns, factors determining the success or failure of health campaigns, and the concept of health resistance. Potential implications for future public health campaigns and for people who use the media to convey messages to and about overweight and obese people are suggested.

**Abhijit Sen, US**

**Sanchala Sen**

Bollywood Movies Changing Public Attitude towards People with Disabilities: The Case of Guzaarish and My Name is Khan

Bollywood movies have an immense influence on common Indians' lives and what they see on the screen have a large impact on their perception of physically challenged and disabled persons in the society. For many years Bollywood had ignored and disregarded people with disabilities as key characters in the narrative but a new crop of films seem to be paying closer attention to this special group of people in the Indian society. Movies have the power to dispel myths about disabilities and handicaps, and to publicize potential of people with disabilities and change the attitudes of the non-disabled people towards their fellow physically challenged brethren. Research in India has consistently found substantial social marginalization of people with disabilities. The attitudes of the general public and the

attitudes of persons with disabilities contribute to the negative views about physically challenged and disabled people which are often internalized by disabled persons and their family members. Much of the disability literature indicate the importance of the concept of 'karma' in the formation of attitudes toward disability. Deformity and disability are often perceived as punishment for misdeeds in the past lives or crimes committed by the parents. At a spiritual and cosmic level, people with disabilities are traditionally perceived as inauspicious or representation of divine justice ie. punishment or curse from God or a divine power. Indian attitudes towards disability originate from two types of mythology – the traditional Hindu mythology and the Bollywood promoted myths that have a huge impact on the Indian popular culture and society. But lately, Bollywood has made an effort to pro-actively promote the needs, rights, sensibilities, and potentials of disabled people, and demonstrated an attempt by the non-disabled people to understand people with disabilities. This paper will look at two films which have gone off the commercial path to portray people with disabilities, the life they lead and obstacles they face in the society and analyze the implications of creating awareness of disability amongst the general public.

**Angela Mak, SG**

**Augustine Pang, SG**

**Lee Ching Cheng, SG**

Media Agenda Building in Cancer Communication: Convergence of Issues, Divergence of Perceptions, and the Mediating Role of the Government in Singapore

While mainstream health communication addresses primarily issues of health campaigns and provider-patient interactions, health communication permeates into all parts of a patient's life (Thompson, Robinson, Anderson, & Federowicz, 2008). Health communication research and education, in particular, should extend beyond the hospital, clinics, or campaign settings (Cline, 2003). The focus of health public relations is not only to promote mutually beneficial relationships between the promoter (i.e. health organization) and the key stakeholder(s) but also use the information gathered by health organizations and health promoters to increase awareness about health issues and advocating change in health behavior (Lumpkins, Bae, & Cameron, 2010). Black (2001) argued the need for a policy community where all stakeholders, namely the government, stakeholders, and practitioners, are involved that can truly inform health policies. To ensure that policies are clearly and efficiently disseminated within this community among stakeholders, the relationship between health journalists and the sources, of which the health public relations practitioner is one, is critical. This study tests the applicability of the agenda building model proposed by Qi & Cameron (2008). The model encompasses three key elements: Health public relations practitioners provide journalists with subsidized information as part of their agenda building efforts. Journalists make their editorial decisions based on a range of influences besides the interactions with public relations practitioners, such as news values, professional judgment and journalistic routines. Media content is the manifestation of this interaction. The model suggests that journalists play a mediating role in the media agenda building process, and the effectiveness of public relations' agenda building efforts is subject to the extent to which journalists agree with public relations professionals on the importance and news values of an issue (Qi & Cameron, 2008). This study examines media agenda building on cancer communication and education in Singapore, a population of 5.08 million (Singapore Department of Statistics, 2010) and one of the Asian countries where cancer rates are on the

rise (Koh & Lee, 2007). Research questions examined the extent and type of media coverage; the central messages and channels adopted by health practitioners in disseminating information about cancer; and the extent journalists adopt cancer information provided by the health public relations practitioners. Insights were drawn through 10 in-depth interviews with health public relations practitioners and journalists as well as a content analysis of cancer coverage in two prestige local daily newspapers, The Straits Times and The Business Times (N = 585). Triangulated findings found a complementary relationship between health public relations practitioners and journalists. Specifically, journalists and practitioners from the interviews shared similar views on cancer issues perceptions and news values. The content analysis and interview findings also revealed that media coverage is influenced largely by the prevailing issue perception held by health journalists, rather than based on a “match” between the both parties.

Based on the findings, Qi and Cameron's (2008) agenda building model was refined to include a four element, the influence of the government on both healthcare providers and the local media, evident in a centrally planned economy.

**Yue Gao, CN**

**Breast Cancer: The Marginalised Disease in Health Communication in Contemporary China**

Breast Cancer is one of the most common malignant cancers among women. Although the mortality and morbidity rates in China are lower than those in Western countries, these rates are creeping up by 3% annually. While western women enjoyed a higher survival rate, benefitting from early detection of breast cancer, compared with Chinese women, most women in China lose the chance of early diagnoses partly because they are not aware of the danger around them and lack of the related preventive knowledge, which predictably confirms that high levels of morbidity and mortality of breast cancer continue to persist. While a growing body of literature confirmed that in today's modern post-industrial societies, people rely on the mass media for knowledge about disease, its treatment, meaning and prognosis and many people rely on mass media even more heavily than professional health care providers when they are seeking information about health and illness, the media campaign of breast cancer in China is far from satisfactory both in quality and quantity. For the Chinese government, breast cancer is not as acute and political sensitive as SARS and other public health crises. Also, it has not threatened the party-state's political legitimacy as HIV/DAIS has, because the incidence and mortality rate of breast cancer is still lower than that in western countries. In these circumstances, both the financial and personnel allocation distributed to breast cancer is too low to initiate a media campaign even in the local media. Meanwhile, the commercialization process and ongoing reform of the mass media make advertising revenue the 'bottom line' for their livelihood. In this situation, the prevention of breast cancer is always seen as a less eye-catching topic and would attract fewer readers as public health crisis does. When the health education of breast cancer prevention and cure has been marginalized in the press by both the government and the mass media, pharmaceutical companies, nevertheless, play an important part in financially supporting the education campaigns. Though, the ultimate goal of the companies might be not only to satisfy the doctors, journalists and health officials but to sell their products as well. The current paper is one chapter of the researcher's doctoral dissertation focusing on 'breast cancer and Chinese media' and is aiming at articulating the production process of media content towards breast cancer. By gaining first hand data from

semi-structured interview and borrowing from existing literature, the researcher tries to reveal the socioeconomic and political factors which contend and interact with each other in forming the breast cancer media content in contemporary China.

## **2D33 Diasporic Media, Memory, Home (Diaspora) Room: B.303**

**Chair** John Sinclair

### **Papers**

**Catharina Valdigem Pereira**, University of London, UK

Media as Objects of Collective Remembering: Rethinking Media Consumption Practices among Postcolonial Diasporic Subjects

In this paper I wish to highlight the importance of working with the concept of Memory while doing Diaspora Media Studies. I am arguing that the construction of some postcolonial diasporic identities occur through the reproduction of collective memories of belonging, which are enacted through the repetitive appropriation of both material and immaterial objects. The importance of various things in conveying a sense of the past has been previously addressed within different areas of study and disciplines (Belk 1990; Marcoux 2001; Slyomovics 1998; Sturken 1997; Turkle 2007; Wright 2004). However, the extent to which different objects hold an equivalent ability to sustain collective memories of belonging among the diasporic still requires further discussion, in so far as the diasporic face several lags in memory, which tend to be filled in through a complex bricolage work based on the holistic appropriation and sensory apprehension of diverse objects in motion within their contexts of dwelling (Appadurai 1998; Breckenridge and Appadurai 1989).

Departing from an ethnographic account produced within the scope of my ongoing PhD research, which deals with how different generations of Portuguese Muslims of Indian and Mozambican origins, based in Lisbon area, have been reproducing collective memories of belonging through different things, I am intending in this paper to explore the mnemonic status of different media. Apart from discussing the material and immaterial status of 'media objects', I am also arguing that Media can constitute, among postcolonial diasporic subjects, objects of memory (Slyomovics 1998), since they provide prosthetic memories of events never experienced (Landsberg 2004); represent evocative objects, which one can think and recollect with (Turkle 2007); and since they constitute sensorial objects that bring the past into the present through perceptual experiences (Bijsterveld and Dijck 2009).

**May Farah**, US

Mediating Palestine

The Palestinian refugees represent the largest and the longest dispossessed refugee population in the world today. Since 1948, hundreds of thousands have lived as refugees in different parts of Lebanon. The great majority, particularly the youth, was born in exile. However, unlike their parents and grandparents before them, this generation lives in an era characterized by an explosion of media – particularly satellite television and the Internet – which has helped in the maintenance and/or reinforcement of a strong sense of

nationalism. This paper is based on ethnographic research of a spatially dispersed community and is grounded in interviews with young refugees, living inside and outside the refugee camps, whose lives are shaped by the shared experience of growing up outside their homeland, and exposed to the same difficult living environment and conditions of exile. Although more traditional ethnographic research has attempted to elaborate meanings associated with a connection to and rootedness in place, here I consider frameworks that allow for an investigation of nationalism in the diaspora, or more specifically how nationalist identity is fostered and strengthened by populations who are no longer – and never were – physically attached to the place they call their homeland, and whose homeland no longer exists.

I explore how these refugees come to understand and imagine Palestine and negotiate their nationalist identity, without every having experienced their homeland firsthand. Their understanding and knowledge of Palestine has been available only through second-hand accounts, whether orally communicated or mediated constructions and representations. Thus, this research provides a description and analysis of the ‘maps of meaning’ of two particular Palestinian exilic young adult groups, both situated in Lebanon but in distinct places within it, and in the context of a newly globalized media age.

### **Sumedha Dhani, IN**

Return of the Ashes to Mother-INDIA: Journey of the Soul in Reverse Migration with Family

A couple, namely, Vijay and Shashi, are first generation Fiji-Indians, living in Brisbane, Queensland, Australia for the past 20 years. In December 2009, they landed in India with their three Australia born daughters, aged 13, 15, 17, and Vijay’s nephew and his wife (also Fiji-Indians) and their Australia born son of 10 years old. The purpose was solemn: to immerse the ashes of Vijay’s mother into ‘Holy river Ganga’ at Haridwar in Uttarakhand State. This has been the Hindu practice since time immemoria for the soul to go to Heaven, the final resting place. Vijay’s mother Mrs. Sadhna Devi was born in Fiji to her parents Mrs. Geeta and Mr. Shiv Kumar who migrated to Fiji from the Indian state of Uttar Pradesh as bonded labour in the last century to work in sugar-cane fields. The Hindu religion flourished in Fiji with the constant communication and connectivity that the first generation of Indians in Fiji maintained with Hindu religion and culture. Later, the second generation of Fiji Indians followed the foot prints of their fore-fathers and mothers, - ‘the Sanatani Hindus’, and the practice goes on. They toiled the fields, did business, became ‘settled’ and ‘successful’, then military coup in 1987, made them disliked migrants and displaced again (twice migrants). Their construction of ‘home’ and ‘identity’ shifted, safety was more important. In Vijay’s group of eight people, all Australian citizens now, six were visiting India for the first time, in this occasion of immersing the ashes of the dead in to the Holy River Ganga, after the cremation ceremony. The event also expresses their Hindu religious and cultural connectivity, regardless of their hybrid identity. As a result I can demonstrate that migration and transmigration across ‘saat samundar’ or the seven seas cannot take the Hindu-ness out of people of Indian origin around the world, it is the question of transnational identity formation. This paper, then, sheds light on Australian multiculturalism and Indian culture in migration that has become a site where continuity and re-articulation takes place with the younger generation with warm communication, connectivity and creativity produced and lived each day.

**Amit Kama, IL**

**Vered Malka**

Identity Prosthesis: Sustaining Native Identity through Homeland Media

Israeli media not only help combat homesickness, but are basically employed as vital devices in sustaining and even empowering an Israeli identity. Homeland media bolster these migrants' sense as if they never really left home. They are wholly Israeli notwithstanding the geographic distance, which is of no ontological import. Living in the diaspora is masked by an illusion that can be daily and sometimes even hourly maintained via consumption of the home media. Paradoxically, diasporic life can be indefinitely extended because these media afford this illusion. The importation of culture, politics, and even gossip from the homeland soothes the migrants' uneasiness of being away from the beloved native soil, and thus they can indefinitely prolong their stay in the USA.

**Denise Matthews, Eastern Connecticut State University, US**

The Diaspora Descendant and Ayvalik: Producing/Restoring Identities

By fall 1922, the newly formed Turkish government had expelled most Christians, including thousands of Greeks from the Aegean coastal city of Ayvalik. Many Greek Christians, like my grandfather, had already fled. In this paper I theorize the fluid, on-going production of cultural identity as a descendant of a “victim diaspora.” My family buried their traumatic Anatolian origins within a less complicated identification as Greek-Americans—although none of my four Anatolian Greek grandparents had ever been to Greece. Now I, like Franco-Armenians, engage in “cultural recovery, based on narrative, a memory of collective suffering in earlier generations.” (Cohen, 1997, p 52). Amidst my search, Ayvalik strangers are gracious. An architect preservationist, who advocates restoration of Greek homes, transfers his large collection of Ayvalik photographs to my thumb drive. But while he treasures the Greek houses, he is silent about the identity of the former occupants. In the streets I film basement rubble, wondering where my great grandmother hid until she starved to death. I will share my Ayvalik footage, the architect’s interview, photographs and my narrative online, to facilitate a process that “makes possible the sharing of identities about culture and politics, but . . . also makes possible fierce debate over knowledge.” (Ignacio, 1995, p 4). Online and face-to face, the production of my Ayvalik cultural identity as a diaspora descendant contributes to the debate over knowledge as Turkish people increasingly seek information about the roots of their national origins and Ayvalik’s historic Greek homes are restored and preserved.

## **2D35 Climate Change and Disaster/Crisis Communication (EnvSciR) Room: B.305**

**Chair** Dorothee Arlt

### **Papers**

**Antigoni Vokou**, Free University of Brussels, BE

The "Regionalization" of the Climate Change News Coverage in Belgium

While a European identity tends to appear in the media coverage of the climate change issue this last decade, in Belgium on the contrary a "regionalization" of this issue is observed. After the federalization of the country in the seventies, the media are separated into the French that diffuse in the South and in Brussels and the Flemish that diffuse mainly in the North. Despite that separation the majority of events are covered by both media into their respective languages, until the late nineties where a raise of the coverage of local and regional events is observed in both parts. Because of its complexity and its multilateral approach (political, scientific, economic, social), but also due to the fact that carbon mitigation measures come within the national government competence, the climate change issue was so far spared by the phenomenon of the regionalization of news. In 2005 several important measures against global warming were taken respectively by the Walloon, Brussels and Flemish regional governments, from that point the Belgian media focus their climate change coverage on the efforts of local communities. Only events such as UN conferences, European Union policies or weather catastrophes in other countries were reported at the national level. Weather events (cyclones, heatwaves, floods, snowstorms) that affected both sides of the country were exposed only through their local impacts. Major differences can also be perceived in the journalistic discourse: the Southern media focus on a "climate certainty" discourse, they play a pro-active role by focusing on the necessity of individual efforts and by proposing solutions to diminish carbon emissions ("10 gestures to save the planet at home"), also they are in favor of mitigation policies taken at the national level. The Flemish media have a contrasted discourse due to the presence of some skeptic voices and they find mitigation policies taken essentially at the Flemish level more efficient. This study compares the evolution of the regionalization of the discourse on climate change in the written news from January 1999 to December 2010, in the North and South of Belgium, with the evolution of the perception of climate change by the public as it appears in the Eurobarometers and National polls. Both the textual and the visual content of newspapers is analyzed in order to bring answers to the questions that arise from this "localization of news": Is this local coverage of climate change promoting a better public understanding of its solutions, causes and consequences? From now on will this issue only be covered through the regional lens in order to reach the audience? Was it the political agenda and the economic and energy interests of the French Community and the Flemish Community that have influenced the media's discourse on climate change or was it the media's local coverage that had an impact on the political agendas? If the scientific sources of information are the same in the South and in the North, then why and how the journalistic discourse regarding "climate certainty" is different?

**Ines Crespo**

**Angela Guimaraes Pereira**

Controversy in Climate Change Movies

This paper is part of a research project looking at climate change (CC) communication through movies. One of the biggest challenges of CC science is to inform the general public. Given that its consequences are not immediately tangible, efficient tools to communicate the problem are required. In this sense, movies may be a mean for promoting debate and reflection about this issue, as they attract thousands of people, and are among Europeans' favourite media for information about environmental issues. However, due to the unsettled underpinning science and the high stakes and values involved, controversy is often built between the science and the politics, which ultimately is transmitted to the publics via the media, including movies. This paper focus on three movies, where instances of those controversies about CC can be found: the disaster movie *The Day After Tomorrow* where politicians disregard the appeals from scientists about the urgency to stop CC, which ends-up causing a sudden ice-age; Al Gore's *An Inconvenient Truth* regards the scientific evidence for anthropogenic CC, presenting the disputes among different political stands, denounces the counter-propaganda from the oil industry, and reveals the flaws of the sceptics' theories; and Yann Arthus-Bertrand's photo-documentary *Home* made with aerial pictures of several places on Earth showing the over-occupation and exploration of resources, and evidence of CC, where controversy appears in recalls for the need to involve countries as the US and China in more ambitious of a treaty than Kyoto. Furthermore, the scientific and political controversies in the movies sometimes go beyond the movie theatres, leading to unexpected reactions "in the real world". *An Inconvenient Truth* was actually judged in the British Court, after nine scientific errors have been identified. Regarding *Home*, given that it has been broadcasted in the French TV days before the European Elections where Europe Écologie has never received so many votes, the French press suggested that the photo-documentary had influenced the results. How are the controversies among scientists and politicians portrayed in these movies? How is the uncertainty of CC science explored and used? And how are these controversies interpreted by the publics who watch them? These are the questions this paper aims to explore. The methodology includes 1. the analysis of ways in which controversy about CC among the scientific and political spheres is portrayed in these movies; 2. the analysis of the news media that talked about them, in order to unveil the controversies generated in Portugal (project case study), France (European country where some CC movies have been produced in 2009), and the UK (where the media opinions about CC are debated in an accessible way); and 3. the organisation of focus groups with people from different European countries and work fields, to get a proxy direct feedback from the publics about these movies. To conclude, the paper will reflect on the role of these movies on informing, and clearing the existent conflicts between different spheres, which cannot be dismissed as they seem to influence perceptions of the issue by the publics.

**Christos Giannoulis, GR**

**Constantina Skanavis**

Communicating Climate-Related Natural Hazards Risk Resilience

Climate and climate-related hazards such as floods, storms, and droughts have served as trigger events for more than 75% of the disasters that have occurred globally over the past decade. Proportionately, these disasters affect the least developed countries most intensely, proving to be especially harmful to poverty stricken populations. In the future, a changing climate is likely to exacerbate these effects and could make development unsustainable in many places. It is necessary to develop the capacity of all countries to combat hazards so that they do not become disasters. Despite half century of concerted research and public policy practice, governments across the globe remain uncommitted to reducing society's vulnerability to natural hazards. The escalation of disaster losses and the increasing non-governmental movements into highly hazardous areas support this assertion. Although there may be recognition of the hazards in many communities, risk reduction and vulnerability often are not salient concerns until after the disaster occurs. Residents have other issues that assume priority, and local elected officials usually do not want to dwell on the hazard vulnerability of their communities as it might hurt economic investment and growth. While numerous research efforts have assessed various dimensions of community risk resilience, challenges remain in the development of consistent factors that can be used to qualitatively evaluate the disaster resilience of communities. This paper aims (1) to provide a conceptual framework for natural disaster resilience drawn from the global change, hazards, political ecology, ecosystems, and planning literatures, and (2) describe a candidate set of qualitative variables for assessing resilience based on the same literature. Current Research findings indicate that researchers used highly divergent methods, varying in problem definitions, search strategies, inclusion criteria for individual studies, and techniques for drawing conclusions about the cumulative evidence. Findings provide the basis for a theoretically sound approach to understanding the resilience enhancing mechanisms that operate through risk communication and education. Similarities between the gains made in environmental responsible behavior and risk resilience are highlighted.

**Antigoni Vokou**

"Climate Certainty" in the Belgian Media: Science Communication or Journalistic Ideology?

Journalists don't just reproduce political, social, economic and environmental ideologies they also vehicle their own. The choice of words, values, sources of information or the presence of a personal judgment at the end of an article or a TV report made by the journalist can be perceived as ideological standpoints. Undeniably the Belgian media played a major role into bringing the climate change issue from the scientific to the political sphere and from the political to the social sphere. When doing so were the media just reporting the scientific facts on climate change or they were driven by an environmental conscience and ideology? This study wants to show if and how the "green-conscience" and "climate certainty" discourse, of the Belgian written and television media, has influenced both the political agenda and the public understanding on the necessity to mitigate global warming between 1999 and 2009. Climate change denial and climate certainty can be perceived as two different ideological standpoints. Despite the fact that the majority of scientists affirms a correlation between the rise of temperatures the last century and the human energy

habits, a clear opposition between climate believers and climate skeptics (often driven by political and economic-energy interests) can be observed in the media of other European countries, the United-States, Canada and Australia. In Belgium no skepticism can be found in the news, but instead a climate certainty discourse is sustained by the media and a pro-active role played by the journalists through five elements: the link established between the abnormal weather events and global warming, the absence of skeptic voices in the media, the journalists main discourse, the choice of the sources of information and the scientists selected discourse in the news. This pro-active role of the journalists can be perceived as ideologically driven and not respectful of the rules of objectivity and impartiality when reporting. This qualitative discourse analysis explores how this certainty discourse is uncovered through the news text and visual content (images and graphs). The main question is: when journalists report the scientific facts are they just presenting and produce them without transformation, or they (re)present and (re)produce them through their discourse in order to achieve this climate certainty? If scientific communication is (re)transformed according to the reporters climate ideological standpoint, then is the visual content another pro-active journalistic tool? Are pictures of natural disasters, polar bears in despair, coalmines and environmental activists during UN climate summits just tools to reinforce the green-conscience discourse the media provide?

The material for this research is based on the four national Belgian French newspapers and the television broadcasts of the Public and the Private televisions of the South. Semi-directed interviews were also conducted with the environmental journalists of the Belgian French televisions, written and internet newspapers in order to establish if the reporting of climate certainty is driven by an ideology or by science.

Gonçalo Pereira Rosa, Catholic Portuguese University, PT

The Framing of a Weather Tragedy in the Digital Age: How Scientists were Bypassed during the Coverage of the Madeira Island's Storm

On the morning of February 20, 2010, a huge storm unleashed a tragedy in Madeira, a Portuguese island in the Atlantic Ocean. The rain triggered flooding and landslides. The lower part of the city of Funchal was buried under water, mud and debris. 42 people died and 8 were reported missing. A few minutes later, the Portuguese television networks broadcasted the news to the world. Their correspondents began a marathon that lasted about a week, accumulating hundreds of hours of live television, as rescue teams searched for the wounded and collected the dead from the rubble. Significantly, in this era of the democratization of information, citizen journalists who filmed the river's overflow and the most dramatic landslides produced the most extraordinary images of the storm. The coverage of a tragedy of this sort would ideally highlight several news angles to which the contribution of scientists would be decisive – whether to explain the meteorological events that caused the storm; to geologically interpret why the rivers overflowed; to frame the phenomenon in the context of climate change in the region; or to demonstrate how the massive infrastructure built in the island played an important role in modifying the river flows. However, our analysis demonstrates how scientists were virtually absent from the television coverage of the tragedy, bypassed by politicians interested in coordinating the rescue operations, economists motivated to estimate the costs of reconstruction and anonymous citizens affected, or not, by the loss of family members. This story reflects the gradual loss of relevance for scientists in the Portuguese media. As a result, the dominant

framing of tragedies such as this is the harsh power of nature, against which man - or science - can do little.

## **2D37 Ethics of Society, Ethics of Communication III (Ethics) Room: B.307**

**Chair** Manuel Parés Maicas

### **Papers**

#### **Sumedha Dhani**

Communities, Connectivity, and Marginalized Groups of India

One of the biggest debates in India in 2010 has been, whether the country should go for a caste-based population. And though the huge census process for 2011 has already begun in 2010, the nod for caste-base population could come much later, so it will take place in the months to come in 2011. Its need has been felt for decades as basically, the Indian society is based on the inherent contradiction of Haves and Have-nots. The Have-nots have lived on the margins of society for centuries. The present democratic Governments run so called welfare programmes for such people, without knowing the number of such people, then even run into DAL SCAMS and other scams, even the Supreme Court of India cannot tell the number of 'Scheduled Castes' and Scheduled Tribes' in India. Women folks of Scheduled Castes have been making news in media, for they are raped by so called high caste Hindus and then out of shame they commit suicide, burn themselves to death, or their limbs are chopped off (Jan, Feb 2011) by the rapists. Rapists have been difficult to catch and punished, its answer is with the law enforcing agencies. The marginalized groups of 'Scheduled Castes' and Scheduled Tribes' and Backward Castes in India cannot do the normal activities of a normal Hindu many times, like marrying whom they want, and riding a horse to the marriage pavilion and even doing worship in the village temple that a person of the group constructed himself, using all his money. Mr. Harsh Mander is one of the sensitive thinkers and writers whose articles in Dainik Bhaskar newspaper are eye-opening. The society closes its eyes on such matters...even when children of such groups are thrown out of the Government schools and a father and his disabled daughter is burnt alive in their house in Mirchpur (in Haryana), society does not cry. Dr. Ambedkar in his speech on Nov 26, 1949, had pointed out the absence of two things in Indian society- equality and fraternity. We still say, my country is great or 'Mera Bharat Mahan'. My paper will highlight the dichotomies of Indian communities and how they connect with each other, taking examples from media reports.

#### **Choon Hwee Koh**

Rich Singapore, Poor Singapore: Never the Twain Shall Meet?

Singapore is a prosperous island-city that has managed to leapfrog into the "First World" from the "Third World" in one generation, to use these 'defunct' categories. Yet, there is a Left Behind Class that is living a "Third World" existence in a "First World" city that mainstream, 'middle-class' Singaporeans only hear about during annual Budget speeches by the Prime Minister, read about in the newspapers, but seldom see or interact with in real life. This paper explores the social and physical geography of Singapore, which despite its

small size manages to keep the mainstream, 'middle-class' income groups insulated from both the very rich, and the very poor – the so-called Left-Behind-Class. This paper also asks how the media may have inadvertently aided this class insulation.

**María Teresa Nicolás, MX**

El puzzle de la gran metropolis de los contrastes. ¿Se informa con ética profesional la riqueza y la pobreza de la ciudad de México?

México D.F. con sus más de 22 millones de habitantes es la segunda capital más grande del mundo. Pero no es sólo su población lo que nos sorprende, sino los contrastes que se dan en ella: persona que tienen grifos de oro macizo en sus baños e indigentes que sobreviven con menos de un dólar al día. Limpiadores de coches que ganan más que un profesor de educación básica. Ante esta cruda realidad, que puede volverse invisible para defechos, (habitantes del D.F.), pero que impacta a los foráneos, surgen las siguientes preguntas ¿qué imagen de ciudad de México dan las noticias?; ¿a través de esas imágenes generan conciencia social? En definitiva ¿pueden los periodistas, en el ejercicio de su profesión, contribuir a achicar esas injustas diferencias? Al amparo de la teoría de framing y desde las propuestas del peace journalism daremos respuesta a estas cuestiones. La metodología utilizada es análisis de contenido cuantitativo de las noticias publicadas en los tres principales diarios nacionales –El Reforma, La Jornada y El Universal- durante los meses de enero a mayo del 2011. El punto de partida es la obligación que tienen los Medios de Comunicación no sólo de reflejar la realidad sino de transformarla. Esta transformación presupone la teoría de los efectos a largo plazo. Se considera que la transformación dependerá del enfoque o frame que den a las noticias. Se atisba que la sociedad de consumo en la que vivimos y la fuerte presión que ejercen los anunciantes no contribuye a que se fomente una cultura de la sobriedad y la solidaridad.

**Santiago Urrutia, ES**

**Begoña Zalbidea, ES**

**Juan Carlos Pérez, ES**

**Susana López, ES**

The Limits of Images Related to Death and Violence in Daily Newspapers: A Comparison between United Kingdom and Spain

When dealing with matters related to death and violence in the public sphere, the selection of images and photographs is a constant concern for editors and journalists who work in the mainstream media. These images have to respect several limits in order to be considered acceptable, politically correct and in good taste, according to the moral consensus prevailing in society. This study investigates what the acceptable limits are in images related to death and violence in the general printed press of the United Kingdom and Spain. The method used is based on a systematic collection of cases (photographs and drawings published in newspapers). We selected three general daily newspapers from the United Kingdom, taking into account their different degrees of seriousness – The Times, The Daily Mail and The Sun – and another three general dailies from Spain, where the distinction of the degree of sensationalism amongst them is less clear – El País, El Mundo and ABC. The analysis of images is carried out with tools proceeding from Photojournalism and Visual Sociology.

Representations of violence and death, especially those relating to identified victims from within the culture in question, encounter more restrictions nowadays. A new kind of sensitivity is growing, which involves respecting the grief of relatives and friends of the victims. We found that it is becoming increasingly difficult for the media to show images of death, particularly those which include the faces of the dead. Other preliminary data indicate that the printed press in both countries makes the same distinctions between distant and anonymous victims and culturally close and personally identified victims. In the first case, images can be more graphic; in the latter case, they have to be much more restrained. In Spain, however, these images can be comparatively more graphic than in the United Kingdom in each instance.

**Jonathan Corpus Ong**, University of Cambridge, UK

Questions from an Anthropological Ethics of Media: Filipino Audiences and Their Responses to Televised Suffering

Recent years have seen a 'moral turn' in media studies, with scholars debating what normative frameworks to use in critiquing the production and reception of media messages. This paper considers two interrelated methodological questions about media ethics: 1) What can an ethnographic approach contribute to ethical debates about the media? and 2) Whose morality should we consider more important: the researcher's or his/her informants? This paper grounds these broad considerations in the author's research on Filipino audiences and their responses to televised suffering. Moral norms such as 'cosmopolitanism' and 'proper distance', among others, were difficult to find during fieldwork, as these norms were articulated from a position that already assumed a particular kind of media system and class position of audiences. While this paper does not offer a singular resolution, it considers suggestions from the anthropology of moralities in dealing with these questions on the methods of ethical critique.

## **2D40 Media Education Policies in Evolution: Shaping the Agenda (MER) Room: D.97**

**Chair and Discussant** Divina Frau-Meigs, University Sorbonne Nouvelle, FR

### **Papers**

**Juan Francisco Martínez Cerdá**, ES

**José Manuel Pérez Tornero**, ES

**Oralia Paredes**, ES

Media Literacy: Evolution of European Data 2005-2010

It is an approach to the analysis of official European historical data for 2005-2010 obtained from Eurostat and relate to Media Literacy, under the system of indicators defined in the research "Study on Assessment Criteria for Media Literacy Levels - A comprehensive view of the concept of media literacy and an Understanding of how media literacy level in Europe Should Be Assessed (2009)"<sup>1</sup>, a part of the European Commission's development of media literacy policies, focused on analysis, reflection and development proposals within the field

of digital literacy in Europe. The indices associated with different components, criteria and dimensions are calculated according to the specifications of weights that are described in this investigation, and under an estimation process than it is explained with different schemes and examples. Despite the absence of a quantitative process for measuring media literacy in this period (2005-2010), an estimate is made based on the reuse of data related to the topics of study, and searchable by Eurostat. The findings offer a glimpse of the path, and reveals some interesting changes performed on the European continent. This analysis is set as the first study in this area, just before the start of European quantitative process measurement, which is thought to start in the year 2011.

**Manuel Pinto**

**Sara Pereira**

**Luís Pereira**

**Tiago Ferreira**

Media Education and The Public Policy Agendas: The Portuguese Case

With the transposition of the European Audiovisual Media Services directive from 2007 into the member states' legal framework, the European Union took an important step towards defining a policy in making media education and digital literacy an effective part of its citizens' upbringing. This decision is inscribed on a global movement that found in the Alliance of Civilizations, in the most recent years, one of its most relevant expressions (Frau-Meigs & Torrent, 2009).

These cultural and formative implementation processes have long stopped being isolated actions, dependant on the mere commitment and capacities of teachers and other professionals, and have turned into axis of public policy (O'Neill & Barnes, 2008), focusing not only on the younger generations and school education, but also on adults, associative and sociocultural activities (Buckingham, 2001).

Taking Portugal as a symptomatic case, this paper will show the results of an empirical research project that took place between January 2010 and March 2011, commissioned by the national media regulator, that tried to map the main experiences, actors and contexts of media education throughout the first decade of the 21st century. That project is part of a more ambitious initiative of seven Portuguese public institutions (spread through different areas like research, regulation, government, counseling, culture and knowledge society promotion) that have been meeting as an informal group of partners, with the objective of inscribing media education on the country's public concerns agenda.

From this project's results, as well as the convergence and debate of concerns among the stakeholders that compose the informal group, this paper intends to: a) underscore how the definition of programmes and media education plans presupposes a profound awareness of the initial situation; 2) in the Portuguese case, identify the critical factors that may explain the lack of continuity of initiatives in this area, throughout the past 25 years; 3) put into evidence how the definition of public policies presupposes a multipartnered approach, of mutual hearing and careful articulation of conceptions and interests; 4) emphasize the value of a comprehensive approach combining different traditions in media education and different kinds of actors (from teaching to intervention, from research to political decision-makers, from regulators to education and media professionals, from public health officials to libraries); and 5) involve, in this framework, the regulatory function, in all of its dimensions (auto-regulation, co-regulation and hetero-regulation). Going beyond a descriptive

perspective, this paper aims to contribute to the identification of elements that will give consistency to media education policies that will transcend the technological and market-oriented approach and promote the empowerment and critical participation of citizens in the media ecosystem, taking advantage of its potential.

**Tugba Asrak Hasdemir, TR**

Problems and Prospects for the Media Literacy Education: Turkish Case

This presentation will be focused on whys of this change. To understand current discussions on importance and position of media literacy course is closely related with detecting the history of the course in Turkey as well as its future especially shaped by the RTSC and the MNE. For this purpose, the objectives, outlines of the course as well as first term implementations of the course will be elaborated. The interview with the authorities of MNE and RTSC on the change at 2010 will provide information about formal prospect drawn for this course. Recent modifications in the curriculum for 2010-2011 terms and textbooks advised for this term will be also analyzed. The concluding part of this paper will be dedicated to the evaluations on the position of media literacy course and offers suggestions to promote conditions available for media literacy education in Turkey.

Keywords: Media literacy, curriculum of media literacy, the Radio and Television Supreme Council, the Ministry of National Education.

**Juan Francisco Martínez Cerdá, ES**

**José Manuel Pérez Tornero, ES**

**Oralia Paredes, ES**

Critical Understanding Indicators of Media Literacy for Individuals

European Union has set mandatory –by means of the Audiovisual Media Services Directive (AVMSD) - to measure and promote the development of media literacy in all Member States from 2011. With this objective, the European Commission (EU) developed in 2009, an indicators set in a Study commissioned to the Gabinete de Comunicación y Educación (along with different European partners). However, the indicator set aforementioned is not intended to be applied to individuals but countries. In order to fill this gap, It has been developed a new research for developing and testing an indicator set for measuring the critical thinking of individuals (from 6 to 12 and 12-18 years old), as well as companies and institutions. The research focuses on those indicators that require a qualitative and contextual approach. This paper present the advances of the research carry out and explain the indicator system, methods, procedures and protocols (test, questionnaires, as well as observation and measurement systems) refined and used by different institutions and whose will complement the European indicators. We make a comparison between different cases studies and show the computer system which will allow the implementation of the different test and their application online. Finally, we will raise the design of systems and methods of observation, experimentation and analysis for obtaining an effective and reliable report of the development of media literacy competence of individuals, processes and specific contexts.

**Leslie Regan Shade, CA**

**Young Canadians, Participatory Digital Culture, and Policy Literacy**

This presentation will provide an introduction to a three-year Social Sciences and Humanities Research Council of Canada (SSHRC)-funded project, Young Canadians, Participatory Digital Culture and Policy Literacy. The research has a dual focus: through interviews and focus groups with young Canadians it examines their use of digital technologies for play, education, work, and civic participation, and assesses their knowledge of digital policy issues (such as copyright and policy) while student-led workshops on digital policy and media-making will enable young Canadians to develop the capacity and fluency to create innovative policy toolkits. Research questions include: what are the everyday uses of digital technologies by youth?; how do these practices shape their knowledge of digital policy issues?; what tools and techniques can be mobilized to create participatory and innovative digital policy literacy toolkits?, and, what are examples and best practices of digital policy literacy projects targeted for youth developed by governments, educators, and activist groups?The project also aims to fill a research gap in communication studies in policy, political economy, and critical media literacy by examining how young people use digital technologies, their knowledge of policy, and how best to design in a participatory fashion with youth digital policy educational resources. In both the academic and practitioner realm, it expands the realm of media literacy to encompass digital policy as a key literacy component for the “networked age”. Reconceptualizing the tenets of media literacy education to account for digitization, Hobbs & Jensen (2009) point to “a new emphasis on ‘digital citizenship’...with an emphasis on the rights and responsibilities of individuals and groups as communicators on the internet and in real life” (p. 5). New media literacy skills thus need to include an attention to legal and ethical issues, social and personal identity formation, and the porous boundaries between private and public spaces. In this respect this presentation aims to contribute to several of the themes for the 2011 Media Education Research Section: the role of digital literacy (and specifically digital policy literacy) in media education, and communication rights and duties of citizens.Three discrete media projects under development this year will be discussed: 1) the practices surrounding remix culture by DJ’s, their knowledge of copyright reform in Canada, their perceptions of fair dealing, and the development of an online copyright toolkit; 2) a short video that explores the discourse and privacy implications surrounding the development of domestic surveillance devices for mobile phones and social network sites, purportedly to ‘protect’ young women; and, 3) a podcast developed by students in an MA Media Policy course on the Canadian debate about whether broadband Internet should be regulated as a basic telecommunications service.

## **2D41 Media Regulation and Policy (PolEcon) Room: D.98**

**Chair Janet Wasko**

### **Papers**

**Avshalom Ginosar, IL**

Between Public and Private Interests: Four Patterns of Regulation

Two main conceptions are common in the research of regulation: the first is associated with the theories of regulation, and leads to investigation of the goals of regulation while differentiating between theories of public interest and theories of private interest; the second conception is associated with theories of public policy and is leading to investigation of the processes in which regulatory policies are shaped. This conception differentiates between actor-centered theories and institutional theories. This paper presents a theoretical framework that combines these two conceptions and consequently provides four possible patterns of regulation: the captured regulation, the manipulative-regulation, the responsible-regulation and the coordinative-regulation. The first two lead to the achievement of private interests: the captured by representing self-interests of the most powerful actor or coalition of actors and the manipulative by employing the commonly agreed institutional setting for the promotion of these interests. The other two patterns are associated with serving the public interests: the responsible-regulation stands against the various stakeholders' pressures and enforces the public interest even when it contradicts stakeholders' interests; the coordinative regulation employs the agreed institutional considerations in order to drive all actors – or most of them – to legitimate new policy that reflects an agreed public interest. This theoretical framework is examined in the context of a case study: the shaping of new regulatory regimes for the advertising practice of product placement in the European Union and Canada. Based on data from a previous study, it is suggested that both new regimes served public interest, although different, rather than private interests. It is argued that both regulatory authorities acted as coordinators within certain institutional settings. In each case, the regulator differently interpreted the public interest while framing the regulatory problem in a different way and thus succeeded in attaining most stakeholders' legitimacy for the new regulations.

**Jim Rogers, IE**

**Sergio Sparviero**

The Creative Destruction of the Music Industry in Ireland: Evolving Revenue Streams in Traditional Power Structures

This paper will present findings uncovered in a recent empirical research study of the music industry in Ireland. These findings serve to outline the response strategies of the major music companies to the threats and challenges posed to its established power structures by the wave of creative destruction engendered by the introduction of digital technologies. If, on the one hand, as the music industry argues, receipts from recorded music sales are in decline as a result of digital piracy and illegal downloads, on the other hand, this loss of revenue is largely compensated by receipts from live performances and new revenue streams. We argue that the changing significance of different revenue streams is also a

'natural' progression of the introduction of new technologies and other innovations in a media sector as our interpretation of Baumol Cost disease suggests. However, instead of adjusting their business models to the new economic environment, which favours the quick dissemination of free (or cheap) digital products creating the conditions for generating value from the creativity of talents, individuals, producers and suppliers of technologies and internet service providers reinforces intellectual property rights as being central to the music industry. Ownership of content and control over the channels that distribute it are still seen as crucial. The ongoing formation of alliances and pacts between content and technology sectors indicates that both record companies and music publishers are creating business models and licensing systems that enable them to profit from emerging and growing digital distribution opportunities. Overall the emergence and proliferation of these new digital platforms, and the alliances and partnerships between music companies and actors in the technology sector is serving to accelerate the growth of the overall digital music market, increase the number of revenue streams open to music companies relating to recording, publishing and other related products and services. When we also consider the expansion of outlets for music content through already existing intermediaries such as radio, television and advertising and the significant growth of the live music industry, the broader music industries landscape paints a significantly healthier picture than the digitally induced 'Armageddon' suggested by published record sales data and popular media reports. Continuing processes of convergence and conglomeration and the evolution of 360-degree artist contracts points to a growing centralisation of power within the music industries.

**Wallace Chuma**, University of Cape Town, ZA

The Dynamics of Power in Media Policymaking: Reflections on Media Reforms in Zimbabwe's Fractured Transition

In February 2009, following a decade of profound economic crisis and political conflict —and following protracted mediation efforts by the Southern African Development Community— leaders of Zimbabwe's three major political parties formed a coalition government to oversee political and economic reforms and create enabling conditions for free and free elections in the near future. Among the key sectors identified for reform was the media sector, which had been characterised by state domination, draconian legislation, partisan journalism and low levels of public access since independence from Britain in 1980. This paper critically explores the political economy of media policymaking in the context of this post-2009 complex and fractured 'transition' in Zimbabwe. It does so by examining the key sites of contention and compromise (by the political principals and their agents in the coalition government, as well other centres of power in business and civil society), including the restructuring of the state media, liberalisation of airwaves, appointment of media regulatory authorities, media law reform, among others. Attention is also given to both policy processes and (possible) outcomes. Analysis of policy documents and policy pronouncements, as well as interviews with key players involved in the process, inform much of the methodology of this paper. The article argues that the policymaking process over the past two years of the 'transition' has been the exclusive domain of competing political elites in government seeking to create a media system that could help individual political parties retain and consolidate power post-transition; that there was more continuity than change in the policy discussions and processes; that there was hardly any attention

paid to the changing ecology of media and communications, especially the role of the Internet and the economic side of new media; and finally that the policy process—which is ongoing as I write—is likely to produce outcomes which promote power retention agendas of political parties rather than liberate the mediated public sphere.

**Cinzia Padovani, US**

**Berlusconi on Berlusconi? A Critical Analysis of Italy's Commercial TV Discourse on Digital TV Policy**

**Introduction:** In this paper, I analyze the discourse concerning the transition to digital terrestrial television (DTT) in Italy and explore the relationship between such discourse and the interests of Mediaset, the main commercial TV broadcaster in that country. In particular, I set out to investigate how the television channels owned by Prime Minister Silvio Berlusconi have discursively covered this transition and the media policies that supported it. While drawing upon the existing literature on technology and media policies, this article offers a novel angle as it proposes to explore the formation of national discourse about DTT and the ideological implications of such discourse.

Indeed, powerful interests were at play given that, for Mediaset, the successful introduction of this new delivery technology was vital for at least two main reasons. The government's initial promise for a fast conversion (to be completed by 2004) had allowed the corporation to bypass legislation and various sentences of the Constitutional Court. These had been designed to break down the duopoly in the terrestrial broadcasting sector (consisting of the commercial broadcaster and the public service broadcaster RAI) by imposing the migration of one of Mediaset's TV channels, RETE4, to a satellite platform (Padovani, 2009; D'Arma, 2010). However, given the relatively low penetration of satellite TV in Italy in the early 2000s, this forced migration would have meant enormous losses for the commercial broadcaster. With RETE4 off the airways, Mediaset would have lost millions of Euros on missed advertising revenues. Such a migration had to be resisted in every way possible, and the introduction of the new delivery technology was presented as a 'natural' solution to the ills of the market.

**Methodology:** I implement Critical Discourse Analysis to study a sample of newscasts aired in the period 2000-2009 on Mediaset's three terrestrial TV channels.

**Conclusions:** Despite the different audiences and style of each newscast, I conclude that all three of them contributed to creating a 'system of dominance' (Fairclough, 2006) and rallied in support for the sort of media legislation and TV technologies that best fitted the corporation's interests and the status quo.

**Martin Becerra, AR**

**Guillermo Mastrini**

**Santiago Marino**

**Media Concentration, Digitalization, and Regulation: The Case of Argentina**

This paper sketches the main historical processes that have shaped the media in Argentina and other countries from the Southern Cone of Latin America, and compares media concentration trends in these countries over the last decade. Lastly, we analyze the variety of strategies used by the main actors in the media markets of the Argentina, as well as the

impact of digitalization and the process of the new broadcasting rules adopted in 2009 in Argentina.

## **2D42 Istanbul and Beyond (PolEcon) Room: D.100**

**Chair** Deniz Bayrakdar

### **Papers**

#### **Zahit Atam**

Istanbul as an Area of Conflict: Slums against Modernisation of Values and the Way of Life in Sommersault in a Coffin, Journey to the Sun, and The Destiny

**Deniz Bayrakdar**, Kadir Has University, TR

Socio-economic Structure and Modernism as Cinematic Urbanism: Three Monkeys and Pandora's Box

#### **Zeki Demirkubuz**

A Very Special Case in Turkey: Third Pagenews, Events, and Social Problems in Turkey in Third Page, Innocence, The Fate, and Waiting Room

#### **Yeşim Ustaoglu**

The City that Lost Its Soul: The Backgrounds of Life and Political Migration in Istanbul in Journey to the Sun

## **2D43 Representing Gender (Gender) Room: D.105**

**Chair** Kaitlynn Mendes

### **Papers**

#### **Elke Grittmann**, DE

Business Leaders and Gender Hierarchy in News Photography: The Iconography of Male and Female Managers in German Newspapers and Magazines

Research on the question how female politicians are represented in media coverage compared to their male colleagues has increased significantly within the past two decades (cf. e.g. Kahn/Goldenberg 1991, Norris 1997, Pantti 2007). Studies have gone beyond the simple quantification of the mere presence in the media and started to explore the way women (and men) are covered verbally and visually (cf. Colbert 1995, Sreberny-Mohammadi/Ross 1996; Gidengil/Everitt 2000; Ross 2004, Pantti 2007, Holtz-Bacha/Koch 2008). However, research on visual representations of male and female Business leaders in the press is still missing.

This paper analyses the role of power and gender display in news photography in German newspapers and magazines. In order to explore gender differences in the depiction of male

and female Business leaders, a quantitative and qualitative comparative analysis was conducted. 1.000 news photos of female and male political leaders at top level positions were analyzed in 13 different newspapers and magazines over an 8 week period (May/June 2008). The visualization of power and gender in news photography is scrutinized with a special focus on the frames and specific iconography of power and on the representation of Business leaders in context, behavior, gestures, social distance and social interaction. The results indicate that the frames used to cover female and male Business leaders differ significantly. Media construct a strong gender hierarchy in this area.

**Nilyufer Nedzhib Hamid, NL**

**Liesbet Van-Zoonen**

**Giselinde Kuipers**

Turkish Toyboys: A Growing Trend or a Media Construction? An Analysis of the British Tabloid Media

Turkey is a popular destination for millions of British tourists. This also leads to increasing media coverage of Turkey, not only in British broadsheet newspapers, but also in popular tabloids. However, tabloids coverage of Turkey differs considerably from more political to more popular bent. For instance, a significant topic is real life stories about so-called "Turkish toyboys": young local lovers of mature British women seeking love, affection, sex, and maybe a relationship. In 2008, a British television documentary, "Man Hunters: our Turkish toyboys", also broadcasted mature women who have travelled to Turkey and met with local men. Audiences comment on these news stories or TV programs through online blogs/forms by mainly criticising both sides for using each other. In this study, we will analyse media construction of the British women who seek young men for dating. We will apply critical discourse analysis (of van Dijk, 1983) to ten stories published in the Sun, Daily Mail and Mirror. We will question how British women and so-called Turkish toyboys are portrayed, what gender repertoires are evoked, who is presented as a victim and how gender ideologies are constructed through a sensational journalistic language. Moreover, we will analyse the relation between text and image by applying a semiotic analysis (of Chandler, 2007) to images published with these stories. Finally, we will analyse comments made in online blogs/forms and we will also address online responses to the television documentary in Channel 4. These comments underline the reaction of the public to the women in particular – since, they show a much more one-sided interpretation of this issue. We will conclude by suggesting that both the tabloid press stories and the television documentary comments somehow contribute to a negative perception of old British women and to a negative image of Turkey.

**Todd Joseph Miles Holden, JP**

Hyper-gendered Discourse in Japanese Fashion Magazines: A Comparative Content Analysis

Japan is among the world's richest communication environments. There, magazines are the second most-consumed medium (92,255,549 magazines published in 2008-09); of those magazines, fashion constitutes the third most-consumed type overall (at 19.1%), with women's fashion the third most-consumed and men's eighth (out of thirteen categories). In

a previous paper (Holden 2010), I provided an overview, arguing that fashion magazines serve as extended advertisements for products, commerce and material consumption, as well as important tools for achieving societal integration and reproduction. That paper covered: (a) magazine's place in the media market; (b) the major advertisers underwriting media (a large percentage of which are fashion-related); (c) fashion magazine role in society; (d) fashion magazine form and content; (e) the impact of globalization on Japanese fashion (as evidenced by fashion content), and (f) the rebirth of localized fashion as urban and domestically distinctive. The current paper employs content analysis of a theoretically-selected sample of the major fashion periodicals in Japan for both women and men, to detail the extent of what I call "hyper-gendered discourse". Such discourse presents men and women in ways that over-accentuate aspects of gender—most particularly traditional and/or stereotypical constructions, despite other exogenous influences. For instance, hyper-genderization is evident through comparative analysis of gender roles. Repeatedly, magazines reproduce a gendered division of labor, where, for instance, women's magazines emphasize domestic chores, such as cooking and housework, while men's magazines focus on leisure. This trend, first reported in the late 1980s (Inoue et al. 1989), persists in the form of recipes for "Makeable At-Home Dishes" supplied by "ordinary women on the go". Similarly, discussions of dieting are common. Another area of hyper-genderization concerns sexuality. Chaste though many portrayals may be, sexual and physical characteristics are heavily emphasized. Generally, such discourse is hetero-normative, generally featuring photographs of the other sex, stripped down, reinforcing what Caputi (2010) calls "the pornographic worldview" and, being par for the course in Japanese media, I would call "everyday pornography". Despite hetero-normativity, consistent with local custom and historical framing, women are presented as "cute", cuddly, carefree, and innocent—yet sexualized. When physical contact is depicted, it is with women in the kind of "sisterly-sexuality"/shared intimacy that is a staple of Japanese TV advertising, cartoons, and regular entertainment programming. All fashion magazines reduce women (in particular) to socially-recognizable types (men too, but less so). Most easily discernible is the "OL" (or "office lady"), but even within this group there are distinct age- and characteristic-based profiles that help reproduce gendered "types". The research will specify these categories, however the most common are "kawaii" ("cute, feminine, sweet") and "kakkoi" ("cool, mode, elegance"). Models' gestures and linguistic forms (the written characters, expressions, and the words used to frame models) are also deeply significatory—of what will be specified in this presentation. Altogether, representations of women and men in Japanese fashion magazines are complex and profound. In their repeated representation lie important social outcomes, and implications for anyone concerned about gender in the contemporary world.

### **Betsy Forero Montoya, CO**

#### **The Picture of Latinas by Japanese: An Analysis of Media Content and Audience in Japan**

Latina is a word that more Japanese people understand and use even if Latin America is still geographically and culturally distant from this Asian country. In a traditionally male dominated society with comparatively low migration rates, media play a fundamental role in the portrayal of images such as those of Latin American women. They constitute `Others` in terms of gender and ethnicity in this society. This study explores and compares the constructions of Latinas with regard to the overall image of Latin America by Japanese press, and the perceptions of Latin America associated to women that Japanese audiences have.

The questions posed were: What kinds of images are constructed by Japanese media content and audiences? And how do they reinforce stereotypes of gender and 'foreignness' in Japan? From the results of a preliminary thematic content analysis of the press coverage on Latin America over the last two decades, articles regarding Latin American women were chosen and text analyzed. In addition, data regarding the images of Latinas obtained from a questionnaire designed to explore the image of Latin Americans among Japanese audiences, were studied. Results revealed that some of the stereotypes of Latin America in Japan are closely related to women, and extremely limited images characterize what Latin American women mean in Japan. Representations basically point to physical skills, beauty, sex appeal and also crime, clearly revealing the estrangement of this group. When being exoticized, Latin women are represented under the parameters of a traditionally patriarchal society and are differentiated from their Japanese counterparts. They are constructed as consumable objects of entertainment that only signify representations such as strength and 'sexy' beauty, which in addition, oppose to accepted portrayals of Japanese women. Hence, Latin American women are 'othered' as exotic. These single images, presented as stable and absolute, do not leave place for the development of a variety of Latinas, who may intercept with positive images of Japanese women or men.

### **Sarah Lecossais, FR**

#### **Women are Primarily Women: The Gendered Construction of Fiction Characters in French TV Series**

Since the 1990s, French television proposes more and more tv series with recurring heroines. They are women, mothers, wives or widows and, after all, they are working in male domains : police, medicine, justice. Their apparition in these televisual genres follows a real evolution in French society where women are more present in these professions. However, how their gender – as woman – is it impacting their work ? Is there differences between a feminine detective and a male detective ? Do the creators of these fictions make a difference between men and women and which representation of women do they propose to the public ? To answer these questions, we propose to analyse the pilots episodes of series which develops recurring heroes or heroines working in police, medicine or justice (around twenty episodes). As pilots, these episodes have to present us the heroes/heroines and their environment – family, love relations, work, etc. A first interesting remark is that while men are integrated in their professional teams, women are newcomers : they have to become leaders of masculine teams. They have also to prove to the men that they are capable, fair and reliable. Men's characters don't have to prove anything : they are men, detective or surgeons, and their masculinity seems to guarantee their skills. Women are almost always re-assigned to their gendered identity : they are first seen as women, before to be seen as professionals. Many details reveal this gendered assignation : for example, when a woman arrives everywhere with a male colleague for an investigation, the witness always thinks that the man is the immediate superior of the woman ; peoples find that a woman doesn't looks like a doctor, and so on. In addition to this, women have in these programs specific 'values' or 'feminine skills' and do operate a gender performance (Butler, 1990). They are bearer of a care ethic : they have to be careful, soft, tolerant, understanding, sensitive, they are against violence and are always ready to help a child or a single mother, or to invite victims to come at her home. Their 'mothering instinct' is helpful to understand

the victims or the murderers. In opposition to this, men seem to continue the defence of patriarchy values. These programs reflect the gendered construction prevailing in popular culture. We would like to understand how the characters are presented in relation to their gender. Fictions reveal us how femininity is constructed through a media narration and through images. We will include a semiotic analyse of the characters. We will refer to professions sociology to understand the place of women in these careers and to gender and cultural studies to analyse a specific tv material and its relations to questions of power, patriarchy and feminism.

**Andrea Lee Press, US**

Prefeminism After Postfeminism: Contradiction in Postfeminist Media and Culture

Postfeminist cultural discourses have called into question many of the critiques of second-wave feminism. In particular, second-wave feminism's critique of a pre-feminist "double standard" of sexual judgment by which women's sexual behaviors are judged by different standards than those applied to men has given way to a postfeminist rhetoric which emphasizes young women's freedom to act sexually as they choose. Yet the close examination of current popular media reveals the simultaneous and contradictory presence of pre-feminist and postfeminist attitudes. While women are often shown as highly sexualized actors, they are just as often judged negatively for their sexual actions. The derogatory epithet "slut" is often seen in popular media products. While in specifically postfeminist media the term "slut" can be used ironically as a form of praise, often its original meaning is intended. The popular reality television show *THE JERSEY SHORE* offers several good examples of these contradictory discourses. The show focuses on the leisure activities of a small group of men and women who engage frequently in sexual activity. In the episode analyzed in this paper, one of the women engages multiple sexual partners in rapid succession, behavior criticized as "slutty" or inappropriate by the other house members. This episode and the show are contextualized in a broader discussion of the way many current popular media images represent these contradictions. In addition the paper reports on focus group discussions with college women at a large state university in the U.S. who are members of a sorority which regularly views *THE JERSEY SHORE* collectively. Members watched the episode mentioned above in my groups. Viewers offered their own comments on the show's characters – both on the character shown to be sexually promiscuous, and the others who criticized her. In addition they used the show to reflect on how they themselves, as young women in the current cultural climate, negotiate the conflicts between the pre-feminist and postfeminist rhetoric they witness in popular culture and in the opinions and attitudes of their peers. I contextualize the young women's comments in a discussion of a broader series of similarly contradictory issues they face in the current contradictory postfeminist cultural conversation about young women's sexual and other identities.

## **2D44 Copyright Infringements, Its Enforcement, and the Alternatives (CPT) Room: D.106**

**Chair** Bart Cammaerts

**Discussant** Bingchun Meng

### **Papers**

**Robin Mansell, UK**

**Edward Steinmueller**

Copyright Infringement Online: The Case of the Digital Economy Act Judicial Review in the United Kingdom

This paper will examine arguments presented by representatives of the creative industries, government and Internet Service Providers (ISPs) in their efforts to negotiate what they regard as an acceptable response to the copyright holders' proposed strategy of using Internet tools to monitor online file sharing activity in their attempt to reduce copyright infringement. It examines specifically the different assumptions and interpretations of the empirical evidence concerning peer-to-peer file sharing that infringes existing copyright law and which are brought to bear in support of, and against, legislation aimed at suppressing Internet user infringing activity. The paper will be based on a documentary analysis of evidence available in the public domain that was submitted to the court in the Judicial Review of the UK Digital Economy Act 2010 (the case will be decided in March 2010). It also will be informed by the authors' roles as Expert witnesses in this case on behalf of the ISPs. The ISPs sought judicial review of those parts of the Digital Economy Act that would require them to monitor their subscribers' use of the Internet and, on the request of rights holders, to reveal the names of subscribers suspected of infringing P2P file-sharing. Various sanctions would apply to those found to be engaged in downloading activity in contravention of copyright law. The strategy is variously labelled a 'graduated response' regime or 'three strikes you are out' and is being promoted by creative industry trade associations worldwide. In the present case, we argued that the government's response to creative industry claims of damage to their industry as a result of online behaviour was exaggerated and that the Government's legislative response was disproportionate and unlikely to lead to the outcomes claimed by the government and the industry. The analysis in this paper will consider the motivations of the various stakeholders and the interests of citizens as ISP subscribers and how these influenced the positions of the parties in the case. It will discuss why citizen rights and the open information access alternatives were not, in this case, the primary focus of the arguments presented by the parties involved in the judicial review. The evidence focused overwhelmingly on economic and legal positions. The case will serve as an example of the positioning of critical academic researchers in a politically charged dispute about policy and practice aimed at balancing the conflicting interests of information producers and users.

**Ann Hollifield, US**

**Lee Becker, US**

**Tudor Vlad, US**

The Effects of Copyright Enforcement

During the past 30 years, innovation, technology development, and knowledge-based industries have emerged as the engines of global economic growth. Consequently, the value of information as a resource and commodity in the global marketplace have increased rapidly. Within the context of the knowledge economy, there are at least four points at which information intersects with other economic processes to create value for a national economy: creation, production, distribution, and innovation. Economists argue that timely access to emerging information is now a necessary condition for successful participation in the global economy. Because of the increasing economic value of information and information industries, industrial nations have attempted to expand the strength and scope of the international agreements governing copyright. Copyright laws affect all four points of value creation identified by economists, but it remains unclear exactly how such laws influence information access in developing nations. Copyright proponents argue intellectual property protection encourages idea creation and dissemination and protects domestic content industries. Critics counter that developing nations cannot afford to pay for timely access to information and that, in the knowledge economy, copyright laws reinforce the economic dependence of developing nations on the developed world. Despite decades of debate over copyright, little empirical research has tested the competing claims about the effects of international copyright enforcement. Findings from the handful of studies that exist suggest there is a connection between copyright enforcement and economic development, but the direction of causality is not clear. One of the challenges researchers have encountered in examining the question is the quality of the indices used to measure copyright enforcement at the national level. This paper extends previous empirical work on the effects of copyright regulations on national economic development. It uses three different indices of copyright protection -- the controversial International Intellectual Property Alliance's Section 301 Watch List, the Park Index of Copyright Protection, and the Intellectual Property Protection Subindex of the Global Competitiveness Index -- to measure the effects of copyright protection on per-capita production and international trade in copyright products in nations around the world. National production levels and international trade in copyright products are measured using UNESCO's Comtrade database for the 15 years 1994-2009. The paper's findings shed light on the relationship between international copyright regulations and economic development in the knowledge economy, and comparatively tests different indices of national copyright protections worldwide.

**Trisha Meyer, BE**

**Leo Van Audenhove**

The Internet: An Open Communication Network? Studying Online Copyright Enforcement Policy from a Communication Science Perspective

This paper studies the impact of copyright on the Internet theoretically to then draw on the results of a qualitative analysis of the French graduated response policy verifying and illustrating our theoretical statements empirically. The paper gains and tests insights from theories of open communication networks, political economy of communication and surveillance studies. It aims to provide a theoretical framework for analyzing changes brought about by policies seeking to protect copyright on the Internet. It contends that in the French online copyright enforcement policy, the Internet is being regulated in favor of the private interest of right holders (defined as a closed Internet with strong copyright

protection) to the detriment of the public interest (defined as an open Internet with widespread access to information). The Internet has great democratic potential, as it facilitates open communication. Openness, interoperability, requests for comments (peer review) and consensus are key characteristics of the early Internet (Castells, 2001, 'The Internet galaxy: reflections on the Internet, business, and society'; Lessig, 2006, 'Code version 2.0'). The Internet can be an open communication network: a counter-power to our capitalist media system (Castells, 2009, 'Communication power'; Benkler, 2006, 'The wealth of networks: how social production transforms markets and freedom'). Herein lies the public interest value of the Internet. The Internet, however, is equally an arena of power struggles. It is quick to be controlled and wielded in ways that benefit the more powerful in capitalist society (Mansell, 2004, 'Political economy, power and new media' in: *New media & society*). As information has gained importance in our economy and society, control over the Internet's architecture and content is greatly sought for political, cultural and economic reasons. A growing problem on the Internet, relevant to our French case study, is surveillance. All surveillance can be used for either care or control. Surveillance to control is a type of social sorting, prioritizing the rights and interests of one over another (Lyon, 2001, 'Surveillance society: monitoring everyday life') and stifling open communication. In 2009 France passed legislation to combat online copyright infringement through a graduated response mechanism. Under this mechanism, Internet users are monitored, and when caught infringing copyright, are repeatedly warned and ultimately sanctioned through a fine, imprisonment or suspension of Internet access. This paper communicates the results of a qualitative analysis of the graduated response policy in France. Jagdish Bhagwati's (1989; 'Protectionism') framework of 3Is (ideas, interests and institutions) in policy is used to structure the analysis. It provides insight into the rationales and theories endorsed, the various stakeholders and their positions, and the legal and political context of the French graduated response policy. Through this in-depth study of the 3Is, the underlying power structures of the policy are laid bare. In this paper, we argue that graduated response endorses widespread surveillance by right holders. Graduated response deals with more than just copyright. Graduated response favors the private interest of right holders for protection to the detriment of the public interest for open access on the Internet.

**Minjeong Kim, US**

Opening Pandora's Box: Defining Non-commercial Use in Creative Commons Licenses

Creative Commons (CC) licenses—alternative copyright licenses that aim to “lower the legal barriers to creativity through an innovative coupling of law and technology” —were first released to the public in December 2002 and have been one of the most well-known and successful initiatives of the free culture movement. One of the challenges CC has been facing, however, is defining the noncommercial use in its licenses. Consequently, CC conducted a large-scale study on U.S. Internet users' understanding of the meaning of the noncommercial use and released its own report as well as the raw data to the public in September 2009. The CC study included in-depth interviews and two waves of in-person and online focus groups and online questionnaires. The proposed study will further analyze the raw data of the CC study and take a critical look at the concept of the noncommercial use. In doing so, the proposed study will employ a theoretical framework that contrasts two competing views on copyright protection. The first view is a private property vision that emphasizes the private interests of authors in controlling the use of copyrighted works as

their property. The latter is a public policy that underscores the importance of public interests in accessing and using copyrighted work. Conceptualizing the noncommercial use is crucial for the future of CC licenses and other free culture movements not only because the importance of ensuring creators' economic gains thrives as a key point in copyright law but also because the proper scope of protecting economic interests is on which the private property vision and public policy vision fundamentally differ. Moreover, the proposed study will examine the dynamics between the noncommercial use and other CC license elements such as attribution and no derivative work. This examination will be illuminating on the discourse of online copyright protection on a global scale, for the U.S. copyright law—unlike the European tradition influenced by the natural law theory and personalist doctrines—takes a utilitarian approach under which ensuring creators' economic interests is considered necessary to stimulate creation and thereby enhance the general well-being of societies.

**Sara Bannerman, CA**

Music and Stardom in Online Social Networks

The emergence of music industries and star systems in the nineteenth century created systems of musical production that were, and remain, highly hierarchical. Music-making moved away from its roots in local communities and in social practices shared among family or friends (Attali, 1985, 68). A small group of stars at the top became the producing class, while those at the bottom remained mass consumers. A “read-only culture” emerged, (Lessig, 2008). Network technology, consumer-grade musical instruments, and new musical technologies have helped to reverse this trend, producing what Lessig terms a more participatory “read-write culture” of relatively autonomous production and distribution. How do new technological affordances interact with existing hierarchical celebrity culture? Does the transformation of musical production through online social networks herald a social change and a flattening of musical hierarchy? In what ways do new musical practices reproduce existing hierarchy? This paper examines a set of online social networks used by musicians to promote their music and asks first, in what ways these sites democratize the creation and promotion of music, and second, how the hierarchies of the star system are reproduced within them. It argues that while technological affordances of some sites democratize the creation and promotion of music, others continue to emulate the hierarchies of the star system.

## **2D45 City and Politics of Visual Communication (VisualC) Room: D.107**

**Chair** Myounghye Kim, Dongeui University, KR

### **Papers**

**Jiyoon Kim, KR**

Displaying Nation at the Airport of a Cosmopolitan City: Edo-street in the New Haneda Airport and Building National Identity

International airports, the first gateway entering cosmopolitan cities, are arguably theaters where a nation is displayed and promoted. Haneda Airport in Tokyo, renovated and opened to public in November 2010, provides an Edo-experience to its inbound and outbound visitors. The Edo-period, the era under the military Tokugawa Shogunate, is often represented as the vigorous and prosperous traditional days of old Japan that invokes nostalgic collective memory in the Japanese media and certain places in Tokyo. This paper aims to question the meaning of the Edo-narrative in contemporary Japan, related to the idea of reconstructing national identity or reinforcing nationalism. It will illustrate the narrative and scenery in 'Edo' at Haneda airport, identify its audience from ethnographic observation, and briefly compare it to other similar but different mediascapes and cityscapes of 'Edo' and cases of other international airports. This will help to explain the strategy of using history performed by nation-state to sell or to rebuild a nation.

**Jenny Stumer, NZ**

**Janus Currie**

Aziz Istanbul, Ode to a City: Imagining Istanbul through Music in Fatih Akin's Crossing the Bridge

This project examines the urban imaginary in relation to the city of Istanbul and interrogates how this imaginary is constituted through the interplay between music and image in the works of the Turkish-German filmmaker Fatih Akin. We argue that the Istanbul of Akin's audio-visual texts is a place of real and imagined landscape. Through the medium of film and music the city is not only represented, but the representation of the urban space is itself representational, 'as simultaneously sensory and symbolic'. Akin's films evoke a specific experience of Istanbul and it is this experience that is of key interest here. By exploring the city in the tradition of the flaneur, as most prominently conceptualized by Baudelaire and Benjamin the film sketches a preconceived and intimate map of Istanbul's variety of musical scenes and the multitude of cultural and political implications they provide. Music thereby re-tells and emotionally crystallizes cultural and political narratives as much as it provides a continuous discourse. On the other hand, music also evokes a variety of counternarratives, mainly by providing intimate knowledge through the expression of style, tradition and feeling. In this context Akin's Crossing the Bridge is a musical map of political discourse and cultural imagination. We argue that Crossing the Bridge entails a felt urban map and image as much as it provides a sense of felt history. Although this imagination is subjective in the way that we follow the director's own emotional mapping the film simultaneously elucidates that each sort of concept defining national or subjective identity is in the words of Barbara Menel "revealed to already be a product of transnational exchanges and migratory

movements.” Akin’s musical imagining and ‘imaging’ of Istanbul, hence denotes the notion of ‘crossing’ and thereby representation emerges out of a metamorphosis of different cultural, imaginative and emotional perspectives and investments at the same time as it seeks to evoke just that, as an ongoing process of (re)creating Istanbul’s imaginary. We argue that the ‘sound of Istanbul’ represented in *Crossing the Bridge*, functions in this transitional capacity, as music, like an echo, is not fixed and moves between surfaces and spaces. Indeed, music in *Crossing the Bridge* not only moves between the mental, social and physical spaces of Istanbul, but also attempts to affectively cross its imagined borders.

**Tina Askanius, SE**

DIY Dying: Narratives of Urban Riots and Political Martyrs in the YouTube Community

Keywords: YouTube, geographies of resistance, visual representation, urban space, collective memory, trauma, emotional geographies

In the past decade, the recurring summits of the G8, WTO and WEF have attracted a large number of protesters, who ‘occupy’ and reclaim the host cities with mass demonstrations and counter-summits contesting the agendas of the convened World Leaders. In doing so, the streets of these cities not only become arenas for radical politics but concurrently become settings for spectacular and colourful cultural expressions of the struggle for voice and public space in an urban environment. In Genoa, 2001, Athens, 2008 and London, 2009 the mass demonstration had a deadly upshot as three men were killed in clashes with police. In the YouTube community, these men, regardless of the divergence of the circumstances of their death, are inscribed into a consecutive narrative of martyrdom and images of their death are weaved into videos of past, present and future street violence with the urban space forming the back cloth upon which their dead bodies are drawn. I take as my empirical starting point the mass demonstrations in these three cities as ‘places’ from which to raise questions about how the body of YouTube videos documenting the protests and commemorating the people who were killed here link up with one another. In these visual and emotional geographical spaces (Pile, 2005) a coherent narrative of martyrdom is constructed; a narrative in which the streets become sites and displays of radical politics. Through a thematic analysis of a series of commemoration videos telling the subjective stories of violence, death and collective trauma in urban spaces, the paper interrogates notions of urban space, place, activist memory, death and trauma. In doing so, I explore the connection between memory and place by paying specific attention to the role of the urban environment to these narratives and by raising question of how protesters alter and redefine the urban landscapes by means of cultural expressions and artefact of protest such as graffiti, cultural jamming or street memorials. The results of this study are suggestive of how the texture of memory extends to actual urban spaces (Huysen, 2003; Massey, 2004) and of how political mobilization needs to be understood as embedded in emotionally and geographically circumscribed communities (Pile, 1996; 1997; 2005).

**Monica Fontana, BR**

An Inconvenient Image: Violent Crime in Photojournalism in the Brazilian State of Pernambuco

Selection is always a matter of opinion. Choices regarding the composition of a photographic image or a journalistic text involve not only the images and text themselves, but also the

prevailing world view. They are thus steeped in ideology. The aim in this paper is, therefore, to examine the way everyday violent crime is represented by two local tabloid newspapers in the Metropolitan Region of Recife, in the Brazilian State of Pernambuco. Photographs present a concrete manifestation of prevailing ideas but also aim to communicate. As an interactive medium of communication, photography generates meanings and emotions and can trigger social processes. This paper thus aims to investigate not only the interrelation between photographic and journalistic discourse, but also the way in which the photographic representation of under-privileged classes is perceived and assimilated by under-privileged individuals themselves, given that, for the most part, such individuals are excluded from the process whereby their image in the media is constructed. This paper thus examines the way that meanings are 'translated' into images and text by such news outlets and also the way the processing and reworking of these meanings is perceived by those who are represented by it. From a theoretical point of view, the paper is based on Roland Barthes and Susan Sontag's studies of the way shocking photography may impact or even transform our perception of the world.

#### **2D46 Business Meeting (DD) Room: D.113**

**Chair** Elena Vartanova

#### **2D47 Innovations in Journalism: Social Media and Political Change (JRE) Room: D.114**

**Chairs** Adrienne Russell, Ilhem Allagui

#### **Papers**

**Adrienne Russell**, University of Denver, US

Extra-national Information Flows, Social Media, and the 2011 Egyptian and Tunisian Uprisings

While some dubbed the recent ousting of Ben Ali in Tunisia and the uprising in Egypt as Twitter or Facebook Revolutions, others have pointed out the many ways authoritarian leaders have used social media tools to identify, spy on, and track down dissidents. Indeed technology can be used both as a tool of liberation and of repression. This paper, while acknowledging the latter, focuses on the emergence of an extra-national news media landscape, where people inside and outside Egypt and Tunisia kludged together technological solutions to communication breakdowns and used existing technologies to circumvent government news, internet, and mobile phone interference. It considers the flow text, photos, and video coming from Facebook, Twitter, YouTube and other social media as a form of raw journalism feeding into to the larger journalistic and activist media fields, in order to better understand the limits and possibilities of these relatively new forms and the role they played in shaping perception of these global news events. Through interviews with activist media leaders, technology developers, and journalists related to the movements, combined with an analysis of academic and journalistic discourse on the role of technology in the protests, this paper maps both the various new technologies and communication forms at play, and the debates they have elicited, in the case of the Tunisian and Egyptian

uprisings. Ultimately the aim here is to update our understanding of the relationship between journalism and activism in light of recent events in Egypt and Tunisia.

**Ilhem Allagui**, American University of Sharjah, UAE

From Netizens to FaceBookians: The Tunisian Facebook Users Empowered by Social Media for Social Change

Facebook did not lead to the Tunisian revolution. Facebook helped maintaining a pressure on hegemony agents (Gramsci, 1971), internally and externally, by exposing the crisis' news and events to international actors first (satellite television channels, and international audience, etc.) and a local Tunisian audience second. If Facebook did not play such a leading political role during the days of pre-revolution (when Facebook was mainly an entertainment and photo sharing platform), it did play an important role in the post-revolution. Mediated by Facebook, the "accidentally formed" civil society is now playing a counter-hegemonic force to help the establishment of the 'liberated' republic. This paper argues that social networking platforms offer an opportunity for a new kind of journalism, one that comprises professional journalists themselves, politicians and citizens alike. Social networking sites are a new kind of agora where contrary to the Greek agoras, it's not the civil society who hears the statements of the political agents, but the state agents are now, and through Facebook, all ears to the civil society and its statements. Two observations from the post-Tunisian Revolution will be discussed in this paper. The first is the 'new' news making role or journalistic role that social media users are playing increasingly in the after revolution. They are not playing the diffusion or distribution role only through their posts, but they're creators of "news media". Investigative journalism is now being played by the FaceBookians; argument and counter-argument analyses are now discussed on this platform. And most often, these news and analyses are taken over by satellite channels (ex. Al-Jazeera), other websites, and media institutions, locally and globally. News programs have now a new section, "Facebook zapping" of few minutes on national TV. So what legitimacy, advantages, and limits emerge? Despite the numerous advantages that one might think of, a number of problems also surfaced: For example an Intox phenomenon has emerged during these events where misleading information is infiltrated, but there are also problems related to property rights, trust, and defamation. The second observation, and while also based on examples, will discuss how social media platforms, Facebook for instance, has empowered citizens to play a new role in the public sphere and reestablish the broken bridge, extant in most of Arabic countries, between social and political environment. Facebook has offered room for an emancipated civil society, most of who was very little active in politics and national community just few months if not days prior to the revolution of Jan 14. Social media platforms have offered a 'ruling' power to the street politics like never before. Not only this 'ruling power' decides who governs and who don't, but it also plays a vigil role on all agents, internally and externally.

**Abeer Najjar**, American University of Sharjah, UAE

Facebook or Al-Jazeera Effect: Who Brought Mubarak Down?

If the CNN brought the Gulf War 1991 into every household in the world greatly affecting public opinion, social media brought the Egyptian, Tunisian 2011 and the Iranian revolution

2009 to every Twitter account and Facebook page. Participants in these public protests, viewers and observers were constantly updated with and enabled to supply information on the development in the field using their laptops and mobile devices. Social media is often celebrated for introducing media democratization, diversification and increasing the representativeness of various political, social and cultural voices, doing so they revolutionized access to the public sphere. They were envisioned to replace traditional media and weaken their position as the main source of news, especially newspapers. Since the Iranian post-elections protests 2009, which broke out on Twitter, breaking news, the chief function of news media, shifted to social media, which for many, seemed to be the new player that is fast, convenient and personalized. This left both newspapers and news channels with many questions pertaining to their future and very purpose, timely and accurately informing the public. This paper examines the links and dynamics between social and traditional media pertaining their news functions, popularity, use and effect during the Egyptian Revolution. The mutual effect of both media is not limited to content re-usage and criticism but also broaden to include agenda setting and framing. In Iran, Egypt and Tunisia social media was viewed not only as the denominator but also the catalyst of the movements. Although, the opportunities brought by the social media seem self evident in many of these movements, little examination was exercised regarding the real role of social media beyond facilitating coordination among members of these movements and providing access. On the other hand, Al-Jazeera was blamed by many politicians for “sponsoring” the Egyptian Revolution 2011 and provoking it.

**Patrick McCurdy**, Erasmus University Rotterdam, NL

Journalism, Risk, and the Media: The Case of WikiLeaks in the “Risk Society”

Although WikiLeaks had previously received sporadic media attention for its whistleblowing activities, 2010 marked a scale shift in the organisation’s international visibility through the high profile release of war logs from Afghanistan and Iraq along with classified U.S. embassy diplomatic cables. The case of WikiLeaks affords an interesting opportunity to reflect on changes in the field and practice of journalism. To this end, this paper argues that WikiLeaks not only epitomises the ‘risk society’ that both Ulrich Beck (1992; 2007) and Anthony Giddens (1991) write about, but illustrates how theories of ‘risk’ can be pushed further in order to better study contemporary practices in journalism generally and to explore that case of WikiLeaks more specifically. Through an ‘eclectic’ (Wodak, 2004) and contextualised discourse analysis of WikiLeaks-related material, media interviews and documentation, this exploratory and conceptual paper draws on ‘risk society’ literature and the case of WikiLeaks to argue for the need to view ‘information’ as a global ‘risk’ relevant to journalistic and non-journalistic organizations. Cottle (1998) has argued that media and communication scholars have ‘largely ignored’ Beck’s risk society thesis. Literature which does exist has focussed on journalists’ representation of risks ‘issues’ such as climate change or considered the representation and ‘staging’ of typologies of ‘global crises’ in the news. ‘Information’ however has not yet been articulated as such a risk; in the wake of WikiLeaks it must be. Viewing information as a ‘risk’, it is argued, provides means to consider how various stakeholders including politicians have articulated the ‘risk’ posed by WikiLeaks in media discourse. Moreover, a risk framework also provides a means to consider more generally how the practice of journalism is both enabled and constrained based on its orientation to the risk society. Lastly, just as the scientist no longer has the monopoly on expertise (Beck

1992), the traditional mainstream journalist, in an age of global communication, no longer has the monopoly on practicing journalism. With the rise of social media and citizen journalism, news organisations are not the only outlets reporting on events. This argument is, of course contingent on how we define a media organisation? Is WikiLeaks a media organisation? This question will also be considered. In summary, the role of media and therefore journalism is something woefully underdeveloped in risk society literature. Consequently, the ongoing case of WikiLeaks presents a timely opportunity to not only develop this perspective, but as a lens to try and understand the wider significance and undeniable importance of the WikiLeaks case.

**Marian Adolf**, Zeppelin University Friedrichshafen, DE

**Cornelia Wallner**, Ludwig Maximilians-University, DE

The Wikileaks Affair in the German Media: An Analysis of a Discursive Indignation

The release of diplomatic cables from the US-State Department through Wikileaks in November 2010 – also known as cablegate – initiated a remarkable public debate regarding the role of publicity, public information, and of journalism in the age of digital media. We will empirically analyze this debate in German language media and theoretically reflect the results with respect to theories of the public sphere and journalism theories. We will inquire into the ramifications of cablegate for the journalistic profession, and find out, if this topical affair might be indicative of the changing structure of public communication in the age of the digital media. The Cablegate case raises a couple of fundamental questions about the role of the media in contemporary democracies, both with regard to the changing techno-structural environment as well as the self-understanding of the news media's role. In our paper we will engage the question from two theoretical perspectives:

1. Fundamental principles and ethics of journalism and public communication: Based on the variety of ethical positions that make up the foundation of a democratic theory of communication we aim to re-visit the ethical underpinning of journalist's work and try to gauge the role of ethos for current journalist practice (e.g. Ward/Wassermann 2010; Pattyn 2000). We assume that this dimension of assumptions of what is legitimate and proper influences both journalistic cultures as well as (national and/or generational) professional roles. Wikileaks seems to be a particularly suitable case for such an inquiry, as the discourse that followed the appearance of this new actor in the (global) public arena seems highly charged with moral propositions. This can also be traced in the subsequent debate, which, instead of being concerned with manifest questions pertaining to the role of the press, media policy or issues to do with democratic theory, was mostly concerned with the ramifications for the (global) political system.

2. We then engage some classic theories of the public sphere and discuss their normative implications (Ferree et al 2002). In our empirical analysis we will explore which (normative) arguments about journalism, and role and functioning of the public sphere are addressed in the public debate around Wikileaks and which theory of the public sphere is met by these arguments. In particular, we will investigate a more radical approach that sees democratic discourse rooted in the largest possible freedom of information; and a democratic-regulatory perspective that subsumes public communication into the respective governance structures that shape a specific (national) democratic commonwealth. The position one occupies within the range of such premises has implications for the evaluation of the quality of the journalistic practice as well as the public discourse.

## RESEARCH QUESTIONS

How can we classify Wikileaks as a new actor within the public sphere?

What normative and ethical arguments concerning journalism, democracy, and the public sphere are most important in the public debate on Wikileaks?

What role does Wikileaks play with respect to journalism and what normative and ethical implications does that have for journalists?

## METHODOLOGY

We analyze the reporting and commentaries on Wikileaks in German language quality print media by a quantitative content analysis. Also, we will apply indicators that allow us to attribute concrete journalistic texts to ethical and public-theoretical ideal-types. We then re-introduce the data from the media discourse into our theoretical framework, aiming to identify trends in the change of journalistic roles and ethics under the current media conditions. We complement our research of the media texts with expert interviews of high ranking German journalists and editors in order to discuss ethical principles of journalism in the age of digital media.

**Antonio Jose Rosas**, Labcom, Universidade da Beira Interior, PT

The Structure of the Online Presences of Wikileaks and The New York Times: A Comparative Assessment

Since its beginnings, Wikileaks has been dealt with suspicion by some and enormous enthusiasm by others. Julian Assange and his pairs were declared terrorists, enemies of the state, immoralists, anarchists, friends or pawns of conspirational non-Occidental forces, while his defenders and followers not only saw their practices as a superior incarnation of the Watchdog Model, an uncompromised, democratic, and participative form of journalism, as they welcomed it as a genuinely democratic alternative to self-centered, hierarchical and compromised mainstream media. In this paper, the author intends to contribute to the actual discussion between the two sides, by comparing the structure of Wikileaks online presence with the one of its putative “rivals”, The New York Times. For that end, we will use advanced techniques of web analysis to map the hyperlink patterns of Wikileaks and NYT, with the intent of comparing those networks. As a working hypothesis, the author will try to show that Wikileaks is, essentially, a worldwide phenomenon bearing little or no relationships with local, urban or national authorities or agents, while the massive international scope of The New York Times is more related to local and official sources, as well as local audiences and influences. Spatial relations and Online and Offline Topographies will be thus highly privileged in this presentation.

**Benedetta Brevini**, Brunel University, UK

The More Disclosure, the Better for Democracy? The Wikileaks Revolution and Its Implications for Journalism and Democracy

2D48 Public Virtually all democratic theories recognize the value of extended access to government information by the public. For access to information allows the citizens to hold the government accountable. Hence, the Wikileaks revolution has ignited a debate on the responsibilities, the consequences and the change brought by the freeing of an

unprecedented amount of information. It showed how often bureaucratic bodies seem to desire secrecy and “classify” information. It also triggered new questions about the balance between secrecy and openness in democracies, as well as the role of journalism in today’s networked society. To what extent can we uncritically embrace Assange’s assumption that ‘the more disclosure the better for democracy’? How can we attribute to Wikileaks the democratic role traditionally assigned to journalism? Is Wikileaks the leaker or is it a journalistic institution? Can the Wikileaks revolution trigger more transparency in policy making? In addressing these questions, the paper critically evaluates the extent to which the openness brought by Wikileaks can lead to a better democracy. It starts by reassessing the role of journalism in different theories of democracy and it then recalls their consequent dissimilar approaches to notions of secrecy and openness. Next, it elaborates and expands a theory of complex democracy developed by Edwin Baker (2002). A complex democracy demands that a government official would never be allowed to hide behind secrecy, but rather should always be prepared to defend her/his actions. At the same time, a complex democracy might find necessary –as Christopher Lasch (1995) argued- that “the job of the press is to encourage debate not to supply the public with information”. By embracing and developing further a theory of complex democracy, the analysis aims at providing a useful framework to understand the Wikileaks phenomenon and its impact on the role of journalism and on democracy.

#### **2D48 Value Formation: Views from Central/Eastern Europe and Beyond / Business Meeting (EuroPBP) Room: D.115**

**Chair** Jo Bardoel

#### **Papers**

**Katarzyna Konarski, PL**

Future or the Dusk of Local Public Broadcasters? Globalization and Market Strategies to Protect Local Public Broadcasters in the Countries of Central and Eastern Europe

Most Western European countries with well-established democratic systems to a greater or lesser extent, developed a media policy capable of responding to contemporary global tendencies. Problems of national or even local public broadcasters of these countries were taken into account simultaneously with the growing phenomenon of globalization (the concentration of capital, convergence of media, rapid technological development in the media), so many of them created a legal framework that guarantees an existence of local broadcasters including public service broadcasters. Legislation adopted in the former communist bloc countries in the early 1990s was primarily to guarantee an independence and freedom of the media. It was then often noticed that questions referring to the essence of the mechanism of the future broadcasters became the subject of political disputes resulting in the adoption of such legislation that considered particular political interests rather than social. After nearly 20 years of the system transformation, these issues remain unresolved, and the essence of public broadcasting service is decided by those who belong to governing bodies and management of the public media. Today, a threat to existence and the future of public broadcasting not only comes from authorities but also the globalization and digitization of media, which carry pluralization of media market and a simultaneous

fragmentation of the auditoriums. These phenomena have both positive and negative consequences. Therefore those who are responsible for the operation and future of the media should take a chance and a threat to public broadcasters especially in the local communities. Many Eastern European countries are currently members of the Council of Europe and the European Union which to some extent guarantees the protection of local markets (including the European market), but it is by the internal regulations of the State to determine the nature of national media markets, tasks, functions and structure of public broadcasters. As can be observed, such media policy leads to the degradation and even unification of the local public broadcasters. The authors of this article would like to make a presentation and analysis of selected local public broadcasters in Central and Eastern European countries with a particular emphasis of the Polish system, and then try to answer to the question posed in the title.

**Inta Brikse, LT**

Construction of National identity: Creative and Cultural Role of Public Service Broadcasting

PSB is an important actor in ensuring the construction of national identity which connect people to a particular place as well as to nations and the homeland (Miller, 1995). The roles of the PSB in Latvia in these processes are not just diverse, but often completely contradictory to one another. In this paper the authors examine (1) what descriptions of national identity appear in regulation of PSB and policy documents (content analysis); (2) the understanding of national identity by PSB audience (public opinion poll); (3) the practice of construction of a national identity in PSB content (content and discourse analysis) and (4) the sense of the creative and cultural role by PSB staff (semi-structured interviews). In policy documents the priority is given to dominant institutions in society and the state but not to individuals or social groups and the main tasks of PSB are understood as preserving Latvian culture and language. People recognize Latvia as habitual (92 %) and beautiful (84 %) place of living close to nature (93%). Less people consider Latvia as a country with rich cultural life (60 %) and about half of population gives the priority to economic well being in comparison with national culture and language, 39 % of Latvians and 58 % of Russians admitting that during economic crisis the national issues are not important at all. Half of respondents don't believe that society has some possibilities to influence PSB. The analysis of PSB content shows that there is a strong manifestation of legitimising identity. PSB managers, journalists, directors etc. understand creativity in the context of one's own attainment. Responds express that for creative work there is a lack of financing, management support and audience interest for creative and unordinary programmes. Construction of national identity is understood as broadcasting of national values. The study shows that in Latvia there is (1) very little interaction between PSB and public to construct identity through interaction and (2) high orientation on national identity as legitimising identity without respect to different ethnic and cultural groups.

**Bouziane Zaid, MC**

Quantitative Content Analysis of Moroccan Public Service Television

Television is one of the most important sources of information and entertainment for the majority of Moroccans. Since 2002, the Moroccan government has given policy

considerations to regulate the use of television as an important outside source for promoting its development programs. In 2004, the newly created regulatory body, the High Authority of Audiovisual Communication, assigned public service obligations to the two major television stations in Morocco: Al Oula and 2M. The two stations have to increase the percentage of development oriented programs and grant an important portion of their programs to national productions. The study examines the public service function of Al Oula and 2M through a quantitative content analysis of a representative sample of the two TV stations' programming. The focus of the content analysis is on the principle of universality of appeal, and in particular on the questions of access to and participation in public television, including the provisions for minorities. The operational definitions of the concepts of access and participation are as follows. Access means the extent to which regular citizens from all regions of Morocco have a chance to express their views on public television. Participation refers to the opportunities of the public to participate in the production of content. Participation looks at whether there are means whereby audiences give feedback to the television producers and to other audiences. Access and participation entail the following sub-categories: the languages being used in the television shows, the demographic characteristics of hosts and guests of the TV shows, the availability of means of feedback, and the thematic location (urban versus rural themes discussed). The sample consists of all locally produced shows in both public stations over the span of one year, from January 2007 to January 2008. The sample consists of seventy eight shows and includes all the shows that are broadcast during three main time blocks, pre-prime time (19:00 - 20:30), prime time (20:30 - 23:00), and post prime time (23:00 - 00:00). The major hypothesis is that television programming decisions in the two public stations seem to be influenced by the elite upper-middle class, who want more entertainment and have less need for educational programs than their rural and urban-poor counterparts. The study found that Moroccan public service television is in clear violation of its public broadcasting mandate, to appeal to all segments of Moroccan society, and to offer opportunities for access and participation to its audiences.

### **Shu-Chu Sarrina Li, TW**

Using Rogers' Diffusion of Innovation Model to Examine People's Intention to Pay for Public Television in Taiwan

Taiwan's cable TV was legalized in 1993, which brought strong competition into the market because more than 60 channels were operating in Taiwan. Most TV channels resort to a sensationalism approach to encounter the fierce competition in Taiwan's market, and thus violence, sex and trivialization become prevalent in television's content. Under such circumstances, some scholars and policy makers consider public television stations as a cure for correcting this sensationalism approach in Taiwan's market (Brains, 2004; Chiang, 2003; Ku, Liu & Li, 2010).

The first public television station in Taiwan began operation in July of 1998 with most of its funding coming from the government's budget. The public television group now has five television channels and the need for Taiwan to have so many public television channels has been controversial. The controversy arises from the following factors: (1) There are more than 100 television channels available in Taiwan's market and the ratings of public television channels have been very low; (2) the government plans to convert all television channels

into digital television in 2012, and after the switchover, Taiwan's public television group will have more than 10 channels, which requires more funding from the government; Under such circumstances, the supporters of Taiwan's public television consider asking the public to pay television viewing fee as one possible revenue source for public television (Ku et al., 2010; Tsai, 2010). Taiwan's people are not familiar with the idea of television viewing fee and thus, it's an innovation for people to adopt. According to Rogers (1995), innovation can be a new technology or a new idea. This study adopts Rogers' diffusion of innovation model to examine the factors that affect the intention of Taiwan's people to adopt television viewing fee. This study conducted a telephone survey to collect data.

**2DH1 Poster Session 2CH1 Continues (PolComR) Hallway B1**

**2DH2 Poster Session 2CH2 Continues (CPT ) Hallway B2**

**2DH3 Poster Session 2CH3 Continues (IntCom) Hallway B3**

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**SOCIAL EVENT**

DAY 3 15.07.2011 FRIDAY

Sessions A 09:00 – 10:30

IAMCR GLOBAL MEDIA AND COMMUNICATION POLICIES TASK FORCE  
MEETING Cibali Hall

WJEC SESSION I Fener Hall

3A11 Constructing the Audience (Aud) Room: B.101

Chair Manuel José Damásio

**Papers**

Peter Lunt

Sonia Livingstone

The Construction of Audiences by Regulatory Agencies: Ofcom's Review of Public Service Television

Media and Communications regulation in the UK is conducted by a variety of bodies including the Press Complaints Commission and the BBC as a self-regulating public service broadcaster. However, since the 2003 Communications Act, media and communications regulation has been dominated by the work of the Office of Communications (Ofcom) a statutory regulator charged with furthering the interests of citizens and consumers. Ofcom is an example of new style European regulators that covers a range of functions, aims to balance market regulation with regulating in the public interest, adopts a 'light touch' approach aiming to encourage self-regulation and only using enforcement when other methods fail. A

salient feature of this style of regulation is the commitment to evidence based policy; whether this be in regulatory policy or in the regulator providing evidence for government or to inform public debate or discussion on an aspect of media policy. For example, Ofcom conducted significant audience research as part of its reviews of Public Service Television in 2004 and 2008. This paper examines the construction of audiences that emerges from Ofcom's audience research using its reviews of Public Service Television as a case study. What emerges is that a well-resourced, focused and professional approach to audience research appears to give the regulator great confidence that it has captured public opinion on this important aspect of media regulation. The paper criticises the methods used by Ofcom and its interpretations of its own findings. The result demonstrates that the approach has more in common with market research than with critical social or cultural research into audiences. Yet the resources and capacity of the regulator make it a new voice that cannot be ignored in determining what constitutes audience research, audiences and the significance of this new voice in the public articulation of the media audience.

Katerina Diamantaki

Thinking about Audiencehood in a Convergent and Ubiquitous Media Landscape

Audiences have been changing in response to changing media. Characteristic of the contemporary convergent media landscape is the breakdown of traditional media conceptions and the transformation of media production and consumption practices.

In an evolutionary perspective that sees convergence placed within a longer processes of "mediatization", the proposed intervention attempts to rethink what "audiencehood" means in the context of a unique synergistic moment in communication history: the seamless integration of mobile, computer and location-based media, a development that has turned mobile phones into location-aware "media hubs" for multitasking in communication and information, while also allowing Internet connectivity to become a truly mobile and ubiquitous experience. In this complex media ecology, new media audiences become an ever more multifaceted, fragmented and diversified repertoire of practices and experiences, that can only be explained by taking into account parameters like mobility, geolocation, ubiquity, individualization, virtuality and multimodality. It will be argued that the current disruption brought about by emerging media technologies becomes the historical backdrop that provides us with an excellent opportunity to take seriously the challenge of developing understandings that can do justice to the differentiated subtleties of (new) media audiencehood. In order to do this, we must resist the temptation to speak of the new media audience as if it were an ontologically stable and solid universe that can be known as such. Instead, our starting point must be the acknowledgment that the social world of actual audiences consists of an infinite and ever expanding multitude of dispersed practices and experiences that can never be, and should not be, subsumed in any one total system of knowledge. In this respect, assumptions about measurable audience behaviours, ratings and taxonomies of actions, sought after not only by media industries but also by academic research, will be criticized for constructing a very specific discursive horizon which probably conceals more than it reveals. Instead, it will be proposed that the pull towards categorization and generalization should at least be complemented by a parallel effort towards particularization, contextualism, diversity and variability – features that are intrinsic to the emerging media landscape of late modernity. Only then can we begin to understand the multiple practices and experiences of actual audiences, and avoid getting trapped in abstracted, simplified and decontextualized fictions of audience categories. In fact, this approach proposes an alternative knowledge, a knowledge that is constructed from the point of view of the actual audiences and that gives analytic

primacy to the concrete and always contextualized situations of audiencehood. This perspective clearly has an ethnographic and constructivist crust and is reminiscent, among others, of Janice Radway's "radical anthropologization" thesis for audience scholarship (1988). By focusing on users and situated contextualized positions, we advocate that we are able to better explore the "social construction" of a sharing technology in practice and thus go beyond mere usability and satisfaction evaluation tasks in trying to capture the dynamics of new virtual and mobile audiences. The proposed intervention will only sketch out the outlines of this alternative approach.

Guiquan Xu

The Identity of New Media Audience: A Discourse-theoretical Analysis of Audience Studies in China Mainland (2000-2010)

Taking 'audience' as a floating signifier, this article focuses on the articulation of the identity of new media audience in China's context from 2000 to 2010. The impact of new media (Internet and various digital media) on audience studies has inspired quite a few theoretical debates among 'western' communication researchers. Within the theoretical framework of Laclau and Mouffe's discourse theory and the qualitative methodological framework of discourse-theoretical analysis (DTA), which have been applied to the 'traditional' media audience research, this paper attempts to scrutinize the articulation of 'new media audience' in China's specific societal and academic contexts. For the societal context, the popularization of new media in China since 2000 can be viewed as a technological and market-related consequence of China's embracing globalization; meanwhile, the social use of new media (especially the Internet) has been playing an active role in fostering domestic civil society. For the academic context, Chinese communication research is part of the 'disciplined' educational system and the researchers are usually practice-oriented. In these contexts, based on the textual analyses of the articles on four top scholarly journals, the articulations of the active/passive, micro/macro and public/private dimensions of 'new media audience' are closely examined. The findings are twofold: on the one hand, because of their 'instrumental rationality', when facing with a changing new media environment, Chinese researchers provided little contribution to theoretical innovations; on the other hand, the active, social and public directions indeed have some significant connotations for understanding the identities of Chinese new media audiences, and the tension between 'regulation' and 'participation' in a transforming society is worth specific attention.

Nicholas Nicoli

Fostering Creativity through Audience Research at the BBC

The creative process is often seen as unmanageable within the field of television production. As such, producers, writers and programme-makers more generally are often reluctant to use audience research data particularly during the early stages of programme development. Nevertheless, the BBC, despite been under intense financial pressure has invested heavily in its use. With an audience research department situated in the centre of its organisational chart, data is analyzed from this department and disseminated across all programme-making departments. The paper is divided in four sections. The first looks at creativity and definitions of the creative process. The second looks at audience research, its history and its various forms. The third looks at how the BBC attempts to use creative management tools to stimulate creativity. The final section, and main body of the paper, introduces an exploratory

study of how audience research is used at the BBC as well as the difficulties these professionals experience in persuading many programme-makers of its use in the creative process. The findings of the study suggest that despite the difficulties, audience research can be a significant component of stimulating creative thought in television production.

Richard Butsch

Sonia Livingstone

Discourses about Audiences: Cross Cultural and Linguistic Comparisons

In our books, *The Citizen Audience* and *Audiences and Publics*, we have explored cultural representations and structural positioning of audiences and the varied and subtle meanings of words used to characterize them. These explorations have been within the context of modern democracies in Western Europe and North America. In Western discourse, audiences have been variously considered crowds, publics, mass and consumers, active or passive, additive or selective, vulnerable and suggestible or critical and creative, educated or ignorant, high or low brow, and characterized differently on the basis of their presumed race, class, sex and age. (We use “western” to indicate culture rather than geography. In that sense, the term contrasts to all societies not based upon Western traditions, including not only “eastern” societies but also societies south of the equator.)

These debates and these categories sometimes have been adopted and applied to audiences in non-Western cultures. The conjoined terms "audiences and publics," for example, have begun to be used by scholars across the globe. But there is no reason to assume that such Western categories and associations apply, or apply in the same way, in non-western societies. Our goal is to bring together research from across the globe, to investigate whether the terms associated with audiences in western Europe and North America actually fit the indigenous discourses on audiences in non-Western cultures. Each culture likely has a different and interesting history. At a time when global and regional media (satellite, television/radio, recording, mobile phone, internet) saturate even remote populations and cultures, we have no comparative empirical studies to reveal what categories are indigenous to individual non-western cultures, and to record how they differ and change. The very connectivity, via internet and satellite, that is the theme of IAMCR for the 2011 conference in Istanbul, is the aspect of twenty-first century media that is especially accelerating these changes. This connectivity therefore increases the urgency of this project to examine both indigenous cultures of audiencing and the significance of the collisions between global and local. We think that such a comparative study of discourse on media and audiences could bring new insights into global media as well as Western discourse and scholarship on media and audiences, and be of immense value to government policymakers and media practitioners as well. The project will explore specifically non-Western languages and cultures, and as a whole, will compare their discourses on audiences. In this globalized world this will sometimes be a marginal distinction, given the bleeding of Western ideas through borders and cultural boundaries. Project contributors will go beyond non-Western incorporations of Western terms about audiences that accompanied their adoption of media technology and texts, to explore their discourses on indigenous practices and their audiences. With this foundation, we will investigate how indigenous discourses represent media audiences as these media spread through these societies. Contributors will study representations in non-Western cultures and languages, examining its historical development, in whole or part, of discourses as media are introduced into that culture through the twentieth and twenty-first centuries, with special consideration to the lexicon used to characterize media audiences.

**Beybin Kejanlıođlu**  
**Mustafa Emre Kksalan**  
**Barıř oban**

Questioning the Concept of Audience via Alternative Media and “Production-Reception Cycle”: Case of BIA

There is nothing new about the existence of alternative media when one recalls radical press and several experiments with pirate and community radios. Nor is there anything new about thinking reader/audience as producer for anybody who is informed by Bertolt Brecht’s notes on radio or Walter Benjamin’s considerations. Yet still, the new media has recently prompted a debate on alternative media and user/audience as producer. The rise of the debate lies in new media’s capacity to virtually gather multiple users in a network and interact thoroughly, which is expected to undermine some of the main characteristics of mass communication, namely institutionalized and centralized production and diffusion of media texts and “instituted break between production and reception” (J. B. Thompson, 1990, *Ideology and Modern Culture*, Polity, 223). Thus, new alternative media’s role, today, cannot be limited with what is produced but it must include who produces and how s/he produces. Alternative media requires producers who enable users/audience becoming producers of their own media texts, voicing their own opinions. In other words, alternative media in a ‘network society’ must be taken into account within the context of ‘production-reception cycle’ not of production and reception in their own ends.

Participation is a key term for alternative media, because the main function of alternative media is to foster active participation of a variety of small, specific groups/publics ignored by mainstream media. The emphasis on participation in “audience participation” can only be meaningful if we question maintaining “audience” only at the receiving end of the communication process. If alternative media is participatory, then reception must eventually turn to production, and audience/public to producers. BIA, The Independent Communication Network, is a candidate for such an understanding of alternative media and ‘production-reception cycle’ as it “aims at voicing the lives and realities of the voiceless and unheard” ([www.bianet.org](http://www.bianet.org)). Our research on BIA consists of two phases along the axes of above mentioned framework: the first phase includes in-depth interviews with the founders of IPS Communication Foundation who are responsible for implementing BIA projects and with professionals working at BIA Editorial Desk, BIA News Centre, BIA Programme Production Centre in Istanbul; and the second phase comprises of focus groups (women, children, minorities, journalism students) discussing the BIA news website and radio programmes, and their input if any. In this presentation we will present the findings of the first phase.

### **3A12 Journalists’ Autobiographies as a Source for Media History (Hist) Room: B.102**

Chair Jrgen Wilke

Papers

Kevin Rafter

Unfinished Memoir: E.J. Dillon (1854-1933) and the *Daily Telegraph*

Emile Joseph Dillon was the Special Correspondent for the London-based Daily Telegraph from the early 1880s to after World War I. Based in St Petersburg Dillon reported on most of the main international incidents in this era as well as writing for European and American

reviews on foreign, political and religious affairs. In a profile piece in the Review of Reviews in 1901 Dillon was described as ‘an artist in temperament, a journalist by instinct, a scholar and philosopher by choice, a statesman in ambition.’ When W. T. Stead, editor of the Pall Mall Gazette was asked who, excluding himself, did he consider the most brilliant living journalist, he replied: ‘A little man who hides his light under a bushel and shuns the public gaze as the plague, but is the honoured friend of sovereigns and statesmen. I take my hat off to Dr. Dillon.’ The career of this Dublin-born correspondent reveals a great deal about the work of the journalist at the end of the nineteenth century and start of the twentieth century. In the late 1920s Dillon started work on a memoir - drafts of this manuscript are in his papers held at Stanford University and the National Library of Scotland. This paper examines Dillon's career drawing on this unfinished memoir and surviving correspondence between the reporter and his editors in London.

Anke Fiedler

Michael Meyen

Autobiographies of GDR Journalists: Reconstructing Journalistic Structures in Former Socialist Countries

Although more than twenty years have passed since the wall came down, journalism studies about the GDR are still largely neglected by social sciences to date. The present study tries to bridge this gap through a collective biography about GDR journalists exploring their social background, career stages, working conditions and self-image in the forty-year history of the country. 121 CVs were reconstructed with the help of guided interviews, memoirs and other biographical publications. Selection criteria (position, diversity, gender, generational affiliation) and analysis of the compiled material followed Bourdieu's theory of the journalistic field. This theoretical concept not only looks into the role of actors and hierarchies, but also explores the logic of the field and, therefore, allowed a direct comparison of different biographical sources under the same roof: Which actors were present in the journalistic field of the GDR? Who was in charge of whom and why? According to Bourdieu, all individuals in social space are defined by every single kind of capital (economic, cultural, social, and symbolic) they have accumulated during their life. So which capital was necessary in the GDR to climb the ladder? Autobiographies made up an indispensable source of information to answer these questions. Until nowadays, East German elites not only have to fight for their place in history, but also against a hostile climate of opinion, especially in West Germany. Many East German journalists have completely withdrawn from public life or disappointedly turned their back on science, and instead felt »forced« to pen an autobiography to defend their version of history. Another problem is the time gap: Since no one of the founding generation (born around 1900) could be interviewed anymore, autobiographic publications represented one of the rare accessible sources of information. Other witnesses from subsequent generations were still alive, but often unable to acquire sufficient fortitude to bear a one-hour-interview due to their age.

Eventually, autobiographies do not replace a journalism history of the GDR, since they were primarily written for reasons of self-legitimization and basically offer a subjective perspective on a controversial past. Nevertheless, autobiographies can provide insider knowledge helping to understand journalistic structures. The sources revealed that journalism was part of the political field and directly connected to the center of power. Just to name one example: In 1968, when Soviet troops invaded in Czechoslovakia to put down the Prague Spring, GDR correspondents were instructed to convey only optimistic voices among the Czechoslovak population in the media. According to Ralf Bachmann's autobiography it was impossible to

comply with this request. »I was almost fired«, he said, because he couldn't find anyone in Prague acclaiming the Russian invasion. To resume, autobiographies are an invaluable source for historical research about former socialist countries, even more as the market is dominated by books written by former high-ranking journalists. Elites are more likely to report not only about themselves, but also about their colleagues and the mechanisms that shaped the media landscape in East Germany.

Epp Lauk

Journalists without Freedom of Expression: Autobiographical Reflections of Professional Dilemmas of Estonian Journalists (The 1940s-1980s)

First, this paper discusses the usefulness of autobiographical life stories in the study of journalists' professional experiences in a society without freedom of expression (within the Soviet regime in Estonia, from the mid-1940s to the late 1980s). Biographical research focuses on revealing and understanding the personal, the individual and their interlinking with the immediate and wider social contexts. On the other hand, mirroring the individual in the context of social, biographical approach helps to deeper understand major social shifts and their consequences to individuals. Biographical analysis is individual-centred. It rests on a view of individuals as creators of meanings, which form the basis of their everyday lives and work lives. The autobiographies offer a huge amount of personally coloured details of the professional life of journalists, which are surplus to the historical documentary approach. Second, the paper focuses on journalists' self-reflections about themselves and their work, their dilemmas and choices under the Soviet rule in Estonia. Journalists were members of a professional community that shared certain values and standards. Through analysing individual descriptions, the aim is to move from particularities of single cases to more general concepts that reflect the group's experience.

The study is based on 66 autobiographical life stories and 20 authorized autobiographical interviews of Estonian journalists, written between 2003 and 2008.

Thomas Birkner

Stories from Inside the News Room: Journalists' Autobiographies as a Source for Media History

Journalism as a profession was born at the turn of the 20th century all over the Western world. The reconstruction of this "Birth of a profession" (Houchin 2008) is especially difficult in the case of Germany, where in World War II nearly all sources from editorial departments and publishing houses were destroyed. One type of source that survived both World Wars are journalists' autobiographies and the autobiographies of publishers and editors.

The paper discusses the advantages and disadvantages of autobiographies as sources for journalism historical research. One challenge for research is the fact that most of them were written by later famous writers, painting a very special picture of their early career.

Considering these memoirs as highly subjective discourses, critical analysis displays, nevertheless, that they offer a lot of lost information about the working routines of the growing editorial staff around 1900. Contextualizing the formation of these autobiographies in their political, economic, social and cultural environments, the paper can show different paths and careers of journalists in those days. On the one hand, there was for example Hermann Cardauns, who seldom left his department for 30 years. On the other hand, Egon Erwin Kisch spent nearly all his career as "roving reporter" all over the world.

The sources also indicate the difference between journalism in the urban centers and the province in terms of speed and technological standards. In big cities like Berlin, Munich, Cologne or Hamburg, newspapers immediately printed special issues to inform the citizens that the heir to the Austro-Hungarian throne, Archduke Franz Ferdinand, and wife were shot in Sarajevo on the 28th of June 1914. But in the smaller city of Heilbronn we learn from the memoirs of Theodor Heuss, back then journalist at the local newspaper and later first President of the Federal Republic of Germany, people had to wait until the next day, because both the typesetter and the printer of the paper already had packed up work. Based primarily on historical research, the paper examines the development of journalism more than a hundred years ago from within the sources. A colourful picture can be drawn by focusing also on the already established elements of 'modern' journalistic routines and standards that have characterized journalistic work throughout the "century of journalism" (Birkner 2010).

Susanne Kinnebrock  
Christian Schwarzenegger

Better Don't Use Them? Journalists' Autobiographies as a Source for German and Austrian Media History

Autobiographies by journalists are manifold and numerous (e.g., Wilke, 2008; Langenbucher, 2009). Their value for research on journalism and media history, however, seems to be dubious. One reason might be that autobiographies are usually written in the evening of life and possibly based on (unwillingly or purposely) distorted memories. At least the autobiographer has to select events and to construct a rather coherent story of his life. In doing so events recalled are arranged in a more or less linear sequence and thereby implicate ex-post constructions of causalities.

Thus the question has to be posed which perspective autobiographical writings take, in how far they rather follow certain narrative patterns than they are capable of mirroring "the truth" and which efforts of legitimization (eg. of actions and decisions made in the past) can be identified. And all this can affect and bias the historiography of journalism and media history deeply. The myth of the autonomous journalist (Henry, 1993, pp. 347-348), for example, could be regarded as an unreflected academic reproduction of contemporary autobiographies that tried to be 'professional' by excluding influences of family, friends, and professional networks. Another reason that might foster anxiety to make use of journalist's autobiographies as a source for communication history is a bias towards the exceptional. As it is more likely for somehow outstanding persons (with significant relevance and power in their profession) to publish autobiographies, the everyday routines and thus experiences of 'ordinary' professionals may be made invisible in an autobiography that reflects the life of "distinguished gentlemen". Despite the problematic character of autobiographical sources they can be very helpful to get insights how certain situations and moments of change were perceived by journalists. As soon as individual experiences, concrete contexts and the structural preconditions of all agencies are analyzed in an intertwined way, deep insights, even a grasp of societal totality is possibly (Schulze 1978).

In our paper we first want to reflect the pitfalls but also the potential of autobiographies for writing media and journalism history. Then we will present an overview how autobiographies are used to write German and Austrian journalism history today, whereby a divergence between the plenty of material and the timidity to consider it becomes obvious. This will partly be explained against the background of dominant paradigms in historiography.

3A13 Communication & the City (ESN) Room: B.103

Chair Stuart Poyntz

Discussants Susan Drucker, Stuart Poyntz, Juraj Kittler

Papers

Panos Kompatsiaris

The “Contemporary Art Biennial” Boom: Politics and the Political Economy of an Emerging Institution

The recent proliferation of contemporary art biennials across the globe has been a phenomenon driven largely by the idea that cities can benefit in intellectual, cultural and economic ways by establishing themselves as distinctive cultural destinations. The art biennials usually function as internationally acknowledged brands that are expected to position respective localities in the increasingly extended map of contemporary art centres. Additionally, their micro-economies resemble in many respects the worst case scenarios of the precarious creative labour market landscape, in the sense that they operate as periodical, project-based economies that mostly rely on the unpaid/voluntary labour of participants. In this sense, the ‘biennial’ seems to reflect both marketing strategies for branding the ‘creative city’ and the flexible, underpaid labour conditions that are currently the norm in the creative and cultural sector. Paradoxically though, the biennial exhibitions often carry an over-discursive, self-reflective and politicized agenda which aspires to introduce a number of social and political issues to public debates through talks, workshops, publications and other educational activities. In Europe, the tendency to counterbalance the effects of market economy and the globalisation of capital at a discursive level has been a constant preoccupation of the contemporary art biennial. This paper will address the contradictions and ambivalences of this phenomenon by situating it within the larger socio-economic processes of the ‘creative city’ branding and will discuss the ways that these processes interact with the politics of contemporary art.

Sandra Ristovska

Challenging a Past: Cityscape, Aesthetics, and Collective Memory

The past three decades have witnessed a steady growth in research on collective memory, but uneven attention has been paid to the ways in which aesthetics helps chart the past. This paper considers how the architectural landscape of a city serves to challenge and recreate popular memory of a political past. Using Skopje, the capital of Macedonia as a case study, it examines the role of aesthetics in addressing the tensions that arise when a country needs to alter its past to meet present needs. Macedonia’s complicated image—as part of the Former Yugoslavia, as an independent nation seeking better ties with the West, and as an outlier still perceived by the Western world as insufficiently European—moves between a socialist past anchored in the East and a capitalistic present aligned with the West. Though Macedonia is not the only country of Eastern Europe to experience such a change, the tensions of its transformation both impact and are impacted by surrounding visual forms. This paper raises questions about the ways in which discussions of national remembrance are intertwined with discussions of aesthetic judgment. Focusing on governmental regulations

regarding the architecture appropriate or public spaces in the city of Skopje, this paper charts how architectural policy and forms are used in changing the past. The Macedonian government has put forward radical steps to eliminate widespread “Yugo nostalgia,” and it has taken actions to abolish visual traces of the socialist system, including the modification of socialist buildings, support for architecture that bridges back to antiquity, and funding for a project “Skopje 2014” that will forever change the cityscape. Collective memories can fabricate and rearrange the past because as John Gillis argues, “memories are not things we think about, but things we think with.” Therefore, this paper asserts, to study the aesthetics of a cityscape is to scrutinize the politics of memory.

Ravikant Kisana  
Jayadevan Ambat

Directions of Desire: An Understanding of the City and its Role in Shaping Homosexual Spaces

This study examines how certain urban spaces get mapped as ‘safe’/‘unsafe’ for subaltern sexual communities such as homosexual men, and how the geography of the city itself negotiates the networking patterns within the same.

The significance of the study is in explaining how these spaces get conceptualized, articulated, enacted and sustained. It addresses questions regarding how the locations are defined and what they represent as well as who populates it. According to a similar study done by Balachandran in 1999, the Indian social scenario, the male homosexual population can be, in broad strokes, classified into two main groups – anonymity seekers and openly homosexual men – and within each of them, into sub-classifications– those who avoid groups and those who prefer groups. These men interact in the geography of the city which is largely a hetero-normative cultural space. Nested in this space are shrinking spheres of homosocial spaces and nested further in are underground male homosexual safe spaces.

This study seeks to understand where and how the ‘formalized’ homosexual spaces are emerging within this framework and how the city distinguishes or privileges a certain class/section of men with the legitimacy of their sexual spaces while limiting that of others, discriminating across class/caste lines. The study attempts at exploring the contours of the emerging ‘gay geographies’ in India by basing it on the Indian metropolis of Mumbai, which is widely acknowledged as the ‘homosexual capital’ of the country. The study follows the proverbial lifeline of the city, its Western Express Highway, which connects its poorer, over-populated suburbs in the north with the posh settlements at the tip of the bay area in the south. And it follows the narratives of homosexual men through in-depth interviews to learn how they negotiate the geographies of the city along class/caste lines to create spaces for their sexuality within a hetero-normative setup.

The study finds that the ‘direction of desire’ is a one-way street, southward-bound, opening up social spaces for the homosexual community as one travels down the highway.

Shiba Daveshar

Carrying the World on Your Shoulder: An Ethnographic Investigation into the Lives of “Coolies” at an Indian Railway Station

The Indian city of Chandigarh represents a unique experiment in urban planning in the country. It was planned by the famed town planner, Le Corbusier, to stand as a model city of the future. Care was taken to incorporate the aesthetic with the functional so as to create spaces which are equitable, just, comfortable and harmonious. The city however is rife with

distorted narratives of caste, class, age, religion and gender with regards to these planned, common spaces. This study seeks to examine how biases of class in town planning influence the negotiations of public spaces meant for people from the lower class sections of society. This study looks at the railway station as a site of such negotiation, viewed from the perspective of the 'coolies' (porters) who work there. The coolies come from economically disadvantaged sections of society, and in the absence of trolley-friendly structures at the stations, they carry loads of an average of forty kilograms at a given time on their heads or backs everyday up and down flights of stairs. Despite spending the prime of their lives carrying loads which have a serious repercussion on their bodies in their old age – the physical space of the railway station is built keeping in mind the comfort of the passengers, who use it only for transitional purposes. This raises larger questions about who owns the public spaces of the city because the implicit biases in planning privilege certain sections and disadvantage many others.

This paper draws from the experiences of two coolies — one old and the other young— and is an inquiry into how they navigate and negotiate with the structures of the railway-station that is, their work space. Through an ethnographic mapping of the daily lives of the two coolies, a case-study will be developed which should have implications for urban planners and communication scholars working with urban sociology themes.

Juliet Lammers

West Meets East at the Wagendorf Lohmühle: A New Narrative of German Reunification

Henri Lefebvre writes, “Monumentality...always embodies and imposes a clearly intelligible message. It says what it wishes to say – yet it hides a good deal more: being political, military and ultimately fascist in character, monumental buildings mask the will to power and the arbitrariness of power beneath signs and surfaces which claim to express collective will and collective thought.”(143)

Since the reunification of Germany in 1990, Berlin, as the new capital and epicenter of German division, has had the challenge of establishing a unified national narrative. “The ‘new’ Berlin was not only to be the home of the German government, but also, in the words of its then Bürgermeister [mayor], ‘the workshop of German unity.’ Berlin was presented as a key element in the process of creating a united Germany, of discovering a wider German nationhood.”(6) Extraordinary amounts of money and incredible effort have been devoted to developing a landscape of monuments that would represent and establish a unified national narrative. The narratives presented in Berlin’s monuments focus primarily on events related to WWII, the Holocaust, the tragedy of German division, and the triumph of reunification. The histories of the GDR (German Democratic Republic) and West Berlin have not only been overlooked, but effectively silenced.

This paper is part of a larger work in progress which examines the relationship of story to place by reconsidering the narrative of German reunification as told through a specific urban landscape in Berlin. Focusing on a 20 year-old squatter settlement called Wagendorf Lohmühle and an adjacent East German guard tower located where the Berlin Wall once divided the former East German neighborhood of Treptow from the former West German neighborhood of Kreuzberg, I have conducted a series of ten interviews with West German squatters and former East German residents about the evolution of this area from a site of division to a place of unity. In the absence of an official monument and an official narrative, a more nuanced understanding of German reunification becomes clear; reunification not simply as a story of triumph and freedom, but one that describes moments of unprecedented possibility, missed opportunities, loss of community, feelings of deep injustice, and the desire

for things to have turned out differently.

The goal of my work is to demonstrate the significance of sites in the urban landscape that subvert the dominant narrative; these sites are often temporary, they face uncertain futures, and deal with the constant threat of eviction. The value of such sites, however, should not be underestimated. They provide the opportunity to delve into narratives that tell a tale beyond that which reinforces and naturalizes given hegemonic structures. In this paper I would like to present my site of interest, discuss the ways in which it inspired me to think about the relationship between story and place, and share excerpts from the narratives that I uncovered in this site.

Graeme M Webb

The Network Society and the Evolution of Governance at the City-region Level

Omar Alghazzi

Bab al-Hara: Nostalgia and the Neighborhood

The Syrian TV drama series Bab al-Hara (The Gate of the Neighborhood) has completed its fifth season in 2010 with a staggering pan-Arab success. The series is the most popular example of what has become a genre of Syrian TV drama that is set in Damascus during either the early 20th century under Ottoman rule or the French mandate and tells the story of ordinary residents of a Damascene neighborhood. Bab al-Hara's plot and characters have captured the popular imagination of Arab audiences. Its language was adopted in colloquial speech and its theme has inspired restaurants and amusement parks, board games and websites.

Through a textual analysis of the five seasons of Bab al-Hara, this paper analyzes the series in terms of how nostalgia toward a perceived 'authentic' old way of life relates to experiences of modernity in Syria and the Arab world. The basis of this nostalgia in the TV series is the notion of the neighborhood that symbolizes the spatial and temporal structures of the narrative and the realm where the plot unfolds and the characters interact. The neighborhood becomes the framework for imagining how life in the past was and how characters constructed their identities as individuals and as members of a close-knit community. Using literature about nostalgia in post-socialist Eastern Europe and in Latin America, this paper puts the local depictions of Damascene nostalgia within a global context of modernity and social transformation and raises important questions about the mechanisms of the dramatization and imagination of an 'authentic' past in today's Arab world.

3A14 Internet Regulation (Law) Room: B.104

Chair Susan Jacobson

Discussant Manuel Puppis

## Papers

Ang Peng Hwa, Nanyang Technological University, SG

Uncivil Liberties: How the Fight for Civil Liberties on the Internet in the USA Increased Censorship around the World

In the early days of the public internet, around the mid- 1990s, Civil liberties organisations in the USA such as the American Civil Liberties Union (ACLU) and Center for Democracy and Technology (CDT) have been instrumental in ensuring that freedoms under the First Amendment to the Constitution of the USA are extended to the online space.

Among the memorable lawsuits was *Reno v. American Civil Liberties Union*, 521 U.S. 844 (1997) where all nine judges of the U.S. Supreme Court struck down the anti- indecency provisions of the Communications Decency Act for violating the First Amendment.

Among the arguments used by the ACLU in its arguments was that Internet architecture devices such as filters were the way to block undesirable content, not law.

In 1999 and 2000, a group, which included legal and policy experts from North America, Europe and Asia, led by the Bertelsmann Foundation developed the Internet Content Rating Association (ICRA) to label websites. Among the legal experts were professors from leading media law professors in the USA and EU; ACLU and CDT heads and senior representatives also took part in the effort.

When the result was finally unveiled, however, ICRA was said “compel speech” through its labels and therefore in violation of the First Amendment. News sites, which had hitherto been willing to label themselves, suddenly backed off.

The result is that there is no meaningful way to block undesirable content, such as pornography, from school- age children.

This paper argues that the consequence of the action of civil liberties organisations, the logic of how they act, and the misapprehension of what can and cannot be done on the Internet has led to its (Internet’s) censorship. Faced with the lack of choices, governments in less IT- developed countries the world over have therefore been compelled to use crude regulatory instruments such as law to block what would probably have been achievable through architectural devices usable on the Internet.

Lyombe Eko, University of Iowa, US

The French Exception, American Exceptionalism, Governmental Policy, and Technological Innovation: The Case of the Minitel and the Internet

The aim of this paper is to describe and explain the role of governmental policy as a catalyst for the development of communication technologies, using as a comparative case study, the policy contexts within which the French online information technology system, the Minitel, and the Internet originated and developed. The paper will analyze French and American policy postures and statutory provisions that facilitated the development, diffusion and success of the Minitel in France, and the Internet around the globe respectively. The paper will explain why the Internet ultimately displaced the Minitel and became the foremost

global, online, multi-communication platform and locus of innovation. In effect, the Internet supplanted the Minitel as the global multi-communication platform of choice because the Minitel was originally a technocratic, culture-bound system that emerged from French dirigisme or state-driven technological innovation. Though the Minitel was successful in France, it was too exceptional and too ideological to be exportable. France therefore won the ideological battle for improvement of its telecommunications infrastructure. It also succeeded in using the Minitel to radically alter the technological socialization of its citizens. However, it lost the global war of technological innovation. By way of contrast, the global success of the Internet, and its displacement of the Minitel is due in part to the exceptional, laissez-faire policies of the United States government, which created the enabling environment for innovation, but left the actual technological innovation to the private sector. The result has been the rapid emergence of a slew of start-up companies whose technological innovations and business models have revolutionized communication: Microsoft, Apple, Yahoo! Google, Facebook, Myspace, Twitter, Youtube. The paper compares and contrasts the impact of direct bureaucratic control and regulation of the instrumentalities of online communication in France, with American governmental non-involvement in online communication and the technological marketplace.

Mihaela Popescu, California State University-San Bernadino, US  
Lemi Baruh, Koc University, TR  
Captive Audience Protections for the Digital Environment

The paper argues that, at least in the American context, the legal concept of captive audience should be redefined to correct the increasingly disproportionate balance of interests between the ability of digital content distributors and marketers to reach consumers and the privacy rights of the audience. First, based on the judicial context of the captive audience concept, we identify a “captive audience test” that American courts have used, albeit not explicitly, to determine the conditions under which the privacy rights of consumers demand state protection. We argue that, rather than confining captive audience interests to a space-based right to be “let alone”, the U.S. courts have applied the following four elements in determining when state interests in protecting consumers prevail: (a) coercive impact of communication; (b) expectation of communication interaction; (c) availability of consumer-based mechanisms of signaling consent; and (d) availability of opt-in/opt-out mechanisms. Second, we discuss five media industry trends that currently challenge those elements: (a) the blurring of content production and content aggregation; (b) the increasing control of content distributors over content producers; (c) the merging of content distribution and advertising; (d) the integration of distribution and exhibition into “sticky devices”; and (e) the development of software architecture/DRM models for dedicated distribution. Finally, we discuss the implication of redefining captive audience for the digital environment.

Farid Sufian Shuaib, International Islamic University of Malaysia, MY  
Tensions between the Government and the Governed in Exercising Communication Rights in Malaysia: The Case of Online Speech

As citizen of the emerging global order, Malaysian – be it the government or the governed – has embraced information communication technology. The government embarks in ambitious project of the Multimedia Super Corridor (MSC) which helps to propel broadband penetration among Malaysian to 56 percent. In ensuring adoption among Malaysian and supports of international industrial players, the government had given the guarantee that there is no

ensorship in the internet. However, security and public order imperative had compelled the government to reign over internet users for postings and activities the government considered to be detrimental to security and public order such as posting that may incite racial hatred. For the net citizens, such steps amounting to the government renegeing on their guarantee of no censorship particularly on political communication. This paper looks at limitations on rights for Malaysian to be involved in the online global communication and criticisms against the limitations. The paper then looks at the need of the net citizens to also consider their duties and ethics in communicating online as a middle path between rights to political communications and duties to communicate responsibly.

3A15 Media, Democracy, and Political Participation (PolComR) Room: B.105

Chair Christina Holtz-Bacha

Discussant Lars Nord

Papers

Elizabeth Roodhouse

Socialization via Selectivity? Generational Difference and the Effects of Partisan Media on Political Participation

Niche news has proliferated in the wake of widespread changes in the U.S. media environment, making it easier than ever for audiences to consume likeminded news and to avoid counter-attitudinal media altogether. Using survey data from the Telephone and Internet Panels of the 2008 National Annenberg Election Survey (NAES), this study expands upon recent inquiries into the effects of media selectivity, exploring generational differences and the potential interaction between age and media diet. By tracking changes in the political disposition of respondents' media consumption between the 2008 primary season and the general election, this analysis reveals that the consequences of viewing greater proportions of attitude-consistent media vary by generational cohort, and that the nascent political identities of younger cohorts are the most powerfully affected by "opinionated" news. When differentiating by media behavior within audience segments, this analysis reveals that likeminded news depresses political participation amongst "Millennials" in the context of both selective and incidental exposure. In contrast, members of Generation X are politically energized by selective exposure. These results suggest that media selectivity contributes to different behavioral outcomes both within and between audience segments.

David Mekelberg

Michael Mero

Hani Zubida

Kaleidoscope of Framing: Multi-Framing

New media are central link in structuring current socio-political existence. This role is gaining visibility in recent decades, especially with the proliferation of the internet, which become a key tool to distribute information and constructing reality.

The review of the existing literature reveals an extensive research on media framing (e.g. Entman, 1991, 1993, 2007; Gamson and Modigliani, 1987; Gilboa, 2002; Reese, 2007;

Slothuus, 2008; Sheaffer 2010; Simon & Jerit, 2007; and others). Each event and story consists of many different perspectives, different angles and emphases analysis (Caspi, 2001). Choosing a perspective view of an event or story depends on the frame provided by the storyteller.

In the proposed paper, we draw on the existing research; however, we offer a new concept, appropriate to contemporary multi-channel-media - the process of "Multi - Framing".

In an era in which multi-channel-media allow different groups in the society accessible points to construction of civil discourse, while in constant competition for setting the agenda and influence public opinion. One finds framing can be interpreted differently by various audiences.

Hence our main argument is that framing in the era of multi-channels-media, unlike the past, where state institutions dominated the discourse, becomes a multi-framing process, in which every citizen and every group has the ability to influence it. The influence is created as a result of an abundance of discourse. This is a case that offers different versions to the same story, not because of disagreement with the facts of the event itself, but due to a different worldviews that result in different frames to the same story and discourse.

The proposed paper seeks to examine the framing of "Hilltop Youth" as reflected in the new media - major Israeli/Hebrew news sites (Ha'aretz Online, NRG, Ynet and Channel 7). The study focuses on the months prior and following the disengagement process of Israel from the Gaza Strip during the summer of 2005.

Sungdong Cho

The Effects of TV Genre Viewing and Internet Function Usage on Political Participation

Audience's media using patterns are more complicated than ever with the changes in the media environment. This is especially the case for multi-channel TV (Webster, 2005) and internet multi-media functions (Sunstein, 2007). Given those media genre and function choices, audience's polarized media consumption means that they can avoid some contents whenever they wish not to watch and use them (Prior, 2005; 2007). These changes of media environment create much of the concern about audience's political and social behaviors. The polarized content using patterns generate the problem of exposure diversity (Napoli, 1999), and these features can make disparities of political and social behavior (Webster, 2005). In this point, this study tries to investigate impacts of media genre and function on political participation considering of mediating role of political psychology and social capital variables. RQ is "Do actual TV genre and internet function usage have an impact on political participation? And do political psychology and social capital variables mediate between media usage and participation?"

In methodology, this study analyzes survey data which gathered 850 individual data with face to face interview, excluded individuals who are under age of 20. This survey examines TV and internet usage (including genres & functions), political and social variables for two weeks, November, 2009. This research tries to analyze statistical variables to confirm results of research questions. Firstly, this study basically examined data feature through descriptive analysis. Next, Cronbach's  $\alpha$  was conducted to find out internal consistency in collected data. Finally, hierarchical regression and logistic regression analysis, structure equation modeling (SEM) were performed to analyze research data with SPSS and AMOS software.

In the result, firstly, the impact of media usage on political psychology is similar to earlier studies. However internet information and news have a negative impact on 'progressive disposition', and newspaper, internet, TV news and educational program have a positive effect on 'supporting a political party'. Next, media news and information usage increase citizenship

with positive effects on 'tolerance on different opinion' and 'principle belief of public interest'. And educational contents and entertainment usage have a positive impact on 'social network'. Finally, level of education, internet, terrestrial news and educational program, internet information and entertainment content, political interest, political efficacy, supporting a political party, social network are statistically significant on 'political conversation' in political participation categories. And cable viewing, terrestrial drama and entertainment program, political efficacy, supporting a political party, social network are statistically significant on 'political participation intention'. Here, several political psychology variables mediated between media usage and political participation with SEM model fitting test. In case of vote, age, newspaper, political knowledge and supporting a political party have a statistically significant odd ratio.

Miss Ruth Kunz

Digital Citizenship: Levels of Political Participation, Resources, and Motivation by Swiss Youth

This research seeks to identify the relevant determinants of online political participation by Swiss adolescents. Citizen's political participation generally, and online political participation in particular, is considered as a positive for a democracy's quality. Today's youth in developed democracies may be considered as digital citizens or future digital citizens, citizens who have access and skills to use the Internet. But Internet access and digital skills alone do not determine if a person is using the Internet as a tool to participate politically, and it is assumed that the determinants of Internet based forms of participation differ from the determinants of other forms of participation. The goal of this study is not to identify causes of online participation from every perspective. It begins with the assumption that a digital citizen's online political participation is dependent on resources – physical, human and social capital – and motivation. From a normative point of view, democratic fairness required the equality of resources, while the motivation, and correspondingly, the participation may be distributed unevenly. This study, therefore, seeks to investigate if a digital citizen's online participation is determined mainly by resources or by motivation.

In addition, the fact that adolescents may be considered as digital citizens, the investigation of this generation is meaningful, because political socialisation research assumes that the time of adolescence is crucial for the establishment of a person's political behaviour, which is to a significant extent maintained in future life.

In previous research, political participation has been mainly defined as elite directed forms of participation. Furthermore, horizontal political communication among citizens has been a neglected field. But democracy is dependent on the forms of communication which are used to pursue politics. The Internet challenges the terms of the previous political terrain as well as the definitions of political participation and political communication. The Internet's main impact is the facilitation of horizontal political communication. If facilitated horizontal communication is included into the definitions of political participation and communication, the concepts converge. Here, political participation is therefore seen as equivalent to citizen's political communication and defined as the attempt to influence the political environment, which consists of public officials as well as fellow citizens. Accordingly, online political participation includes activities such as petitioning as well as discussing online, emailing a politician as well as mobilizing fellow citizens via e-mail.

Empirical results from quantitative survey data collected among Swiss adolescents in 2010 show, that resources as well as motivation affect the extent of a person's online participation,

while the impact of resources is partly mediated by motivation. These results suggest, that there's leeway to improve democratic fairness of online participation.

Nuno Coimbra Mesquita

News Media, Political Parties, and Democratic Values: Media and Interaction Effects on Regime Support in Brazil

The media is a fundamental institution to be considered for the quality of democracy. Different media and messages daily depict the world of politics having the potential to foster or undermine political attitudes toward the democratic regime. This means that the media can be considered important intermediaries between the institutional dimension and citizens' attitudes and beliefs. Media malaise and mobilization theories have contradicting points of view over the role played by the media in democracy. Using data from the national survey "Brazilian Electoral Study" (2002), we explore how media exposure is relevant for Brazilian citizens' orientations towards their political system. We focus our attention on the different impacts of print media, tabloid TV programs and attention to political news on the radio on support for democratic values as well as on valorizing the role of political parties in citizens' representation in the political system. This paper also addresses interaction processes between media consumption and other moderating variables such as political sophistication (education, political efficacy and interest). Results show that different means and messages play distinct roles in the different dimensions of public support for democracy. Moreover, personal characteristics of individual should be taken in account, as they may alter the way individuals process information, changing the original verified media effect. This paper brings partial results of a postdoctoral research conducted in the Political Science Department of the University of São Paulo.

Tabereh Ahmed Neyazi

Exploring Democratic Deepening in India: The Role of Media and Vernacularization

The role of media has already been recognized in the process of democratization and ensuring the survival of democracy. Studies have highlighted positive impacts of news media on increasing political participation and political discussion. Despite the importance of media in a democracy, there is hardly any study that systematically studies the role of media in influencing political participation and democratic deepening. This study makes the necessary intervention in the field of political communication by analyzing the role of vernacular media in the deepening of India's democracy. India is a classic example whereby democracy has not only survived but it has also been consolidated with the entry of hitherto marginalized sections of society, who in the conventional theories of democratization, were considered to be ill-equipped for adjusting to democratic functioning. India's recent economic growth also disproves the commonly held belief that got established through the experiences of East Asian countries that authoritarian regimes are needed in order to achieve rapid growth.

The main hypothesis of my current research argues that the process of the deepening of India's democracy has occurred largely due to the rise of the vernacular media. The English media, which were mostly confined to the urban and English educated sections of society, could not play an effective role in the grassroots mobilization that started in the 1980s. The media revolution, which began with the unprecedented growth of Indian-language newspapers since the 1980s went parallel with the greater mobilization of Indian masses in north India. The rise of vernacular political elites who were spearheading the plebian politics proved

instrumental for an increasing role of vernacular media in regional and national politics. The vernacular media provided a platform to the emerging political leaders of north India to raise their voice in the public arena. While explaining the mechanisms of the deepening of Indian democracy, my paper compares the experience of the states of Madhya Pradesh and Uttar Pradesh in northern India with that of Kerala and Tamil Nadu in southern India. The findings help in understanding the political role of the media in developing countries and contribute to theorizing the relationship between media and democracy.

3A16 New Media and Democratic Transformation in Muslim World (Islam) Room:  
B.106

Chair Basyouni Hamada

### Papers

Dana Janbek

Internet Revolution? New Media and the Arab Street

The arrival of satellite television and the Internet to the Arab World in the early-mid 1990s signified the arrival of a new era to the region, one that has the potential to politically reform the Arab Muslim World. Totalitarian Arab governments monitor and suppress the expression of dissenting opinions on the Internet. For the past five years Reporters Without Borders has documented some of these practices and singled out Tunisia, Egypt, Saudi Arabia, and Syria as Internet Enemies. Despite Arab governments suppressing public opinion of opposition movements and persons, the Tunisian people were able to successfully protest government actions forcing their president to flee the country in January 2011. In U.S. media, this success was framed as one fueled by the technological revolution. Protestors were able to express dissenting opinions online, provide a virtual space for likeminded groups, and spread their message to spectators around the world to garner international public opinion. Following the Tunisian model a wave of protests shook Egypt in late January and the government responded by temporarily shutting down communication connections to the country. Internet penetration rates in the Arab world are estimated at 25%, Tunisia 24%, Egypt 21%. The world average is estimated at 29%.

What is the Arab media saying about the role the Internet is playing in political reforms in the region? To better understand the Arab Street, this study looks at the coverage of two leading news outlets in the region, Al-Jazeera (launched in 1996) and Al-Arabiya (launched in 2003). Through a qualitative content analysis of their Arabic Web sites, this paper will offer insight into the coverage of the recent political reforms in the region and will study the extent to which the technological revolution is given credit in the debate.

Khalil Hanna Rinnawi

Cyber Uprising: The Role of Aljazeera TV Channel on the Tunisian and Egyptian Revolutions

Despite the relatively large number of articles in the literature relating to the role of communication technologies as instruments for social and political change, there is a need to address this topic in this era of globalization and discuss its implications on traditional

societies, particularly Islamic countries such as the Arab states. The recent Tunisian and Egyptian uprisings can be attributed to a number of reasons which can be summarized on four main levels: 1. the socioeconomic level, which relates to the very low socioeconomic standards and poverty among the large populations of these countries and the rise in price of food in the world during the last few years; 2. the political level, which is mainly reflected in the rise in political awareness among the populations towards political liberalism and democratization; 3. the religious level, which is reflected in the strengthening of the Islamic fundamentalist trends among the population and the role of the religious leaders' discourse, especially in the shadow of antagonism towards the West (mainly the US) due to their military involvement in different countries in the Middle East (Iraq, Afghanistan etc.), and 4. the media level which is mainly reflected in the transnational media revolution such as the satellite TV and the Internet, that erupted in this part of the world at the beginning of the 1990's. This fourth level will be the main focus of this paper.

There is no doubt that the new media technologies played and continues to play a crucial role in the current "political tsunamis" in Arab States. It is not only the social networks, such as Twitter and Facebook, which contributed to the organization of the communications between the demonstrations and the political activists, but also the role played by the satellite TV channels such as Aljazeera, which prepared the ground for these changes over the past 15 years. Therefore, the main focus of this paper is to examine the impact of media in this part of the world. This shall have an additional value in the shadow of the recent events such as the Tunisian revolution and the Egyptian attempts to change their political regime. We shall argue that new media technologies and extended exposure to them have a significant impact on the empowerment of the masses and play a very essential role in preparing them for these moments of uprising. Furthermore, at a time when social networks have an immediate impact on these uprisings, the satellite TV channels in general and Aljazeera in particular, have been playing a crucial role in preparing the masses for these events over the past two decades.

Jack Lule, University of Lehigh, US

Facebook Revolution or Jasmine Revolution? Social Media and Muslim Youth

Mohamed Bouazizi was a 26-year-old street vendor in the small town of Sidi Bouzid, Tunisia, in northern Africa. He burned himself to death in a protest. The story of his protest was spread first by Facebook and then by media around the world. The protest helped lead to the fall of Tunisia's dictator and sent shock waves throughout Africa and the Middle East. A New York Times columnist called the result a "Facebook Revolution."

A short time later, revolution roiled Egypt. One of the first responses of the Mubarak administration: shut down the Internet and disrupt cell phone service. The power of social media seemed to be demonstrated beyond doubt.

However, commentators and scholars were quick to caution against attributing too much power to social media. Events in Tunisia, they said, were more properly called "the Jasmine Revolution," after the national flower. The revolution came about, they said, because of years of corruption, human rights abuses, and crippling poverty among the masses and obscene luxury for the elite. Malcolm Gladwell had already emerged as a critic of social media proponents and argued why "the revolution will not be tweeted." Even as events in Tunisia and Egypt seemed to prove him wrong, Gladwell did not back down, saying disparagingly, "Please. People protested and brought down governments before Facebook was invented. They did it before the Internet came along."

The debate over the power of social media takes on special significance in the context of Muslim youth. The Constitution of Madinah proclaims the rights of citizens to free speech

and to question and criticize decisions that affect their lives. Muslim youth have been enthusiastic users of social media. The revolutions in Tunisia and Egypt thus offer an especially rich and grounded framework to consider the role of social media, particularly in the context of Muslim political society.

Basyouni Hamada

Social Networks and January 25<sup>th</sup> Revolution in Egypt: An Analysis of Behavioral Consequences and Political Impact

Events of January 2011 in Egypt have proven that social networks such as Face book, Twitter, SMS, You Tube, etc have played a significant role in mobilizing political participation and informing local and global publics about the causes of the revolution. It also sets the agenda for the news media, affects the behaviors of demonstrators and empowers the voiceless groups whose demands are denied in the traditional and controlled governmental media. Finally, it induces several political changes.

The role of such social networks is supported by several recent studies that indicate that reliance on traditional media for public and political affairs content is down among young adults. Over the course of the 2006 and 2010 election seasons, society witnessed the rapid emergence of technological advancements that enable individuals to participate in media-rich online communities organized around the creation and exchange of media content.

This paper is an attempt to answer three main questions: 1) how effective were social networks in preparing for the Egyptian revolution? How effective were the governmental procedures in hindering the impact of social networks? and, 3) What kind of virtual communication theories could be used and developed to explain the relationship between social networks and social and political revolutions?

This research is based on a field survey for 500 Egyptian young adults as well as a discourse analysis of the content of Egyptian social networks delivered before and during January 2011 events in Egypt.

3A17 Media and Community Identity (MCPO &S) Room: B.107

Chair and Discussant Jacques Alkalai Wainberg

Papers

**Salomé Sola Morales**, Universitat Autònoma de Barcelona, ES

Mediated Communication and Construction of Identities: A Theoretical Approach

The paper we present approaches the study of identity from an anthropological and communicative perspective. From our point of view, the link between media and identity, whether personal (individual) or social (collective), is a matter of the greatest importance in postmodern societies. As it is well known, mediated communication plays a key role in the social and psychological construction of reality. But have we ever thought the processes of identification that individuals make?

Our main premise is that media narratives are typical representations that affect the construction and transformation of subjects and groups. These symbolic universes are interpreted by receptors and reactualized by them in their everyday communicative

interactions. And they also have an important role in the construction of cultural memory and collective imagination of receptors. Furthermore, mediated communication helps general public to define themselves and other community members.

Our study fits in with the contributions of Erving Goffman and focuses on the analysis of identification processes that receptors make about media meanings and representations. It is absolutely necessary to pay attention both to narratives and symbols that are circulating in the media to understand interpersonal and intergroup relations. In this sense, we cannot forget the attention given to symbols by some anthropologists as Ernst Cassirer or Clifford Geertz. We try to clarify how readers and interpreters in the form of rituals, myths and symbols appropriate media meanings. In fact, narrative forms represented in the media are polysemic reconstructions that make up much of the cultural memory that create the sense of a city and their citizens. As Roland Barthes said, narratives are present in all times, places and societies. On the whole, we can not forget the systemic connection between memory, self-awareness and mediated communication.

Ozlem Bayraktar, Bogazici University, TR  
Gypsies: The People of another World

This presentation will attempt to examine the validity of multiculturalist policies for overcoming the various kinds of injustice experienced by Gypsies in Turkey. The focus of the study is the interviews made with the inhabitants of a settlement area in İstanbul, Sarıyer, Rumelikavağı, called “Gypsy Quarter.” This study will seek answers to the questions like what objective and subjectives dynamics are behind the identity formation processes of these people called Romans or Gypsies, how they define the patterns of social hierarchy which define them, how they manage to domesticate “their pains” and at what moments they fail in doing so.

On the other hand, this study examines whether the self-expression of the Gypsy identity in a heterogeneous public sphere can provide a potential space for Gypsies’ struggle against “the dominant national subject” and for healing their “pains”. This study will also try to show that multiculturalist policies risk falling into “cultural essentialism,” by accepting cultural identities as unchanging, clearly delineated entities. Before seeking answers to such questions, the study will shed light on the theoretical background of the debates over multiculturalism heightened in recent years.

Katie Brown, Diana Betz, University of Michigan, US  
That’s so Gay: (Meta-) Homophobic Humor and Support for Gay Rights

This research seeks to understand the effect of ironically homophobic humor, or “meta-homophobic” humor, on public opinion vis-à-vis sexual orientation in America. Meta-homophobic jokes are part of the larger construct of meta-disparagement humor, or jokes that explicitly target a minority while implicitly ridiculing those who would laugh at the joke at face value. Through the use of irony, an implicit bigot is summoned as the true joke target, thereby deflecting responsibility for the politically incorrect content. But at an explicit level, these jokes are offensive perpetuations of stereotypes. Thus, while meta-disparagement humor purports to undermine stereotypes, it may in fact reinforce and perpetuate them. This study focuses on meta-homophobic humor and its effects.

Building from the humor literature to theoretically motivate this concept, this work is also

informed by the stereotyping / prejudice literatures. Especially informative is spreading activation theory, which posits that “a stimulus may prime constructs that are linked in memory to the one specifically targeted” (Valentino, 1999; p. 299). Further, Amodio et al. (2004) found that the neural mechanisms involved with stereotypes are activated especially quickly when the bias is not purposeful and therefore does not trigger critical processing. In the context of meta-disparagement humor, spreading activation theory suggests that humor – which itself decreases critical processing – that explicitly targets a minority could activate other stereotypes about this group, thereby undermining the satiric intent. We therefore hypothesize that participants low in baseline homophobia exposed to directly homophobic jokes will demonstrate lower levels of stereotype application compared to participants high in homophobia, while stereotype application will be equal regardless of baseline racism in the meta-racist condition. A laboratory experiment tests these hypotheses by exposing participants to meta-homophobic homophobic, or neutral comedy clips and measures stereotype activation by gauging public opinion vis-a-vis gay rights. Previous research on this type of humor that targets other groups (e.g. women, blacks) yielded significant results. Results for the present study will be ready in advance of the paper deadline.

This research fits the “Cities, Creativity, Connectivity” theme of the conference. The general call for papers notes, “the memories we excavate are reminders of pasts we long for, as in nostalgia, or events we would wish to forget, in moving ahead towards a more captivating future.” Meta-disparagement humor appears to serve both functions, as it at once harkens back to earlier, open discrimination while also, through the use of irony, attempting move past this same prejudice. As a symptom of post-political correctness, understanding meta-disparagement and its effects will offer an inroad into understanding the current social, political, and popular culture, tying to the idea that cities and their actors “have attempted to overcome the historical and contemporary ruptures through creative acts and enactments.” This research fits specifically with the political communication section as it is interested in the effect of this type of humor on public opinion, while also speaking to the discussion’s interest in methodologies, as we employ the experiments, a relatively rare methodology in the field.

Jeanie Mackay Taryn, University of the Witwatersrand, ZA  
MisLeading SA

South Africa’s political transition, marked by the 1994 democratic elections, was primarily liberation from racial – rather than class - domination. As a result, the enormous labour movement that was active in the anti-apartheid struggle continues to struggle around class, voice and gender issues. In August 2010, the country’s 1.3-million strong public sector unions embarked on a month-long strike that threatened a shutdown of services in the country. Allegations of violence and intimidation in hospitals and schools, as well as the shutting down of essential services, dominated media reporting. Commercial broadcaster Talk Radio 702, under the banner of “Lead SA”, urged South Africans to volunteer their services, expertise and resources to those most in need in hospitals, as well as to learners preparing for their final year exams. “Lead SA”, a campaign initiated by 702, encouraged listeners to participate actively in civil society, guided by the campaign slogan, “Make a difference. Do the right thing.” My paper explores the rationale for the establishment of “Lead SA”, how it was integrated into the station’s culture, and what sorts of actions and attitudes it both promotes and discourages through its public engagement. The research shows that news and talk interact with “Lead SA” in different ways, and that, where news reporting on the strike gave the labour movement a voice, the talk programmes skewed the discussion against strikers. I show that “Lead SA” attempts to motivate its listeners to be active citizens and engage

positively in the society. However, because it is geared towards an elitist, privileged listenership, the initiative does little more than encourage the alleviation of some of the suffering of class inequality and perpetuates middle-class roles of the affluent assisting the poor. In doing so, the initiative confuses processes of class-consciousness and delays meaningful social change.

Tutku Akter, Girne American University, CY  
Who are “We” and according to Whom?

Cyprus Island, which is divided into two parts, shelters two communities; “Greek Cypriots” and “Turkish Cypriots”. One of these communities and their government is recognized by European Union and one is not. Whether recognized (legitimated) or not the fact that these communities shared certain periods of the past but expressed by different discourses especially in the history textbooks which are studied in schools. In spite of manipulating different “histories” or “stories” to the public, via this research perception of each nation about the “other” and how they think they are perceived will be analysed. The purpose of the study is to figure out how people who live in Cyprus define themselves, and willing to reconstruct their identity as “Cypriot” and thus willing to legitimate the concept of “Cypriotism” which is defined by Madianou (2005) as concept “stands in opposition to the nationalist ideologies, Greek Cypriot and Turkish Cypriot, which regard Cyprus as the extension of Greece and Turkey respectively” (p.49) In addition to this, some other questions will also be answered during the study; such as whether defining ‘others’ give information about the political view about the current situation, whether defining the other is interrelated with how we assume others define us etc. Due to this 16 close-ended questions have been asked to 100 randomly selected Greek Cypriots and 100 Turkish Cypriots. The questionnaires are conducted both to young adults who were born after 1974 and to older people who have experiences about the events that happened in Cyprus.

**Manuel Yañez Fernandez**, University of ITESM, MX  
The Construction of the Image of the Drug Traffickers from the Perspective of University Students

Drug Trafficking is not a new phenomenon, but recently it has started to escalate on importance and impact on the society changing the way of thinking of Mexicans. This research therefore seeks to know the Student imaginary about the drug trafficking actors. To achieve this purpose we created the following research question: Which is the perception of the drug trafficking phenomenon and its actors between students residing on Monterrey? To answer this question we use the technique of Focus Groups from a Qualitative research. In this, we analyzed four groups based on different academics areas: Administration, Engineering, Health and Social Sciences. The results were compared to a previous investigation made by Lilian Ovalle on the city of Tijuana, where two different categories appear on the phenomenon: Demonization and indifference. However, the research didn't share all the results. They did share the demonization category, but it differs with indifference, because the Monterrey students victimized the actors of Drug trafficking.

## 3A18 Participation and Digital Inclusivities (A) (PCR) Room: B.108

Chair and Discussant Ullamaija Kivikuru

### Papers

Joy Y. Pierce, University of Utah, US

Digital Fusion: Connecting a Community through Digital Literacy Skills that Matter

Digital Inclusion research has essentially replaced Digital Divide studies among scholars working in the United States. Recent qualitative research assumes access and points to ways in which underrepresented populations use what is available. Statistical research continues to quantify who has access and how they use it. A Pew Research Center report (Fox, 2007) indicates Mexicans are the largest national origin group in the United States Latino/a population yet is the least likely group to go online. There is no indication why this group does not go online.

Nina Wakeford (2004) argued that a researcher would be “hard pressed to find any body of work” explicitly addressing “the epistemological and methodological implications of the multiplicities, incongruities and partialities of knowledge outside mainstream social groups and cultural locations” (130); despite the central importance of such factors in critical cultural studies and social justice research. Although scholars in other areas of the world have turned toward addressing Wakeford’s critique, the discourse has escaped sustained attention in the United States. With the latest Pew report on Mexicans in the U.S. and Wakeford’s critique in mind, I ask:

1. what are the barriers and gateways to acquisition and acceptance of computers and the Internet;
2. how may this population acquire or maintain social networks across real and digital borders?

Through participant observation and drawing from critical cultural, this project engages digital literacy and social justice issues; principally ethnicity, language, class and education. I explore how Mexican workers in one of the wealthiest U.S. Western towns see how digital technologies fit into their everyday lives. This participatory project co-creates – through instruction - a digital space; one that speaks to the specific cultural, linguistic and social needs of an underrepresented community. Further, I am contesting the notion that access equals equality in an ever-increasing digital network society.

M. Abul Kashem

Diversified Use of Mobile Phones by the Rural People of Bangladesh towards their Livelihood Improvement

Bangladesh has a population of about 165 million in an area of 147,570 sq km. More than 65.4 million people are mobile subscribers. People use their mobile phones in many purposes, such as talking with friends and relatives abroad through Rural Information Centre (RIC) administered by D-Net, getting medical and health related advice through SMSs, paying electricity, gas and water bills in the bank, transferring money, forecasting on disasters, students’ submission of admission documents to universities by sending SMSs. Through RIC farmers’ get opportunities for solving practical problems, e.g. diagnosis, control of pests and diseases of crops, animals and fishes. Through video conferencing doctors diagnose problems

and send SMSs or advise through mobile phones for treatment. However, a research study was conducted to determine the extent of use of mobile phones by the farmers in receiving agricultural information and to explore the relationships between the selected characteristics of the farmers and their use of mobile phones. Data were collected from 76 mobile phone user farmers in 8 selected villages of Boira and Bhabakhali unions under Sadar Upazila of Mymensingh district during 12 September to 15 October 2010.

For determining the extent of use of mobile phones by the farmers in receiving agricultural information on four major aspects, such as availability of inputs, quality of the inputs, market price of the inputs, appropriate doses of the inputs, covering sixteen dimensions (four dimensions for each of the aspects) were considered. More than half (54 percent) of the farmers had medium use of mobile phones in receiving agricultural information while 14 percent and 32 percent of them had low and high use of mobile phones respectively.

Nicholas Carah

Hello Sunday Morning: Young Australians Who Blog about Alcohol Consumption

This paper examines the participatory social media and blogging project Hello Sunday Morning (HSM). HSM is formed around young Australians who give up drinking alcohol for a period of time and blog about their experience. Participants challenge and shift Australia's problematic drinking culture through the reflective and deliberative use of blogs and social media. They critique their own identities, the values and practices of their peers, and the social, cultural, political and economic aspects of alcohol consumption.

I draw on in-depth interviews with 16 bloggers involved in the project, together with analysis of their blogs and related activity on Facebook. I aim to consider how the program enables an examination of the possibilities and limitations of participatory communication for social change in a highly commercialized popular culture and social media environment. HSM deploys participatory processes to foster social change attuned to the cultural sensibilities of young Australians. HSM participants engage in peer-to-peer collaborations that challenge representations of drinking offered by the alcohol industry, government and their peers. This activity of resistance and critique unfolds within the very social spaces it seeks to change. Young Australians routinely use mobile phones, digital cameras and social networking sites to mediate, celebrate and promote excessive alcohol consumption. And, the alcohol industry reinforces these activities using 'below the line' experiential branding campaigns.

HSM provides a case for considering participatory social change approaches in relation to critical examinations of participation and interactivity in commercialized and media-dense popular cultures (for instance, Andrejevic 2007, Couldry 2010, Dean 2010). The success of participatory interventions in these contexts rests not just on fostering participation but also in devising ways to intervene in the political and economic structures within which participation unfolds. This paper will consider what the HSM project can contribute to the development of participatory communication that challenges both local cultural practices and the broader political, economic and social contexts within which they are situated.

Ingus Berzins

Is Online Space Engaging or Disengaging for Elections' Debate?

Traditional media and existing political and civic institutions both suffers from a substantial crisis of confidence in Latvia. The decrease of citizens' trust to democratic institutions and processes correlates with emerging role of discussions in cyberspace. A general question to be

explored in the current study: Are these online communication spaces only the formal utilities for people to shout their opinions, or is it a real substitution of the public sphere?

Specifically the current paper examines the case of Latvian cyberspace serving as the communication space of political debate. Do the supporters of different political parties involve in dialogue and what are their interactional patterns?

The comments of internet users regarding the news about pre-electional campaign in the most popular Latvian online media 'Delfi' were quantitatively and qualitatively analyzed, using content analysis and collocation analysis methods. The commenting users were grouped according to their political sympathies, finding on what extent the main political actors mobilize their supporters online; furthermore several differences in the attitudes between separate politicians and political groups were observed.

Visual maps reflecting the collocational structure of language encoding conceptual structure of media users and authors of commentaries were created to provide a more exact evidence how citizens of different political views perceive their opponents and their leaders in public politics.

Our study provides several consequences. Empirically we were able to show that the attitudes of media users towards individual political actors are different from the attitudes towards the political groups they are representing. We are also explaining why this might be the case and also describe some of the main interactional patterns. We are also formulating some theoretical consequences converging in the assumption that online communication is less substituting than complementary to the traditional understanding of public sphere.

Nohil Park

JiYeon Jeong

Why Do Bloggers Behave Journalistically in the Blogosphere? Bloggers' Journalistic Communication Behavior Model

Based on the review of blogging and journalism literature, this study aims to develop a model of journalistic communication behavior, a process model for journalistic communication behaviors, in the blogging context. Most of all, to examine bloggers' journalistic blogging, this study reconceptualizes the definition of journalism as an open-ended concept, and sorts out six key journalistic communication behaviors: commentary, filtering, error correction, fact-checking, on-spot reporting, and watching the media in blogging. Based on this concept and literature reviews on social psychology, this study posits that bloggers' perception of blog popularity (e.g., visiting numbers) and the blog self-efficacy (bloggers' perception of competence in using blogs) will associated with their journalism perceptions and journalistic communication behaviors. Moreover, the present study hypothesizes that the blog self-efficacy will mediate between blog popularity and journalistic communication behavior. Through analyzing 945 bloggers' data surveyed online in Korea in 2010, the results confirmed that blog popularity and blog self-efficacy positively predicted bloggers' journalism perception and their journalistic communication behaviors in the blogosphere. In addition, the results supported that the variable of blog self-efficacy mediated between perception of popularity and journalistic perception and behavior. In conclusion, this study demonstrates that the journalistic communication behavior model is a systematic frame to explain how blogging has the communicative power in journalism process.

Wendy Willems

Of “Radio Champions” and “Data Miners”: A Critical Approach to the Impact of New Media on Listener Participation in Zambia

Recent literature has pointed to the way in which new media such as the internet and mobile phones have the capacity to enable more participatory and interactive communication, either through user-generated content or through participation of audiences in content production. This potential is celebrated even more in contexts in which there is deemed to be a lack of political accountability or limited consultation of citizens by government. Against this background, this paper investigates the extent to which new technologies have changed the way in which state and citizens communicate with each other through current affairs phone-in programmes, a highly popular and controversial genre on commercial, public and community radio stations in Zambia. Engaging with literature on participation in media studies as well as development studies and based on interviews with station managers, producers and presenters of seven radio stations in Zambia, this paper argues that there is a need for a more critical assessment of the quality of participation supposedly facilitated by new media, hereby taking into account the social, political and economic constraints of the context in which audiences participate in the creation of content. While new media may to some extent have facilitated a wider participation of listeners in current affairs phone-in programmes, the participatory nature of the genre has been limited in a number of ways, including temporary government bans on the genre, predominance of political elites on programmes, extremely high costs of internet and mobile phone usage, censorship of audience input and the emergence of a group of semi-professional callers with political ambitions. The paper notes that new media have been most effectively exploited by commercial radio stations which have used mobile phones and social media for the purpose of increasing revenue and collecting data on listeners.

3A21 Asian Perspectives (CA) Room: B.201

Chair John A. Lent

Papers

Archna Kumar

Marginalized Adolescents’ Quest for Education: Mapping Voices of Adolescents Using Grassroots Comics

The challenges of education of urban slum adolescents are of distinct nature. Belonging to largely disadvantaged communities, a range of enabling processes are required to enable them to fully engage in and take advantage of formal education system. Community Learning centers are a civil society initiative providing a range of non formal interventions to adolescents from marginalized families with a view to preventing their dropping out of formal schools. Understanding adolescents’ perceptions about non formal as well as formal educational centers can provide valuable insights about their scope, challenges and potential. Further listening to and integrating the ideas of adolescents in designing special educational interventions as well as strengthening existing systems, remains critical for evolving a need based responsive programme.

For the study a mix of participatory tools was used to enable adolescents to dialogue and identify key aspects influencing their quest for education. These included- Most Significant Change technique and Grassroots Comics. The MSC technique involved adolescents narrating

their own story about what they perceived to be significantly contributing to their quest for education, later the adolescents used Grassroot comics to narrate the critical differences they perceived in their formal and non formal education systems.

The present article provide insights gained based on the analysis of stories of change and grassroot comic wall posters as well as the methodological challenges and advantages of using comics with adolescents from marginalized communities.

**Warat Karuchit**

The Renaissance of Thai Knowledge Cartoons

Thai knowledge cartoon got their start since 1970 with Chaiyapruerk Cartoon, Thailand's first knowledge cartoon magazine. In the late 1980s, Japanese comics emerged as the dominant type of cartoon, causing Thai cartooning to be in doldrums for almost twenty years. Finally, a breakthrough for Thai knowledge cartoon came in 2004, with the publishing of the first Thai knowledge cartoon book from three major publishers: Ramayana by Skybooks; King Naresuan the Great by E.Q. Plus; and October 14th – Democracy Day : The Story of October 14th 1973 for Youths by Cartoonthai Institute. These events marked the beginning of the “renaissance” era of Thai knowledge cartoon. Even though knowledge cartoons from Korea were introduced to Thai readers in 2006 and quickly became hugely popular among young readers, knowledge cartoons still seem to be a profitable business for publishers and a promising career path for Thai cartoonists.

**Rafael Giardini Lenzi**

The Suggestion of the Sensible in Ramayan 3392 Ad

This work consist in a semiotics analysis of an image that belongs to the graphic novel Ramayan 3392 A.D. The observed text is a version of hindu epic Ramayan, whose narrative is transposed from a distant past to a post-apocalyptic future. It is intended here to approach the so called visual pictures, in which there is predominance of art and drawings, to bring out sense creative mechanisms beyond of what is transmitted by comics' basic visual structure. Eidetic, chromatics and topological elements characteristic to the analyzed object allow the sense effect to be detached not only from basic visuality for a narrative's transmission, but also from artistic elements, which confer subjective effects to the text. It is believed that such effects are related to the immanent sensible, as described by Greimas in De l'Imperfection. The analyses here are realized through discourse semiotics, taking as main theoretical basis Greimas and Floch. Initially it is made a brief explanation regarding comic book's structure, which is applied specifically at the explored object and indicates the path to be taken in this work. Sequentially are shown the realized analysis and its correlations with the immanent sensible, which is desired to be found.

**Luis Javier Capote-Pérez,**

Forgetting Reality: Cities in Superheroes Comics and Shonen Manga

Chair Arne Hintz

## Papers

Clemencia Rodriguez

The Potential of Performance Theory to Study Community Media in War Contexts

This paper presents research findings from an ethnographic study conducted among community media leaders in Colombia, South America. The paper demonstrates how, in difficult contexts in which civilian communities are cornered by antagonistic armed groups, local community communicators use media technologies (radio, internet, video, cable television, digital photography) to design collective performances. Performance theory explains the power of performance to bring new realities into existence, and problematize traditional epistemologies that view language as a mere expression of reality. In the field of communication for social change, we need to explore further how reality, language, identity, and power interact in performance. Defined as “the experience of becoming,” performances activate change and can “shape and direct who we are and what we can become”.

Performance scholar Victor Turner theorized the idea of liminality, a moment triggered by performance when social conventions and structures are suspended, opening the potentiality for new alternatives, "a realm of pure possibility, a temporary breach of structure whereby the familiar may be stripped of certitude and the normative unhinged, an interlude wherein conventional social, economic, and political life may be transcended." Madison describes the self-reflexive potential of performance: “When we perform and witness cultural performances, we often come to realize truths about ourselves and our world that we cannot realize in our day-to-day existence” (p. 154). Performance can open communication spaces that nurture transgression and boundary-crossing, highlighting the power of the transformative over the normative.

Using performance theory, the paper explains how, instead of using media technologies to transmit messages or to persuade audiences, Colombian community communicators use media to create communication performances that subject participants to specific experiences. These media performances are well grounded in local cultures, knowledges, languages, characters, and talent, and strongly connected to the community's everyday life. Using media technologies to produce collective performative spaces, Colombian community communicators trigger a complex mesh of interpersonal, group, and mediated communication processes that draw participants in, involve different community sectors, and trigger communication processes that transform social reality. The paper uses ethnographic data to describe how community media performances subject people to experiences that ranged from overcoming the fear and uncertainty imposed by the war, to resisting the disintegration of public spaces and lifeworlds, and experimenting with non-violent conflict resolution. Ultimately, these media performances push people to consider alternative interpretations of reality, and alternative behaviors, attitudes, opinions, thus contributing to peacebuilding and democracy.

Lisa B Brooten

“People’s Media” and Policy Development in the Face of Political Violence: Thailand and the Struggle for Media Democratization

Violence in Thailand has escalated over the last few years, as the country has faced unprecedented political instability and a spike in political violence that resulted, for example, in 91 deaths during protests and the subsequent crackdown in April and May 2010. Provoked by a 2006 coup d’etat, the violence has been accompanied by a precipitous drop in the country’s press freedom ranking and an increase in censorship, including multiple arrests for lèse-majesté and defamation, and attacks on media outlets and journalists. Calls for national reconciliation have proven difficult in a country with a degree of inequality between the richest and the poorest surpassing its regional neighbors. In the midst of the turmoil, the country’s mainstream media have become polarized, and efforts to develop regulatory policy for non-governmental, non-commercial, “people’s media” have occurred alongside crackdowns on community radio stations and online media outlets.

Drawing from theories in social movement literature on contentious politics, political communication in transitional states, and processes of militarization and democratization, this paper explores questions about the effectiveness, impact and sustainability of “people’s media” and the development of effective media policy in the face of political violence. The paper will examine the case of the independent, non-profit online newspaper Prachatai. Prachatai’s director, Chiranuch Premchaiporn, is currently on trial under the 2007 Computer Crime Act for failing to immediately remove 10 anonymous postings from Prachatai’s web forum that allegedly defamed the country’s monarchy. She faces a possible combined 50 year jail term in this case, an important test of Internet freedom and policy in Thailand. The case provides insight into policy development and the role of people’s media in countries struggling for democratization in an environment of political violence.

Mine-ping Sun

Creating a Digital Community Communication Model in a Risk Society: An Action Research in an Indigenous Community in Taiwan

Manuela Farinosi

**Emiliano Treré**

Rebuilding Community: Participation and Engagement in a Post-quake Networked Movement

The aim of this paper is to analyse the practices of the actors of “The People of the Wheelbarrows”, a movement which emerged in the city of L’Aquila (Italy) after the 2009 earthquake. This tragic event led to a prompt increase in the use of the internet by local citizens who adopted Web 2.0 platforms such as Facebook, Twitter, YouTube, Flickr and blogs in order to rebuild online the offline public spaces of communication which had been damaged or destroyed by the quake. A year after the tragedy, to protest against the Italian state due to the problem of the debris that continued to be unremoved from the historical city centre, some citizens decided to fled into the streets with their wheelbarrows and autonomously remove the rubble: this event marked the emergence of “the people of the wheelbarrows” movement. Its aim was to involve the citizenship in the decisional processes regarding L’Aquila reconstruction, to promote transparency in the management of the disaster funds and to re-open the militarized “red zone” created in the city centre. With the triangulation of semi-structured interviews, a content analysis of the movement’s Facebook group and a combination of online and offline

ethnography, in this paper we investigate how the movement interacted with the internet to organize collective action and we explore the ways in which the movement participation was articulated between online spaces and offline squares, meetings and events. Our findings highlight on one side the continuous interplay between the online and the offline dimensions (Bennett, 2003, 2005; Loader 2008) and on the other side they show the pivotal role played by a wide array of social media platforms in the life of the movement.

Cinzia Padovani, University of Southern Illinois, US  
One Year in Movement

**Intro:** In this paper, I explore the development of citizens' communication tactics and strategies in L'Aquila, Italy, during the period from August 2009 to August 2010. A central Italian town, L'Aquila was hit by a powerful earthquake in April 2009. The tremor destroyed most of its historical buildings causing the death of over 300 people, and the displacement of 80,000 inhabitants. Soon after the quake, a group of citizens organized themselves in committees and movements, which eventually led to a successful counter-hegemonic communication campaign during the weeklong meeting of the Group of Eight countries, held in L'Aquila in July 2009.

**Thesis:** This study focuses on L'Aquila activists' continuous efforts to implement a variety of media tactics and strategies, including face to face communication, the use of communications technologies, and interactions with mainstream media. As emphasized elsewhere (McCurdy 2009), cross-media communication repertoires have become part of social movements' comprehensive strategies and should be considered in their totality. Furthermore, as Downing (2008) points out, attention should be given not only to social movements' tactics for counter-information but also to the broader forms of 'information strategy whose agenda is dictated by the need to respond rather than radically reframe' (Downing, 2008: 2). The experience of L'Aquila's activists illustrates the validity of both these recommendations aimed at providing more comprehensive and broader approaches to the study of social movement communication for protest mobilization.

Furthermore, this case study provides scholars and activists with a unique opportunity to investigate movements' communication tactics and strategies over time. It will give us an occasion to reflect on what worked and what did not work during the 2009-2010 year, and how strategies and tactics evolved and adapted to changing conditions.

**Methodology:** This study relies on qualitative methodologies of data gathering, including in-depth interviews with approximately twenty activist/citizens, and participant observations of formal and informal meetings, and assemblies. In addition, I will review the archives of relevant primary sources, such as newspaper articles and audiovisual material.

**Conclusion:** During the year, citizens' communication and media tactics evolved into strategies: by the time activists organized protests in various Italian cities, they had a good organizational structure and a system in place to inform the public and coordinate mobilizations. At the center of their success were their regular meetings. Their organization skills improved as activists managed, on a daily base, the assembly's as well individual groups' listservs and websites, and wrote press releases and communiqués every time there was the need. The movement had gone a long way from where it was in summer 2009: it had grown numerically and could count on fairly positive relationships with important local mainstream media. Its communication evolved: flyers with more elaborate graphics and various colors were designed not only to convey information, but also to catch the attention; websites had been redesigned to include more attracting graphics, more links, and a user-friendlier interfaces. Groups and initiatives multiplied on facebook, which became the most

important vehicle for increasing the internet visibility of activists' self-produced audio visual material.

As time passed, however, problems emerged within the Citizens' Assembly as internal divisions and different political positions regarding the reconstruction of L'Aquila became more distinct. By the summer activists felt the need for new political directions and a unifying vision.

3A23 Media and Sports Fans (M & S) Room: B.203

Chair Cornel Sandvoss

Papers

Rune Ottosen

Nathalie Hyde-Clarke

Toby Miller

Framing the Football Fan as Consumer: A Content Analysis of the Coverage of Supporters in the Star during the 2010 World Cup

Our purpose in this paper is to explore the role that supporters played in media coverage of the 2010 men's Football World Cup in South Africa. Our hypothesis is that nationalistically-oriented sports journalism misses such basic questions as why football supporters travel to big tournaments and what aspects of the event they cherish. Perhaps supporters primarily travel to satisfy their identity as football supporters, but that FIFA and to a certain extent the media find them most interesting as consumers in a market. As a case we have conducted a content analysis on how supporters were framed during the initial face of the World Cup in The Star, a daily newspaper based in Gauteng, South Africa, with its core market in Johannesburg. The total sample of the items (advertisements and articles) analysed was 527 units. The conclusion in the paper also draws upon interviews among supporters during the World Cup and the editor of The Star.

The paper draws upon the work of among others Elias and Dunning arguing that sentiment and behavior among supporters were codified from, supplanting excess and self laceration with temperate auto critique. We will also draw upon the work of O'Donnell and Blain who in their work on media representation of fan culture during the World Cup in France in 1998, identified a variety of themes in the media coverage of the supporter culture among others commodification; exploring the fan culture ideology in the world of consumption; the relationship between the local and the global and the nature of the symbolic value of public behavior.

Deirdre Hynes, UK

Kate Themen

Get out of Our Club, You Lying B\*stards, Get out of Our Club: A Study of Fans, Football, and Ownership in England

Modern, 21st century football has been characterized by radical developments both on and off the pitch. A 'sky sports commodification' of the game has left its imprint on the modern day fan. The laissez-faire stance adopted by the Premier League, which has no provisions to limit the amount of debt placed on to a football club, clearly has detrimental implications for English football given the financial situations at the famous clubs of Manchester United and

Liverpool respectively. The establishment of FC United in 2005 and AFC Liverpool in 2008 signalled a shift in fan culture. Spiralling ticket prices, sale of the clubs to American owners, changes to football kick off times to suit corporate television contracts and the decline of a football atmosphere provided some of the impetus for change.

Within this context there is a clearly demonstrable resonance that contests the commodification of English football culture and which furthermore, seeks to ensure that football fans can make their concerns public. For example, moves to 'reclaim' football as illustrated at Liverpool FC through organizations such as Reclaim the Kop and Against Modern Football, and at Manchester United FC (green and gold protests with fans donning scarves, the formation of FC United following the Glazer takeover and organizations such as M.U.S.T.) demonstrate the extent to which fans feel excluded and alienated.

How may we then understand football cultures in England as practiced through alternative organizations, style and sub-cultures and their relationship to the mores of commercial enterprise that are polarised in terms of turnover, profit and loss, and of more concern, the threat of administration?

This research paper presents the tentative results from a study evaluating the new football experience. The study critically examines the existing ownership and management structures of the four clubs (Manchester United, Liverpool FC, FC United and AFC Liverpool) and the ways in which the clubs in question engage with fans and local communities. Narratives of exclusion and marginalisation inform increased instances of fan organisation, collectives and unions as modes of empowerment, negotiation and contestability. We argue that football culture is a contested space and critical examination of the fan actions and collectives is crucial to understand how modern football is developing.

Alina Bernstein

Lea Mandelzis

News Texts and Internet Users: Critical Analysis of Talkbacks as a Virtual Meeting Point between Football, Politics, and Identity in Israel

This research examines Talkbacks (=readers comments) as a modern mechanism that continues the long running response tradition of media audiences. In fact Talkbacks constitute a meeting point between news texts and Internet users and thus create a virtual Public Sphere. Talkbacks allow spontaneous comments and discussions by Internet users as a social practice. According to the sport related literature integration and protest are two models of the roles sport can take in society: integration as promoting nationally while protest as supporting social conflicts.

It is impossible to separate football from the wider context of nationality especially in nations where political, national and social schisms. This is true in the Israeli case where the Jewish-Arab schism divides national identity between Jewish majority and Arab minority.

Within this context quantitative and qualitative content analysis was applied to 1339 Talkbacks to 10 news articles posted two days before (257), during and immediately after the Arab Football Club Hapoel Bnei Sakhnin won the Israel State Cup on May 18th 2004 (592), and two days following (492). We sampled every fifth comment which totaled in an analysis of 274 Talkbacks.

Categories used partly emerged from relevant literature and partly from the Talkbacks' content. Among them were the relationship between football and politics, support or objection to an Arab club winning the Israeli Cup and identifying the Talkbacks' discourse as emotional or rational. This critical analysis was aimed at understanding public opinion towards the Arab minority residing in a Jewish state.

According to our findings which will be presented in the full paper political attitudes spill over to sport. According to the Talkbacks analyzed on the winning eve, it seemed Israeli public opinion was very much in favor of Hapoel Bnei Sakhnin holding the cup, this although day-to-day Israeli reality shows that sport does not promote national integration and solidarity.

**Harald Hornmoen**

**Battling for Belonging: How Supporter Identities are Created in the Mediation of an Oslo Derby**

Drawing on post-structuralist theories of identities and football communities as well as discourse analysis of identity construction, the article explores how the supporter and club identities of two football teams in Oslo have been created in web forums as well as in a major newspaper's coverage of their derby matches. The author exposes how press utterances made by football players and trainers of the teams imply a distance to matters of great concern to the supporters, thus reflecting their current professional roles. Text participants such as the clubs' directors and supporters play better along with the battling frame provided by the journalists, motivated by a joint concern for raising the interest for football in Oslo. In their commentaries, both journalists and supporters may demonstrate an awareness of the constructed nature of club identities and the commercial forces at work in the process. In the forum threads, supporters use derogatory characterizations of the opposing club and supporters to create their own supporter identities. This may turn out as a repetition of clichés suggesting fixed, geographically determined and class-bound identities. But even more so than in the press coverage, the forum discussions also exhibit how fans may be conscious of processes of identity-construction. This is manifested in a playful and often humorous game of "mocking the stereotypes of the others", or "mocking the others with stereotypes". In this manner, the fans deconstruct the other supporters' identity constructions while they create, interpret and negotiate their own club identities in the process. Although there are clear differences between the newspaper's and the forums' presentations of the derby "battling" – particularly in terms of manners of speaking – utterances by different participants in both media reflect a joint concern for the status and attractiveness of the football game in the capital city of Norway.

**Roy Krøvel**

**What can Media and Journalism Studies Contribute to the Understanding of Culture and Identity among Fans of Football?**

A large and growing body of literature is exploring the interconnection between Sports and Media, as demonstrated by, for instance, Bryant in "A historical overview of sports and media in the United States", Dahlén in "Sport och medier" and many others. Research on sport and fandom is informing academic debates on culture, subcultures and identity. Nevertheless, relatively little academic attention has been paid to the relationship between football journalism and football fan culture, which is still a field that would benefit from more research.

This presentation is based on new research to be published in scholarly anthology later this year. It will contain 17 new articles based on original research, organized in sections on "Fan Culture", "Ideology and Gender", "National Identity", "Local Identity" and "New Media". The purpose of this paper is to try to summarize some of the main findings from these

individual studies with the goal of inviting discussion and reflection on what Media and Journalism Studies can contribute to the understanding of culture and identity?

Christian von Sikorski

Thomas Schierl

Sports Communication & Disability: Media Framing and Effects on Recipients' Perception and Evaluation of Persons with Disability

Various studies transnationally document a systematic media coverage deficient in terms of quantity and quality when it comes to persons with a disability (pwd). In many cases, media presentation of pwd is stereotypical, depicting them as weak, pitiful or deviant. It is reasonable to assume that such an illustration will most likely neither conduce to an equitable participation in society nor to an improved integration of pwd. Theoretically, sports communication offers promising opportunities to positively change how pwd are perceived in society. Due to its dominantly physical overall concept, unlike other social subsystems, sports constitute a sector that requires an unavoidable minimum level of motivation, activity and dynamics from its participants. This raises the question if sport as a context in communication actually has a measurable, positive effect on a non-disabled person's perception of a pwd. Therefore, two studies were conducted.

In a subliminal priming experiment, 97 subjects were randomly assigned to four prime conditions ("sports"/"politics"/"disability", control group without prime). The primes were subliminally attached to an illustration of a pwd and were presented for a period of 30 milliseconds. This short display resulted in the test persons unconsciously perceiving the respective term. An ANOVA showed that subjects evaluated (questionnaire/semantic differential) the pwd more positive with the "sports" prime condition. In a second constitutive framing experiment, 63 subjects were randomly assigned to three groups. The same picture as in study 1 was visually presented along with textual information of the person in a print article. Three generic frame conditions were applied, presenting the pwd either as "disabled", "politician" or "sportsman" while keeping all other information constant. In line with study 1 an ANOVA showed significantly more positive evaluations when the frame "sportsman" was applied. Results shall be discussed at the conference.

3A24 Media, Politics, and Religion (M & Rel) Room: B.204

Chair Johannes Ehrat

Papers

M. Shivaun Corry

Scapegoating, Recovenenting, and Totem Regeneration through Political Apology

Globalization and urbanization have led to an increase in religious diversity in cities. The outward response to this has been calls for the increased secularization of civic and political life; however, contemporary truth and reconciliation and political apology processes are an exception to this trend. While some commissions take overtly religious tones, such as Archbishop Desmond Tutu's leadership in the South African Truth and Reconciliation

process, other commissions and apology processes claim to be secular, while, in fact, following deeply entrenched religious formulas. The theories of religious scholars such as Celermejer (2009) show how the government apology is used as a form of “recovenenting”. By combining these theories with those of neo-Durkheimians such as Marvin and Ingles (1999), this recovenenting can be seen as a form of totem regeneration while Rene Girard’s (2001) theories of the single-victim mechanism point to the scapegoating characteristic of government apologies. This paper uses the combination of these theories along and the methodology of media discourse analysis to examine the religious rhetoric employed in mainstream and First Nations media coverage of Stephen Harper’s 2008 apology to survivors of residential schools. It contends that by splitting the totem-word Canada into Canada-past and Canada-present, members of the totem domain were able to sacrifice the totem of Canada-past, which had been polluted through violations of the beliefs in equality and human rights in the residential school system. After sacrificing the totem of Canada past through the humiliation of the confession of sin and apology, members of the totem domain regenerate the unpolluted totem as Canada-present. This examination sheds light on the less explicit religious elements of civic life. In light of Rene Girard’s examinations of the difference in the notion of the guilt of the scapegoat in different religions (2001) an examination of how different religious groups interpret the meaning of the apology process is necessary. In the multi-religious city, coverage of such rituals and their aftermath draws attention to the deeply-rooted reactions of media and has implications for future public apologies and truth and reconciliation commissions around the world.

Selcan Kaynak

Media Framing of Religion and Politics in Turkey

This paper aims to examine how the political dimensions of religion have been framed by the Turkish news media. More specifically, it will review the way in which the religiosity in everyday life and politics have been captured by the media, and in turn, the media framing itself shaped the debates and the consequent public attitudes.

In Turkey the public sphere is increasingly marked with conflict when discussing religion. The issues that lead to such conflicts primarily concern the practice of Islam and display of its symbols in political and public life. Media widely cover these conflicts in the form of news articles, editorials, blogs and tv shows. The increasing polarization among the public is both reflected to and in turn reinforced by the media.

While the religious leaning media for the most part support display of religion in all facets of life including public office, the mainstream media so far had a more complicated position: On the one hand, they have been critical of the increasing prominence of religion-inspired debates, symbols and practices in politics; on the other hand, they practiced caution about not offending the majority of the population who identify themselves as Muslims. However, recent debates that directly involved issues regarding religion and politics (such as those concerning regulation of religious clothing in public office and schools, questions about influence of religious-political networks, etc.) increasingly polarized the public, which also reflected on more tightly drawn positions, especially within the news media. This paper will particularly focus on the coverage of controversial issues that drew wide public attention.

Ramazan Bicer  
Religious Radicalism in Turkey

We tried to clarify the thoughts about Islam and radicalism in Turkey. Many important issues have recently been published in Turkey and lay stress on two opinions. Firstly a real Muslim cannot be a terrorist. Secondly religion does not permit to kill a man in order to reach a goal. Generally speaking it is safe to say that religions exist only for the happiness of humankind. This is valid not only for individuals but also for the communities and societies. Nonetheless, it is also undeniable historical fact that many religions, which aim the happiness of humankind, also contain violence in it.

In this paper we try to concentrate on the reasons of intolerance in the Culture of Turkish People although the main concern of Islam is to make people happy in this world and hereafter. What are the main characters of these modern violent movements in Turkey? At this juncture it is safe to assume that some Muslims are supposing to be based their intolerable attitudes on their religious understanding and philosophy. In other words they think that they try to please God by this religious violence and intolerance. So what they have done is carried out in the name of God therefore they even take serious measure against their co-religioust who does not think like them. We could easily see this in their Internet sites today's.

Tabassum Khan  
Convolutd Modernities and Practices of Veiling in Neoliberal/Globalized Cities and Spaces

This paper explores profound changes in everyday lives of residents of a Muslim ghetto in New Delhi, India, as revolutions in communication technologies in a globalized economy breach the isolation of ghettoized spaces and urge its residents to participate in the larger world outside their contained precincts. The intrusive media technologies (of digital cable, Internet and mobile telephony) bring the residents face to face with products, lifestyles and ideologies of the neoliberal globalized world order, unsettling the certainties of life shaped by practices of Islam, but also opening up new avenues hitherto denied by discriminatory minority politics.

The Islamic identity of young men and women of Jamia enclave, coming of age in liberalized Indian economy since 1991, emerges under very different dynamics as compared to earlier generations. This paper specifically focuses on formation of gendered identity of Muslim women as chances for women's economic participation greatly improve in liberalized Indian economy and as media situates the gendered subject within consumerist frames, highlighting access to diverse products and lifestyle options, along with women's agency. Many young Muslim women are moved by these discourses and are desirous of being part of the world outside the ghetto, thereby challenging the patriarchal status quo. However, even many more are donning the veil—a practice which flies in the face of the former trend and surprises many, including the ghetto's residents.

This paper argues that Muslim woman are functioning within conditions of "convoluted modernity" in a volatile and insecure neoliberal economy. They are rediscovering the veil, along with consumerist/westernized lifestyles, through new communication technologies. The popularization of digital media technologies now allows small broadcasters, web bloggers, and netizens to create a renewed dialogue about Islam that was not hitherto possible in secular India. These dialogues circulate in dialectic tension with media's promises of consumerist havens and contingent realities of unequal opportunities for education, training and access, impeding efforts of a doubly marginalized subject such as the Muslim women to join the economic mainstream. In these scenarios of endemic uncertainties the veil emerges as a

complex space/practice serving many needs. Many young women accede to the politics of contained sexuality to negotiate more autonomy, thereby enhancing their chances for participating in the workforce. While many others uphold the veil's signification of purity and pliability to secure a better marriage thereby escaping the deep insecurities of employment sector by withdrawing from it altogether. And all the while a minority and politically and economically marginalized community negotiates the emergent flux of neoliberal economy by seeking in enclosed/controlled women's bodies a sign of its own continuance and stability. Hence, the renegotiation of both modernity and tradition in a state of convoluted modernity is more complex than indicated by simple binaries of progressive or regressive, especially with regard to underprivileged populations.

Amir Sepanji

The Imagination of Islamic Republic of Iran (IRI) and Authorities about Audiences in Iran: A Deep-content Analysis of Viewpoints by IRI and Authorities from 2005 to 2010

The present article aims at the viewpoint by IRI (Islamic Republic of Iran)'s authorities concerning the characteristics and general nature of audiences and terms it as "Audience Phantasm". It firstly notes that there will be consequences such as audience distancing themselves from local and official media in this country, if policy makers and media officials' imaginations of audiences become far from related bare facts have happened in the era of global media and the nature of audiences.

Analyzing the image of audiences presented by IRI's authorities including: policy makers, powerful official, religious leaders, and media officials and comparing it with theories have brought up by experts in the field of communication may consider media activities from all angles in Iran. Accordingly, as the abovementioned officials' viewpoint of audiences exposed to media messages keeps distance from the true nature of media activities, media-message receivers and their current position in the booming market of media, as termed by Mohsenyan-e Rad as "Message Bazaar", there will possibly be disastrous social, cultural, political, and even economic consequences with regard to media uses.

After that, the article reviews the history and definition for the term "Audience", and introduces the "Uses and Gratifications Theory" and "Audience Phantasm" phenomena as theoretical-research principles based on which it presents the characteristics of audiences.

The article, later, presents "Deep-Content Analysis", a mixed research method, as its research method. It consecutively offers main results within a qualitative and quantitative analytical framework of the statements drawn out of the IRI's authoritative viewpoints.

Finally, the article expresses the IRI's authoritative audience phantasm with regard to audiences: that based on the available analyzed data, IRI's authorities categorize audiences as passive and impressionable individuals, who have sat in front of "Menbar" and the tribune of oration or speech, they need protection from powerful media contents.

Note: "Audience phantasm" is a phenomenon have seen in the Islamic countries, like Iran, and because of it the authorities and governors seeing the audiences like who have sat in front of "Menbar" (the medium that uses in the Moslem mosques and Islamic ceremonies) and the tribune of oration or speech.

3A25 Everyday Life Jim, but Not as We Know It (PopC) Room: B.205

Chair Sofie van Bauwel

## Papers

Peter Lunt

Jeremy Kyle

Metaethical Interrogation of Everyday Life Stories

Jeremy Kyle is the host of a UK daytime talk show that explores the conflicts, relationship troubles and family rifts in usually white working class participants. There are many features of the show that make it novel in the talk show genre. In contrast to most talk shows, the host adopts an interrogative, often belligerent style compared to the often supportive or therapeutic style adopted by talk show hosts. Also, Jeremy Kyle makes little pretence at ethical neutrality, often expressing his concern, anger or disgust of his guests' accounts of their actions, motivations and desires. It is this feature of the show; ethical interrogation that I will explore in this paper. In previous work I have adopted Habermas' discourse ethics as a framework for understanding the interrogative style of Jerry Springer. In that show there is a robust interrogation of the sincerity, rights to speak and meaning with a notable absence of challenges to the truth of the assertions made in the show. Jeremy Kyle has no such sensitivity. The framework I adopt to analyse Kyle's interrogative style is derived from a recent movement in moral philosophy; metaethics. Metaethics examines the presuppositions of moral statements to enquire whether they imply commitments to the truth of ethical statements asking what is the meaning of moral terms or judgements, what is the nature of moral judgements and how might moral judgements be supported or defended? This opens up an intriguing set of possibilities for thinking through the moral dimension of popular culture as cultural reflection not as a statement of a normative position or an analysis of moral agency but as a way of testing or probing the ethical presuppositions of everyday accounts which are the stock in trade of the talk show genre.

Karin Knop

The Mediatisation of Everyday Life through Reality TV

Reality TV is a hybrid genre which at the beginning of the 1990s started changing the landscape of German TV. Until today, the format of Reality TV has quantitatively much expanded and increasingly become more differentiated. Meanwhile, some German private-owned TV channels offer up 20 Percent of this kind of programme (Krüger 2010:172). Thus, we must agree with Annette Hill (2005: 2) who states: "reality TV is here to stay". In a really classical way, this format reflects on social developments, and one or several programmes are offered on almost any field of life (looking for a job, furnishing a flat, raising children, paying debts and much more). The genre – as is the conclusion of various studies on reception – is perfectly suitable for discussing norms and values (Hill 2005; Hill 2007; Klaus 2009; Krotz/Lange 2010; Thomas 2010). Content analysis affirms in part the frequent accusations of the genre, stating that it represents most of all uneducated groups of the population, communicates neoliberal values, supports rather a traditional or outmoded gender image and works as a kind of disciplining TV (see, for example Couldry 2008; McRobbie 2004; Ouellette 2008; Reijnders et al. 2007). Reality TV forms the fund of knowledge that is generated and circulated in society. Reality TV foray into the helping culture is now more

intensely aligned with the rationalities of deregulation and welfare reform (Ouellette 2008). Most current research works analyze Reality TV programmes by their reception, qualitative reception studies on individual programmes with high ratings (Castingshows) being predominant.

I will give an overview to the current state of research (about content and reception – especially motivation for viewing Reality TV and learning from Reality TV) and present first results of a representative population survey (inquiry period: february 2011). This study examine a wider range of reality programs and focusing on viewers selection, motivations, gratifications and learning effects. The results show how relevant the different themes or subgenres in Reality TV (for example topics like coupling, work, family, cosmetic, health, crime, house and garden) are for the whole audience and for special groups. Special viewer motivations (for example orientation, self-awareness, information, social comparison, social utility) will help to clarify the popularity of the genre. And the results to the perceived learning effects (about practical, social, emotional things and values for example) show the relevance of this genre for the everyday life and the identity of viewers.

Vaia Doudaki

Do It Yourself Citizenship in Sex and the City

The “Sex and the City” television series has extensively been researched and critiqued in terms of feminine sexuality and sexual identities. What has been neglected is the citizen identity in the metropolitan New York of the 21st century. And this is not irrelevant to the fact that at fist glance the citizen (at least in the traditional notion of the term) and any focus on citizenship, civic action and civic responsibility is absent from the universe of “Sex and the City”. Still, the citizen, even though being far away from the Habermasian ideal, is bound to be there.

This paper aims at investigating the identity of the (female) citizen in the series “Sex and the City”. What is becoming obvious from the analysis is that through this cultural text, the post modern citizen is depicted. Citizenship is articulated as a matter of sexual and financial freedom that confers independence. Under this prism, professional success gives the female individual the potential both for sexual self-determination and purchasing power.

As argued in this paper, the public identity in “Sex and the City” is largely articulated through consumption and the individual assumes its role as a citizen mainly as an active consumer. In this way, the post modern politis of “Sex and the City” realizes what John Hartley calls Do It Yourself Citizenship (1999).

John Benson, University of La Trobe, AU

Popular Current Affairs and Life in the Suburbs

Despite its large geographic size Australia is the most urbanised and suburbanised country in the world. A few large and sophisticated cities occupy a sprawling area of coastal fringe and surround a vast internal landmass much of which is currently uninhabitable.

Implied in many Australia popular current affairs programmes is a complex and shifting discursive formation of Australia as a vast “nation of suburbia” yet living out contrasting ideals and values formed in other discursive spaces such as war, sport and the more romantic concept of “the bush”. Linked directly to some of the themes of this conference, such as social responsibility, personhood and community, identity and urban life, this presentation will consider the ways in which these popular television programmes function as a site which

reconciles/ruptures/reproduces this apparent contradiction between a “real-life lived out in suburbia” and an imaginary life expressed in the ideals of sport all the more bucolic pastoral idyll of the Bush. In particular, it will focus on the way that suburbs are represented as a place of conflict in the vast array of “neighbours from hell story” which regularly appear in these tabloid style programs. These depict the suburbs as a vast atomised zone of conflict, where the narcissistic excesses of neighbours destroys local areas and make “idealised community” life a misery. Alternatively, the suburbs are also mythologised in these programs as a place where the best of the human condition flourishes and invites participation in all aspects of modern life. Discursive formations of friendship, co-operation, community spirit and are mobilised and reinforced in times of crisis especially against the forces of nature, such as the recent bush fires and floods where the suburbs unite to fight a common enemy and bring out the best in the human condition.

In this way these stories function as agents of governmentality carry informed notions of “care of the self.” In essence, both of these discursive formations explore the consequences of human physical and emotional vulnerability and its implications for those who live in the city and its surrounding suburbs and the media’s creative role as both the teller of these tales and healer/therapist of these wounds through its popular news storytelling.

Some brief extracts from broadcast stories will be used to illustrate some of the above.

Deborah Philips

Making Do and Mending: Domestic Television in the Age of Austerity

‘Make Do and Mend’ was a literal ‘home front’ campaign, organised by the British Board of Trade as a response to clothes rationing during the Second World War. In 2009, the Channel 4 programme *Homemade Home* directly references *Make Do and Mend* in its sub-title. It is presented by Kirstie Allsopp, known as a presenter of property programme *Location, Location, Location* who repositioned herself as a champion of home crafts in a move to a programme that was recognised at the time as a ‘credit crunch makeover show’. As the housing market slumped in the credit crisis of 2009, the programmes advocating investment in property, which had dominated primetime slots for a decade, came to seem inappropriate. The ‘plethora of mortgages’ *Location, Location, Location* had once promised were no longer so available. This paper argues that a programme such as *Homemade Homes* represents a retreat into the domestic front at a time of austerity, and suggests that it can be understood as part of the discourse of ‘the celebration of territorial community’ that Sennett has described. It can also be understood as a feminised version of what McGuigan has termed ‘Cool Capitalism’; while the programme claims to vaunt the value of the second hand and of craft, Kirsty Allsopp herself has used these domestic skills - combined with her considerable cultural capital - to develop an empire in property and consumer goods. While the *Make Do and Mend* campaign was a publicly supported, collective effort to save resources in the service of the national interest, the focus of *Homemade Homes* is on the private and the domestic. In its championing of ‘vintage’ and craft against the modernity of mass production it offers a fantasy retreat from a contemporary world of the global and the urban.

3A26 Political and Government Crisis Communication (2) (CrisCom) Room: B.206

Chair Sigurd Allern

Discussants Eva-Karin Olsson, Sophia Kaitatzi-Whitlock, Eva-Karin Olsson, Ester Pollack

## Papers

Sophia Kaitatzi-Whitlock

Dimitra Dimitrakopoulou

Europolitics and the Eurozone Debt-and-Financial-Crisis: Journalistic Coverage by European Transnational Channels

This study pursues recent developments in covering Europolitics especially in the light of the still ongoing global financial crisis. The empirical part of the study involves a thematology and content analysis of three eminent national channels which, however, transmit trans-nationally and globally. These are BBC-World, Deutsche Welle-W and France24. These channels are examined as regards 'how', 'how well' and 'how densely' they cover journalistically Europolitics and the crisis of the Eurozone. In particular we are looking into two key 'moments' of decision-making in Europolitics, in the first half of this year. The channels are examined both per se and in comparison to one another. We examine these channels' journalistic coverage of Europolitics, concerning the crisis of the Eurozone and the financial challenges facing it. More concretely, we follow them up during two EU Summit Meetings convened for 2011, which concern particularly, the challenge of facing the crisis of the Eurozone in an integrated way.

The paper argues that 'normal journalistic practices' and current editorial strategies of these channels reveal an inadequate and deeply problematic coverage of such key and major events. On the basis of our close monitoring and the following empirical analysis the study can conclude, first, that entrenched or dominant editorial practices by-pass the communicative needs of EU citizens. Secondly, that such European channels aim at serving national, if not, nationalistic agendas. Thus, trans-national, European, state-owned or state-funded channels appear to ignore, to under-represent or to even undermine the European public interest.

Lars Nord

Eva-Karin Olsson

From Economic Mess to Electoral Success: Swedish Government Communication Strategies during the Financial Crisis 2008

The world of politics is characterized by competing and conflicting values, rationales and goals. If this holds true for everyday political life it becomes even more so in times of crisis; defined by uncertainty, shortage of time and threats to fundamental societal values and norms (Boin et al, 2005:2). Moreover, in times of crises, the demands on political leaders to explain and justify their decisions and the rationales underlying them amplify significantly due to pressure from the public and media (Putnam et al. 2000; Graber 2005). However, crises do not only pose a threat but also an opportunity for actors to propose pet-policies and to enhance organizational or personal carriers, so called crisis exploitation (Boin et al, 2009). Research on crisis management identifies certain types of crises as more suitable for actors with an interest in playing the blame and opportunity-game. The most extreme example might be wars with its inherent potential for enemy constructions. At the other end of the spectrum we find compounded crises, such as financial or ecological crises, which due to the involvement of

various causes and actors are less suitable for straightforward rationales (Edelman, 1988). Yet, financial crises do render both political success and failure.

In this paper we explore the mechanism behind leader's ability to win praise and support in the midst of financial crises by exploring one such case of crisis exploitation; the Swedish Government's communication during the financial crisis 2008. Looking back at the first term in office for the Centre-right Alliance Government, the government was initially struggling with historically low results in the regular opinion polls and a new electoral victory seemed to be beyond reach. However, this trend changed completely during the midst of the financial crisis and the government and its most prominent ministers from the dominating Moderate Party regained public support and confidence and were able to win the next National Elections in Fall 2010.

The main objective of this paper is to analyze government communication strategies during the financial crisis in Sweden 2008-2010, and discuss how the members of an unpopular government managed to frame themselves as competent crisis managers. The paper focuses on the use of rhetorical crisis strategies in different phases of the financial crisis: how such strategies were developed within the government, and in interplay with other public actors, and how they were reflected in the media during the crisis. Empirical data is based on personal interviews with government and public officials during the crises, as well as public policy documents and national news media content during Fall 2008.

The paper intends to add new theoretical dimensions to crisis communication studies, as previous research on rhetorical crisis strategies have mainly been focused on the allocation of blame and the art of apologia (Benoit, 1995; Hearit, 2001; Coombs and Holladay, 2002; Brändström and Kuipers, 2003; de Vries, 2004). We argue that it is necessary for successful crisis communication in this field also to be related to political leaders' ability to play the rhetoric game of expectation-, image-, and moral management.

Isabel Febreiro Leal

Social Welfare and Avoidable Reform? Media Analysis in Europe: ABC, El Pais, The Economist, and Financial Times

The current economic crisis hides a deep demographic crisis in Western countries, where it has pushed the UE Governments into the reform of the social welfare and which Spain has passed at the end of last month.

The UN's forecasts warned about the threat of a non-controlled overpopulation for this century and its consequences for the economic and social development, apart from its additional charge on raw materials, energetic resources and the planet's capability of endurance. The UN established a direct relationship between the demographic control and the social and economic development (Ehrlich, 1968, 1987; Meadows, 1972; Brown, 1974; Folch, 1998).

Following A. D'Entremont, the UN's ambitious demographic control plans didn't take into account that an increasing population has more chances of leading to an economic development than a stationary or decreasing population (Sauvy, 1958; Clark, 1967; Shultz, 1981; Simon, 1981). Moreover, in the 90's "a new argument justifies a massive demographic control in the world: the environment" (D'Entremont, 1992).

It's through the frame, being understood as both setting and scheme, which draws the context of reality with the focus that wishes to show the medium that makes the speech, that we must conceptualise them as ideological interpretations (Canel, 1999). The political tendencies and the use of certain sources have a great influence on the creation of the media discourse on any social topic.

Our main aim is researching about the demographic discourse in Western countries during the period of lower growth in Spanish newspapers with opposite ideologies, ABC and El País and their English counterparts, The Economist and Financial Times.

Europe is suffering a moment of welfare cuttings to stop the current deficit and to overcome the future consequences of the coming ageing. A multiracial society and an economy concerned with the elder ones are the future of our continent. But what theories and economic arguments did important newspapers support to report about population growth and its relationship with the economic development?

El País and Financial Times considered inhuman and imprudent that the Governments rejected the UN's planification programs. These mass media established a cause-effect relationship between population growth and economic recession. ABC and The Economist reported the lack of interest of the great economies in promoting business and free market in the Third World and that the lack of resources and space were only excuses for the demographic control that the UN has exerted in the world since 70's. ABC and The Economist add, that the UN has openly admitted that the ageing of industrialized nations threatens the public systems of medical and allowance services.

Denise Christine Paiero

War in Rio de Janeiro: The Management of the Image of the Police during the Reclaim of "Complexo do Almas"-slums

This study examines the communication strategies developed by the police of Rio de Janeiro during the episode known as the "Pacification of 'Complexo do Alemão'", held in November 2010, in which the military forces reclaimed a territory previously occupied by drug dealers. The case was the culmination of a series of actions that aim to dismantle criminal groups that dominate drug trafficking in the slums of Rio de Janeiro. The action received wide media coverage and was accompanied by millions of Brazilians -- more than 50% of televisions in Brazil remain connected during the transmission of the occupation of the slums. The expectation for the occupation, its developments and consequences have become the main issue of the Brazilian media for a week and have received attention in several countries. Because of the risks involved, the bad image that the police carried before, the impact generated and credibility gained from this episode, it can be considered a milestone. The main difference between this case and previous actions was the handling of information by police, which included selection and training of policemen to talk to the press, creating newsworthy events, constant supplying of information by means of notes strategically planned, meeting the demands of journalists, using social networking and even leaking some scenes of police training. The results of good communication management are clear: a survey conducted by Ibope, the main opinion research institute in Brazil, revealed that 88% of residents of Rio de Janeiro approved the actions of the police and 72% are more optimistic about the future of the city because of the operations. In this article we discuss how some of the leading Brazilian media ("O Globo" newspaper, which is the largest one circulating in Rio de Janeiro, "Jornal Nacional," the most watched newscast in Brazil, and "UOL", the largest Brazilian news site) echoed this episode and how it came to building the public image of police from the media communication strategies developed by the military forces.

3A27 The Media Map Project: Is Media a Development Issue? (IntCom) Room: B.207

Chair Bruce Girard, Comunica, UY

### Papers

Susan Abbott, Internews, US

The Evaluation Imperative: Making the Case for Media as a Development Priority

Amelia Arsenault, University of Pennsylvania, US

Media Development: Contemporary Practices, Historical Theories

Gabriela Martinez, University of Oregon, US

The Case of Peru: NGOs and Media Development In The post-Fujimori Era

Tara Susman-Peña, Internews, US

What works? Media Development and the Question of Aid Effectiveness

Katerina Tsetsura, University of Oklahoma, US

Understanding the Cost of Independence for Ukrainian Media: Examining the Tensions between Professional Ethics and Influences on the Media in Ukraine

3A28 Production and Sources (MedProd) Room: B.208

Chair Roel Puijk

### Papers

**Helder Bastos**, University of Porto, PT

**Helena Lima**

**Nuno Moutinho**

**Isabel Reis**

Print and Radio Journalists in Portugal: A Comparative Study on the Influence of the Internet on Journalism

This study investigates how both Portuguese print journalists and radio journalists evaluate changes that have occurred in the profession since the Internet has been integrated in newsrooms. The main purpose is to understand how these professional perceive the influence of the Internet on journalism practices, roles and ethics and to identify the main differences between print and radio journalists' perceptions. In order to answer these questions, it was carried out a survey of 40 print journalists working at the four most-read Portuguese daily newspapers and of 30 radio journalists working at the four main Portuguese radio stations newsrooms.

## **Willemien Sanders**

### Participants' Perspectives on Documentary Filmmaking

My paper will argue that including documentary participants' perspectives in theories about documentary ethics will open up a new understanding of both the practice and the ethics of making documentary films. Documentary filmmaking ethics has in academia by and large been discussed as entailing the responsibility of the filmmaker toward the participant, with a focus on justice and care, and the responsibility of the filmmaker toward the audience, with a focus on telling the truth. Filmmakers occasionally dip in by discussing their film and their practice. But the perspective of the participant is painfully absent. Based on research in the social sciences on what it is like to participate in interview-based qualitative research, I interviewed four documentary participants and asked them to talk about their experiences. Using semi-structured interviews I gave them ample opportunity to include topics they felt interesting and relevant and to talk about them as they pleased. The analysis of these interviews will focus both on the content and on the way this content is conveyed. Attention will be paid to what the respondents said and how they said it. To do justice to the unique experience of documentary participants I will use an open coding approach, trying to grasp the essence of what respondents say about their experiences rather than checking whether or not they answered my questions and ticked some boxes. In addition, I will use a constructionist approach, which assumes that actors act within an ideology and that this ideology poses limits on what can and cannot be said. Its aim is to show how ideology shapes what respondents say. An initial assessment of the interviews conducted so far already shows that both approaches are relevant. Some participants for example said they negotiated the content of the film and of their contribution with the filmmaker. In their account, they actively tried to include in the film what they felt was important or relevant. Also, some participants talked about how the larger and smaller conflicts with the filmmaker raised questions rather than gave a reason for condemning the filmmaker. Some participants put their own words in perspective as soon as they had expressed some kind of judgment on the filmmaker or her/his behaviour. This might be a way of preventing a serious judgment on the filmmaker and conveying a nuanced view on the events or as a way to position oneself as a moderate and reasonable person vis-à-vis the interviewer. Further analysis of the interviews will help understand how participants experience their participation in a documentary film as well as how they construct that experience in an oral account, in interviews. Including this perspective of participants will do more justice to the everyday practice of documentary filmmaking and thereby enrich the discourse on documentary filmmaking and ethics.

## **Fernandio de la Cruz Paragas**

### Heavy Users, Light Producers: Online Content Generation among Singapore Students

This research explores the link between how students see the Internet as a part of their everyday life and why they accordingly use and produce content for the Internet. The findings show the students believe the Internet is an important and integral component of their scholarly and social life. Accordingly, they use it actively and diversely, harnessing different online tools and applications to accomplish various tasks. Their online activity as users, however, rarely includes the production of online content beyond their contributions to social networking sites. Few students have a blog, and even fewer have a non-blog website. The technology acceptance model helps explain why students are heavy users but light producers of online content. The students acknowledge the utility and ease-of-use of the Internet just as they perceive the creation of online content as not particularly useful and easy. Thus, save for

their social networking presence, the students' interaction with the internet is not unlike their interaction with traditional mass media: they heavily use it but does not contribute much content to it. Thus, the potential of the Internet in distributive media production, as espoused in theory, is hardly realized in practice by the students. These findings have implications on how to motivate students to contribute online content inasmuch as the value of the Internet lies in the diversity of materials and their contributors. Promoting self-efficacy in content production and helping students articulate their voice online, for instance, can help motivate them to be both users and producers of online content. Data for this research comes from focus interviews with 36 students in Singapore. They were purposefully-selected to comprise informant profiles according to gender, family income, and current educational level. Singapore is the locale for the study because of its proactive stance towards technology adoption.

### **Heiko Decosas**

Video Production and Information Technology for HIV and AIDS Communication for Development in Ghana, West Africa

The dynamic landscape of global communications continues to present new challenges for the design and analysis of media and communication. Recent developments in Information Communication Technology have expanded voice and digital communication possibilities allowing for increased coordination, collaboration and user driven production. In this assessment of new possibilities it is critical to consider not simply the technologies that provide opportunities for innovation but also the vast set of nested social and technical systems. While over half of the worlds 192 member states of the United Nations have more than a million Internet users, uptake in continental Africa has, at an estimated level of 5% penetration, remained significantly lower than the rest of the world. New fiber optic cables on both the western and eastern coastlines of the continent are bringing Africa online.

My research uses video and web technology to document, explore and extend the role of communication in a Canadian International Development Agency funded HIV and AIDS stigma reduction project in Ghana, West Africa. The project includes a documentary video entitled: The Challenge of Stigma: Reflections on community education as a pathway to change. The video looks at the situation of AIDS related stigma in Ghana and draws from 50 on camera interviews to highlight the University teacher-training program delivering HIV/AIDS education to rural teachers through distance education in Ghana. The presentation will use video and still slides to provide an account of the collaborative production process, focusing in particular on efforts to develop experimental online architecture for open collaborative media production and communication for development strategies. My goal has been to experiment and learn from working with media production and ideas of open communication architectures, as well as emerging communication trends and technologies. The hope has been to contribute to the University partnership project and the field of Communication for Development.

3A29 Internet and the Social Movement (PostS) Room: B.209

Chair Adam Szynol

## Papers

Yassen Zassoursky

The Internet and the Blogosphere as Major Factors of the Modernization of the Russian Society

There are two major factors for the modernization of the Russian society – the Internet and the blogosphere. The growth of the Russian Blogosphere reflects a strong interest of the public in Internet Communication. In the spring of 2009 there were 7.5 mln Russian blogs: 6.9 mln personal diaries and more than half a million communities - twice as many as in 2008. The typical Russian blogger is a Moscow girl 22 years old with,18 friends, she participates in 10 communities and has been contributing to her blog to her blog for a year and ten months as rule on the Liveinternet or on Diary.ru: ale bloggers are a little younger – they are 20-21 years old. Unfortunately the activity of the Russian bloggers has a tendency to get less active. For the Russian youths the internet has become a major source of information, and the most important encouragement for change.

Blogs are becoming major sources for news and investigative Journalism, especially for remote areas and places which areas are far from the major cities and intellectual centers of the country. The most popular use of the Internet is for sending electronic messages-74 %, 68 % use search engines, mostly Yandex, 68% look for weather forecasts, 46% look for photo and video, 41 % read blogs. Thus the Internet has become a major factor of everyday life. The growth of the use of the Internet has made it a major tool for intellectual activities, communication and entertainment. Bloggers have made it a major tool of political activities and social life but most of all the crucial promoter and the most important source of change and modernization.

Brian J. Bowe

Robin Blom

Eric Freedman

Suppression and Control of Cyber-dissent in the Caucasus: Obstacles and Opportunities for Social Media and the Web

Around the world, social media offer a casual virtual space for citizens who feel disenfranchised to connect socially. But for those who live in countries such as the three former Soviet republics of the Caucasus—where free expression is curtailed and official news outlets are under government censorship—information and communication technology (ICT) offers an increasingly important alternative vehicle for political expression. Recent developments in Tunisia, Egypt and Iran demonstrate how blogging and social media tools may fulfill a crucial role for non-journalists and oppositional groups that journalism serves in more democratic societies. This paper considers recent events in the Caucasus, including a government investigation into Facebook videos in Georgia, the arrest of bloggers in Azerbaijan, and the blocking of oppositional and independent websites in Armenia. It also discusses how Western information/social network corporations may facilitate dissent, the ethical implications for doing so when there are negotiations with authoritarian regimes, and the risks to citizens who are at the receiving end of the consequences of these policies.

Ivan I Zassoursky  
Social Media in Russia

The arrival of Facebook and Twitter in Russia sent shock waves across the mediasphere. This effect has been attributed largely to the Facebook Social Graph – the set of innovative instruments that link together Facebook with media partners and almost any kind of website, instantly enabling “Recommend” or “Like”-based user story selection, support and sharing, while many more sites opted for even closer integration, enabling Facebook authentication and comments, and placing publishing tools on pages that allow users to post instantly and share stories on Facebook and Twitter.

Although Livejournal.com has been the first to enable commenting and publishing tools for online media, their impact was blighted by the wave of Facebook integrations, that was followed by Twitter and V Kontakte tools with Livejournal losing ground due to technical and conceptual deficiencies. What remains to be seen and explored is the effect that social networks and their link-up with media has caused on the modus operandi of the media system at large. This presentation will explore such concepts as “viral editor”, “social media” and “real-time web”, the emerging new media infrastructure and what it means for the future of media and journalism in Russia.

Nataliya Ikonnikova

The Globalization of Protest Communications for Lack of Local Public Media

The paper presents the results of the first stage of the research project in progress. The essential issues of the project consist in debates, negotiations, information campaign and critique around the constructing arenas and infrastructure, resettlement of locals and rebuilding of their habitual environment, and far-reaching effect of this transformation for the city Sochi, its inhabitants and visitors, Russians at all, natural environment. The process of preproduction and preparation is much longer and more important by its social and cultural results than itself Olympics, and the consequent utilization and habituation of Olympic objects either would be important, too. New media resources and communication patterns are developed premeditated, as parts of the strategy, and occasionally, as forms of resistance or by-product. It reveals social meanings of corporeal environment by Olympic construction projects and ways of its representation in visual and virtual reality.

The lack of local public media (especially on city, regional level) such as community TV and radio programs displace the social debates to Internet, LiveJournals. At the same time, the authors of blogs use to point out the possibility of moving data (news, photos, audios) to professional journalists, newspapers, TV. Mobile phones (with photo and video cameras) are used both for coordination of actions, news creating and authorities control.

The protest communications in the context of Sochi Olympics deal with different particular and general topics. General topics (the case of the Circassian Muslim diaspora’ protests) are subject of over-local and even over-national communication and appeal to global audience using global nets and forms of presentation. This campaign is compared with some protest communication campaigns connected with Beijing Olympics preparations (“Free-Tibet”, human rights etc.).

### 3A31 Theoretical Perspectives in HIV/AIDS Communication (HIV) Room: B.301

Chair Nancy Muturi

Discussants Maria Nengeh Mensah, Satyajeet Nanda

#### Papers

Pornpun Prajaknate

Communication Strategies at Provincial Level to Promote HIV/AIDS Prevention among Migrant Workers: Case Study of Chiang Mai, Thailand

Chiang Mai is bordered by the Mekong River and the mountains of Burma, physical features that make it easier for Burmese and minorities groups such as Shan and Karen to cross the border illegally to work in Thailand. The numbers of migrant workers who are registered has increased from 22,123 in 2002 to 67,553 in 2010. However, it is difficult to estimate the actual numbers and track the exact level of HIV infection among migrant owing to increasing numbers of undocumented migrants. Moreover, about one in five of the population is a member of the hill-tribe minority. The current Chiang Mai HIV/AIDS alleviation plan prioritizes migrant workers and hill-tribe people as the vulnerable groups for HIV/AIDS transmission. These challenge community hospitals and health care providers to extend the coverage of health service particularly HIV prevention programmes, to migrant workers and minority groups.

The objective of this study is to examine communication strategies to promote HIV/AIDS prevention among migrant workers and to identify factors that facilitate or hinder health service providers in implementing HIV/AIDS prevention programmes. The Diffusion of Innovation theory and categories from an HIV/AIDS communication initiative (government/policy, gender, socio-economic status (SES), socio-culture and spirituality) by a UNAIDS/PENNSYLVANIA project were used as a framework.

This field research was undertaken in December, 2009 at Chiang Mai province under a PhD project. Two methods were employed including document analysis and in-depth interviews. Twelve informants were drawn from among nurses, health officers, and NGO workers who at that time were engaged in implementing STIS/HIV/AIDS prevention programmes among migrant workers in Chiang Mai.

The findings indicated that interpersonal channels were viewed as effective channels for reaching migrant workers and minority groups. In particular, the migrant health volunteers that were employed in each community hospital to assist the health care providers in translation to local languages when providing health service, were seen as helping to eliminate language barriers and reduce the negative attitude of health care providers toward migrant workers. Religious ceremonies were seen by health service providers as the best venues to distribute HIV prevention messages as migrant workers and minority groups frequently attend temples.

Culture, SES and government/policy were factors of hindrance in HIV/AIDS programmes among these groups. Members of these groups were reluctant to listen to health service providers about HIV/AIDS education because of their cultural taboo about talking openly about sex w. HIV/AIDS prevention outreach activities were impeded by the constraints of contact time between health service providers and migrant workers. The implementation of HIV/AIDS programmes would be slowed down if a crackdown on migrant workers was launched. Migrant workers also hid themselves from the police due to the fear of arrest and deportation. This made it more difficult for preventing commodities to reach them and

increased their susceptibility to HIV/AIDS infection.

This study highlighted interpersonal channels as being effective in reaching migrant workers. Culture, SES and law enforcement factors reduced the capacity of health service provider to implement HIV/AIDS prevention programme among migrant workers and hill-tribe minorities. The study showed that Chiang Mai province needs to improve collaboration and understanding between health care providers and law enforcement agencies.

Marjan de Bruin

Risk Perception and Interventions among Men Who Have Sex with Men in Jamaica: Talking at Cross-purposes?

The HIV prevalence rate in the Caribbean region – 0.9%-1.1% – is second to sub-Saharan Africa although country rates vary from as low as 0.1% (Cuba) to 3.1% in The Bahamas. Within the general population some groups are harder hit, e.g. sex workers and men who have sex with men (msm). The latter especially shows high infection rates: from 20% in Trinidad and Tobago to 32% in Jamaica with increasing rates among msm in Cuba and the Dominican Republic.

In-depth knowledge helping us to understand the dynamics beyond the figures and percentages of msm and HIV is scarce. Crucial concepts, used in descriptive studies on this group, such as e.g. “risk perception,” are not analysed and assumed to be known. Inconsistencies between knowledge and behaviour, not a new phenomenon and known for years from KAPB surveys among other groups of the general population, are not problematized or taken as point of departure in qualitative research. Yet, in a relatively short time, the msm community has become the target of a rapidly increasing number of interventions – all assuming a common meaning of “risk”. This paper will try to address these issues.

The paper will provide a critical literature review of studies to date on msm in Jamaica, especially against the background of HIV; identify the conceptual gaps – risk perception and the well known but not well understood ‘KAP gap’ – in these studies and demonstrate the need to address these gaps. It will present findings from qualitative research (focus groups) among selected members of the msm community in Jamaica. The findings will focus on varieties in interpreting “risk”, “safe sex” and “risky sex” by the (msm) focus group participants. It will also explore the reasons why high levels of knowledge do not always match the expected “safe” sexual behaviour.

Dorien Baelden

Interpersonal Communication and Computer Mediated Collaborative Learning: Towards a Theoretical Research Framework for Primary HIV and AIDS Prevention

Interpersonal communication is increasingly being acknowledged as one of the ingredients for successful primary HIV and AIDS prevention interventions. However, the processes through which interpersonal communication operates, have been surprisingly underappreciated in the theoretical work on primary HIV and AIDS prevention. Therefore, based on a Meadian, symbolic-interactionist perspective, this paper seeks to theoretically address the question of how collaborative interactions can spur individuals to become critically self-reflective on how they understand the world. It is through dialogue with others that individuals can begin to reflect on their meaning schemes, which on its turn can lead to alterations in patterns of

thought, social practices and eventually to social change. More in particular, this paper will discuss Mezirow's theory on transformative learning and how it can be applied to analyze the outcomes of an asynchronous computer mediated collaborative learning tool – i.e. online discussion forum – in a higher education context. Online discussion forums are increasingly being promoted as conversational tools for learning. Previous research has suggested that these asynchronous conversational platforms can enhance learning outcomes. In addition, they can be used in an anonymous way, which can be a significant advantage for discussing sensitive topics such as HIV and AIDS related issues. However, not much is known on the processes that foster changes in the meaning schemes of individuals in such a learning environment. Therefore, this paper will discuss how Mezirow's reflective action categories – content, process, and premise reflection – can be used to analyze thinking and dialogue processes on HIV and AIDS related issues in a CMCL environment.

Clodagh Miskelly  
Robin Vincent

Beyond Consultation: Participatory Communication with Young African Men and Women to Co-design HIV and Sexual Health Services in London

**Focus:** This paper looks at the collaborative design of HIV and sexual health services with young Africans and NHS staff in London, UK. While there is growing interest in public and patient involvement to influence the character and scope of services, efforts at greater involvement have tended to be superficial and amount to various shades of consultation. In the case of marginalised groups such consultation is particularly weak. In the case of Africans, who are disproportionately affected by new HIV infections in London, this has amounted to brief conversations with professional representatives or organisations.

**Background:** Panos London and Naz Project London have developed an involvement and collaborative design process that brings together young African men and women in London with NHS staff, to identify key issues for HIV and sexual health services and to work together to address them. The process involves working separately with small groups of young African men and women and NHS staff using creative communication approaches to identify their particular experiences, perspectives and issues. Then together the group identify the issues that resonate, and work together in a collaborative design process to re-configure services to address the issues raised.

**Communication focus:** We focus on the strengths of the involvement methodology, including the power of creative communication approaches to unlock key issues in sexual health service provision and the value of facilitating communication between the different groups.

Challenges reviewed include recruitment of participants, and the need to address structural drivers of HIV beyond the purview of immediate service provision. The 'Beyond Consultation' project in its inception year is already raising pertinent issues and motivating collective work to address them. A process guide is being developed to carry the learning wider across the NHS in the UK with the potential for adaption in other national contexts.

3A32 Framing, Reception, and Effect (HCom) Room: B.302

Chair Sarah Cardey

## Papers

Junqi Liao  
Yue Ting Low  
Roslina Sim  
Vanessa Too  
Hyo Jung Kim

Using Print Narratives to Address Psychiatric Stigma: The Effects of Message Framing and Source Credibility

The mental health stigma situation in Singapore is a pressing issue. About one in six Singaporeans suffer from some form of mental illness, but 37% of those surveyed said that even if they had serious mental health symptoms, they would not seek professional help because of stigma (Cheney, 2010). Understanding the factors that would affect stigma reduction is therefore a matter of practical and theoretical significance. This study aims to build on current research on the effectiveness of narratives through the use of print brochures as a mental health stigma-reduction strategy.

In a study of mental illness stigma as an attribution, Corrigan (2000) identified two attributes which affect stigma levels. The first is stability, which is the improvement of the illness over time. Less stability is associated with lower stigmatizing attitudes. Hence, this study hypothesizes that depicting high instability will be more effective in reducing stigma as compared to an exemplar depicting moderate instability in mental illness. The other attribute is controllability, which is whether a person is responsible for contracting the illness. Believing that mental illness is caused by biological factors can be related to social distancing as well as greater perceptions of dangerousness and unpredictability. In contrast, portraying mental illness as uncontrollable as result of psychosocial reasons (i.e., environmental triggers and trauma) has been found to improve perceptions of people with mental illness and reduce fear. Thus, the present study hypothesizes that a narrative depicting mental illness as uncontrollable due to biological reasons will be less effective in reducing stigma, as compared to an exemplar depicting mental illness as uncontrollable due to psychosocial reasons. Also, based on a review by Porniptakpan (2004) of five decades' evidence on the persuasiveness of source credibility, he concluded that higher source credibility would be more persuasive than lower source credibility in terms of both attitude and behavioural measures. Thus, the present study hypothesizes that a narrative by a doctor will be perceived to have higher credibility and in turn will be more effective in reducing stigma, as compared to an exemplar by a patient.

In a college-held experiment, we will investigate the role of the following variables in reducing mental health stigma: source credibility (doctor vs. patient account), uncontrollability (biological causes vs. psychosocial causes) and stability (highly unstable vs. moderately unstable).

These variables will be manipulated within a narrative in a mental health brochure. Participants will each be randomly assigned to one of the eight conditions or one control group and asked to fill up a questionnaire before and after viewing the stimuli brochures. Pre-test results indicated that manipulations for all three variables had clear distinctions in the narratives. The main experiment will be conducted for 3 weeks starting from early February 2011 with a total of 270 participants. The findings will further understanding of how mental

health messages should be communicated, and will therefore benefit efforts to develop engaging and effective mental health promotion campaigns in Singapore.

Hyo Jung Kim

Glen T. Cameron

The Impacts of Vicarious Illness Experience on African Americans' Response to Gain- vs. Loss-framed Breast Cancer Screening (BCS) Messages

In recent years, several scholars suggest that people who have close others affected by certain illness were found to have different receptivity to relevant health messages, as compared to those who do not have close others affected by the illness. Despite the theoretical and practical importance of such vicarious illness experience (VIE), the concept of vicarious experience has been under-studied in health communication research. The present study aimed to ground possible effects of VIE into theory, specifically to the developments in gain vs. loss framing literature.

In the context of breast cancer screening (BCS), gain frame emphasizes the benefits of engaging in BCS, while loss frame emphasizes the costs of not engaging in BCS. This study examined how individuals' vicarious experience of breast cancer would moderate the effects of gain vs. loss framing in BCS messages.

This experimental study employed a 2 (vicarious experience of breast cancer: presence vs. absence) x 2 (frame type: gain vs. loss) between-subjects design. A total of 154 participants were African Americans from a Midwestern city in USA (mean age = 45.9 years).

Participants watched a 3-minute long BCS intervention video (either loss-framed or gain-framed video), and then answered a questionnaire about the video.

The findings showed some significant interaction effects between vicarious experience and frame type. That is, those who have vicarious experience of breast cancer, gain-framed message was more effective in increasing the persuasiveness of BCS messages, as compared to loss-framed message. This pattern was, however, reversed for those who did not have vicarious experience of breast cancer.

The findings suggest the strategic importance of vicarious illness experience in developing health preventions, and also provide practical implications for health communication practitioners into how to strategically use gain vs. loss framing in accordance with their target publics.

Selvarani P Kovil Pillai

When Media Campaigns Fail: Misconceptions about Organ Donation and Transplantation among the Rural Malay Community in Malaysia

In Malaysia, the demand for transplant organs and tissues exceeds the supply. The government had launched massive campaigns in various media to educate the population and boost the number of organ donors in recent years. With the support of NGOs, the National Transplant Resource Centre also implemented a number of grassroots events and interpersonal communication activities in order to disseminate information on organ donation in urban and rural areas. To this date, less than 1% of the population have pledged to donate their organs from 2006 until 2010. Many Malaysians, especially the members of the majority ethnic group, the Muslim Malays are reluctant to sign up as organ donors. Malaysian health

experts assume the existence of particular cultural and religious barriers that prevent this group from becoming organ donors. This study looks at the various campaigns and activities implemented by the government to increase the number of organ donors. By incorporating a qualitative case study, it also investigates the misconceptions about organ donation among a rural Malay community in Kampong Tebuan, Kedah and to find out the reasons for (not) signing up as organ donors. The study unveils the discrepancies between the media messages and campaigns on one hand and the opinions of the Malays on the other. Its findings support the idea that there exist cultural and religious misconceptions that prevent the Muslim Malays from becoming organ donors. For example, the rural Malay community in this study had very little knowledge about the concept of organ donation from Islamic perspectives and was unaware of a fatwa (decree) issued 40 years ago already which explicitly declared organ donation conformable with Islam. The results of this study also show which communication channels and grassroots events that can increase the awareness and understanding of the potential organ donors in this ethnic group.

Filiz Otay Demmir

**Ayşe Nil Kireççi**

Effective Message Strategies in Marketing of Pharmaceutical Products: Use of Visual Metaphors in Promotional Materials of Oncology Drugs

Regardless of their necessity and significance in our lives, there is always a company behind products that seeks to find a way to make profit. Even the companies in the pharmaceutical sector, which are expected to consider ethical issues, are disposed to selling their products; first and foremost. Because health is a vital issue drug advertisements are restricted by regulations, which supposedly are strictly inspected. Pharmaceutical companies are restricted from direct-to-consumer advertising in many countries, they therefore spend most of their marketing efforts trying to convince physicians. It can be perceived that these advertisements aimed at physicians are formal and direct using occupational jargon – especially when it is taken into consideration that such advertisements are also restricted from using any features except the ingredients. A review of these advertisements, and other print promotional materials evidently shows that it is also possible to see, in them, the use of connotative meanings, allusions or other derivations, as are common in many other consumer-targeted advertising. Because pharmaceuticals are rival businesses, success of these companies depends on convincing physicians as well as developing new innovative products for the market. Their promotional materials are thus diligently prepared by professional agencies, which select the absolute message to persuade the very conscious target audience within strict legal boundaries.

This paper dealing with promotional materials of pharmaceutical products is centered on the use of nonlinguistic metaphors as a persuasive method of communicating the message in a persuasive way. Metaphorical figures are useful tools for creating interesting, distinguishing, easy-to-recognize and easily remembered messages in company-practitioner communication, ensuring companies transfer the properties of the ingredients and distinguishing benefits of the drug into something which is familiar, essayed and well-known. In the planning stage of this study, various pharmaceutical promotional materials have been assessed and it has been observed that using nonlinguistic metaphors is especially remarkable in the field of oncology. In the context of this outcome, this study has been limited to five companies' global promotional materials, running in the field of oncology and respected as world leaders. The study primarily deals with some promotional efforts from the pharmaceutical sector and the

use of metaphors in these materials; the willingness of using metaphors in oncology field; figuration of the process of whom and how the deciding and implementation of metaphors has been carried out; comprehensibility of the messages by the target group – the practitioners and their assessments about message transmission, remembrance and influence – the particular persuasion of these metaphors. The study therefore uses in-depth interviews with a product or marketing management, a representative or sales manager from each global pharmaceutical company in question and five oncology specialists. Consequently, metaphors subject to this study will be examined in relation to the functions of the drugs; ingredients, their efficacies, company and brand positioning strategies premised on in-depth interviews and a general description of nonlinguistic metaphors and its effects in indirect marketing.

3A33 Some Specificities of European Union Political Communication (PolComR) Room: B.303

Chair Karen Sanders

Discussant Eva-Maria Lessinger

Papers

Sophia Kaitatzi-Whitlock  
Evolving Strategies in the Coverage of Europolitics

This study analyzes recent developments in covering Europolitics especially in the light of the recent global financial crisis. Along with the continuing trend of political communication deficit, a novel strategic trend is becoming salient, which involves inter alia propagandist or tentative projections about the Eurozone and its financial viability. Thus, from a situation of absent journalistic coverage of Europolitics, new trends involve ‘reports’ of ‘imminent facts’. After presenting ongoing default mechanisms which maintain the European political communication deficit, the study focuses on emerging journalistic practices as identified notably in the case of the debt-and-borrowing-crisis of specific economies of the Eurozone. The study observes that the evolving trans-national type of coverage adopts often intimidating or even divisive ‘frames’ which do not refrain even from defamatory and inflammatory contents of gratuitous symbolic violence. It is argued that such editorial strategies encompass a trans-national-agenda-setting and hegemonic journalism. Moreover, in view of European leaders’ own procrastination in facing the problems of Europolitics, ‘reports’ about an imminent financial break-down of the Eurozone, prevail as the dominant discourse. In the light of these trends, the study concludes that there emerges a twin media strategy operating as regards Europolitics, while EU citizens continue being ex-communicated from Brussels policies.

Katarzyna Aleksana Planeta

Between Temples, Stadiums, and the Hub of Europe: The Symbolism of a City as a Locus Communis of the Discourse on Intercultural Dialogue and Citizenship in the European Union

This paper is part of a broader study of intercultural dialogue and immigration as communication issues for the European Union. Central to this study is the concept of ‘discursive polity’ that implies a dynamic and negotiated character of a political entity. Discursive polity embraces both institutionalized and spontaneous modes of political expression, thus making the flow of information and symbolic exchange more important than the formation of self-conscious collective citizenry. As a theoretical construct, it represents a social-constructivist vision of politics where identities are fluid and relational, and where norms, language, values and political culture are no less decisive than rational goals and political realism.

The construction of discursive polity around the concepts of intercultural dialogue, citizenship and European identity relies on a number of texts that are produced within such areas of political, social and cultural activity as policymaking, political campaigns, media, the contributions of NGOs and civil society, education, arts, design etc. While acknowledging this variety, I limit the scope of this paper to the spheres of meaning exchange that have emerged between the European institutions, Europe-wide media events and online forums dedicated to EU and European issues. What is examined here is the interplay of strategically formed and policy-driven discourses (including speeches and parliamentary debates) with the ‘lived ideologies’ displayed online – on web platforms, filter blogs and in comments attached to main EU-related information channels (e.g. Euractiv). The study examines political documents and debates at the EU level (incl. parliamentary archives and interviews with officials), goes deeply into the semiotics of media events, with a particular emphasis on Eurovision Song Contest, where the phenomenon of constituting the city as a contemporary hub of Europe is particularly strong, as well as on such EBU productions as ‘City Folk’ or ‘Muslims in Europe’ that present the city through the prism of individual biography of people of different cultural backgrounds.

A number of questions emerge from these discursive ‘Euro-practices’: How can multicultural societies be managed and conceived of? Can Europeanness serve as an umbrella for multiethnic and multicultural population and its symbolic capital? How is citizenship described and reconstituted not only in terms of rights and freedoms, but also in terms of symbolic order people refer to? Are symbols really that important? Or perhaps it is the market that shapes people’s identifications and constructions of ‘the Other’? Studying these cultural texts with the help of semiotics and Viennese discourse-historical analysis reveals how and by means of what discursive strategies the symbolism of a city streams into the debate on immigration, integration and European citizenship, both in the European Parliament and on such forums as Facebook or Debate Europe. It also shows that such phantasms, images or landmarks as Aya Sofia and Blue Mosque, ‘slumnuk’ and ‘immigré’, burqa and dreadlocks can extend (symbolically and narratively) the borders of one city and one state to the European level and bring onto the stage values, maps, history and religion, thus revealing the structures of knowledge and argumentation imprinted in social imagination.

Ana Isabel Martins  
Claes de Vreese  
Sophie Lecheler

#### Information Flow and Communication Deficit: Perceptions of Brussels-based Correspondents and EU Officials

Debates on the legitimacy of the European Union (EU) have been increasingly placed by scholars in the context of long-standing communicative handicaps. Along this line, EU-media relations are adopted as an analytical framework to discuss the ‘communication deficit’ within the realm of EU democratic shortcomings. Previous literature has examined the way EU institutions interface with journalists, but presents two fundamental constraints. At an institutional level, studies deal with the EU as a whole, which tells us little about the individual performance of its different institutions or their interaction in communication. Regarding the main actors, EU correspondents and EU officials tend to be addressed separately and their informal contacts neglected.

In light of these considerations, it is our purpose to directly compare the perceptions of Brussels correspondents and EU officials about the communication process at the European level. This overarching research question merges the two aforementioned dimensions, enabling a comparison between the different institutions on the one hand, and between the two actors, on the other. Previous works argue that the fragmented and technocratic profile of the EU is particularly noticeable in the institutions interaction with journalists. Therefore, our research is relevant insofar as it can provide a better understanding of EU-media relations, thus clarifying the structural deficiencies at the core of the EU ‘communication deficit’.

To investigate this theoretical framework, seventy-five semi-structured in-depth interviews with EU correspondents and EU officials were conducted in Brussels from June to July 2009. This period coincided with the campaign leading up to the European Parliamentary Elections, the primary EU inter-institutional communication priority in that year. Consequently, it represented a privileged moment to explore potential differences and institutional interactions. Accounting for the limitations of studies on EU-media relations, we explore our interviewees’ insights on (1) EU press work and possible differences amongst its institutions’ performance; (2) the interaction between the institutions in communication terms; (3) their own informal contacts.

Results demonstrate that specific communicative patterns arose from the various institutions, and that the EU inter-institutional cooperation is negatively evaluated. We also found a fundamental disparity between the perceived importance of the institutions’ political messages and respective visibility in the media. Furthermore, while non-official information channels are a key asset for communicating in Brussels, they might be negatively affecting the goal of a greater inter-institutional balance. Hence, adopting a broader standpoint, our study argues that established EU structural and organisational deficiencies might be enduring the ‘communication deficit’.

Nicoleta Corbu  
Madalina Botan

#### Political Framing of European News: The Coverage of the Schengen Case in the Romanian Media

EU-related topics rarely set national media agendas. Nevertheless, European prominent events, such as elections, summits or well defined processes, such as the introduction of the

euro make good opportunities for raising Europe's visibility in the media. At the same time, recent research has shown that EU is faceless in the news: European political actors are rarely primary definers of EU issues. EU is often seen rather as an abstract concept than a vivid presence associated with well-known representatives. During the last decade there has been a lot of academic attention given to the lack of prominence of European news in national newscasts, as well as to EU communication deficit. However, little is known about EU patterns of representation in news media of EU recent member states, such as Romania. This paper reports on a research carried out in the content of a vivid public debate generated by Romania's accession to the Schengen area of free movement. On December 21st 2010, the German and French interior Ministers notified the EU Justice and Home Affairs Commissioner about their proposal to postpone Romania and Bulgaria's accession to the Schengen area. Immediately afterwards, Romanian national newscasts gave a lot of attention to this subject. We content analyzed TV newscasts (the public channel and the two most viewed private channels) and online newscasts (two major news portals and the two most read online dailies) one month after this letter (December 21st – January 21st). The research aimed at analyzing the visibility and prominence of EU-related topics in the national broadcasts, as well as identifying key agenda setters of European issues. We identified the way in which EU-related news was framed in the media and the main political actors who addressed these issues.

We have found that the main agenda setters of this European issue are mostly national political actors, rather than European ones. Secondly, we have discovered the dominant generic and specific frames in which this event was covered. Research has indicated the prominence of the conflict frame, in line with a well-established routine of the Romanian media that emphasized the emotional dimension of "the Schengen case". The conflict frame also reflected the general public discontent with the Romanian government in the context of the economic crisis. Another finding is that the powerlessness frame outran the more expected costs-benefits frame, whose existence would have been a proof of a more balanced and rational journalistic approach of the subject. The powerlessness frame portrayed the Romanian officials and Romanians in general as having little room to deal with major EU powers or leaders. Overall, we have found that EU-related topics are defined by internal political actors in locally defined terms, while a EU focus is largely missing.

Lucia Vesnic-Alujevic

Political Participation and Web 2.0: Case Study of Facebook and the European Elections 2009

The development of social media and the switch from web 1.0 to web 2.0 brought new possibilities in the field of political communication. Electoral campaigning on social media is a considerably new phenomenon, which was introduced on Facebook during the electoral campaign for the 2008 US elections. The importance of online campaigns, as a part of political selection process, is based on the fact that they can foster the involvement and political participation of young people.

The goal of this paper is to obtain the model for political participation on social network sites in Europe with a focus on the 2009 European Parliament elections. We want to find out if and how European citizens are interested in using Facebook in political communication on the European level and if that can lead to more participation and more inclusion of citizens in the political processes on the EU level. We are interested in discovering more about the interconnection of political participation in the 'offline' world and the use of web 2.0 for political communication purposes.

The method that was used for this study is online survey which was posted on several Facebook profiles, such as the European Parliament's profile page and the European Parliament's political groups' profile pages. We obtained a representative sample (N=361) of participants from 16 EU states, over the age of 18.

Our first findings give us more information about EU Facebook users involved in political communication over Facebook. The main reason for becoming a fan of a certain political actor is the desire to read their opinion on a certain topic (45.4%). The majority of participants use never or rarely the possibility of replying, putting likes, comments etc. (80%).

Nevertheless, linked to the 2009 European Parliament (EP) campaign, one half of the sample (51.1%) thinks that the online 2009 EP campaign had an impact on the elections, namely the turnout and the outcome.

3A35 Communication for Change: NGOs, Movements, Activism, and Social Networking (EnvSciR) Room: B.305

Chair Anders Hansen

Papers

Oscar Gandy Jr.

Wedging Equity and Environmental Justice into the Discourse on Sustainability

Sustainability has become a term of art, although there is very little agreement on just precisely what the term is supposed to include, and how it might be measured as an aid to the assessment of policies designed to achieve it. This paper examines the problems and prospects for including meaningful indicators of intragenational equity into the city based regional planning efforts unfolding around the globe. The central focus of the paper are the challenges that environmental justice activists face as they attempt to frame the problem of equity in ways that the general public would see as not only informative, but compelling.

The selection of indicators for inclusion in development planning scenarios is constrained in part by the relative absence of data about economic and social disparities among the resources usually relied upon for land use and transportation planning. In addition, there continues to be disagreement about the nature of the factors that actually cause, or produce the relatively few disparities that are routinely captured within official statistics.

Among those who have mobilized in support of environmental sustainability, most have tended to discuss their interests in equity in intergenerational terms, as is reflected in its standard definition in the 1987 Brundtland Commission Report that defined sustainable development as that which "meets the needs of the present without compromising the ability of future generations to meet their own needs." Environmental justice activists are more concerned about focusing public attention on the maldistribution of ecological harms in the present in ways that further burden communities already disadvantaged by race, gender and social class. Their arguments are often framed in terms that reflect the civil rights heritage of its traditional leaders.

The paper concludes with a discussion of a set of EJ concerns and indicators that have the greatest potential for capturing public attention and commitment despite mounting resistance to the use of carbon taxes and redistributive policies in support of sustainability goals.

Tiago Rodrigues

Environmental Movements of the Brazilian Youth

The importance of understanding the rise and spread of social movements is crucial for the consolidation of environmental citizenship. I argue that as social citizenship rights are associated with social movements and their agenda-setting activities, so are environmental citizenship rights. Investigation of the “Environmental Collective of Goiás Youth” (CJMA-GO) movement help us to understand the changing dynamics of social movements. This particular social movement started with a Brazilian federal government initiative, organizing national conferences that bring young people together. Originally the aim was the formation of young environmental leaders to take part in these conferences that debate and collect information for the formulation of national public policies towards youth and the environment, such as the National Program of Youth and the Environment. In the state of Goiás (where I conduct this investigation), since the first national conference took place in 2003, the young people involved in the process have voluntarily engaged in reformist environmental activism, based on principles of environmental education. Central to the organization and articulation of the CJMA-GO is the use of web applications. The movement makes use of social-networking sites, blogs, wikis, video-sharing sites and other web applications that establish spaces for public engagement and networked participation. As asserted by Manuel Castells, the network has become the dominant organising logic of society today, transforming our homes into hyperconnected nodes for communication, interaction, and information sharing. Networking is an essential part of the everyday of the CJMA-GO. Apart from running its own network, based on google.groups e-mailing list, the CJMA-GO is part of the Youth Network for the Environment and Sustainability (REJUMA), the Environmental Education and Information Network of Goias (REIA-GO), the Environmental Education Network of Cerrado (REACerrado), and the Brazilian Network of Environmental Education (REBEA). Research data for this paper was gathered through interviews with participants involved with the CJMA-GO movement; participant observation of meetings and workshops organized by the CJMA-GO; analysis of government documents; as well as participation in the annual state wide conference of youth and the environment organized by the CJMA-GO.

Rong Wang

Organizing and Networking Environmental Movements in China: Toward a Reconstructed Power Relationship between the State and Society

Social movements enabled by information and communications technologies (ICTs) show distinctive features which have never previously appeared, such as a high reliance on participants’ self-organization and a high visibility of individual’s engagement. Mobilizing participation through the use of ICTs raises interesting questions around democratic processes and is increasingly attracting academic interest (Bimber, Flanagin, & Stohl, 2005; Lupia & Sin, 2003). For example, recently Ganesh and Stohl (2010) conducted a case study in New Zealand to examine how ICTs have enabled individuals to become information and communication brokers, linking to different groups of global activists with a low transaction cost in organizing social justice movements. Other studies have focused on anti-war demonstrations and environmental movements (Bennett, Breunig, & Givens, 2008; Glasbergen, 2010). These can be viewed as civic engagement that refers to active participation in public affairs which directly enhance the democratic process (Putnam, 2000). This study looks at social networks and democracy in the context of China, a country

characterized by an authoritarian system in which citizens cautiously participate in public affairs and certainly not in a way commonly accepted in democratic countries (Zheng & Wu, 2005). Because of the unique media and policy environment, Chinese netizens have developed their own styles and strategies of participating in public affairs. These include discussing issues in online forums, initiating cultural debates to raise political issues, and engaging in new rituals, genres and styles of online activism (Yang, 2009). They technically avoid direct confrontation with the government and carefully circumvent censorship, creatively tip-toeing around state-imposed boundaries on free speech. These netizens are engaged in forms of artful contention, inventing ways to overcome and resist control in order to express dissent.

With the rapid pace of China's economic development, environmental deterioration has become a major concern for citizens (MEP, 2010), who are empowered by new technologies to initiate social protests. Yang (2004) defines the environmental movement in China as a "moderate repertoire of social movement", which is constructive rather than disruptive, and seeks to promote public awareness, dialogue, participation, and information dissemination. The present study looks at social movements that appeal to environmental issues and identifies how participants are aware of ICTs' role as a potential tool for organizing environmental movements, how they adopt ICTs, what concerns they have about ICTs, and what artful strategies they utilize to mobilize activists with same interests. It also tries to examine the impacts of ICTs-enabled environmental movements.

The study assumes that ICTs could highlight and expand social movement initiators' networks to mobilize more contributors. A network approach is adopted which emphasizes the interconnectedness among social actors and the interdependence of their actions. In-depth interviews are conducted on environmental movement participants and political implications of environmental social movements are provided. The study investigates how disorganized social groups have succeeded in organizing social movements to challenge the power of interest groups and to gain a measure of political power to overcome resource limitations (Zheng, 2008). Discussion focuses on the role of ICTs in influencing the liberalization and democratization processes in China (Gomes, 2004; O'Donnell & Schmitter, 1989).

Kate Coyer  
Ivona Malbesic

Between the EU and Local Needs: Environmental NGOs, Campaign Strategies, and Funding in the West Balkans

There exists a discrepancy in the way in which the EU supports and envisions civil society development, which sees NGOs as working together with the governments, as compared with the way in which NGOs perceive their role as pushing for more open decision making by being 'outside' of the political mainstream. This paper presents the findings of a pilot project of environmental action and communication strategies in three Western Balkan countries (Croatia, Serbia, and Bosnia and Herzegovina) that seeks to better understand the environmental movements and communication and network strategies in this region. The paper considers how EU pre-accession funds for civil society development in the Western Balkans, particularly environmental non-governmental organizations (NGOs), impact the work of local environmental NGOs. The research demonstrates the ways in which funding drives cross-border cooperation and networking, and considers whether or not European-level directives, with an eye towards potential EU succession, drive campaign priorities, and explores whether or not EU directives have a disproportionate impact over and above local concerns and grassroots issues. The second aim of this paper is to assess how the

environmental NGOs in the region design and implement their campaigns and networking activities.

Preliminary findings indicate that environmental NGOs utilize a variety of strategies for working across borders with neighboring countries due in part to EU requirements as well as their common language and culture. The NGOs work creatively to address the lack of flexibility in EU funding streams as they seek to respond to local environmental issues as they arise, yet environmental NGOs in each country face their own challenges on the national level. This paper draws on interviews with environmental organizers in each of the three countries, review of campaign material and reports, and a review of literature relevant to the study of environmental NGOs, civil society and communication.

Ed Pauker

David Musiime

Allan Oniba Alana

Getting on the Same Wavelength? Using Media and ICTs to Communicate Livelihoods Information and Innovation

As communication and development experts point to the growth of mobile telephony in sub-Saharan Africa, the role of ICTs in providing crucial livelihoods information to its citizens has yet to be fully explored. Despite rapid urbanization, most Africans still make their living off the land, removed from media centres and broadband connections of Africa's capital cities. For them, ICTs remain just one part of a multi-faceted information ecosystem, in which fellow citizens, government extension agents, the research community, civil society groups, local leaders and the media are engaged in communicating about agricultural issues and livelihoods innovations.

As this information ecosystem evolves, however, its impact on Africans' livelihoods remains unclear. Food security remains an issue for many year after year and the application of agricultural innovations successful elsewhere in the world has yet to take hold in the region. Adding to this is the impact of climate change, to which the citizens of sub-Saharan Africa are particularly susceptible.

In this dynamic informational and climatic landscape, the BBC World Service Trust's Research & Learning (R&L) Group explored how the media and ICTs are being used to communicate livelihoods information and innovations to the people most affected by these changes. With no proven model for successfully communicating agricultural innovations or climate change information, the research drew on theory from the fields of science communication<sup>1</sup> and agricultural extension<sup>2</sup> as well as the R&L Group's Africa Talks Climate<sup>3</sup> project and its understanding of how climate change information is communicated and consumed by citizens across the region.

Supported by a grant from the International Development Research Centre (IDRC) and conducted in 2010-2011, the R&L Group examined how livelihoods information and innovations are communicated in Uganda, the functionality of Uganda's innovation systems, and how the media and ICTs are being used to communicate information and innovations to Africans in the context of a changing climate. Research comprised a series of in-depth interviews with policymakers, members of the research community, civil society groups, agricultural extension agents, local community leaders and the media, and focus groups with farmers across the country. In addition, a content analysis was conducted of a month of agricultural and environmental programming from four rural radio stations to understand the extent and nature of the media's role in communicating livelihoods information and innovations.

The research brings together the enthusiasm and insights regarding the growth of ICTs in Africa with a nuanced understanding of the livelihoods information available in Uganda, citizens' engagement with it, and its impact on their lives. It provides communicators, media professionals and livelihoods specialists a deeper understanding of how the innovations systems approach is being applied and makes a series of recommendations as to how the media and ICTs can be optimized to better communicate livelihoods information in the context of Africa's changing climate.

3A37 Ethics of Society, Ethics of Communication IV (Ethics) Room: B.307

Chair Manuel Parés Maicas

Papers

Paulo Bernardo Ferreira Vaz, Universidade Federal de Minas Gerais, BR

Angie Biondi

Figuration of Suffering: To See and To Be Seen on Contemporary Photojournalism

This text discusses the elements of an ethical dimension which pervade photojournalism, understood as practice and production of visibility, while it pictures suffering in various situations of everyday life in big cities. The analysis work occupies itself of the photography series entitled ["Carioca Western"], winner of the greatest Brazilian photojournalism award, [Esso Journalism Prize], issued in the year of 2010. Photojournalism, anchored on its acute indicial character, acts as one of the discursive modes which produces tension on the visible and the sensitive seeking to institute pacts of complicity, belief and affection for the ones involved on communicative situations. Nevertheless, photojournalistic work not only bears testimonies of facts, the act of inscribing the imagetic perception of the world, but it bears, as well, the way by which one becomes up to date with the world, projects oneself over it and experiments it. In a society where media participation is activated by its discourses and accounts, real life is always requested to report. While dealing with this relation between image and everyday life taken as two elements with different nature and dynamics of their own, and even though, strongly imbricate, the reflexion about the subjects in their ordinary lives, either represented or observed, requires one to comprehend the articulation between visual and sensitive aspects which puts at stake regimes of belief and affection. Individual, life and routine seem to assign, nowadays, a legitimate statute to a manifold of media narratives; journalistic, broadcast television, information. The more an image is based upon the exhibition of common life in instant situations of everyday, the more this image accedes to the real world, therefore, setting itself as worthy of reliability. But how do these relations work? And what is the reach of this arrangement on the modes of a mediated experience?

Sofia Alexandra Lopes, PT

The Ethical Principles of Citizenship Photojournalism

The advent of 3G mobile phones, as well as the massification of equipment with image captures devices of high definition, brought new ways of accessing the interior of regions in conflict. Tunisia, Egypt and Iran are current examples of this, but the manifestations of Buddhist monks in Burma were already a study case. A good part of the images that run the world are of unknown authorship and produced by people who live the conflict from within, and, from their mobile phones record the demonstrations, the police raids, the abuses of human rights, etc. When the questions about the true value of the image as a representation of reality proliferate, emerging projects from the civil society, such as the Sentinel Satellite

Project, want to protect human rights in territories where there are known cases of serious breach. By monitoring regions such as Sudan, from satellites, this movement aims: 1. to prevent retaliatory action and; 2. in the case of armed offensive, to act politically with photographic evidence. News agencies or freelancers who, armed with their equipment, sold the pictures that we saw portrayed in the daily press, explored the documental character that the image always had. Much has been investigated about the moral limits of the photojournalist, especially in emerging scenarios of conflict. However, I think it is time to reflect on the ethical principles that govern this citizen journalism, and on the actual impact that the images collected by the people “involved” have, in general society, and particularly in the world of news information.

Edson Fernando Dalmonte

Maria Lucineide Fontes

Media, Ethics, and Public Opinion in Brazil Based on the Analysis of Coverage of the Case

Isabella Nardoni

**Fatima Fernández Christlieb, MX**

**Aimée Vega Montiel, MX**

Patricia Ortega

Elsie Mc Phail

Miracle Products in the Media: A Critical Approach from the Ethics of Communication

In Mexico, 26.6 million people suffer from hypertension, 17 million suffer from obesity and 7.4 million are diabetics (Aguilar, 2011). This scenario fosters a captive potential market for the distribution of the so called “miracle products” to vulnerable populations. While in other countries like Spain, the rate of consumption is very high- round 2 million euros per year (CECU, 2010).-, in countries like Mexico, the rate is much higher, considering these products sell magical promises of immediate relief and are sold over the counter as a substitute for medical treatment, due to insufficient access of the population to health services.

According to scientists, the existence of such products constitutes a potential health problem which is intimately related to the problem of ethics. The Food and Drug Administration in the United States of America has created the term health fraud to warn people over the risks of these fraudulent products which appear in the media as efficient drugs for the prevention and treatment of various diseases, but which have not gone through the standard safety regulations.

Advertising over the media- newspapers, magazines and mainly television- has proven to be highly effective to aim at vulnerable populations.

In 2009, one of the main manufacturers of such fraudulent products in Mexico-Genomma Lab, reached total sales of 265 million euros. (Trejo, 2011). In spite of the fact that government rules and regulations could allow sanctions and even eradication of such products, this industry seems to operate due to the complicity of federal authorities and the media owners.

This important issue involves health and ethical matters, as well as economic, political and legal ones which demand close analysis in the field of communication research.

The objective of this lecture is to analyze the ethical implications of advertising on media of the so called “miracle products”, which in turn involve the complicity of media industries in Mexico in the promotion of products which are hazardous to the health of vulnerable populations.

Nicola Jones, ZA

Tweeting the News: The Ethics of Twitter as the Newest Journalism Tool at South Africa's Mail & Guardian Newspaper, and Its Impact on Press Freedom

New electronic media hold great potential as a resource for press freedom and freedom of expression, serving as a platform for dialogue across borders and allowing for innovative approaches to the distribution and acquisition of knowledge (Schmidt, 2007). These qualities are vital for press freedom, even though they may be undermined by attempts to regulate and censor both access and content. This paper explores the emerging and rapidly evolving environment of press freedom created by new media, and in particular Twitter, in South Africa. It argues that free media, which are essential in upholding democratic and developing societies, should not be hindered, and that the role of new media must be affirmed alongside traditional media in this regard. However, new media and the consequent acceleration of the news-gathering cycle continue to raise numerous ethical issues. "Online journalism has contributed to the collapse of the twice-a-day news cycle, leading to the ascendancy of 'high-speed' news" (Mitchelstein & Boczkowski, 2009: 569), and micro-blogging has allowed journalists the opportunity to report 'live' and continuously from the scene of an event; consequently, comments often emerge which are opinionated, subjective and individually biased perspectives of an event. Using South Africa's Mail & Guardian newspaper as a case study, this paper explores their first ever attempt to create a "more personalized take on the news" (Rossouw, 2010: 27). It examines political editor Mandy Rossouw's Twitter feed for the duration of the African National Congress's National General Council in September 2010, Durban, South Africa. The paper concludes by beginning to explore the impact that the minimisation of gatekeeping concurrent with mobile journalism has had on the ethical practice of journalism, and debates whether the relative inexperience of South African journalists using new mobile technologies is fuelling the argument in favour of media restrictions.

3A40 Media Literacy Competences as Risk Prevention and Conflict Resolution (MER)  
Room: D.97

Chair and Discussant Gert Nulens, Free University Brussels, BE

Papers

**M. Eugenia González-Alafita**

Social Networks and Personal Responsibility: Facebook and the Risks of Sharing Information

The growing use of social networks in Mexico has been staggering. Mexicans are living in euphoria by social networks: Facebook first, followed by Twitter. Mexico is the second country in America and the seventh worldwide in number of users of Facebook (18.8 million in January 2011), representing an increase of 300 thousand users in just one month (El Norte, 2011). According to the Mexican Internet Association (AMIPCI), Mexico has around 30.8 million internet users from which 65.65% has a Facebook account. This is almost 20 million people: 10,006,620 are men and 9,944,880 are women, being young people (ages 13 to 30) main users. New technologies allow us to share and consume information in real time, but how much information are we sharing? What type of personal data do people know about us?

It has been found that users regard online presentations as an integral part of their overall identity. Moreover, Facebook users predominantly claim their identities in a show and tell manner, rather than explicitly (Zhao, S. et al., 2008). Aware of the growing insecurity and violence that has prevailed in the country for the last two years, and considering the online precautions that media promotes and encourages, this qualitative study explores the type of information young Mexican students share in Facebook, and the perceptions of their personal safety while being exposed in a social network. 22 college students from a private university in Northern México were interviewed for this purpose. The results show that given the country's current events, Mexican students are cautious in sharing personal information in their profile or wall, since they are aware of the danger of being targeted, especially if they belong to a privileged social class. They have limited access to their profile, and although the range of contacts the participants reported having in their account varies from 300 to 1200, the real personal information (name, age, birthday, e-mail) is not visible to all of them, except to the contacts they know and whom they share information regarding trips, family events or friends' parties. Many consider uploading pictures as the most attractive activity, but avoid adding footnotes to them.

Regarding personal safety, some did not know there were privacy settings to activate in order to limit the view of their personal information, but all agreed that showing too much information exposes you to an extortion or kidnapping. Three of the participants knew someone close to them who suffered such events. One said she closed her account when the wave of violence and insecurity started, because she felt threatened. But others do not believe Facebook put them at risk, since the stories are considered "urban legends."

In conclusion, they agreed that given the current state of insecurity, it is their responsibility to make good use of the social network by adding only people they know, having restricted access to private information, being selective with whom they give access, and maintaining only the contacts they know.

Cristina Pulido

Claudia Galva

Isamelia Carvalho

Children and Critical Media Literacy: Research on Children Critical Thinking and Online Risks

The prevention of risks on the use of Internet by children is one of the research lines of Media Education research nowadays. The empowerment of children on the prevention of these risks (sexual abuse, cyberbullying, etc) needs to be researched. Previously it is necessary to identify the critical thinking of children in their use of internet. The paper presents one of the research areas of the proposal research DINAMIC, led by main researcher, Jose Manuel Perez Tornero (UAB). Concretely, the paper focuses on assessing critical thinking of children on their daily online risks and their identification of prevention strategies. The purpose of the paper is to discuss previous results of the national research. For this reason we will present the advance of the results based on the research of four case studies (four primary schools) in Catalonia.

Nadine Karbach  
Christoph Klimmt

Parents' Strategies of Mediating Children's Internet Use: Exploring Challenges for Media Education in Families

The increase of internet use among children and teenagers creates new educational challenges for parents. With many different services and contents available through the same communication infrastructure, the differences between 'safe' and 'problematic' online use are hard to define and difficult to monitor. Clearly, supporting children's online literacy is a key requirement for contemporary parents in order to prevent undesirable consequences.

However, given the rapid evolution of online media (e.g., social network sites), parents need to further develop their own internet literacy in order to mediate their children's online use effectively. The present study examined the ways in which parents deal with the educational challenges of their children's online use. A paper-and-pencil survey was conducted that assessed the importance of various styles of parental mediation. Responses from N = 827 German parents were collected. Exploratory data analysis replicated several of the mediation types reported by earlier research (Livingstone / Helsper 2008), namely "active co-use", "technical restrictions", "interaction restrictions" and "monitoring" (the latter meaning ex-post inspections of children's online behavior with browser histories etc.). Two new facets of parental mediation emerged: "Precaution / prophylaxis" (e.g., parents showing dangers of problematic online use to their children) and "pressure" (parents making fulfillment of duties such as completed homework a condition for allowing online use).

A ranking of mediation styles was observed, as about 60 percent of the responding parents reported "precaution / prophylaxis" to be a common mediation technique, followed by "interaction restrictions" (57 %), "technical restrictions" (42%) and "active co-use" (39 %), while "pressure" (29 %) and "monitoring"(17 %) were found to belong to the repertoire of relatively few parents. In line with previous research, children's age and parents' education affected parents' mediation strategies. Parents tend to practice "interaction restrictions" if children are young and to increase the level of "precaution / prophylaxis" with older children. Parents with academic education displayed substantially greater involvement with mediation of children's online use across most assessed mediation techniques than parents with a formally lower education. From a media literacy perspective, the results suggest that the majority of parents seem to be aware of the need to address internet issues in their family. Some literacy-serving mediation techniques such as "precaution" and "co-use" are common for substantial parts of respondents. Relatively few parents practice less beneficial techniques such as "pressure". However, for a significant number of parents, awareness of and skills for effective mediation are still in need of development: First, parents with low awareness and poor mediation strategies are likely to be underrepresented in the current sample. Second, still about 40 percent of the interviewed parents did not report communication-based mediation approaches to be standard tools in their internet education. This is likely to result from a lack of own experience with modern online services, or with a lack of knowledge how to perform communication-based mediation effectively. Overall, findings thus indicate that empowering more parents to practice literacy-serving mediation of children's online use emerges as the key challenge of family media education.

Ibrahim Saleh

Media Literacy Education in South Africa

The paper aims to study closely how media literacy education in South Africa interacts and addresses the different complex cultural, political events with regard to identity, race, ethnicity, and integration. As such, the paper provides a new data base to improve governance and address the complicated issues of conflict and violence, which works as a permanent record, which might be contested in some countries but almost impossible to erase or block in a country like South Africa. This research paper gives priority to establishing and maintaining Peace and Security & Good Governance in South Africa, by focusing on how media education could increasingly play a catalyst role of local development. In that regard, this research follows a multi-disciplinary research that studies the best ways to use media to strike a balance and direct societal development towards fundamental human requirements, self-reliance and the development of self-government by local society, and enhancing environmental quality. The point of relevance here is the niche markets and communities of media in South Africa that allows the formation of different territories that were not present and existing before.

Mirjana Kristovic

The Contribution of Informal Media Education to the Peace Forging: The Role of NGOs from B&H, Croatia and Serbia

Sascha Trueltzsch

Christine W. Wijnen

Do Current Media Developments Ask for New Literacies? The Case of Social Network Sites

Current social web developments offer various possibilities for communication, participation, self presentation and the acquirement of knowledge. Recent studies have shown that young people use especially social network sites (SNS) to present themselves, to manage relationships and to communicate with their peers (boyd 2008; Ito et al. 2008; Paus-Hasebrink et al. 2009; Tarazow et al. 2010; Valkenburg/Peter 2010). On the one hand social web applications like SNS offer various chances and opportunities – especially with regard to participation and citizenship. But on the other hand SNS can evoke several risks, as well. These risks refer to content (e.g. sharing of x-rated photos and videos); underestimation of the reach of global networks (e.g. personnel recruiters investigating SNS accounts, grooming strangers etc.); underestimation of sustainability (e.g. virtual “youthful follies” that can still be found online when they are already forgotten); underestimation of the dynamic of interactions (e.g. fast circulation/linking of messages, unwanted tagging of photos etc.); and the collection and misuse of data (Lampert et al. 2009; Schmidt et al. 2010).

By referring to different empirical studies on the behavior of young people on SNS (including an own study on the handling of privacy) we will discuss various definitions of literacy (respectively different literacies). With special focus on the possibilities of SNS for citizenship and participation in society as well as the fact that sociocultural aspects like education and socioeconomic or migrational background have influence on the way young people are coping with risks and making use of chances (e.g. Schmidt et al. 2009), we will discuss the boundaries of old concepts of literacy as well as recent advancements of the concept of media literacy (e.g. Jenkins et al. 2006 or James et al. 2008). We will question how media literacy can be developed according to the current and upcoming medial and cultural changes by young people themselves and to what extent media education is needed to avoid

digital divide.. In this context the potential of media education as well as it's frontiers with regards to media literacy, citizenship and participation will be elaborated.

3A41 Media on the Margins? (PoEcon) Room: D.98

Chair David Skinner

## Papers

Kirsten A Kozolanka

Neither Here (Mainstream) or There (Alternative): Shifts in Public Service Educational Broadcasting in Canada

Sonja Macdonald

Policy(ing) Canadian Alternative Media

Set on the margins of American media empires, Canadian media have often depended heavily on government policy and subsidies for their survival. To a degree, this has also been true of independent and community media or, what are often called "alternative" media. Yet, recent changes in Canadian government policy demonstrate a narrowing of the support and space for alternative media in Canada. Three recent examples of this narrowing of government policy are found in the 2009 changes to financial support for periodicals through the Canada Periodical Fund, the 2010 decision by the federal regulator (the Canadian Radio-Television and Telecommunication Commission) on Internet traffic management practices, and the developing policies dealing with the August 2011 digital transition of over the air television (DTV). This paper considers potential regulatory constraints and opportunities for alternative media in this context. Issues of particular interest are alternative media autonomy from state and corporate influence, the narrowing of spaces available for public/democratic media through policy action, and innovative responses from alternative media supporters and producers to these changes, such as the Canadian Association of Community Television Users and Stations (CACTUS) proposal for new media centres as part of the DTV transition.

Patricia Mazepa

Capitalizing on Democracy: Regressive Social Relations and the Structuration of Alternative Media in Canada

Nicole Cohen

From Alienation to Autonomy: Labour and Alternative Media

Celebrating alternative media projects is important, but romanticizing the real and often difficult work of producing alternative media risks masking problems that can limit efforts to build sustainable alternative media. Consequently, to begin understanding how alternative media organizations might better address issues of sustainability, we must challenge the notion of alternative media work as a 'labour of love.' This paper examines the labour of alternative media in order to expose the space of tension these media occupy: resistance to a market-based logic of production makes alternative media significant, yet this model is the underlying cause of many media projects' challenges to be sustainable. The paper draws on

feminist political economists' broadened understandings of labour to foreground participation in alternative media production as labour. This enables a conceptualization of alternative media participation as a particular type of labour-oriented activism that seeks to resist not only dominant messages of mainstream or corporate media, but also the commodification of labour power by corporate media firms. This is especially the case under current conditions of media labour amidst intensifying concentration, corporate integration and lean media production. By exploring the conditions of labour in both corporate commercial and alternative media forms, this paper proposes that alternative media provide space to engage in non-commodified and non-alienating labour. Here, following theorizing by James F. Hamilton (2008), corporate and alternative media can be seen as a continuum of media forms, as two instances of media production that constitute one another in complex and contradictory ways.

David Skinner  
Sustaining Independent/Alternative Media

Sandra Jeppesen  
Anti-authoritarian Approaches to Media by Direct-Action Activists in Canada

3A42 The Political Economy of the Internet (PolEcon) Room: D.100

**Chair** Manjunath Pendakur

## **Papers**

**Sylvain Firer-Blaess**

**Christian Fuchs**

The Political Economy of Wikipedia: Toward a Communist Internet?

The task of the presentation is to analyze the political economy of Wikipedia. First, a short overview of how the collaborative electronic encyclopedia work will be given. Second, an overview and criticism of state of the art of Wikipedia research will be given. Third, we will discuss the specifics of Wikipedia's original mode of production. The basic principles of what we call a common-based economy model will be presented. This discussion will be connected to the current discourse about the renewal and reloading of the idea of communism that is undertaken by thinkers like Slavoj Žižek and Alain Badiou. Finally we explain how Wikipedia's specifics relate to principles of a commons-based economy.

Wikipedia has surpassed its corporate competitors and is today the most used electronic encyclopedia in the world. It is therefore interesting to analyze aspects of the mode of production of Wikipedia, i.e. the way property, labour, social relations (Wikipedia's relations of production) and technologies (Wikipedia's productive forces) are organized by Wikipedia. Using the concept of Karl Marx' mode of production, we attribute this competitive success to a change in the mode of production, from a capitalist one towards one that has the potentials to transcend capitalism. For Marx, a specific mode of production replaces another one when productive and co-operative potentials created by one mode of production are unfettered from the specific class relations accompanying this mode. Marx formulated this development process as the antagonism between the productive forces and the relations of production. The

question that we deal with in the presentation is for what kind of mode of production Wikipedia stands and how it is related to capitalism. One important aspect of the Wikipedian mode of production is that its product is information. Information has specific qualities (it has no wear and tear in the usage process, can be endlessly copied, has a social character, can be shared, is in essence a non-scarce product, etc). In this talk, we explore to which extent Wikipedia encompasses principles that go beyond the capitalist mode of production and represent a new mode of production. Our analysis is grounded in Marxist philosophy and Marxist political economy. We define the characteristics of Wikipedia's mode of production. We explore to which extent Wikipedia's characteristics are instantiations of principles of a commons-based economy – the subjective dimension of the mode of production (co-operative labour), the objective dimension of the mode of production (common ownership of the means of production), the subject-object dimension of the mode of production (the effects and products of the mode of production).

### **Ki-Sung Kwak**

#### The Political Role of Online Media in South Korea

In the first half of the 2000s, Korean online media had already become a major threat to mainstream media in forming and shaping public opinion, and participatory journalism via the Internet has proved popular. The main aim of this study is to evaluate the degree to which online media has changed the contemporary media landscape and the process of political communication in South Korea (Korea hereafter). In so doing, it first examines the context in which online media emerged and developed mainly in relation to the political parties and the mainstream media. It then evaluates the trends in their political impact reflected in two major political events, the presidential elections in 2002 and 2007.

This paper argues that the political and media contingencies have been the major forces that influenced the role of the online media in Korea. It shows that the great potential of the Internet demonstrated in the first half of the 2000s proved to be less potent in the 2007 presidential election because political and media contingencies had neutralised it. This paper shows that the emergence of online media and its political impact have been notable in Korea mainly because two major institutions – political parties and mass media – failed to function in their mediating role between the government and the citizens. The fragile nature – i.e. weak institutionalisation – of the political parties on one hand, and the conservative nature of the conventional media, newspapers in particular, on the other hand allowed the Internet and online newspapers to emerge as powerful media. This was particularly true in the first half of the 2000s, when the civil organisations orchestrated and mobilised political activities utilising the Internet as a vital communication channel.

By the middle of the 2000s, the Internet became well established, but front mover advantage disappeared by 2007 when the more established political party, the Grand National Party (GNP), belatedly established their Internet presence convincingly, and as a result the political impact of the Internet became neutralized. This finding is in line with the observation – made during the 'second wave' of political impact in Western experience – that sees the Internet being appropriated, adopted and adapted by existing bodies rather than bringing about change (Negrine, 2008; Ward & Vedel, 2006). Equally important, the major conservative newspapers that had been reluctantly involved in the online media business in the early 2000s soon adopted the online media utilising their resources and advantage. As a result of their strategic investment in online business, the online newspaper services provided by the conservative newspapers began to exceed the major independent online newspapers, such as OhmyNews and Pressian.

**Veronica Barassi**

**Emiliano Trere**

Web 2.0 and 3.0 in Practice: Critical Reflections on the Political Economy of the Internet

The critical web 2.0 literature is of fundamental importance in highlighting the political economy and the neoliberal discourses of new web applications and platforms (Andrejevic, 2004, 2005; Fuchs, 2008, 2009, 2010; Jarrett, 2008; Scholz, 2008; Zimmer, 2008; Terranova 2000, 2004; Van Dijck 2009). These critical insights are today more pivotal than ever, since the development of Web 3.0 applications is raising serious concerns on issues of data mining, profile tracing and the exploitation of user generated content (Harris, 2008; Tasner, 2010; Funk, 2008). Within this paper we highlight the business rhetoric that often blankets the ideas related to web developments, and we show how the concepts of web 2.0 and web 3.0 can provide crucial insights into the political economy of the web.

However, we also question whether these concepts can be viable and successful theoretical models when exploring the impact of web developments on people's everyday experience. By looking at the context of the student movement in Italy and its networked struggles, we will show that the division between different stages of web development is not reflected within the everyday practices of activists. In the everyday mediation of political action, activists not only use different platforms to mediate their messages but they often use Web 2.0 platforms in non-interactive ways, and in ways that would be classified as Web 1.0. Consequently, this paper will argue for the importance of developing an approach that - by looking at practices - integrates political economic understandings of the web with an analysis of the creative ways in which people actually make use of new technologies within their local and urban contexts.

**Thomas Allmer**

Critical Internet Surveillance Studies and Economic Surveillance

Surveillance has notably increased in the last decades of modern society. Surveillance studies scholars like David Lyon (1994) or Clive Norris and Gary Armstrong (1999) stress that we live in a surveillance society. Although there are a lot of other features in contemporary society such as information, neoliberalism, globalization, capital, etc., surveillance in general and Internet surveillance in particular are crucial phenomena. The overall aim of "Critical Internet Surveillance Studies and Economic Surveillance" is to clarify how we can theorize and systemize economic surveillance on the Internet. Surveillance studies scholars like David Lyon (2001) accentuate that economic surveillance on the Internet such as monitoring consumers or the workplace are central aspects of modern surveillance societies. The approach that is advanced in this work recognizes the importance of the role of the economy in contemporary surveillance societies. For doing so, the following research questions are subject to this contribution: How is Internet surveillance defined in the existing literature? What are commonalities and differences of various notions of Internet surveillance? What are advantages and disadvantages of such definitions? Which theory provides a typology in order to systemize Internet surveillance in the modern economy? What are examples of Internet surveillance in the spheres of production, circulation, and consumption?

This contribution constructs theoretically founded typologies in order to systemize the existing literature of Internet surveillance studies and to analyse examples of surveillance. Therefore, it mainly is a theoretical approach combined with illustrative examples, advancing from the abstract to the concrete level. This work contains a systematic discussion of the state

of the art of Internet surveillance and clarifies how different notions treat economic aspects of surveillance. In this contribution it is argued that the existing literature is insufficient for studying economic surveillance on the Internet. In contrast, a typology of surveillance in the modern economy, which is based on foundations of a political economy approach, allows to systemize economic surveillance and to analyse surveillance in the spheres of production, circulation, and consumption. Constructing a theoretically founded typology of economic surveillance is important in order to undertake a systematic analysis of online surveillance in the modern economy.

Finally, some political recommendations are drawn in order to overcome economic online surveillance. The contribution can be fruitful for scholars who want to undertake a systematic analysis of Internet surveillance in the modern economy and who want to study the field of surveillance critically.

### **Svetlana Kulikova**

#### Political Economy of Internet in Central Asian Societies

This is research in progress, the main objective of which is to carry out a comparative study of the Internet's role in public life in the five former Soviet Central Asian republics, from the perspective of both the governments and the citizens. In general, the Central Asian states have been at the periphery of media political economists' vision because the Internet penetration rate in the region remains relatively low compared to other post-communist societies and therefore the significance of new media is underestimated. To this date, there has been no comprehensive study of Internet development in all five Central Asian states. The proposed project is designed to conduct such a study. The main research question for the project is, "What are the differences in Internet development in Central Asian countries in terms of: a) state policies and mechanisms/practices of control; b) infrastructure ownership and regional distribution of access; and c) accessibility and affordability of Internet for the users." While it is true that Central Asian countries have different Internet-related policies and practices, varying from total freedom from state control and free-market approach in Kyrgyzstan to absolute control in Uzbekistan and Turkmenistan, it is also true that the region is experiencing an unprecedented boom in cell-phone technology, which brings the Internet to citizens without computers on their Internet-connected phones, thus closing the knowledge gap from the other side. By the time of IAMCR conference, the data on at least two countries – Kazakhstan and Kyrgyzstan – will be collected and preliminary analysis results will be available to share with conference participants.

### **Peichi Chung**

#### Regional Complexity in the New Media Economy of Asia

This paper examines the industry linkage among the online gaming industries of South Korea, Singapore and China. The purpose is to construct the concept of regional complexity in the new media economy in Asia. The paper uses online gaming industry to represent the new media economy in Asia. It analyses the industry value chain and explains the interconnectedness of cross media exchanges in new media production cities such as Seoul, Shanghai, Beijing and Singapore. The paper is based upon a total of 140 in-depth interviews conducted in South Korea, Singapore and China from 2006 to 2010. This paper examines the regionalization process of the online gaming industries of the three countries. It also compares the different regionalization approach and effect that is achieved by game companies in the

three production locations.

The paper will first analyze the power relationship between state, local game companies and foreign game companies in the three countries. It then will conduct a cultural analysis of popular content that dominates the online game market in Asia. The paper extends John Urry's concept of "globally integrated network" to argue that the current industry and market structure of cross border cultural exchange is based upon a collective globalization trend and competitive firm activities in the South Korean online game industry.

The second section of the paper will reflect the industry value chain of online game industry in Singapore. This section emphasizes the influence of global factor in the development of online game industry in Singapore. This section argues that Singapore's industry structure is shaped by an inward looking globalization process that local state and multinational game companies collaborate in the developing and publishing sectors of online game. This section argues for hybridization effect when the Singaporean state works with transnational corporations to adopt their institutional practices to develop local game industry. The section looks into the synergy when local state and global corporation collaboration produces regional industry agglomeration at the level of capital aggregation and labor migration in Southeast Asia.

The third section shows the industry value chain of the online gaming industry in China. Due to rapidly changing broadband population in China, the online gaming industry has a volatile market structure in the Chinese game industry. The industry value chain that will be mapped with detailed industry network linkage in the final paper shows the process of industry development in China. This section addresses the market factor that China plays in the new media economy of Asia. The paper emphasizes the llobalization process, a term that is based upon an industry culture of imitation in the Chinese case and the effect that China's llobalization process achieves in the new media economy of Asia.

The paper concludes with the discussion of regionalization in the integration of the three online gaming industries. The conclusion shows a comparative account to the concept of "global complexity" that current top tier transnational media companies occupy with their political and economic power in the global media economy.

3A43 Gender and the Digital World (I): Expression, Activism, and Participation  
(Gender) Room: D.105

**Chair** Ana Y. Ramos-Zayas

Papers

Marisa Torres da Silva

Female Online Participation and Discussion: A Case Study

In modern societies, the Internet encloses unambiguous possibilities of public communication and debate, by creating new spaces for political expression and participation. Citizens can therefore be given the opportunity for a more active involvement in deliberation processes within a very different interaction framework from the one which is provided by conventional media (Schultz, 2000; Chadwick, 2006; Esteves, 2007). From a gender perspective, studying the women's participation in online debates becomes increasingly relevant to understanding the social aspects of Internet use.

This paper intends to take the debate around the Brazilian presidential campaign as a case study of the possibility of a "female" public sphere, attempting to analyse the way by which

women discuss political issues online, particularly the deliberative processes of web use by women. Some studies have demonstrated, however, that gender differences in online communication tend to disfavour women: women send fewer messages, receive fewer responses and often aren't able to control the topic of discussion (Herring, 2000).

Additionally, given the nature and characteristics of the main presidential candidates – two of them were women (Marina Silva and Dilma Rousseff), and eventually one became the first female president of Brazil – our aim is also to understand whether questions about gender were important to the discussion or if the dichotomy male/female was suppressed in the public debate surrounding the campaign.

In order to fulfil these purposes, our research focuses on readers' on the Brazilian presidential campaign (September-November 2010) in the online versions of two Portuguese newspapers, *Público* and *Expresso*. As a potential deliberative section, readers' comments in newspapers' websites constitute a domain enabling citizens to express their views on a particular issue, reacting specifically to a news piece and discussing it along with other readers as well.

Theoretical frameworks behind the concepts of public sphere and deliberative democracy are thus assumed as fundamental bases for a thorough reflection on the role played by readers' comments. This paper/case study integrates the project "Female Online Participation: redefining the public sphere", sponsored by the Science and Technology Foundation (Portugal).

**Claudia Alvares**

Negotiating Pregnancy Loss on Online Forums: A Feminist Counter-public Sphere?

The concept of public sphere is intimately linked to that of deliberative democracy, which emphasises that differences of opinion between participants should be expounded on through arguments ultimately leading to consensus (Habermas, 1989). Deliberativeness, to a great degree reflected in reasoned argumentation, is based on the recognition, assimilation and refutation of other's arguments as well as on the justification of one's own (Ferree et al., 2002). The deliberative model also claims that a process of argumentative rationality is needed to convert privately-oriented individuals into publicly-oriented citizens.

This paper aims to explore the extent to which online forum discussions held by women who have experienced pregnancy loss follow the processes of communicative rationality inherent in the deliberate model of the public sphere. Implicitly, the question posed concerns the status of the discussants as privately-oriented individuals, marginalised from the allegedly universal Habermasian public sphere due to inability to master the process of rational-critical discourse, or as publically-oriented citizens, fully conscious of the processes of argumentative rationality whereby they may obtain recognition in the public sphere. The possibility of these forums constituting a feminist counter-public sphere, founded on the presumption of the (privately-oriented) specificity of a female identity (Felski, 1989) as opposed to the (publicly-oriented) universality posited by the Habermasian conception of the public sphere, will therefore also be debated. This debate will entail analysis of the discussants' attempt to define their female identity on the basis of their biological capacity to become mothers.

Consisting in part of a larger research project centring on the possible redefinition of the Habermasian public sphere on the basis of women's online civic engagement in Portugal, this paper analyses the forums – Pinkblue, Projecto Artemis and Associação Portuguesa de Infertilidade – during the months of March, June and September 2010.

Nina Haferkamp

Anna-Magarita Papadakes

Jana Vanessa Kruck

Analyzing Gender Differences in Self-Presentation on Social Networking Sites

Research on gender differences in Internet communication has shown that women place a higher priority on interpersonal communication than men who are rather seeking information in the web and are task oriented. By means of a multitude of different features (e.g. photographs, wall postings), social networking sites (SNS) such as Facebook currently offer a new communication arena in which the interactive management of information plays an extraordinary role. Particularly, the creation of users' individual online profile is an interesting field for research as it inevitably refers to users' self-presentation via SNS. Based on what we know about gender-related self-presentation in everyday life, we follow the hypothesis that self-presentation on SNS might be also impacted by gender-related differences. A multi-methodological study combining results of an online survey and of a content analysis of users' profiles (n=106) was conducted assessing user's motivations to host profiles, their attitudes towards SNS usage as well as using certain profile elements. Results reveal that women are generally more concerned about online privacy. With regard to the self-presentation online, they place a higher priority on selecting specific groups for self-presentation, prefer adding portrait photos and are more likely to use SNS as a basis for comparing themselves with others. In line with this, women show a stronger need for information-seeking on SNS. On the contrary, men are less concerned about privacy and regard profiles as an effective tool to search for friends. With regard to self-presentation, they rather choose full body shots. Our findings give rise to the assumption that females use SNS more tightly focussed for identity management (e.g. by comparing themselves with others) while men rather regard SNS as an effective communication medium. Altogether, our study underlines that the participatory network structure of SNS demands a reconsideration of previous gender-related media usage patterns.

Carla Ganito

Gendering Digital Inclusion and Participation: The Case of the Mobile Phone

In the scope of the UT-Austin|Portugal project: "Digital Inclusion and Participation", aimed at comparing the trajectories of digital media use by majority and disadvantaged groups in Portugal and the US, the paper aims to understand how new personal digital technologies such as the mobile phone, are changing the relationship of women with technology.

Mobility has become the context of living and thus we also have to understand gender against that background, but what makes the mobile phone an interesting technology to study on the scope of gender is that contrary to other technologies, specially computers and the Internet, mobile phones have been adopted almost identically by men and women. Nevertheless equal access does not mean equal use, or an equal degree of inclusion. Figures between men and women are similar but differences come out in qualitative usage as well as in contexts. On the basis of family interviews, we want to pinpoint those differences and evaluate the potential of mobile phones as tools for the digital inclusion of women.

Adriana C. Causa

Nuevos Mitos en la Red: Experiencias del activismo feminista en la web en Argentina

3A44 Regulating Media to Foster Diversity and Participation (CPT) Room: D.106

Chair Hans Kleinsteuber

Discussant Karin Wahl-Jorgensen

Yachi Chen

Mind the Gap: An Examination into “One-step Legislation” in Transitional Taiwan

Legislation is an opportunity for regulators to set up new goals and the most effective tool for desirable industry development to be envisaged. As digital convergence has become the buzzword for the past decade, integrating various legal rules into single convergence legislation accordingly has been reasonably anticipated. This paper focuses on the draft Communications Management Act (CMA), a piece of comprehensive legislation in relation to media and communications, proposed by a newly established independent regulator in post-transition Taiwan where the communications environment has rarely been fully developed without heavy-headed intervention. This paper examines the way in which the draft bill was introduced, resisted at different levels, and, rather unexpectedly, tabled by the Cabinet. The analysis suggests that the failure resulted from three main aspects, namely bureaucratic delay, corporate opposition, and political tension. It considers the shift from ‘one-step-for-all’ to ‘step-by-step’ legislation not a deliberate result of policy change but a politicised strategy in response to intense political pressure by closely examining opinions presented in public hearings and subsequent responses they entailed. It argues that although the draft bill failed to be enacted and implemented, it should not be considered as an invalid attempt and be ignored. Instead, it has already made present the deregulatory tendency and possible consequences, it also points out that the draft bill demonstrated a clear tendency to favour the industry than the public, and to emphasise consumers while marginalising the citizens.

This paper argues that, instead of handing the communications industry to an unfettered market, a responsible regulator should take legislation as a strategic tool to rectify systemic biases or injustices. In addition, legislation should be utilised to promote public interest, diversity and strong citizenship if it intends to be beneficial to the sound regulatory framework and the consolidation of democracy in the long run.

Azmat Rasul

Jennifer Proffitt

Diversity or Homogeny: Concentration of Ownership and Media Diversity in Pakistan

Khawaja Zain-ul-abdin

Mariliis Vahe

Misuse of Media Regulation: The Case of the PEMRA Ordinance in Pakistan

Gerardo Dorantes

**Eduardo Álvarez**

Description, Analysis, and Evaluation of Digital Government in Mexico: 2011

Jia Lu

Gender and New ICTs: A Content Analysis of Television Commercials

3A45 Cinema and Visual Culture (VisualC) Room: D.107

Chair Deborah Tudor, Southern Illinois University, US

Papers

**Icial Alev Degim**

A Film without Time or Space: Ulak

Rahoul Masrani

Cinema and the Global City: Moving Images and Symbolic Identities

In the current visual, cultural and market landscape, there is a strong link between the mediation of the global cities' (see Sassen, 1991) image through the media and their 'top tier' status in global hierarchies (see Beaverstock, et al., 1999). In particular Hollywood Cinema is central in the construction of the global city, whereby the medium's key attribute of visual representation, coupled with global distribution, are mechanisms by which to cultivate, communicate and maintain the global cities' iconicity. This is particularly relevant in the current global economic situation, in which the global cities of the west have relinquished at least some of their economic power to emerging centres in Asia, such as Beijing and Mumbai. In spite of this, many city benchmarking indices continue to rank in particular New York, London and Paris in their top three, usually in that order. Following Langford's (2010) periodisation of Post-Classical Hollywood and using London as a case study, I show how the aesthetic traditions and evolving industry mechanisms (particularly distribution and marketing techniques) of Hollywood Cinema, symbiotically through changes in city governance models, have over time gained a central role in the (re-) construction, communication and sustaining of the global cities' symbolic power.

Alper Kirklar

Istanbul Social Change and Turkish Cinema

An environment build and created by human beings also designates the relationships and the limits of interaction between people who share the very environment. The relation between space and men also indicates the social, economic and political climate of a particular society. In my paper I would like to undertake the representations of social change and social use of space (in particular istanbul) in Turkish cinema. In this paper the dynamics of social change and space will be evaluated in the context of Şerif Mardin's center and periphery approach. In this sense this paper intends to mediate on modernization and politics of space .

Cesar Baio

Walmeri Ribeiro

The Condition of the Image in between the Film, Media Art, and Performance

This paper presents the project of the interactive installation Sophie, produced by Cesar Baio and Walmeri Ribeiro and in 2010, from a critical and theoretical approach from the artists themselves about their work.

Sophie was conceived how a “performance-based Installation” that mixes interactive interfaces, video installation and performance. The piece consists of a character that is capable of interacting with each visitor in a different manner, according to an algorithm of a mood state simulation. The character's mood is defined by an identification level– that is different for each of the visitors who walk through the installation – by the memory of past experiences, and, specially, by each visitor's performance towards the piece. Using the recorded performance of an actress, made with techniques based on action generating stimuli, many short video sequences are created, and they are edited in real time by an algorithm that has been specially designed for the piece.

The analysis focuses on some tensions established between technology, body and image. The multidisciplinary approach from the theories of the image (Vilém Flusser) Performance Art (Renato Cohen, Erika Fischer-Lichte) and actor (Antonin Artaud), will discuss topics such as relationships established between the subject and the technical device, co-creation, presence and affect, so discussing the system of meaning involved in the work.

3A46 Conceptualizing the "Second Digital Divide" (DD) Room: D.113

Chair Payal Arora

Papers

Fan Bin Zeng

The Measurement and Effect Factors of the Second Digital Divide among the College Students

Based on a survey on students of Jinan University (N=302), this study measures and finds out the effect factors of Internet usage---the second digital divide among college students. The survey shows that birth place has great positive effects on the time of Internet usage among students. The students bored in city have much longer time of Internet usage than those are not in city. Though education has great effects on the level of Internet usage, the direction is negative, which means that the students with less education use more time on Internet. And the motivation of Internet based on uses and gratification theory has great positive effects on the index of Internet usage about studying and working. Especially, the sensibility factors of Internet using, including the attitude toward the Internet and the Internet self-efficacy, have great positive effects on the level of Internet usage, including the time of Internet usage and the index of Internet usage about studying and working. And the education of college parents, the level of Internet knowledge, and the motivation of traditional media based on uses and gratification has no effects on the level of Internet usage.

Yusi Liu

Wang Liao

From Internet Use Preference to Stratum Identification Deviation: Rethinking the "Second Digital Divide"

Beyond the accessing gap – "the first digital divide", recent diffusion of Internet makes it more important to explore different use of Internet and its social consequence. Using Internet as one of media to cognize the world, can affect the construction of people's subjective stratum identity, and deviate their stratum identification from the real strata. Based on China

General Social Survey 2006(CGSS2006, N=10151), this paper examined the existence of an usage gap of Internet – the use preference gap, and the effect that use preferences of Internet (informational preference, recreational preference and balanced use) exerted on stratum identification deviation. Findings showed that, those preferences were significantly different across certain of demographic, socio-economical status, adoption of communication technologies and use of tradition media. Moreover, relations between Internet use preferences and stratum identification deviation were found that: Comparing to non-users, Internet users have greater odds of overestimating against underestimating their stratum. Users preferring recreational use tended to overestimation, but users preferring information usage tended to not underestimate their stratum. The reduction of relative deprivation by using Internet has also been examined as one mediator to this phenomenon, and partial mediating effect was found, which calls for further examinations of the mechanism between Internet use and stratum identification deviation.

Payal Arora

The Leisure Divide: Can the Third World Come out to Play?

Veronika Kalmus

Andra Siibak

Anu Realo

Creativity for Fun or Work? Main Motives for Internet Use as Predicted by Personality Traits and Socio-demographics

Jaemin Jung

Eun Ju Lee

Young Ju Kim

Is There a Mobile Divide? Impacts of Smart Phone Application Usage

This study challenges the issue of digital divide caused from the advanced mobile technology. Digital divide refers to the gap between people with effective access to computers and the Internet and those with limited or no access at all. The term means not only unequal access to hardware, but also inequalities between groups of people in the ability to use information technology fully. Thus, there might be information and knowledge gap due to the access and capability in using digital media. Just as there is a digital divide, there may also be a mobile divide based on the types of phones people have access to. Mobile divide can be caused from the gap between who have a smart phone enabling access to information anytime and anyplace and who have-not. Therefore, ownership or access to smart phone is the first step of mobile divide. Although there is a much larger portion of individuals still have phones that they don't access Internet on, the smart phone adoption is growing and will surely grow dramatically over the coming years. Beyond the ownership of smart phone, the skills and confidence in using applications would be more critical issue creating mobile divide. Thus, a special attention is paid to the ability in utilizing the function of applications in smart phone in this study. With a survey of smart phone users in diverse age groups, this study investigates the degree of gap in social and human capital resulted from the difference in the amount of time, type and diversity of application usage. Bridging the mobile divide will be the central issue in near future, because not only smart phone but also other mobile devices such as tablet PC or e-reader spreads out rapidly in the society. Particularly, increasing the ability in utilizing the functions of the mobile devices beyond the simple ownership or access will be a key approach in bridging the mobile divide.

Panayiota Tsatsou

Social Culture behind Internet Adoption: The “I Don’t Want to Use the Internet” and Frequency of Internet Use Examples

This paper examines the role of social culture in Internet adoption in Greece. Greece is a distinctive and interesting case for study from both Internet adoption and social culture perspectives, and this article specifically aims to explore the role of social culture in relation to Internet non-use and non-users’ statement ‘I don’t want to use the Internet’ as well as with regard to patterns of Internet use such as frequency of use. The questions this paper explores can be summarised as follows: Does social culture influence Internet adoption in Greece? If so, in which ways does it do so in relation to the ‘I don’t want to use the Internet’ and frequency of Internet use examples?

The paper employs Hofstede’s five-dimensional framework of national culture and analyses the European Social Survey 2008 by employing both descriptive and inferential statistical techniques. It finds that social culture in general and particularly people’s past or future orientation in life and less so their degree of openness to difference and novelty in life are significant drivers of Internet adoption in Greece. It concludes that can explain the persistently low level of Internet adoption seen in Greece by pointing to the traditional, uncertainty avoiding and novelty resistant culture of Greece; a culture that discourages technological development and innovation and particularly Internet adoption. This conclusion has broader implications for research, as behind the regular statement ‘I don’t want to use the Internet’ and aspects of Internet use such as frequency of use one should look beyond demographics, practical or real-life factors and examine, probably parallel to those factors, broader and socio-culturally embedded drivers of Internet adoption.

Natalie Sara Pitimson

Neil Curry

The Development of “the Passive Node”: Towards a Critical Understanding of the Relationship between Technology and Society

3A47 The Profession of Journalism: Expanding Peace Journalism (JRE) Room: D.114

Chair Bob Hacket

Papers

Bob Hackett, Simon Fraser University, CA

Peace Journalism and Media Democratization: Conceptual and Strategic Alignments

**Michael Daxner**, Free University of Berlin, DE

Homeland Discourse: Who Decides whether We are at War? Influence of Public Discourse on Political Decision-making

**Sevda Alankus**, Izmir University of Economics, TR

**Incilay Cangoz**, Anadolu University, TR

Trafficking (Other) Women’s Body in the Turkish Media Case

**Rune Ottosen**, Oslo University College, NO

From Psyops to Miso? “Newspeak” in the Information Warfare in Afghanistan

Marion Rahnke, DE

Karin Stengel, DE

Ines Vogel, DE

Michaela Maier, DE

Peace Journalism in News Coverage on International Conflicts: A Comparison of Journalistic Depiction and Recipients’ Perceptions Using the Example of the Congo Crisis

**Martin Eide**, University of Bergen, NO

The Structuring of Accountability Journalism

An essential challenge for journalism studies, in a time when the phenomenon and concept of journalism is more contested than ever before, is the understanding of journalistic agency. In order to understand the making and maintenance of accountability journalism we can find inspiration in scholarly work on ‘the problematic of structuring’ (Philip Abrams 1982), and thus overcome the contra-diction between people making history and history making people (Zygmunt Bauman 1989). There is also something to be learned from Anthony Giddens and his persistent work to formulate a structuration theory (1979). Furthermore, we can draw upon some important works by the economic historian Christopher Lloyd and his formulation of ‘methodological structurism’ (1986, 1993). In structuration theory ‘structure’ is conceived of as rules and resources, recursively implicated in the reproduction of social systems (incl. institutions). What rules and resources can journalists nowadays draw upon to structure viable versions of accountability journalism? This paper demonstrates the relevance of the above mentioned theoretical contributions in the understanding of journalistic efforts to conduct and maintain accountability. It has been argued that journalism, in a time when ‘we’re all journalists’, should simply be regarded as an activity, rather as an institution (Scott Gant 2007). The present paper, however, defends an institutional perspective and stress the need to conceive journalism as an institution with a history, and a possible future ...

3A48 International Collaborative Research in Journalism Research: New Challenges and

Emergent Perspectives: Global Projects in Social Media and Journalism Education (JRE) Room: D.115

Chair Susan Jacobson, Temple University, US

Papers

Moustafa Ayad, UNDP Iraq and Jacky Sutton, IREX, IQ

Bridging Divides and Promoting Innovation through the Iraqi e-Media Ecosystem

Ahmud Dler, IQ

Social Media as News Systems in Kurdistan: The Case for Training Students, Instructors, and the Public

Susan Jacobson, Temple University, US

Karen M. Turner, Temple University, US

Crowd Sourcing U.S. Election Day 2010: An Experiment in Collaborative Reporting

Stephen Quinn, University of Nottingham at Ningbo, CN  
How I Found My MoJo: Using the Mobile Phone as a Reporting Tool

Leon Morse, IREX  
Missed Connections: Why Is There No News about Your Neighbour?

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**SOCIAL EVENT**  
**DAY 3 15.07.2011 FRIDAY**

Sessions B 11:00 – 12:30  
**PLENARY SESSION II: ISTANBULSCAPES** Conference Hall (Overflow Rooms  
Cinema A and B)  
Chair Deniz Bayraktar

**Presenters**

**Çağlar Keyder**  
Making Istanbul Global

**Ayşe Öncü**  
Tensions between the Transnational and the National in the Cultural Landscape of  
Contemporary Istanbul

Levent Soysal  
The New Istanbul: Urban Transformation and Civilizing Process

Asu Aksoy  
Politics of Renewal and Creativity in Istanbul

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Sessions C 14:30 – 16:00  
**SPECIAL SESSION: WIKILEAKS I**  
**LESSONS FROM/FOR WIKILEAKS: PERSPECTIVES FROM MEDIA AND**  
**COMMUNICATIONS**  
Cibali Hall

Chair Patrick McCurdy

The release of U.S. embassy diplomatic cables in what has become referred to as ‘Cablegate’, and of detailed reports and footage from the Afghanistan and Iraq wars, by WikiLeaks has been a major and ongoing development, with unforeseen consequences for the media realm as well as for international politics. The WikiLeaks case illustrates the extent to which nation states are prepared to apply a repertoire of both formal and informal pressure and mechanisms in an attempt to control information. It also opens a new and challenging space to reflect on transformations that involve political communication and policy making, mobilization repertoires and mediating roles between power and citizens. The IAMCR 2011 conference presents a timely platform to consider the broader implications of WikiLeaks across areas of

media research and to identify and initiate pathways for future investigation. This Special Session endeavors to both contextualize the current situation of WikiLeaks, and understand its implications across the broad themes of *politics & policy*, *activism* and *journalism*.

## Presenters

**Bart Cammaerts**, LSE  
WikiLeaks as Information and Communication Resistance

**Hopeton Dunn**, University of the West Indies  
“Something Old, Something New...”: WikiLeaks and Conjoint Approaches to Political Exposure

**Lisa Lynch**, Concordia University  
The Never-ending Story: WikiLeaks and Media Futures

**Ibrahim Saleh**, University of Cape Town  
Weak Ties: Big Changes: WikiLeaks in North Africa and the Middle East

With remote/skype Interventions from:

**Greg Mitchell**, The Nation Magazine and Online  
Enemy at the Gates? The Major Media and WikiLeaks  
**Gabriella Coleman**, New York University  
The Politics of Hacking in the Age of Information

**Ahmed Shihab-Eldin**, Producer/Host “The Stream”, Al Jazeera  
WikiLeaks, Journalism, and the Arab Spring

WJEC SESSION II Fener Hall  
3C11 Diaspora and Cosmopolitanism (Aud) Room: B.101  
Chair Sara Pereira

## Papers

**Johan Eric Lindell**  
The Cosmopolitan Ethos: An Empirical Investigation into the Question of a “Mediated Cosmopolitanism”

Over the last few years the question of a ‘mediated cosmopolitanism’ has been a buzzword on the academic agenda (see e.g. Rantanen, 2005; Robertson, 2010). While welcoming the fact that media scholars are now paying increasing attention to ‘the morality’ of the media, Ong (2009) among others, holds that there is still much empirical work to be done. In understanding ‘mediated cosmopolitanism’, this paper emphasizes the juxtaposition of the effects of news media consumption with the overarching and stratified social context within which the audience is inevitably embedded. More specifically, this paper locates ‘mediated cosmopolitanism’ within a tension field between on the one hand ‘the media’ which today seem to include ‘the Other’ in our subjective life worlds and thus operating in tandem with what Beck calls ‘cosmopolitanization’ (2006), and on the other ‘social reality’ which suggests that certain agents in stratified social reality are more likely to be able to nurture- and to accumulate a set of cosmopolitan dispositions (Skrbis et al, 2004; Weenink, 2009; Jansson,

forthcoming). The study uses the ESS (European Social Survey) Round 4 2008/9 and focuses on a Swedish population (n = 1 212). Results from regression analyses (OLS) indicate two main findings. First, the effect of consuming news content through three different technological media on 'cosmopolitan ethos' (newspaper, radio, TV) is ambivalent. Second, there seems to exist a homology between the space of social positions and cosmopolitanism: agents high on capital, especially cultural capital, are more likely to display a cosmopolitan ethos. The results seem to verify the epistemological positioning of cosmopolitanism in symbiosis with other forms of capital and to problematize the notion of a 'mediated cosmopolitanism'.

Ingrid Volkmer

Christina Slade, UK

Arabic Speakers Viewing Television in the EU: Prisoners behind Netting, Cut off from All Social Life, Deprived of Identity?

Migration issues came to the fore in Europe over the summer months of 2010 (Barber 2010) and played out in elections in Netherlands, Sweden and the UK. In June, the French president Nicolas Sarkozy remarked about the burka "We cannot accept to have in our country women who are prisoners behind netting, cut off from all social life, deprived of identity," Mr Sarkozy told a special session of parliament in Versailles. (BBC, 22 June 2010) Sarkozy's fear of 'prisoners behind netting, cut off from all social life, deprived of identity' is symptomatic of the concerns about particularly Muslim migrants across Europe: that they retreat into ethnic media worlds, watching satellite television in their own tongues and not engaging in the social life of the host country. This paper deals with the first large scale quantitative and qualitative study of what Arabic speakers in the EU are watching. There are hundreds of Arabic language channels available freely in cafes and cultural centres and at minimal cost through satellite or cable delivery to Arabic speakers in Europe. There are tens of satellites the footprints of which make their content available in Europe, from those such as EUTELSAT which are uploaded in Luxembourg, to Nilesat, uploaded from Cairo. Channels include rebroadcast national channels from Morocco, Algeria, Tunisia, Libya, Egypt, the Lebanon, the Gulf, Syria, Saudi and Iraq, and the Yemen. They include channels which are in one sense or another 'transnational' such as Al Jazeera (owned by Qataris but created originally from those trained in the BBC World Service as a BBC like Arabic product), Al Arabiyya, Al Manar (owned by Hizbollah), Iqraa a religious broadcaster and Arabic language broadcasters originating as BBC Arabic does, outside the Arabic speaking world. The new media landscape is no longer under national or even EU regulatory control, and would in theory offer the possibility for Arabic speakers to disengage from the host country. Our results of a survey of over 2000 informants, media diaries of over 600 informants and focus groups with over 250 informants across seven EU countries indicate that in fact most Arabic speakers watch both national EU and Arabic language television. More than 90% watch Arabic and local EU TV channel. Only 52 (7,3%) respondents watch only Arabic channels, and only 9 (1,3%) respondents watch only local EU-channels. Indeed there is evidence that the media users consciously moved between channels with a sharp awareness of the varying ideological perspectives of the Arabic language channels and of the domestic EU channels.

Vildan Mahmutoğlu, University of Galatasaray, TR  
Diasporic Audiencehood: Watching Home From Distance

In 2008 nearly 10% of the Belgian population had a foreign nationality, with figures rising to 14.6% in the city of Antwerp, and 29.6% in the Brussels Capital region. This increasing ethnic diversity, particularly among urban youth, feeds the need for a deeper knowledge of ethnically diverse markets. Advertisers, for instance, search for ways to cater to the needs of ethnic minorities without losing the interest of mainstream consumers. The concept of intercultural accommodation (Holland & Gentry, 1997) poses that targeted groups will react most favourably to advertisements that are culturally accommodating (e.g., featuring language, values, spokespersons of a similar ethnic background). Cross-national advertising studies have studied cultural differences in the use of cultural values as well as evaluations of cultural value appeals in an international context (see Okazaki & Mueller, 2007). However, few European studies have assessed to what extent cultural values in advertising match with those of multi-ethnic target markets. Therefore, this contribution describes to what extent the cultural values in Flemish television commercials reflect the existing cultural values among urban majority and minority youth in Flanders. In order to do so, the results of two studies are compared: 1) A content analysis of 200 television commercials with a high reach among young consumers; and 2) a quantitative school survey among 1,140 youngsters, i.e. 12 to 19-year-olds from various ethnic backgrounds. Both studies depart from the Portrait Values Questionnaire (PVQ; Schwartz et al., 2001) to measure ten cultural values: hedonism, self-direction, achievement, power, security, tradition, conformity, benevolence and universalism. For the content analysis a coding scheme has been developed in which each of these values has been translated to an advertising context (cfr. Hetsroni & Asya, 2002: p.38). The results show that Flemish television commercials mainly reflect the importance of values such as hedonism, safety and benevolence valued by all youth. However, commercials do not emphasize universalism as much as most youngsters do and certainly refer less to tradition and conformism than youngsters with non-western backgrounds. This means that advertisers might be missing out on opportunities to reach a culturally diverse youth market. Following the intercultural accommodation concept, further advertising adaptation to enhance advertising effectiveness is suggested. The limitations of this contribution are discussed and suggestions for future experimental research, focusing on the actual effectiveness of cultural appeals in a multi-ethnic context, are proposed.

Hatim El Sghiar

Critical Diasporic Audiences: Identification and News Consumption among Flemish Families of Moroccan and Turkish Descent

The popularisation of communication technologies (internet, satellite television...) from the '90's onward, created a significant multifaceted role for media to play in the current complex and diversified societies, especially in the case of minorities – given among other things their potentially broader media menu – and in the case of news – considering its informative and social function, and its role in socializing and identification processes. However, dealing with news does not take place uncontextualized, but is embedded in daily life and departs also from personal experiences and views. Nevertheless, research on the ways in which minorities go about with news in Flanders – especially family research in the own social context (Morley) – is quite rare. Additionally, dealing with minorities often entails several questionable presumptions, which can be summarized as the decontextualized and agency-stripped chain of equivalence (Laclau & Mouffe) with a strong focus on dominant discourses

(‘at both sides’) and homogeneity in different researched contexts. On the other hand, factors such as ‘internal diversity’, reification (Bourdieu), agency, structure, dynamics, lack attention. Considering the fore-mentioned remarks, the concept of “identification” – “making, maintaining and severing of connections” – is preferred in this research consisting of a family ethnography. The research data consist of in-depth (six hour) interviews with 12 families of Moroccan and 13 of Turkish descent (N=102) and the observation notes made during these interviews which took place in their homes in Flanders. Grounded Theory, the ethnographic method, participant observation and ‘linguistic pragmatics’ formed the theoretical basis for the interviews and the analyses. Preferences, motivations, functions and assessments of news and news items by the families and family members will be discussed in relation to their identifications and human capital, the social and viewing context and the basic human processes (age-related, psychological,...). The main focus will be on the – still dominant – television news (newscasts and current affairs programmes). However, depending on the relevance there will be attention for other media types. In dealing with the perceptions, we will pay attention to form, source, content and the individual’s characteristics, such as critical attitudes. Prefabricated traditional classifications (ethnicity, transnationalism ...) are questioned and are placed against functional, emotional and normative identifications (WRR) in daily life.

Heba Elsayed  
Esther Chin

Home Is Where Our God Is? Comparing Everyday Religious and Mediated  
Cosmopolitanisms among Diasporic and Non-Diasporic Youth in Two Cities

Through a cross-urban comparison, this paper argues that religion –particularly Christianity and Islam– is a defining factor in the everyday cosmopolitanisms of young media users. Focusing on the experiences of diasporic and non-diasporic youth in Melbourne and Cairo respectively, we aim to further the understanding of mediated cosmopolitanism as an everyday reality in an urban centre of the west, but also a megapolis of the global south. Indeed, the city has become the primary context of citizenship negotiations in contemporary globalization. As a space where flows of capital, media and migration intersect, the city has been rich in cosmopolitan potential since historical periods of globalization. Nevertheless, the relationship between religion and mediated cosmopolitanism among urban youth has scarcely been researched, although Noor does provide some insight. Moreover, research points to the existence of distinct ‘cosmopolitan modernities’ (Beck and Grande) resulting from the unequal repositioning of cities and urban subjects (both migrants and settlers) in the new subnational cultural political geographies (Glick Schiller & Caglar; Aihwa Ong). This suggests that empirical research is worthwhile to explore the specific variants of everyday religion-related cosmopolitanism amongst different types of youth in different urban contexts. Drawing from nine months of ethnographic research, focus groups and interviews, our results point to how everyday media practices, a frame through which the construction of cosmopolitan imaginings takes place, are allowing young people to make sense of the world close by, but also a less tangible world beyond their reach. Although occupying different social and geographical statuses either as citizens in their homeland (Cairo) or diasporic populations outside their country of origin (Melbourne), the diverse socio-economic, political and religious experiences that divide these two young groups are often brought together in creative ways. The media provide a joint platform for the reconstitution and redefinition of social space where geographical/mediated ‘distance’ and ‘proximity’ acquire new meanings. In the case of Cairo, through an intricate integration of Islamic discourse and Islamic media into

their daily cultural rituals, young Egyptians have become engaged in the production of very dynamic and unpredictable cosmopolitanisms. These involve young Egyptians often choosing to disengage from the local which comes to be perceived as a site of immorality and religious laxness, while new relations of (mediated) proximity are formed with transnational Islamic youth cultures across the globe. For young Singaporeans in Melbourne, mediated communication within social networks has significantly influenced the interpretation of public issues and events related to the homeland (Singapore) and the host society (Melbourne). Mainstream mediated issues in Singapore and Melbourne are critically interpreted through religious worldviews which are articulated through the use of religious and social media such as Facebook for religious discourse. Through media, diasporic proximity is constructed between co-religious co-nationals in Singapore and in the diaspora. In addition, national and subnational proximity are constructed between co-religious non-co-nationals residing in Australia.

Myria Georgiou

Between Strategic Nostalgia and Banal Nomadism: Strategies of Presence among Arab Audiences in Europe

This paper discusses a bipolar and highly politicised set of positions adopted by Arab speakers in Europe, as they attempt to articulate their sense of belonging, especially through their choices of media. The paper draws from focus group research that studied Arab-speakers' media consumption – especially transnational television available in digital and satellite formats – and their sense of (cultural and political) belonging. The study took place in three European capitals (London, Madrid, Nicosia) and revealed the complex and highly political choices Arab audiences make in constructing their media and cultural worlds. The paper discusses two of the most often reoccurring positions recorded among participants as they attempt to manage their transnational subjectivity. I refer to those positions as 'strategic nostalgia' and 'banal nomadism' respectively. I draw from Spivak and Naficy in defining 'strategic nostalgia' and from Deleuze and Durham Peters in discussing 'banal nomadism'. I argue that these two positions that initially appear as opposite poles are actually interlinked and represent similar strategies in trying to manage transnational subjectivity outside exclusionary national systems of media and citizenship.

3C12 History of Research on Journalism and Communication (Hist) Room: B.102

Chair Peter Putnis

Papers

Carlos Barrera

Journalism Education and Research on Communication in United States and Germany Before World War II: Two Separate Worlds?

Journalism education at university level began with the first schools created in the United States at the beginning of the twentieth century, Primarily focused on the technical skills of the new profession, they were vocational in nature for some years. Since the 1920s two factors helped them to move forward new orientations: the increasing awareness of the importance of liberal arts background for the instruction of aspiring journalists and the

pressure that universities' administrators exerted over the faculty to do research as the rest of colleagues in other fields. Meanwhile, since 1916, institutes of journalism were founded in Germany devoted to research the press as a social phenomenon. Differently from the American model, their main purpose was not offering practical instruction for journalism. At a first glance, and also according to some views from educators of other countries, Americans emphasized practical education while Germans maintained a more theoretical approach. Both became reference points for other countries. Did they know each other sufficiently? Did they have academic or professional contacts in order to improve their mutual knowledge? Was the perception that each one had of the other really accurate or rather distorted? Through this paper we will try to answer these questions, essential to understand the first steps of journalism schools and also the different models of teaching journalism after World War II.

Thomas Wiedemann

Michael Meyen

**Maria Löblich**

German Communication Science in the Epicenter of the Cold War: The Case of Walter Hagemann

This abstract focuses on Walter Hagemann (1900 to 1964), the leading representative of West German communication science in the 1950s. His activity in the ideological conflict between the Federal Republic of Germany and the German Democratic Republic (GDR) largely affected the discipline's development. The small Publizistikwissenschaft was nearly destroyed in the epicenter of the Cold War. Since 1946, Walter Hagemann held a professorship of Publizistik at the University of Münster. His success as a scholar was favored by his prestige and connections dating from the Weimar Republic and the first years of the Third Reich (especially as former chief editor of the Germania, the leading catholic newspaper), but also by the postwar scientific field structures: After its ideological abuse in the Nazi Germany, the Publizistikwissenschaft struggled with widespread distrust. But under the influence of Walter Hagemann, it began to benefit from its practical relevance. This rise ended in 1957, when the renowned professor of Publizistik entered the political field. He rebelled against Chancellor Konrad Adenauer's orientation to the west and argued for an approach to East Germany. To diffuse his national convictions, the academic even cooperated with GDR's communist regime – with broad negative consequences: He became a persona non grata and the Publizistikwissenschaft suffered an existential crisis. The case study provides an insight into Germany's communication structures and illustrates the discipline's strong link to the political field (cf. Simpson, 1994). Furthermore, it underlines that discipline's evolution depends on cognitive and social parameters (cf. Wendelin & Meyen, 2009). Based on Pierre Bourdieu's sociology, Hagemann's position in the social sphere is considered as an interaction of his personal history and the surrounding structures. Bourdieu describes life as a sequence of standings in social fields. Acting is the result of habitus and (economic, cultural, social and symbolic) capital (Bourdieu, 1998). To investigate Hagemann's positioning, we employed a category system and analyzed extensive archive material. Our findings show how Walter Hagemann's ambitions failed. Instead of opening an all-German dialog, his commitment caused an overwhelming capital loss. Considered as a Trojan horse of the Soviet terror system, the academic was totally discredited in the journalistic, political und scientific fields. The further existence of the barely autonomous Publizistikwissenschaft could only be guaranteed by excluding its leading figure having become part of the Eastern propaganda battle.

Lihyun Lihyun, University of Taiwan, TW

### The Paradigm Shift in Taiwan's Media Research: A Historical Analysis

Media studies in Taiwan have undergone a “paradigm shift.” Before 1990, in Taiwan's media research, media were constructed as tools for the national projects; media researchers, followed the mainstream US research paradigm, with the purpose to enhance the effects of the media on the audience. However, in the 1990s, a group of media academics began to construct the media as institutions in the public spheres, arguing that the media should be independent from the state and private interests, and even launched media reform movements. This paper asked: under what historical conditions did the media research underwent such a paradigm shift? This paper argued that, influenced by the US, the media paradigms have been related to the social transition of the local society. In cold war period, Taiwan's media research was established to assist the propaganda tasks in the anti-communism war; the early generalization of media researchers had been the heads of the propaganda departments. Under the later developmental authoritarian rule, throughout 1960s and 1970s, the media researchers were trained in the US and devoted to the national development projects. The social upheavals in the 1980s contributed to the shift of the paradigm. At that time, the social movements were launched against the authoritarian rule; the wider intellectual communities began to search for alternative knowledge to analyze the society that had experienced authoritarian rule. Among them, the new generation of media scholars began to employ critical theories to analyze the media problems. In the political liberation, while the ruling groups did not reform the media system and only opened up to private conglomerates, the media scholars argued that the media should serve the public. They argued for building a strong public television system and mandating private interests to fulfill public responsibilities. To rectify the media system, they launched media reform movements and dialogues with the society.

**Giovanna Dell'Orto**, University of Minnesota, US

### Teaching Ethnic Media History: A Pedagogical Challenge for Journalism Schools

At a time when attention is rightly focused on journalism's constantly evolving future, a primary pedagogical responsibility in devising history curriculum for journalism departments lies in ensuring that students see that history as indispensable to the study of change—that they see history as a crucial laboratory, “the only extensive evidential base for the contemplation and analysis of how societies function,” to quote the American Historical Association. Not least because it unearths the roots of contemporary media issues, the history of mass communication needs to be taught at the core of a body of journalistic knowledge that contributes to both scholarly inquiry and professional practice. The vast majority of history courses taught in journalism schools and departments in the United States, though, frame their surveys either around professional practices (such as the development of objectivity or infotainment) or around technological innovations (such as the advent of broadcasting or new media). Only rarely do courses revolve around the interplay between multiculturalism and the history of mass communication in ways that go beyond the traditional approach represented by most communication history texts. This paper details the creation of a course that makes central to the instruction an investigation in the role that diverse identities play in power relations negotiated through the media. The proposed course focuses on one particularly essential form of journalism in modern societies: The immigrant media, particularly Latino media in the United States. As expounded by Felix Gutierrez, Latino media have played a

pivotal role in the history of mass communications in the United States, from the 1808 founding of the first Spanish-language newspaper there, *El Misisipí*, to today's radio DJs leading immigration-reform marches. Throughout history, these media have fulfilled critical, if often contrasting functions that mainstream media have not. They provided a voice for the voiceless as well as tools of political mobilization; they gave the Latino community a sense of cultural identity and pride even as they served as a bridge to mainstream American culture; they told the stories of their communities in terms that countered the misrepresentations and outright silences of the mass media. Perhaps most significantly for professional journalism research, they also embodied a way of doing journalism—advocacy journalism—that differed resolutely from both the commercial and nonpartisan imperatives of the U.S. press. The ethnic media's approach to journalism—"with malice toward none, but without compromise"—is an essential component of journalism history that most history courses obfuscate. This paper seeks to bring it to light as an essential component also of the pedagogy of journalism history.

3C13 Health and the Environment (ESN) Room: B.103  
Chair Anne Kaun

Discussants Marjan de Bruin-Maxwell, Kate Holland

#### Papers

Anna Glasser, University of Roskilde, DK  
Communicating the Food Justice Movement: Urban Gardening in New York City

The food system in the United States is broken: industrial agriculture has caused polluted runoff to seep into essential waterways, meat-packing and crop harvesting rank among some of the most dangerous jobs in the country, and soil quality in many parts of the country is so bad that it cannot be used. In light of these problems, long held beliefs and discourses of industrial agriculture as the dominant solution to ending hunger still prevail, both within the U.S. and globally. The following research argues that as ongoing environmental and health problems continue, this popular discourse is not the only answer and communication will and already does play a key role in aiding the implementation of new alternatives. In order to address growing concerns over global hunger, food security, and human and environmental health, the Worldwatch Institute's 2011 State of the World report focused on hunger and agriculture, calling for more fresh and innovative, small-scale approaches to farming, exemplified through community based projects such as urban farming and school gardening. The following research will thus explore the implementation of small-scale agricultural programs in New York City, which as a global city represents a rich point of entry from a communicative perspective, exploring the role of communication in both the establishment as well as long term sustainability of urban gardening as an alternative food system. The broader context of this project examines urban gardening as both a contributor to and shaper of the burgeoning food justice movement which stands to challenge the dominant U.S. food system. The crux of this work is based on a combination of fieldwork interviews conducted with three gardening projects in the New York metropolitan area, as well as a media analysis. In combining these two methods of analysis, the project hopes to illuminate the multidimensional paths of social movements, which depend on both the internal communicative dynamics of a group, as well as the communicative/societal context in which it exists. The project is concerned with the communication flow embodied within the food justice movement, arguing that communication has played a key role in both the growth of urban gardening projects, as well

as the visibility of the food justice movement, which has ultimately begun to contribute to sustainable political change on the local and national level. I surmise (as this is still a work in progress) that communicative action, both between horizontal networks of action and within the media, have a small bearing on the immediate success -as defined by the projects themselves- of urban gardening, but that it plays a key role in ensuring the long-term sustainability of urban gardening and the food justice movement at large.

Qinfeng Zhu

### Self-disclosure in Online Support Groups for People Living with Depression

This research examines self-disclosure in text-based online support groups for people living with depression. By setting symbolic interactionism as the theoretical framework, this research develops an interactive approach to self-disclosure. This approach emphasizes an ongoing process of self-disclosure and meanings of self-disclosure that are generated and interpreted in this process. With the guidance of the interactive approach to self-disclosure, this research examines the prevalence, conversational characteristics, and meanings of self-disclosure in online support groups for people living with depression. This research comprises two studies: qualitative content analysis to analyze written disclosure contained in messages posted in the group and in-depth interview with the group participants. The results from content analysis show that self-disclosure is a relatively common communication activity in online support groups for people living with depression, which is characteristic of high intimacy. As to the conversational interaction of self-disclosure, messages containing self-disclosure are more likely to receive social support than those containing no self-disclosure. These results are in contrast to existing findings that depressed individuals tend to inhibit themselves from self-disclosure in offline social interaction and that depressed individuals' self-disclosure often meets rejections from non-depressed others. The in-depth interview shows that interpretation of meanings of self-disclosure arising from offline personal interaction guides and forms depressed individuals' self-disclosure in online support groups. To be specific, participants who see self-disclosure as action that could create damage in offline interpersonal relationships inhibit themselves from self-disclosure in offline social interaction but disclose themselves as a way of venting repressed selves in online support groups. Participants who see self-disclosure as a hopeless effort to gain support from others in offline personal interaction disclose themselves in online support groups with the expectation of gaining empathy and healing information. Some participants avoid self-disclosure both in offline personal interaction and in the online support group, and attribute no self-disclosure as usual routine to their personality trait or habit. Besides, the interview study also finds that participants generate new meanings of self-disclosure from interaction in the online support group. Some of the participants engage in self-disclosure in the online support group as a way of building a community for people living with depression. Some other participants, although see self-disclosure as a manner of gaining support, consider social support offered by other group members as reaction to self-disclosure not substantial or even to impede recovery from depression. Self-disclosure also initiates relationships with other group members. However, the participants consider such relationships as superficial and are pessimistic about the future development of the relationships. Findings from these two studies are discussed in regard to the intrapersonal communication and interpersonal communication of self-disclosure in online support groups for people living with depression. Overall the findings suggest a theoretical framework to study self-disclosure in online support groups, emphasizing that self-disclosure is an ongoing and dialectical communication process.

Tsen Wai Sing

## The Self-Narrative Model of Drug Addiction: An Ethnographic Study of Mediated Hegemonic Meanings of Drug Addiction in Hong Kong

In Hong Kong, most of our understandings on drug addiction come from media and governmental anti-drug campaigns. Drug addiction is usually represented as evil and addicts are presented as irresponsible for their job and family life, and commit crimes to get money to buy drugs in order to relief serious withdrawal symptoms. However, in recent years, the trend of drug addiction among youth and teenagers in Hong Kong has changed from heroin to 'recreational drugs' like ketamine and ecstasy. Despite the discrimination between the traditional hard drug heroin and new party drugs, the media present drug addiction as frequently linked to irrationality, non-volition, and immorality. But for most youth addicts, the conventional moral and disease conception of drug addiction is not applicable in narrating the drug-taking experiences. The 'gap' between the conventional discourses of drug addiction and the live experience of youth drug users produces disorders among addicts, drug rehabilitation and preventive education. The purpose of this study is to figure out the existing meanings of drug addiction in mass media and drug rehabilitation. Discourse analysis on 26 local TV documentaries about drug addiction from year 1979 to 2009 that produced by Television Broadcast Limited (TVB, the major commercial TV station) were conducted to found the mediated drug discourses. Besides, a 9-months ethnographic research has been conducted in a local drug rehabilitation-counseling center (called Hong Kong Lutheran Social Service Cheer Lutheran Centre) with in-depth interviews on eight cases to reveal the current drug discourses consumed by the social workers and the youth addicts. Following the suggestion of Parker (1992) and Willig (2001) on the analysis of discourses, this study pays attention to the iterative process of distinguishing between different drug discourses through studying the subject positions that were made available in the texts (in mediations) and rehabilitation context, which represent the way in which objects (e.g. 'addictive substances', 'addicts') were constructed. By focusing on the study of subject positions in narrative of drug addiction, the key issue is the discursive formation of 'drug addicts' as the core subject in relevant to other related subjects (e.g. social workers, relatives). In the first part of this study, the analysis of narrative on drug addiction in TV news documentaries, a "go through" narrative on drug addiction is identified which encapsulate the moral and medical discourses in a coherent way in order to construct the moral conceptions on drug addiction. With the strong attention of recovery story of drug addicts in TV documentaries, the 'go through' narrative in TV documentaries involves drug addict under rehabilitation as well as ex-addicts to narrate different consequences / symptoms of drug addiction under moral, medical and legal discourses. The role of ex-addict is the key subject in the 'go through' narrative which represent the "authentic" version of drug story of a "prodigal son" which involves: recreational use; get addicted; hitting bottom experience; motivation to stop drug use; regret on past drug-using lifestyle; and positive prospect after drug rehabilitation. A dominant "Prodigal Son Returns Home" discourse that defines drug addiction as lifestyle problem is also identified in TV documentaries. In the second part of this study, a 9-months ethnographic study and 8 in-depth interviews with youth drug addicts are conducted in a local drug rehabilitation-counseling center. It is found that the "go through" narrative identified in TV documentaries plays as an important discursive component for the social workers and professional ex-addicts to present the nature of drug addiction to the youth addicts under rehabilitation. However, there are different degrees of adaptation and flexible use of "go through" narrative by the youth drug addicts in articulating their drug addiction career. But

such flexibility in narrating self-identity is still restricted by the “go through” narrative since youth addicts can only present themselves by selecting discursive components of the only available “go through” narrative under rehabilitation context. Through the analysis, a self-narrative model on drug addiction is identified with six factors that can help diagnosis of recovery stages of drug addicts: temporal order of drug stories; identification of addictive use; hitting bottom experience; drug use as lifestyle problem; prominent key of recovery; stable abstinence identity. Under the self-narrative model, 4 types of self-narrative of drug addiction are identified: “the preferred go through narrative”; “the consumption story”; “the flexible prodigal son story”; and “the incapable prodigal son story”. It is suggested that the self narrative model can be used as an assessment in rehabilitation and show whether the youth addicts can fit into the preferred “go though” narrative of drug addiction as a key social control and preferred output of drug rehabilitation.

Inesa Birbilaite

Topic of Climate Change in Communication and Media Research: Reviewing Scientific Literature

Although the issue of climate change (CC) was first brought to the scientific discourse, later politicians and lay audiences were involved and new approaches to the discourse generated in a relation to the essential need for global and prompt response to the processes predicted by environmental scientists. Along with globally increasing interest in CC a new scientific studies focusing on CC communication issues gradually emerged and soon became very popular among scholars from various disciplines.

An interdisciplinary nature of CC communication and abrupt scientists' involvement into the related studies makes it difficult to trace the CC communication research outlines. Therefore, this paper aims to systematically review scientific literature on CC communication as it is available on academic journals. Firstly, our study discloses which scientific journals, countries, and authors are involved into CC communication research. Secondly, it explores the trends in media coverage studies and public understanding research, particularly examining and discussing following: (1) countries explored in the sampled publications; (2) media channels (in media coverage studies) and public segments (in public understanding studies) investigated; (3) time periods chosen; (4) variables assessed in individual research; (5) methods applied; (6) and results presented in analyzed papers. To accomplish this study articles corresponding to specified keywords from three databases including, Social Science Citation Index, Science Citation Index Expanded, and Arts & Humanities Citation Index were collected. Identical keywords were used in each database and included a number of combinations: “climate change” and media, “climate change” and news, “climate change” and communication. Searches were limited to topics. Final sample encompassed 194 publications dating from 1992 to 2010. The first thing we observed was an increase in the number of peer-reviewed articles on CC communication over our research period. The explosion in scientific publications on CC communication started in 2006 and seems to be continuing. Our data suggested that no single author or scientific journal dominates the research. Indeed, CC communication research currently is led by a group of authors mainly from EU and the USA, as well as a number of scientific journals with a focus on risks, scientific communication, and environmental (communication) issues. Our data indicated that in CC communication research two approaches clearly dominate – public understanding research (31 percent of the papers), and media coverage research (22 percent). We also found that investigation addressing CC (media and public) discourses in UK and the USA are most

common among scientists, while there are only few researches published discussing CC communication in other countries. Moreover, majority of the media coverage studies focus on the content of traditional media (usually on press and TV) while new media channels (social media applications and news portals) lack of scientific assessments. Besides, our further study questioning variables, methods, and results presented in the analyzed papers provided as with a more comprehensive view of the media coverage studies and public understanding research and their applications in the sub-field of CC communication.

**Tiago Rodrigues**, University of Griffith, BR

An Inquiry into the Engagement of Citizens in Responsible Environmental Behaviour

This research examines some of the principles underpinning responsible environmental behaviour and its relation to the concept of environmentally responsible citizen, in accordance with the Tbilisi Declaration objectives. I consider the relationship of environmental citizenship rights to political and social citizenship rights and discuss it in light of T.H. Marshall's citizenship model. I investigate the social dynamics influencing social diffusion and the relevance of this approach to promote responsible environmental behaviour. I adopt the agenda-setting model developed by Dearing and Rogers to further the understanding of why certain issues are addressed by society and not others, how public opinion is shaped, as well as how policy actions towards mitigation of problems can be motivated. I will elaborate on the argument that environmental problems become social problems as the result of a process of collective definition. This process of collective definition of a problem is responsible not only for the emergence of an environmental problem, but also for influencing behaviour towards it. By integrating the responsible environmental behaviour model developed by Hines, Hungerford and Tomera with the agenda-setting model, I will explore the role the media plays in promoting environmental citizenship. I will also investigate the role the school system and religious agencies play in raising awareness about, and engaging communities in, responsible environmental behaviour. Further, I will explore the role social movements can play in the context of policy actions and collective behaviour change. I use a case study to explore the dynamics influencing the uptake of environmental behaviour and the relationship of such practices to the promotion of environmental citizenship rights. Overall, the multidisciplinary approach I have adopted in this research seeks to present a framework that may aid the promotion of environmental citizenship by engaging communities in responsible environmental behaviour.

**Stefanie Trümper**, University of Hamburg, DE

Disaster Memory in Journalism as Part of the Public Discourse on Climate Change: A Transnational Comparison of Journalistic Practices, Routines and Constructions of Meaning

Despite the vast research on media representation of natural disasters in combination with climate change, little is known about how journalists construct these interrelations. Until now, the question how journalists frame climate change has mainly been answered indirectly via content analysis and less by concentrating on the journalistic actors and the context factors that influence the reporting process.

Taking this into account the aim of my ongoing research is to focus both the news coverage or rather representation of natural disasters in connection with climate change and the journalistic practices, processes and construction of meaning using two different regional contexts as an example. Therefore the empirical study will encompass firstly a quantitative

long-term content analysis of newspapers to identify specific reporting patterns and secondly qualitative interviews with journalists to reconstruct the triggers and the production process of articles as well as to detect the underlying influencing factors.

The theoretical framework of my work is based on the following premises from both geo-science and journalism research. Agreeing with geo-sciences I do not understand natural disasters (such as hurricanes, earthquakes or storm surges) as single events, like journalism mainly covers them. I rather take natural disasters as 'regional geohazards', which describe a latent threat that can be traced back to the geographic conditions of a region. Thus it can be assumed that the specific regional preconditions have a certain influence on how journalists report certain natural disasters. With reference to journalism studies firstly the more abstract level of professional routines and practices of journalists will be covered. Therefore I will comprise well-established approaches like system theory, news factor and framing theory. Secondly I am going to contextualize these professional routines and practices by referring to comparative journalism research and notably to hierarchy of influence models. For a comprehensive integration of the journalists (micro-level) into the organizational and external context factors (meso- & macro-level) I will finally utilize cultural studies approaches and their contributions to journalism studies in terms of analyzing the reciprocity between structural aspects and social action. In conclusion, these considerations will be presented on the basis of my research project which compares journalistic practices, routines and constructions of meaning using two cases: The city state of Hamburg (GER) and the rural region of Zeeland (NED). They both have been affected by traumatic storm surge events in the past and are recently concerned in developing strategies for climate change adaptation and mitigation regarding the threat of rising sea level and related to that the increasing risk of intensified storm surges in the future.

3C14 Law Section Business Meeting (Law) Room: B.104

3C15 Internet Reshuffling Politics (PolComR) Room: B.105

Chair Philippe J. Maarek

Discussant Marie Grusell

Papers

**Øyvind Kalnes**

Norwegian Nationalist Parties on Web 2.0

This paper discusses three Norwegian "nationalist" or "semi-nationalist" political parties' use of Web 2.0, including activity on major sites as Facebook, YouTube and Twitter, as well as blogs and national Web 2.0 sites. Focusing on periods of election campaigning, from 2007 and up to 2011, it includes both national (2009) and local elections (2007 and 2011). It should be noted that as the forthcoming local elections are in September 2011, the paper will have to present preliminary data on this campaign.

Party theory suggests that due to institutional factors, well established parties will resist or at least attempt to add new technologies as just another "instrument" grafted onto the party organization (Harmel & Janda, 1994). Furthermore, in party systems with cartel tendencies (Katz & Mair, 1995) new parties are said to have fewer opportunities to gain access to the media or be included in government coalitions.

Five out of the seven Norwegian parties in Parliament are "old" parties established before World War II, and all of these have been involved in Cabinets several times since the 1960s. In 2005 one of the remaining newer parties, the Socialist Left Party was also included as a

coalition partner. Hence, only the right-populist Progress Party (founded in 1973) remained outside cartel of the major parties. This paper studies how this party and two minor and recently established parties with nationalist appeal, the Democrats (2002) and the Coast Party (1999), has taken advantage of the possibilities for mobilization offered by the emergence of Web 2.0. The “nationalist” label should be used carefully, as there are few openly xenophobic parties of any significance in the liberal political landscape of Norway. The Progress Party and the Coast Party obviously appeal to nationalist sentiments in one form or another, while the Democrats are more xenophobic.

Cristian Vaccari

From Echo Chamber to Persuasive Device? The Changing Role of the Internet in Campaigns

Most of the e-campaigning literature claims that the Internet acts as an echo chamber reinforcing preexisting political attitudes rather than as an avenue for voter persuasion. In this article, we analyze the issue through the Receive-Accept-Sample (RAS) theory, which postulates that messages can change attitudes if they are both received and accepted by the audience. Based on qualitative elite interviews with thirty-one consultants and operatives who were involved in the online campaign for the 2008 United States Presidential election, we argue that, while most e-campaigning activities fail to reach beyond the hardly movable highly aware audiences, campaigns are finding new avenues to increase both reception and acceptance of their messages. The probability of message reception has been increased by users' online behavior and the growth of the diffusion scale that can be achieved through low-threshold activities by supporters; the probability of message acceptance has been augmented by video and rich media and targeting of content; finally, indirect persuasion through interpersonal communication has increased the probability of both reception and acceptance.

Leslie M Tkach-Kawasaki, University of Tsukuba,

Dual Campaigning: Old, New, and Emerging Media Formats in the 2011 Tokyo Gubernatorial Election

Stringent election campaign laws and concerns about the effectiveness of Internet-based campaigning have limited the online success of Japanese politicians in national contests during the past 15 years. Yet despite the difficulty of finding the winning online media mixture that will translate into offline electoral success, Japanese politicians continue to embrace a combination of traditional campaign media, as set out and regulated in the Public Offices Election Law, websites, email communications, and new-media structures that include mobile communications, video, and social networking platforms such as Twitter. Local elections offer intriguing insights into online campaigning. Conducted on a smaller scale than national contests, the mixture of “traditional” media channels including television, radio, and other advertising means with “new media” structures offers a compelling insight into how Japanese politicians conduct dual campaigns. By using this combination to set the electoral agenda, stimulate public interest in election participation, and target voter populations. This paper compares the use of old- and new-media technologies by candidates in the 2011 Tokyo Gubernatorial Election. By conducting a comparative analysis of the website content of the leading candidates, this paper reveals similarities and differences in candidate website structures aimed at providing information to and communicating with the electorate. Against the institutional framework provided by the Public Offices Election Law, which strictly regulates the form and content of all campaign media utilization, this paper also

investigates the extent to which candidates are making forays into mobile communications, smart-phone applications, and social networking applications such as Youtube, Twitter, Mixi, and Facebook, to expand voter participation in the election. Finally, by tracking how candidates address certain issues through Twitter and Youtube, this paper examines the potential of new media formats to challenge traditional mass-media-centered campaigning. The results of this exploratory study will be used as a means for establishing an analytical basis for future local-level electoral campaigns in Japan and other advanced democratic nations.

Khairat Ayad

Usage of the Internet as a Communication Medium by Human Rights Organizations in Egypt

Crisis management became one of the core functions of the departments of PR and institutional communication in different organizations. There are many scientific models and theoretical frameworks illustrating how to manage such crises. Volcanic Ash crisis of Iceland comes as one of the most serious challenges facing airlines companies in the world. Emirates Airlines came as one of the largest airlines in the Middle East that flies to Europe where polar orbiters influenced by Iceland volcano. In this context the study seeks to identify how the public relations department in the Emirates Airlines handled this crisis. The study seeks to answer the following questions:

- To what extent the volcanic Ash is considered as a crisis for Emirates Airlines?
- What kinds of capabilities and resources the company has to manage such a crisis?
- What role played by the department of public relations and institutional communication to address the crisis of Volcanic Ach in the light of:
  - oQuick response to the crisis.
  - oStrategies of dealing with media during the crisis and beyond?
  - oStrategies of dealing with passengers stranded in Dubai and difficulties they encountered
  - oUsing of its websites through the Internet?

The study applies structured interviews with the head of PR department as well as the director of institutional communication in Emirates Airlines. The researcher visit the Headquarter of the company in Dubai to notice kinds of facilities and capabilities it has. The researcher also analysis the company publications issued by the department of public relations. The study concluded that the Emirates Airlines used its technical and human capabilities to manage the volcanic ash's crisis effectively. The department of PR and institutional communication deal with humanitarian issues during the crisis according to well known scientific standards. The website of the company was used effectively and was updated every five minutes during the crisis. It can be argued also that PR management in any organization cannot manage a given crisis without the full support of the high administration of this organization, which in turn must reflect strategic management standards.

3C16 Islam, Knowledge Society and New Media (Islam) Room: B.106  
Chair Jack Lule

## Papers

Sulieman S. Saleh

The Islamic Knowledge Society Al Madina as a Case Study

Al- madina was the first knowledge society in the history where the knowledge was the basis of a great Islamic civilization. The prophet Mohammed peace be upon him has educated the people how to seek and exchange knowledge. Islam encouraged every Muslim to look for knowledge to promote his personality and to build a great global Islamic civilization. Islam has linked the human right to communicate with his right to get knowledge and to exchange it with others. This study is an attempt to clarify the principles of the Islamic knowledge society using the historical approach and describing the communication process in al-Madina during the prophet Mohamed and his Caliphates era. The main questions of this study are:

- 1- How did Muslims build the first knowledge society in al- Madina ?
- 2- How did Muslims communicate and exchange knowledge in Al-Madina ?
- 3- What are the ethical values and rules of exchanging knowledge in the Islamic society?
- 4- What are the communicative human rights in the Islamic knowledge society?
- 5- How can we build a new global Islamic knowledge society in the Islamic modern cities?
- 6- How can we use the new communication channels and media in building new Islamic societies?

Ozan Asik

Conflictual Approaches to Nationalism in the Islamist Discourse in the Late Ottoman Society:  
A Case Study of the Journal Sebilü'r-reşad (1908-1924)

In this study I examine the transformation of Turkish Islamist discourse in the journal Sebilü'r-reşad between the years of 1908-1924 to understand how nationalism was codified in the religious discourse of the journal. Sebilü'r-Reşad started to be published in 1908 in İstanbul. The mainstream idea of the journal was to stress a perceived conflict between the Muslim world and Western powers and to advocate for the idea of Muslim unity based on an ideal moral and political solidarity against the encroachment of Western colonialism in the region. The noteworthy point here is in what ways the journal mediated the Islamic discourse coupling with contradicting nationalist terms in the face of changing political conjuncture. For this study, I analyzed 30 articles published in the journal between those years. In the light of my findings, I tackle three different – and often contradictory- types of nationalism (Turkism, Ottomanism, and territorial Turkish nationalism) which were respectively promoted and integrated into the Islamist discourse in three different periods: 1908-1913 (the rise of Turkishness); 1913-1919 (the separation of Arab provinces after WWI); and 1919-1924 (Turkish National Liberation War in Anatolia). Overall, I demonstrate how the print journalism in the late Ottoman Empire mediated the interplay between Islamic and nationalist notions of state, subject and nation under changing political circumstances.

Abdullah Al Mamun

Text and the Context: Locating Explicitly Religious TV-serials in Bangladesh

My paper will draw on a new genre of televised serial from Bangladesh, which I would prefer to categorize as Islamic ‘cultural activism’ besides the obvious commodity nature of this product and contextualize its emergence as well as the discursivity it maintains with the public discourses. In contemporary Bangladesh more than a dozen Bangla satellite TV stations are operating with a good diversity in their ideological position. ATN Bangla, the first satellite Bangla channel in the country, starts broadcast on 15 July 1997 and expands its outreach to European countries since 2000. The religious serials are usually telecasted within a slot of weekly ‘three hour Islamic programs’ of this satellite television channel. In this serials one finds construction of romance, marriage, bribery, a severe critique of secular way of life as dominant themes, with a blend of modern cosmopolitan Muslim life and a sense of unparalleled superiority of Islam. It is also noticeable that the practice of religion in their construction becomes synonymous with worldly success and peaceful happy life. More importantly, in this world of fictional construction ‘Islam’ works as the unmoved mover of every action and deeds, where ‘bad Muslims’ may ascend to worldly success, they never find the fragrance of happiness as they are deprived of the grace of Allah. To evade the fire of hell, however, they ultimately could realize their ‘wrongs’ and turn back to ‘good’ way of life as prescribed in Islam. Here, I will examine why popular genre of ‘romance’ is being appropriated in a certain historical juncture and how these explicitly religious drama serials cross the boundary of a single mediascape, thanks to the newer media forms, and participate in fabrication of a ‘new’ Bangali Muslim identity in Bangladesh and elsewhere.

Norbaiduri Ruslan

Rebranding Religious Television: Challenging Conventionality

It is challenging to preach Islam using the mass media, especially television, as television broadcasting has always been secular, westernized and laden with popular culture. To fit into the mainstream programming the stereotypical format and genre associated with religious programming should be revolutionized and transformed to keep abreast with the ever changing program formats and genres. Religious programming should not be left satisfied, idle at the periphery, and not having any significant presence in the mainstream media. The time has come to make inroads into the mainstream broadcasting and to bring Islamic content in a novel way although it may appear radical and risky. This paper will discuss the experience of Malaysian television in showcasing religious programming in a rejuvenating presentation. This transformation has been successful in drawing viewership. Reality shows have often been associated with sensational, controversial and theatrical performances, yet proven to be a successful formula for ratings and viewership, however fundamentally it has no logical association to religious programming. A Malaysian paid television channel, Oasis, has paved a way into grooming a new religious genre, a reality ‘competition’-type show called ‘Imam Muda’ (Young Imam), which at first drew debates and criticism, yet surprisingly turned popular and gaining attention nationwide, as well as globally. Now in its plan for a second season which will be aired in April 2011, a more dynamic Islamic substance will be showcased. In fact many religious reality shows have made their debut on Malaysian broadcast networks and able to find a niche in the midst of mainstream broadcasting. This paper will critically review the state of religious programming in Malaysia and to argue that religious programming should have commercial presentation whilst not compromising its spiritual Islamic value.

Myriam Cherti

Madrassas and the Media in the UK

Media has the potential to be both a divisive and positive societal force depending on the way it portrays Muslims. Although there is a growing body of research that shows a tendency of western media and western public opinion to view Islam in a negative light, much less focus is made on explaining the significant variations between national and local media coverage. This is particularly the case for madrassas (Muslim supplementary schools), which are often caught up in controversy, particularly around the way they are regulated and their potential for teaching radical views. This paper presents the results from a media analysis on how madrassas are portrayed in the UK. The research is based on a comprehensive survey of online articles (national and local) from 2002 to the end of 2010. Adopting a combined quantitative and qualitative analytical approach, this paper explores the relationship between the madrassas and the media and how it differs between local and national coverage. It also looks at changes in coverage over time, where particular peaks in coverage occur and potential reasons for this.

3C17 Theorizing Mediatization and the Visual (MCPO &S) Room: B.107  
Chair and Discussant Friedrich Krotz, University of Bremen, DE

## Papers

Friedrich Lothar Krotz, University of Bremen, DE  
Mediatization and Visual Culture

We live in an historical phase in which media differentiate and become of growing importance for the communication of the people. Mediatization theory (c.f. Lundby 2009, Krotz 2007) understands this development as a long term meta process in human history. In this perspective, more and more technical devices and functions are invented by industry, enterprises and public institutions. In as far as the people accept them for specific functions and ways of use, they use them for communication and thus reconstruct them as media of the society. Thus more and more media and media functions came into an existence, the media environment of the people became more and more complex and the people must learn to use the different forms of mediatized communication according to bargained rules in an acceptable way. The Mediatization approach reconstructs this as mediatization of communicative action, and because communicative action is the base of all social reality - of everyday life and identity, of groups, organizations, institutions, enterprises and political parties, and of economy, democracy, culture and society as a whole – we thus get an empirical and theoretical access to the media related construction of reality that is normal for us, today, and thus to the mediatized social worlds we live in. One of the specific aspects of Mediatization is the growing use and meaning of pictures – in everyday life and communication, in political information, entertainment or any explanation of facts, and also for the people's representation of themselves e.g. in facebook or by using their mobile phones. The presentation will give an overview about the Mediatization approach and recent research about Mediatization on different fields and will then discuss the upcoming of a visual culture in the light of Mediatization approach.

Miri Gal-Ezer, Kinneret Academic College on the Lake of Galilee, IL  
Israeli Soldier's Mythic Image: Between Heroism and Trauma

This study is part of a larger study exploring the Ramadan TV series reception within Arab-Israeli audiences. Arab-Israelis, about 1.5 million, constitute 20% of the state population, and are mainly Muslims. Besides families watching TV at home, Ramadan series are viewed mainly in coffeehouses in Syria (Salamandra, 2005). Since the Syrian Ramadan series Bab El-Hara (Neighborhood Gate) initiation (2006), many Arab-Israeli coffeehouses were renovated and enlarged for collective viewing of this series during Ramadan with several large screens in coffeehouse spaces, and offering traditional Nargila (Hookah, water-pipe). These physical adjustments took into account population change - since traditional customers were men, now there are families, women's groups, even unmarried couples (Gal-Ezer & Awabdy, 2009). The Arab coffeehouse is a well-known cultural institution: the famous turquoise painting by Henri Matisse (Morocco, 1913) depicts traditionally dressed men, grouped around an aquarium and a musical instrument being played. Religious and social coffee-drinking rituals can be traced to the early 12th century, while Arab coffeehouses were first established on the 16th century. Since then, coffeehouses disseminated from the Middle East, to North Africa and Europe through Ottoman conquests (Oral, 1997). In addition to entertainment, conversation and relaxation, coffeehouses were cultural-political sites from their beginnings. Habermas conceptualizes late 17th to late 18th centuries England as the golden age of public spheres in which truth claims, solidarity and morality of "Rational Communicative Action" by "Well-Informed Citizens" were performed at coffeehouses and literature salons, which initiated debates and criticism based on newspapers and print culture. (Habermas, 1989; Laurier & Philo, 2007; Stanford Encyclopedia of Philosophy, 2007). Although considered fundamental for democracy, women who were even leaders of public spheres especially at home salons, were later excluded, as public spheres were developed solely in public places (Wahrman, 1997). Coffeehouses were essential for cities' cultural growth where people could meet, read, debate, relax, work, eat and drink: businessmen and politicians together with writers, artists and journalists, while private and collective rituals take place. A city blend of workers, residents, foreigners and tourists make coffeehouses an urban cosmopolitan place (Montgomery, 1997). The "Third Space"- cultural and social meeting zone enabling liminality: breaking social hierarchy and cultural boundaries, advancing cultural exchanges (Bhabha, 1994) - could also be a city coffeehouse. But coffeehouses also construct social distinctions: Starbucks in capitalist societies (Gaudio, 2003); Canadian women use coffeehouses for class distinction by fashion and appearance performances (Yodanis, 2006); the contemporary upper-class in Damascus renovated ancient traditional coffeehouses, legitimating this as "conservation", while concealing a luxurious lifestyle and social boundaries practiced in coffeehouses and restaurants (Salamandra, 2005). What are the different types, locations and functions of Arab-Israeli coffeehouses? Who are their customers? What activities could be defined there? Multisite ethnography is employed, including participant observation at coffeehouses, restaurants and public institutes, and interviews with coffeehouses owners. Findings show that many new Arab-Israeli coffeehouses were founded over the past five years. Several types exist alongside a continuum between traditionalism and cosmopolitanism, activities are varied, and participants are class-mixed whereas few coffeehouses distinguish between affluent and common citizens. Coffeehouses provide public spheres where womens' new prominent gender roles can be performed.

Nainan Wen, Nanyang Technological University, SG  
Stella Chia, City University of Hong Kong, HK  
Xiaoming Hao, Nanyang Technological University, SG

### What does YouTube Say about Makeover? A Content Analysis of Cosmetic Surgery Videos on YouTube and Viewers' Responses

Young people's interests in cosmetic surgery have drastically increased over the past decade (American Society for Aesthetic Plastic Surgery [ASAPS], 2009; The Liposuction Resource Center, 2009; Scanlon, 2005; Kwon, 2009). This has received a lot of attention from researchers and social workers because cosmetic surgery is inherent with risks—it usually starts with a healthy patient but the surgery itself may cause scars, numbness, nerve damage, and even death (Marcus, 2007; Ryan, 2005). Also, young people often underestimate the surgical risks and overestimate the benefits (Lee, 2010). Their misperceptions of cosmetic surgery are likely to result in disappointments and decreasing self-esteem. This increasing demand for cosmetic surgery results in part from an ease of access to information about cosmetic surgery through media (Nabi, 2009). Previous research has found that news coverage of cosmetic surgery in newspaper and TV has increased in recent years (Cho, 2007; Powers & Andsager, 1999). There are also a number of TV programs, which are dedicated to explicit depiction of cosmetic surgery stories. In addition to obtaining information about cosmetic surgery from these traditional media, young people nowadays actively use social media to acquire information. Particularly, they often find information in the social media persuasive and they are susceptible to the information. Therefore, the information carried by the social media and how the information is used by the receivers become an intriguing and important question. This study examined cosmetic surgery coverage on a particular type of social media—YouTube. YouTube, founded in 2005, is a free video-sharing service. It is currently the fourth most accessed site on the Internet (Freeman & Champman, 2007). Like other types of social media, YouTube is widely used by young people and it allows youngsters who are interested in cosmetic surgery to upload, download, and share photos, video and audio files about cosmetic surgery. Through distributing and receiving messages online, users are likely to be influenced by the content of messages. To examine the participatory communications and participatory communication processes related to this social medium (i.e. YouTube), this study conducted a content analysis to examine the video files about cosmetic surgery and the feedback that users post on the site. We first studied how three message characteristics—message sensation value, message appeals, and messenger characteristics were employed in cosmetic surgery videos on YouTube. Findings of this examination help us understand what types of cosmetic surgery information users are exposed to. We then linked the three types of message characteristics to three types of viewer response data—number of viewers, number of comments, and viewer rating. Results help us examine the immediate, short-term effect of a YouTube video message. Implications of our findings were also discussed in this study.

3C18 Participation and Digital Inclusivities (B) (PCR) Room: B.108

Chair and Discussant Jo Tacchi

#### Papers

Dimitra Dimitrakopoulou

Shaping News Together: Interactive Synergies between News Producers and News Consumers: The Case of the Greek Financial Crisis as Portrayed in the German Press

The proposed paper deals with the conflict prevention and peace building role of journalists between countries whose history carries deep and ongoing tensions and disputes. Using as a theoretical starting point the fields of Peace and Conflict Studies, our paper draws its empirical material from the workshop on the conflict prevention and peace building role of Albanian Kosovar and Serb journalists in the on-going Kosovo conflict, organized on 9-12 March 2011 by the Hellenic Foundation for European and Foreign Policy (ELIAMEP) in partnership with the Belgrade Fund for Political Excellence and the Foreign Policy Club (Prishtina). Our study is based on two empirical methods:

- a. self-administered semi-structured questionnaires distributed to the workshop participants in order to record their views and experiences regarding peace journalism and the role of media in conflict prevention and management and
- b. development of an online platform that will host the on-going discussion between the workshop participants, experts, academics and independent journalists after the completion of the workshop. Its aim is to facilitate the active participation of all interested parties and to enhance the interactivity developed during the workshop through the exploitation of online deliberation tools. The platform will also accommodate the common field research projects on the Kosovo conflict that will be carried out in teams consisting of both Serb and Kosovar journalists (e.g. joint interviews on a topic of common interest, joint fact-finding, co-authoring of a report on a political or economic or social problem in Kosovo).

Our broader goal is to explore the opportunities offered by Web 2.0 for peace making initiatives and conflict management and deliberate on the online possibilities that transcend previous traditional media boundaries. Through the results of the cooperation and the synergies of the motivated partners who will actively be involved in the online deliberation project, we aim to propose a theoretical and empirical framework on the way the Internet can serve as an alternative and open platform for journalists and media in regard to conflict prevention and peace-building.

Shahriar Khonsari

The Power of New Media in Iran

In this era the new kind of networks are built in shape of digital technology and of course these kind of networks are globalized or have the capacity of globalization and it gives us the valuable tool that can makes or catalyzes process of changes in our society personally and if it happens at large scale(Mass Communication) and interactively . Castells names it mass self-communication because It has the potential to reach global audiences “as in the posting of a video on YouTube, a blog ..., or a message to a massive e-mail list. and At the same time, it is self-communication because the production of the message is self-generated, the definition of the potential receiver(s) is self-directed, and the retrieval of specific messages or content from the World Wide Web and electronic communication networks is self-selected.”(Castells, 2009) and This new kind of communication has changed the way of history in many developing countries like Iran. In this case I chose Iran 2009 presidential election as my case study which shows how new media had effect on this matter.

Edson Fernando Dalmonte

**Thiago Guimarães**

The “Clean Sheet” Campaign: New Technologies and Participatory Communication in Brazil

The objective of this proposal is to discuss the relationship between communication and democracy in contemporary society and the democratization process in Brazil by using the case study of the "Clean Sheet" campaign, a Brazilian civil society initiative that resulted in 2010 in the adoption by Congress of a bill that made more rigid criteria for ineligibility in elections in the country. The initiative vetoed, for example, postulations of people condemned for serious crimes such as murder and misuse of public funds, and also of politicians who once resigned in the past to avoid punishment. The campaign gathered 1.3 million signatures required to validate the bill of popular initiative, and had in media and new communication technology key partners in the inclusion of the topic in the realm of public debate. This episode presents a unique case in Brazil of influence of civil society and new forms of social participation marked by new technological mediations in establishing new ethical prerogatives in the political sphere. It proposes to discuss the relationship between communication and democracy in the following areas: 1) new forms of popular participation in decision making, a phenomena which is evidenced by the new channels opened up by interactive tools that can build closer ties between government and population; 2) the reinvigoration of the Habermasian notion of public sphere; 3) the observation, under the terms of the ethics of communication, of the expansion and real exercise of discursive ethics, based on the communicative act, due to the fact that the "Clean Sheet" Campaign build a broad discussion that involved unrestricted participation, use of different parameters, counterpoint of views between traditional media and new formats, like blogs and personal web pages, marking a real empowerment of citizenship.

Jacob Groshek

An Ethnographic and Econometric Analysis of the Egyptian “Social Media Revolution”

The dramatic events that unfolded in Egypt from late January 2011 onwards have prompted unprecedented scholarly discussion of ‘social media revolutions’. Like Zhang et al. (2009), many researchers and policy analysts have suggested that political movements will be networked through online applications with relatively little attention paid to other forms of communication and mobilization. The study reported here approaches this now (re)emerging paradigm and accompanying debate from two unique perspectives.

The first perspective reports the opinions and viewpoints of Egyptian citizens living in a remote fishing village and resort town through in-depth, in-person, but impromptu interviews. These viewpoints have been largely unconsidered in most accounts but add a vital dimension of understanding to the role that media fulfilled elsewhere in the country. One of the key findings here is that none of the respondents voluntarily mentioned social media as it related to the burgeoning demonstrations. The second perspective is a contextual marker that takes into account long-term trends in democracy and media development from 1951 through 2009. Econometric time-series analyses identified that through this time period, a gradual increase in democracy Granger-caused increased internet diffusion but this effect was not reciprocal. In addition, forecasting models also found the democracy levels to be within statistically expected ranges, thus positioning any observable changes as interrelated with the larger sociocultural milieu. Altogether, these ethnographic and econometric results suggest that these participatory movements and media fit with historical trends and unique (non)media uses that emerged. During the course of the demonstrations, online media access was

effectively suppressed and then uses transitioned to and from interpersonal and traditional media. Thus, characterizing the events in Egypt as having been only a social media revolution misrepresents the evolution of a change process and the actors implicitly or explicitly involved as the communicative environment shifted over time.

Komathi Ale

Arul Chib

Examining Community Aspects of ICT in Education Initiatives: Case of the One Laptop Per Child Laptops in Indian Schools

The increased hype and hope surrounding the advent of low-cost communication technologies, specifically targeted at rural children, calls for scientifically established research to test their impact. Moreover, studies have established the lack of understanding of communities within which technologies are implemented (Haddad & Jurich, 2002; Hollow & Masperi, 2009). The objective of the study was to design a community-focused communication intervention to evaluate the impact of the One Laptop per Child (OLPC) laptops among children in India. The study investigated community aspects, particularly the factors of ownership, needs, and training, which influence technology impact in rural primary schools. The Extended Technology-Community-Management model (Chib & Ale, 2009; Chib & Zhao, 2009; Lee & Chib, 2008), which is established in the area ICT for development, provided the theoretical underpinning for the study. Participatory action research (Grundy, 1988; McKernan, 1991) was carried out to influence three community factors of unbiased access, local language, and teacher training in a contextually-relevant way. From April to June 2010, fieldwork was conducted in four village primary schools in the Himalayan regions of Uttaranchal, India. Participants (n=41) interacted with 14 OLPC laptops and qualitative methods were used to gather information on their attitudes, and responses to the laptop use in school. Research findings indicate that the OLPC laptops serve as an effective tool in the rural education system if the limitations and opportunities within the community of teachers and students are consistently addressed. The paper also discusses theoretical and practical implications in the role of the community in ICT adoption, while providing specific recommendations that attempt to address issues on the sustainability of impact.

3C21 Potpourri (CA) Room: B.201

Chair John A. Lent

Papers

John A. Lent

Gleanings from Interviews with Women Cartoonists Worldwide

Throughout 25 years of interviewing cartoonists worldwide, one question I almost always asked was: "Where are the women cartoonists?" The answers were uniform -- that either the job of being a cartoonist was too risky, or that women did not have the passion and long-term commitment to the profession because of their household responsibilities, and even that women were not vicious enough to be political cartoonists. In other words, they just did not exist in appreciable numbers. But Japan stood apart in that there were a number of female manga artists, particularly after the 1970s, when the 49ers began to change the nature of

previously male-drawn shōjō. One of those 49ers, Satonaka Machiko, I interviewed in 1993. Since then, I learned that some Japanese women cartoonists had not only become world famous, but also very wealthy. By the 2000s, large enclaves of women comics artists also existed in South Korea (40 percent of comic books are created by women), Indonesia (most young comics artists are women), United States, and to lesser degrees, in the Philippines, and elsewhere. But, female political cartoonists are still rare nearly everywhere.

In this presentation, I will share some of the information about and opinions from women cartoonists I have interviewed in Africa (South Africa), Asia (Cambodia, China, India, Iran, Japan, Pakistan, Philippines, Taiwan, and Thailand), Europe (Germany, Macedonia, Netherlands, Poland, Sweden, Turkey, Ukraine), New Zealand, Latin America (Colombia, Cuba, Uruguay), and North America (Canada, United States). I will talk about their careers, their breaking the glass ceiling, their problems in a normally all-male profession, and their work habits.

Katrien Jacobs

Jing Yang

Comic Art and Cultures of Erotic Self-display

The paper will discuss the influence of comic art and ACG (Animation Comics & Games) culture on concepts of sexuality and sexual identity in Japan, Hong Kong, China, and Indonesia. It discusses sexuality within the visual fantasy cultures of various kinds of costume players (Cosplay), from convention participators to Gothic Lolita Impersonators, from Maid Cafe waitresses to cross-dressing players (Crossplayers). The paper is based on ethnographic case-studies within these respective cultures, as acts of dressing up, social gatherings and cultures of self-display were documented by means of photography, video, participant observation and interviewing processes. It is shown that Cosplayers explore imaginative types of sexual masquerade and DIY media making, as acts of cross-dressing and queer relationships are documented in fan zines and web sites, as well as constructed in social spaces like maid cafes and ACG conventions. These novel sexual identities affect embodiment, desire and a sense of minority grouping within public culture. How can we understand the practices of masquerade and eroticism of those immersed in comic art as visual fantasy cultures? Why do people in diverse cultures embrace “Japanese” substitute personalities in order to seemingly become seedbeds of escapism and experimentation? The adoption of humanoid sexual forms and animation characters is seen as a new type of “young adult” eroticism, social-emotional bonding and networked collective intelligence. Fans contribute to networked culture by way of their multiple personalities that endorse practices of “eccentricity” and “abjection” within mediated contexts. In their daily performances of ACG fantasies, fan's imaginative personalities and personal relationships become able to keep a foothold in these respective cultures and hence pose new challenges to mainstream sexual norms. At the meantime, ACG as a thriving industry also springs up regionally and globally, so the passionate and creative young rebels inevitably find themselves involved in the flood of production, distribution and consumption processes of this business everywhere. They wish to escape from restrictive regional morality, but do not express oppositional viewpoints that question the demands of high consumerism or the patriarchal corporate guidelines of the nation-state.

Besides offering views about about ACG culture and sexual identity, the paper will also discuss and demonstrate aspects of visual ethnography as a unique tool for dialogue and reflection between academic researchers and youth cultures.

Felipe de Castro Muanis

Between Photography and Drawing the Documentary Comics as Translation of the City

The display of mapping projection has been frequent in the large urban centres. It consists of images of old buildings, animated by graphic computing, that are projected and overlapped on the building itself, creating a set of spectacular effects which dialogue with the construction itself in a meta-pictorial and self-referent way. For Marshall McLuhan, the medium is the message because the environment is the message. For Roger Chartier, the support material influences the perception of the content; and for Thomas Mitchell, the post-modern pictorial turn is built on the self-referentiality of the metapictures. Based on concepts by those three authors, the aim of this paper is to compare three types of images which can not be dissociated from the large urban centres: the street-art, the cinema and the mapping projection. They all bear similarities and distinct features that help one understand the visual culture of the large metropolises. If, for Benjamin, mass culture is a consequence of the articulation between metropolis, urbanization and new technologies, it might be that mapping projection is the space where, nowadays, new articulations between city, image and technology are evidenced. Such articulations result in changes in the city narrative, in the memory and even in its virtual space. Authors such as Renato Cordeiro Gomes and Martine Joly reinforce the idea of a metropolis being polyphonic, fed by image-agents full of intertextuality, which does not hold only one narrative or one possible memory. It is in this configuration that mapping projection emerges as a space for analysis that brings together the perpetuity of image and the virtuality of memory.

**Sergio Sánchez Sánchez**

Geeks: Process of Construction of Identity of the Fans of Star Wars

The identity of groups and communities has been studied from anthropological and ethnographic perspective, which is an opportunity today to explore ways in which converging elements like technology, comics, science fiction and pop culture in shaping the geek identity; subjects make sense of their own reality based on a complex articulation of symbolic forms, including comics and other works of imagination that are material to understand and express their daily experiences.

Geeks identity can be understood as a process that is not determined, which offers the possibility of holding it or leave it, understanding the concept of identity as strategic and positional, fragmented and fractured, it is not singular but is constructed of multiple forms and often contradictory .

The elements of comics, manga, anime and other forms of entertainment are acquired and appropriated by individuals to be transformed and adapt to a proper context in which its meaning in cultural practices that characterize daily life geeks.

In this sense, the concept of cultural hybridization (Néstor García Canclini), ie, mixing elements of foreign comics and the culture of the individual is an individual meanings structure for a group and face reality.

One of the largest demonstration in references geek identity, is Star Wars, which more than 30 years after its premiere, the universe has expanded to video games, comics, art books and even graphic novels, in addition to his numerous references in multiple forms in film, television, internet and more. This is one of the reasons for taking such a study group of Star Wars fans, the Legion Garrison 501 of Mexico, specifically to analyze the social process, for the attribution of meaning to reality and the development of practices shared cultural.

Scott Stewart Welsh  
The Outcaste Weekly Post

This paper will explore every aspect of my years of practice as a begging street poet including: its encounters with various legal codes, the meaning of 'street art', my ongoing collaboration with a cartoonist and how the visual component of the work interacts with and informs the poetry. A central concern of the presentation will be how the practice of distributing my poetry is received by the broader community and how it relates to other components of my practice as an artist.

3C22 Community Broadcasting and Place-based Media Experience (ComCom) Room:  
B.202

Chair Susan Forde

## Papers

Kerrie Foxwell  
Community Radio in an Australian City: The Melbourne Experience

Melbourne is Australia's second most populated city and in many ways a microcosm of broader Australian society. As a city, Melbourne is the proverbial 'melting pot' of cultures. This diversity is evident in the breadth of community radio stations which service the Melbourne community. From 'generalist' stations serving a plethora of marginalized audiences, to ethnic stations, youth stations, seniors and Indigenous stations, Melbourne community radio is a vibrant and active mix of much that represents Australia – and the contemporary global condition. This paper draws on data collected during two national studies of Australia's community media sector (Forde et al, 2002; Meadows et al, 2007) which focused on stations and subsequently their audiences. The research used a mixed methodology of surveys, focus groups and interviews to build a picture of the role these stations perform for individual participants, local community groups, businesses and other organizations and of course, audience members. This paper analyses the Melbourne fieldwork from these national studies, offering an analysis of community radio in an Australian metropolitan centre. While not without its problems, Melbourne's community radio stations and their audiences have created and developed a space and place for diverse groups to connect in ways which foster the sense of belonging so central to the well-being of individuals and their communities. In this way, these stations perform a particular role in metropolitan Melbourne by combating the sense of isolation and anonymity characteristic of the urban experience.

Peter Bryant  
Natalie Pozdeev  
Programming Community Radio within a Fractured Suburbia: An Action Research Study of Access and Programming Participation of Urban Sub-cultures

Encouraging grassroots access to community media is one the fundamental tenets of any responsible community media organisation (Fraser & Estrada 2001) and is essential to the

survival of the community media sector as a whole (Price-Davies & Tacchi 2001). Public access to media is central to the policy agenda that supports the growth of civil society, a voice alternative to the mainstream and the media's democratic potential (Carpentier, Lie & Servaes 2003; Stein 2002). The primary and perhaps most public facing voice is that of the programming volunteer. Their participation, either as individuals or as members of wider communities of practice, represent the notions of 'access' that are either legislatively or philosophically part of community broadcasting practice (Meadows et al. 2010; van Vuuren 2006). The recruitment of programming volunteers represents a complex and dynamic challenge for community media organisations, especially those licensed to transmit to smaller areas within a larger suburbanized diaspora. Located within the democratic nature of community media as a participatory activity, there is a connected belief that 'everyone has a right to be on community radio' (Siemering 2000, p. 374). This inherent 'right' is supported in both a legislative sense and organisational structure by the notion that the volunteers and the community 'own' the station (Gordon 2006, p. 15). However, there are both structural and quality limitations in terms of airtime, cost and the quality of programs that impact on programming volunteer recruitment (Barlow 1988; Siemering 2000). Recruitment is further complicated by the relatively high skill required of programming volunteers (Rooney & Graham 2004). This paper will present findings from a six year participatory action research project (Heron & Reason 2006) undertaken at 2RRR, a community radio station located in the suburbs of Sydney, Australia. The study aimed to implement and critically evaluate a series of pro-active strategies of program recruitment in order to respond to the identified needs of the local community, within the constraints of volunteer programmer recruitment and the positionality of that community within the licensed area. The study was initiated in order to recruit new programs that were relevant to their local community, taking both a macro and micro view in order to engage with sub-cultures or cultures that were under-represented in the mediascape. The study evaluated the short and longer term impact of three models in terms of representation and on-going community involvement, both during the scope of the study itself and further, two years after the completion of the action research component.

Soraya Fadhal Abdurahman

Social Sphere and Participatory Community: Learning From the Spirit of Community Media-Based Development in Indonesia

Mario Antonius Birowo

Media Convergence for Community Communication: A Case Study of Indonesian Community Radio Networks

In recent years, community radio stations have been mushrooming in Indonesia as a consequence of the democratization of the media system in post-Soeharto Indonesia. In Indonesia community radio is used by the civil society at grassroots level to empower people who have little opportunity to voice their interests. By providing a forum for capacity building, community radio enhances people's participation in the decision making process. Recently, the existence of community radio has been supported by new media. Internet and social media have demonstrated the strength of community radio. Activists of community radio have used blog, twitter and facebook to support their actions. By using the new media, activists can communicate and support each other in national scope. Working in networks, they can share their knowledge and experience. It is important for the existence of community

radio within a situation which is not conducive for media of people at grassroots level. In this way, community radio accommodates the interests of marginal social groups and draws them into the public sphere. Community radio stations encourage diversity, challenging the tendency of commercial radio to erase diversity of contents and ownership through their conceptualising of audiences as markets. This article is important to understand the way in which the Indonesian people's movement creates grassroots democracy by using community radio as a tool for participating in social communication processes. To discuss its findings this article uses participatory communication and public sphere theories. A case study is used in order to build a comprehensive picture of the use of new media and community radio in Indonesia as a tool for promoting participation of people.

3C23 Global Sport and the Media (M & S) Room: B.203  
Chair Deirdre Hynes

## Papers

Cornel Sandvoss

Jeux Sans Frontières?: The Reformulation and Erosion of National Categories in European Club Football Competition

This paper examines the extent to which the proliferation of European Cup competitions, the migration of professional football players across Europe and the international and transnational distribution of domestic football competition have impacted on audiences' and fans' construction of frames of territorially bound identity from the local and regional via the national to the continental and global.

Based on qualitative audience research in the United Kingdom, Germany and Turkey, the paper examines how fans' object of fandom is constructed within and across such territorial categories and the degree to which Europe and Europeanness constitute experiences and horizons of expectations through which professional football is negotiated.

In the analysis of audience interviews and online fan fora, the paper draws on recent theories exploring audience affect, popular culture and constructions of Heimat in media consumption as well as theories of cultural globalisation and diasporic identity.

Mohammed Ibahrine

Sport, Branding, "Diplomacying," and Tourism: The Case of Qatar, UAE, and Bahrain

The importance of sport and branding in contemporary global diplomacy and tourism is arguably undeniable. Combining sports and branding for "diplomacying" is a strategic and fundamental communication decision adopted by a country to identify its goods and to differentiate itself from other competitive countries. This practice is likely to gain more and more significance in terms of branding countries and cultures, the diplomacy associated with sport and regional and global media coverage of sport events will likely be the center of the world diplomatic stages for years to come. In recent time, many small Gulf countries have been racing to host and associate their countries' names with prestigious sports events as a means of branding and "diplomacying" goals. The import of these goals means that the politics of presence or absence, as played out in the realm of sport field, have wider implications for the reinforcement of branding and "diplomacying" patterns, strategies and mechanisms. Equally important is the equation in the questions of branding in the tourism

business in these small Gulf countries. The globally mass-mediated sport events, which constitute a site where diplomatic efforts and discourses are construed and negotiated, can potentially enhance the “diplomacying” strategies, tactics and mechanisms. Hosting prestigious sporting events of regional and global ramifications will undoubtedly be decisive and key factor in branding small Gulf countries and place them visibly on the tourism world map. However, organizing global sporting events can appear as squandering extravagantly substantial financial resources. Fundamental positioning decisions to ensue global exposure involve risky fundamental budgeting decisions like losing a huge amount of capital on negotiation tables. The World Cup 2022 is a case in point. This can raise the question of why these countries would financially guarantee the capital investment to host and organize these sporting events if the net result is not financially returned. The author argues that these countries should tolerate significant financial losses because sport should be regarded as a means of enhancing their brand positioning on a regional and global scale. Because in the world of brands, branding management and brand diplomacy is not about the Return on Investment (ROI), or the purely economic value, but it is about the prestige that goes along with branding and sports for “diplomacying”. In a world saturated with brands, small nations have wisely embraced sport events as a unique opportunity to facilitate engaging experiences and emotions with audiences. In recent time, many Arab Gulf countries have been constantly exploring new ways to sharpen and optimize their branding strategies and diplomatic clout. In the case of Qatar, the exclusive television coverage of high profile sporting events via Al Jazeera Sports granted the small Gulf country a unique capacity for attracting high concentration of attention and visibility among global audiences, including primary target audiences in the Arab world. Along with this, Qatar signed the most expensive global football sponsorship with world-class clubs like the one with Barcelona, “the undisputed brand leader in world football”. Traditionally, big nations such as China and Russia have used sports diplomacy to polish and enhance the image of their political regimes in the eyes of their own citizens and subjects. Unlike these authoritarian regimes, small Gulf countries such as Qatar, Bahrain and United Arab Emirates have turned to sports events for a number of reasons, expect the political domestication of their populations. Small Gulf countries are using sports events to obtain global media exposure and diplomatic visibility that regionally bigger countries such as Saudi Arabia, Egypt and Iran deny them. These global sports events can offer small nations a truly global and regional presence that is envied by big neighbors.

Martha Jane Evans

Apartheid and Absence: The Sports Boycott and South African National Identity

Much of the power of live broadcasting events in South Africa in the early 1990s stemmed from the country’s non-participation (and restricted participation) in the global televisual spectacles of the 1960s, 70s and 80s. The joyous embrace of the country’s new post-apartheid national identity should be seen in the context of South Africa’s growing exclusion from international events during television’s heyday.

This paper looks at the symbiotic relationship between the sports boycott and the advent of television, arguing that the two worked in combination to a) mobilise resistance to Afrikaner hegemony and b) legitimate the new post-apartheid state. In particular, the paper looks at mass televised sporting media events, as defined by Dayan and Katz (1992) – for example, the Olympics and the World Cups -- and the effect these had on articulations of national identity in an increasingly globalised world.

The paper argues that that television, as one of the prime technologies of globalisation,

diminished opportunities for the continued existence of an aggressive form of apartheid ethno-nationalism and acted as a platform for the new civic national identity of the post-apartheid era. Sport acted as the chief discourse in effecting this change

Kulveen Trehan

Influence of Print Media Coverage on Mega Sporting Events in India: Understanding Media Functions and Uses W.R.T. Common Wealth Games 2010, Delhi, India

Mega sporting events and mass media share the common minimum denominators of large scale and scope. Characterised by global convergence, universal appeal, heterogeneity & specialisation both mega sports and media have a multidimensional impact. While attempts have been made to explore the relationship between the two large instruments of public conversation in Western Europe and United States of America, limited understanding of how the two behave with each other exists in the context of the developing world. Mega sporting event have also been categorised as media events due to the participation of media in meeting the preset event goals. The amount and the type of media content enables the event to gather mass mobilisation on one hand and the post event coverage is an indicator of the impact of the event on its stakeholders.

a) Amidst changing economic alignments, International sporting events now have new host destinations, China and India. The two Asian giants are venturing into the world of sports both as business and entertainment. Here in India, the focus on sports as a multimedia package is sharpening post millennium In the light of the increasing dependence between sports and media ,a study of media coverage of Commonwealth Games 2010 is undertaken with the following objectives:

#### OBJECTIVES

- b) To find out the nature and type of media coverage on Commonwealth Games 2010
- c) To find out peculiarities in code , content and presentation in news and advertising of the sporting event
- d) To investigate the tone and intent of the media coverage
- e) To find out the linkage between media and public perception about sports/sports based events

#### RESEARCH METHODOLOGY

To study the influence of media on mega sporting events, Content Analysis of two National Newspapers has been done for a period of forty five days. The data was collected from the two selected newspapers before, during and after the sporting event .Both News and advertising content will be analysed. Content categories include: space given to CWG, type of content, news formats , issues in the news stories and photographs and advertisements, ad formats ,size and placement of news, size and placement of ads, intent of news coverage, gender based coverage ,objectives of the news and ads published, direct or indirect coverage. The data collected is tabulated and quantified by using the measures of central tendency. The paper critically examines media and sports in the newly industrialising economies. Common Wealth Games, the nucleus of the study is significant case in point because of its historical genesis and evolution. It provides key indicators and outcomes to create an environment for sports as business, news and entertainment. Though limited in time and units, inferences drawn from the study enable us to develop a media content model for sporting events.

Byeng-Hee Chang  
Yang-Hwan Lee  
Sung-Chul Ihm  
Nam, Sang-Hyun

The Effect of 2010 FIFA World Cup on the Image of Participating Countries: Before-after Comparison of Country Images Mediated by Media

One of the main differences between smart phones and feature phones is that users of smart phones can use applications based on operating systems. Several industry surveys show one of the main reasons why individuals buy smart phones is for the use of applications like computer programs. However, there are not enough studies to empirically investigate the causal relationships between evaluations or expectations of applications and actual use or intention to use smart phones. Especially, current theories and studies do not successfully consider that applications are a component of smart phones. This study aims to investigate how individuals' perceptions regarding applications affect perceptions regarding smart phones and then intentions to adopt or continue to use smart phones.

This study introduces an embedded Technology Acceptance Model. In this model, perceived ease of use (PEU) of applications is supposed to affect perceived usefulness (PU) of applications and perceived enjoyment (PE) of application, and then these application level perceptions are supposed to affect corresponding smart phone level perceptions (PEU of applications to PEU of smart phones, PU to PU, and PE to PE). In addition, this model assumes PEU of smart phones affect both PU and PE of smart phones, then these perceptions including PEU of smart phones affect attitude toward the use of smart phones and PU and PE of smart phones (excluding PEU of smart phones) affect intention to use smart phones (in case of potential users) and intention to continuously use smart phones (in case of current user). During late October and early November of 2010, this study conducted an online survey to individuals of 20s through 50s in age. Among them, 280 individuals were potentials and 120 individuals were current users. Currently, we are conducting analyses with structural equation modeling.

Yuji Gushiken

Celso Francisco Gayoso

Tradition and Cosmopolitanism in the City of Cuiabá: Arguments for the 2014 Football World Cup in Brazil

In 2014, the city of Cuiabá, capital of the state of Mato Grosso in the mid-west region of Brazil, will be one of the twelve host cities for the football World Cup promoted by Fifa. This is also a media event that attracts the largest global television audiences: 700 million people watched the 2006 final. Historically, the population of this World Cup host city has experienced a multi-ethnic condition due to the miscegenation of whites, blacks and indians that is typical of the Brazilian population but, uniquely, this was also caused by the migratory flow of foreigners throughout the 20th century: Italians, Turks, Arabas, Jews, Japanese as well as Brazilians from other regions of the country. The imagination of tradition in Cuiabá carries the characteristics of miscegenation, diversity, tolerance and hospitality which create an image of a receptive city in distinct information flows. The location of Cuiabá in the geodesic centre of South America, equidistant from the Atlantic and Pacific Oceans, produces an urban space marked by the construction of a unique identification process (in cuisine, craftwork, accent and hospitality), but simultaneously it suggests a people willing to open up to the experience of strangeness in there relationship with other cultures. From the perspective of communication theory, such as cultural science, it is argued in this article that the multi-

ethnic and multi-cultural characteristics have been a condition under which the city of Cuiabá has influenced the configuration of the urban space which is characterized as a flow space (Castells), by which there is a sign of the power of cosmopolitanization as an event and the virtues of cosmopolitanism as a view of the modern world. Simultaneously, it can be noted in the city that there is a ritualization of cultural traditions forged over almost three hundred years of history and openness to the experiences of intercultural experiences. Cuiabá, a reference point for Okinawa karate and American football in Brazil (sports that are relatively unknown in this country), is characterized in the beginning of this the 21st century by the growing number of events of a variety of natures: arts, cultural, science, business and sports, constituting a space for a large variety of information flow. The diversity of events is constituted in the same flow space in which modern social movements gain visibility (environmentalists, black rights, gay rights, feminists, indigenous movements, among others) and this supplies cultural production originating in the youth segments (theater, music, performance artists, folklore). From this point of view, although the state government marketing, in its dispute to host the 2014 World Cup, emphasized the aspects of natural beauty and eco-tourism that capture the imagination (safaris in the Pantanal, eco-tourism in the cerrado of Chapada dos Guimarães, adventures in the Amazon rainforest and fishing in the Araguaia valley), it is argued in this article that the historically produced multi-cultural dimension and a cosmopolitan view of a world in constant renewal in Cuiabá are necessary constituent elements of the virtues of a city that will host an event of the magnitude of the football World Cup and its sporting, socio-economic, political and cultural implications. Cosmopolitanism becomes a condition for local connectivity with the modern globalized world, considering the intolerance that is a mark of violence associated with supporter fanaticism (the case in Europe and Brazil), as well as the ethnic struggles that compromise the 2018 World Cup to be held in Russia.

3C24 Religion, Traditional Media and Analysis (M & Rel) Room: B.204  
Chair Amidou Sourou

## Papers

Maria Way

Clash of Civilizations: UK/Africa and Press/Church

Luis Javier Capote-Pérez

**Eva María González-Lorenzo**

Material and Immaterial Heritage: Protection of Cultural and Historic Heritage in the Cities

The abstract wants to give an explanation about the protection of historic and cultural heritage (material and non material) in the cities. It will be developed in two ways:

-First.- Protection of the heritage of the cities. Monuments and immobiliary goods.

-Second.- Protection of the heritage from the cities. Traditions from people from different places who is living in the city.

Ines Gil

Film and Video as Expression and Experience of the Religious

Cinema and Video Art are universal media to express Religion and Faith. It is not only the content that matters but the form is as important as the subject. As Paul Shrader proposed, there is a Transcendental style in Film, that can be extend to the Expanded Cinema (or

video/film installation). This Transcendental style can be found either in the image of a true reality, either in the representation of a stylized world.

We propose to analyse the work of a few contemporary directors who work and think "the Religious" in an original way, as Carlos Reygadas, Albert Serra among others, and the American video artist Bill Viola who uses Christian, Islamic and Buddhist texts to construct a visual religious dialogue.

Through the presentation of excerpts of their work, we will understand how it is possible to express the Religious through two different media: the film and the video installation. We will analyse how the space of exhibition can become a sacred space through the atmosphere that involves and touches the spectator.

Jedrzej Morawieck

Between Horizontal and Vertical Communication: Everyday Religiousness in the Case Studies of Siberian Cities (Krasnoyarsk, Tomsk, Ulan Ude)

This paper is supposed to be a report of our research, which conceptualization and operationalization we indicated last year in Braga. Then we discussed the analysis of the case study in Krasnoyarsk, where we studied a Catholic parish in the dialogue (or lack of the dialogue) with an Orthodox church in the vertical and horizontal dimension. Both subpopulations were described in surrounding of other religious movements, including sects and cults and individual cases of spiritual searches. During our last year IAMCR presentation we draw hypotheses, verification of which was based only on the observational diary and interviews with informants. This time, we would like to opt out of coverage of all registered processes of social dynamics, which were within the communication case study. Instead, we offer examples of the most interesting findings, including quotes from interviews and biographical reports of participatory action research (contacts with institutions and mass media). As the initial paragraph of the study we have accepted description of the whole religion as the communication, according to Berger's prism. During the study proceeded in Krasnoyarsk (40 hours of autobiographical interviews + observation) we tried to answer to what extent does the religiousness influence on creating mentality in everyday conversational situations. We also tried to measure to what extent does the Catholicism in Krasnoyarsk differ from the Polish Catholicism. We have proved that huge and smaller religious communities do work out their own exclusive strategy of functioning out of Moscow. Collected data show us also how they communicate with journalists and how they cooperate with authorities at the local and central level. We have shown a negative correlation between variables that are often treated as synonyms. These include such phenomena as the tension between ecumenism and interreligious dialogue (negative mobilization provoked by a sense of threat by Islam, which is articulated by Catholics and Orthodox; and by analogy: a sense of threat by the Orthodox monopoly associated with the Kremlin, articulated by other minorities). During the presentation of empirical material we want to draw the relationship between the initiation of spiritual seek, building religious identity, the decision of choosing a given confession and the image of normative reference group, created by the mass media and other products of Russian culture. Such a normative reference group can be, for example, imagined Poland, which a respondent aspired to, or his occidental seek to stereotypical Western Europe identified with the intellectual mainstream. The opposite vector to mentioned above can be, for example, contesting consumerism and liberal values and aspiration to the group, which builds the opposition to Europe.

Conclusions from the case study in Krasnoyarsk are to be confronted with the results of further research conducted in Tomsk (August-October 2011). However, just in March 2011

we are planning the monthly expedition to Ulan Ude. In Buryatia we want to test communication between Shamanism, Buddhism and Russian Christian confessions. These new field studies will allow us to make triangulation of our observations, mentioned above.

Mark Brewin

Girard, Media, and the Death Penalty

Consideration of the death penalty, or what I will call the execution ritual, in the modern world raises two different issues: one is related to the question of control. The need to control public meaning and discourse is part of almost all rituals, and it is reasonable to begin with the working assumption that it also has something to do with the execution ritual. In addition to control, however, rituals are also about the public construction of meaning. Thus, the other path to the ritual analysis of public executions is through the examination of public meaning-making. The first part of my essay will be in the way of a literature review of these two views with an aim toward reconciling them. Our understanding of the history of the death penalty within modern societies needs to be complex enough to accommodate an understanding how public executions act both as rituals of control, and rituals of meaning. The second part of the essay will try to show how this previous work, as valuable as it is, leaves important questions unanswered, or sometimes even unaddressed. I will argue that, by drawing on the work of the French literary critic and ritual theorist, René Girard—modified somewhat, with media technologies playing a much stronger role than in Girard’s original thesis—we can fill in some of the holes that earlier histories have left us on the history of public executions. This second part of my argument is admittedly highly speculative at this point. Nevertheless, I think that it can point historically-minded scholars of modern media rituals into a potentially fruitful path of investigation.

3C25 Living the Sound (PopC) Room: B.205  
Chair Peter Lunt

Papers

Silvia Tarassi

Music Scenes, Music Networks, Music Worlds

Within popular music studies, the notion of ‘music scene’ (e.g. Shank, 1994; Straw, 1991) has been used, and even debated in popular music studies to underline the association of locality with specific style of music, with a peculiar “city sound” (Cohen, 2007), and to refer to music practices taking place in a particular geographical space (Cohen, 1991; Finnegan, 1989). The concept of scene has been strongly criticized in later academic debate because of its incapacity of going beyond locality, and of considering the fluidity of boundaries and the external interactions of the scene. This approach has been challenged as a result of the emergence of ‘trans-local’ and ‘virtual scenes’, in the terminology used by Bennett and Peterson (2004). Several attempts have been made to “re-address the relationship between the global and the local” (Bennett, 2000:195) which have been sometimes criticized of making scene a confusing term, suggesting at the same time a bounded place and global flows of music affiliation which are incompatible with each other (Hesmondhalgh, 2005). The paper will therefore present the qualitative research which is conducted in the independent live music sector of Milan by interviewing using the life story approach the

different actors involved inside (musicians, booking agents, artistic directors, venue managers) and outside the scene (Music Consultant, Councillors) and by using participant observations in venues and during music events were conducted in order to grasp the different networking practices taking place in the scene. The case study will enable to discuss the explanatory relevance of the term music scene to analyze music practices of production and consumption and to point out the need of popular music studies of combining the theoretical perspective of scene with the debate around “art worlds” (Becker, 1988) and creative networks (van Heur, 2010).

Marcelo Gubbay

Carimbo: Popular Music from the Amazon between

Miaoju Jian

The East: Asian Based DIY Music Industry

Victor Pires

Between Affects and Cultural Markets: The Music Scene as a form of Mediatization

Kraidy Marwan

Broken Promises: War Nationalism and Sexuality in Arab Music Videos

3C26 Health, Catastrophes and Crisis Communication (1) (CrisCom) Room: B.206

Chair Ester Pollack

Discussants Ming-Ying Lee, Denise Christine Pareiro, Richard Shafer, Isaltina Maria de Azevedo Mello Gomes, Sigurd Allern

Papers

Isaltina Maria de Azevedo Mello Gomes

Luiz Marcelo Robalinho Ferraz

Discourse about the Epidemic of Dengue Fever in the Media

Dengue is one of the current concerns of the Brazilian public health. It emerged and became well known in Brazil in 1980, when successive epidemics were registered in several Brazilian cities. The purpose of this article is to evaluate the treatment given to dengue by the media, a disease that is increasingly affecting Brazilian people more and more. Taking as its starting point the explosive epidemic recorded in Brazil in 2002, we seek to understand the speeches made, by evaluating the strategies used in 2002, 2004, 2006 and 2008. To this end, we selected 291 articles and news in the newspaper *Jornal do Comercio* (Recife, Brazil) in these years addressing the situation of dengue in Pernambuco as well as records of virus conducted by the Health Department of Pernambuco. In order to complement the analysis we propose the elaboration of the medialogical diagram of dengue, which establishes a relationship between the texts of the press and reported cases of the disease. The data in this diagram indicates that the news tends to follow, in general, the epidemiology curve of the disease, with some differences in certain periods of the year according to the schedule of the press, indicating the appeal of dengue as a media phenomenon. We identified two moments in

which the curve of the text of the press was the same as the reported cases. It was expected, since the public agenda influences the media, such as epidemics and disasters. These two moments coincided precisely with the epidemic periods of greater magnitude in the 2000s. In our analysis, we found that the epidemic tends to be prioritized by unpredictability, novelty, attention attracted by the disease, geographic proximity, impact on the public and and future prospects of event, almost all criteria that guide the newsworthiness of an event.

Angharad N. Valdivia

The 2010 Chilean Earthquake: The Limits and Possibilities of Media Technology in a Time of Natural Disaster

The Chilean earthquake of February 27, 2010 measured 8.8 on the Richter scale and lasted 100 seconds thus weighing in as the most powerful earthquake to be recorded in recent history. Coming shortly after the Haitian earthquake in January 2010, initial media coverage inevitably jumped to inevitable comparisons and predictions of property damage and human fatalities. However, soon thereafter, despite a tendency of news coverage to flatten differences between all Latin American and Caribbean countries, it became evident that the damage, while considerable, was not nearly as high as predicted. Indeed it was nearly negligible considering the strength and length of the quake. Of particular importance to communications and media scholars in general, and crisis communications scholars in particular, the role of mass media and communications technology proved decisive in terms of the total number of human fatalities. Based on a larger MAE [Mid America Earthquake Center] report by the College of Engineering <http://mae.cee.uiuc.edu/publications/2010/10-04.htm> at the University of Illinois written after field work in Chile in April 2010, this study explores the limits and possibilities of old and new media during a period of crisis such as that generated by a major earthquake. While much of the recent crisis communications literature has turned to the promise and implementation of digital media and communication systems, the Chilean earthquake experience suggests that all systems powered by electricity and/or cables immediately failed after the earthquake, and especially in a 600 kilometer swath around the epicenter, crashed totally for at least 48 hours and as long as two weeks. Conversely old media such as radio and newspapers were able to resume distribution within two hours, in the case of local radio, and one day in the case of a local newspaper. The case for telephony was equally as stark. Digital networks could not sustain the nearly 100% demand on the system immediately after the earthquake and crashed, especially in the “black zone.” Landline telephony was a little more durable, but in Chile, as in many countries, landlines never achieved universal access. The ramifications of institutional and interpersonal reliance on digital technology reveal a huge vulnerability in times of crisis. Neither the national and local government and military [the army and the coast guard] communicated well with each other or with the residents of areas in danger. Those living in the black zone had no way of knowing what was happening in the hours following the earthquake. While ham radio operators signed an agreement in 2008 with the military that became part of national law to activate an emergency system immediately following such a crisis—and the first example of such a crisis in the law is “Earthquake”—the network had been more or less abandoned by institutional forces, and its effectiveness was limited without interconnectivity. The result was that communications did not reach the coastal areas about the impending tsunamis and high tides. Most of the human fatalities, which totaled 521, occurred as a result of the failure of communications rather than as a result of damages or injuries suffered during and immediately after the earthquake. In fact it can be said that it was a communications failure that killed most of these people. The failure was particularly connected to the reliance on

digital communications and the relative abandonment of broadcast and ham radio. Radio remains the global medium with most range and promise, especially in times of natural crisis.

Ming-Ying Lee

Crisis Communication in Governance: A Case Study of Malamine Milk Powder in Taiwan

Eleka-Rugam Rugam Rebane

Crisis, Early Warning, and Vulnerability: Sensemaking in Communication

Article focuses on sensemaking in communication, early warning to the public and vulnerability of the citizens in crises. People react to the emergencies balancing between dangerous action and safe inaction. Action, although risky, creates an understanding, triggers sensemaking and diminishes the vulnerability. All action is based on information. Providing timely and accurate information during crisis is the primary responsibility of the authorities.

Questions of this article

How do the responding authorities recognize the potential crisis communication situation?

What are the criteria for timely crisis communication? How do the crisis communicators map the information needs of target groups?

How do both citizens and responding authorities make sense of early warning messages and crisis information provided by different sources, f.ex media organisations, social networks, authorities, during the crisis?

How to reach target groups using alternative information channels or networks?

Submission presents a case study analysis on a snowstorm Monika which occurred December 9-11 2010 in Estonia. A large number of people and vehicles were stuck in the snow for hours having neither an overview of the situation nor the opportunity to escape. Heavy snowfalls made it difficult for rescuers to reach people in need.

Analysis of that case was conducted on the basis of document analysis, media coverage analysis and empirical investigation. Interviews were conducted with rescuers, crisis managers and decisionmakers, also with affected people who made emergency calls to 112.

The results of the analysis reveal a critical attitude towards the authorities' crisis communication. Social media and broadcast media opportunities as information channels to the public were not used effectively. Several shortcomings were identified in communication coordination among the authorities. Incapability in collecting information from the public and channelling it to the decisionmakers affected the provision of guidelines and overview of the situation to people on the spot of the crisis.

Richard Shafer

Kim Higgs

Richard Aregood

Warning of Potential Disasters from Outer Space

This study focuses on newspaper coverage of real and potential collisions of asteroids with the earth and seeks to determine how that coverage balances sensation with science and probability. While it is unlikely that Earth will be impacted by a huge asteroid or comet in the near future, the consequences of such a collision would be so calamitous as to bring about an Armageddon scenario. Thus the threat of such collisions is always newsworthy. The U.S. Congress has even established a committee to determine how to defend against such a disaster, with the objective of determining the capabilities of United States Government

entities, nongovernment organizations, foreign governments and entities, and international bodies with regard to detecting, characterizing, and neutralizing potentially dangerous near earth objects. Most of the Near Earth Objects in our solar system pose little danger to Earth. But, there is a likelihood that one or more will cross the orbit of the earth within a given time period, increasing the possibility of a future collision. We will first look at theories of disaster coverage and risk aversion reporting. We will then analyze related stories in a sample of several international newspapers, utilizing a content analysis methodology to determine the alarmist/sensational versus scientific/credible nature of the newspaper content. We will also interview a sample of asteroid researchers to obtain their view of the quality and accuracy of media coverage of asteroid threats. Since our own university specializes in asteroid studies, we have the advantage of its research sources.

3C27 Political Economy and Policy in International Communication (IntCom) Room:  
B.207

Chair Vandana Pednekar-Magal

#### Papers

Dal Yong Jin, Simon Fraser University, CA

Soochul Kim

Socio-cultural Analysis of the Commodification of Ethnic Media and Asian Consumers in Canada

Julia Pohle, Vrije Universiteit, BE, University Sorbonne-Nouvelle Paris III, FR

Arguments and Discourses: Analysing Communication Policies on the Global Information Society

During the 1990s the concept of the Information Society, which was previously mainly a policy concern of industrialised countries, started to take a centre stage position on the political agendas of governments, both in the global North and South as well as of international organisations. Besides a tendency towards a globalisation of the discourse, we also witness at the same time a shift in the content of the policy debates on Information Society: Discussions which initially solely concentrated on infrastructures and economic factors started to include the role of information and knowledge in the development and in processes of social change. This paper adds a new perspective to the existing research on the concept of the Information Society and the analysis of Information Society policies by presenting theoretical and methodological reflections on the role of discourse and arguments in the analysis of Information Society policies. What kind of Information Society is created in the policy debates? On what kind of values are the concepts and definitions based? To answer these questions we apply the approach of argumentative policy analysis, as developed by Majone, Stone, Forester and Fischer, to the field of communication policies. The focus on the argumentation, that actors of communication politics use in their debates and policy documents, allows to assess not only the system of thoughts, ideas and practices behind the policy documents, but also the way in which policy makers construct the subjects and the world they speak of. In this way we are able to contextualize the questions discussed in the focused policy debates within the broader sociological questions about the role of media, information and telecommunication in modern societies. The research presented in this paper

is part of an ongoing research on the policy making process within UNESCO as one particular actor in the field of international communication politics. It presents the methodological framework developed to analyse UNESCO's policy discourse on the Information Society. The paper focuses on the preparation and publication of the organisation's first important statement on the new phenomenon (UNESCO and an Information Society for All, 1993). The first results of this analysis already show that UNESCO played an important role as an instigator of an alternative vision on the Information Society, which differs from the dominant policy discourse of the time.

Katharine Allen, The Pennsylvania State University, US  
Same as It Ever Was: The Ideological Continuities of United States Policy in Cuba

Veva Leye, Ghent University, BE  
Ethics and Human Rights in International Policy on Communication and Information: A Critical View Based on Badiou

From the end of the 1980s on, human rights have been central in international policy. The ethical, human-centred approach has been hailed as an alternative for the ideological strife of the Cold War era (Chandler, 2002: 8). In the field of international policy on communication and information, this was symbolized by the enlarged focus on article 19 of the Universal Declaration of Human Rights, the right to freedom of opinion and expression. The United Nations Educational, Scientific and Cultural Organization (UNESCO) in its 1989 New Communication Strategy (central in its approach to communication to this day) stated that the free flow of information and freedom of expression go hand in hand. This was also stressed in various regional declarations on press freedom during the 1990s (Arnaldo et al., 1998: 34-35; UNESCO, 1996). During the first decade of the new millennium freedom of expression was reaffirmed as a fundamental principle of the information society (UNESCO, 2005: 28; World Summit on the Information Society, 2005). As UNESCO states, an ethical approach is pivotal to the development of knowledge societies based on universal access and freedom of expression (UNESCO, 2005: 6; UNESCO, 2008: 29).

In this paper it is my aim to critically question this freedom of expression / human rights / ethical approach to communication using the philosophical framework elaborated by Alain Badiou (2001). Badiou argues that the focus on ethics and human rights confirms the absence of any emancipatory politics, of genuine collective aspirations and maintains the status quo (Badiou, 2001: 31-32). Against this ethics as a form of nihilism oscillating between a conservative desire and a desire for destruction (Badiou, 2001: 38), Badiou proposes an ethics of truths which revolves around the possibility of the impossible (2001: 39). This particular philosophical exploration goes against the grain of common sense understandings of ethics and human rights in general. It can be used in particular to make sense of relationships between communication, freedom of expression and the free flow of information in the digital age as proposed by various international organizations, e.g. UNESCO. It also offers an interesting framework for interpreting freedom of expression from a critical point of view (other than the right to communicate as a more extensive right than the right to inform enshrined in article 19 of the Universal Declaration of Human Rights (cf. Servaes, 1998: 124)).

Yi-Hui Christine Huang, Chinese University of Hong Kong, HK  
Face- and Favor-Communication in a World of Difference: Theorizing Cross-Cultural Public Relations Strategy in the US, Hong Kong, and Taiwan

The aim of this paper is to explore the forms and effects of guanxi (relationship)-related practice in general and face and favor (mianzi and renqing) in particular exist at corporate level in different cultures. Moral values such as guanxi (relationship), authority, order, harmony, social relationships, social orientation, relational orientation and face-favor practice have been particularly emphasized in traditional Chinese society. Given the Chinese phenomenon, the following questions are worthy of examination: Is guanxi/ face-favor practice and its impacts something unique to China, or is it in fact universal? If they indeed exist in western countries, how do any differences and/or similarities present themselves under the influence of cultures?

Three data sets examine the views of 788 public relations professionals from America, Hong Kong and Taiwan. The ultimate goal is to advance the theoretical development and advancement in the following respects through cross-cultural comparisons: international communication, international public relations, Chinese communication, and guanxi-related communication. Moreover, this development will push the concept of guanxi-related communication and face-and favor-communication to a higher conceptual and operational level. The results reveal that the three-factor model, i.e. mediated-focused, guanxi- and two-way symmetrical communication appear to acquire universal characteristics, despite the guanxi strategies being further distinguished in regard to their manifestation between and among cultures and regions. The theoretical, cultural, contextual and practical implications of the findings are explored.

3C28 Convergent News Production (MedProd) Room: B.208  
Chair Roel Puijk  
Papers

**Dong Leshuo**

Between Media Convergence and Good Journalism: A Qualitative Study of Convergence Newsroom in China

**Helena Dias Lima**

**Ana Isabel Reis**

Portuguese TV News Websites: Editorial Policy, Connectivity, and Participative Culture

**Fiona Martin**

Tracking News Content-sharing: Redistribution, Re-use, and Re-purposing in Convergent Australian Newsrooms

Media content-sharing – between co-owned-titles and platforms, affiliate publishers, licensees and users – has accelerated with digitalisation and internetworking, and now underpins the economic sustainability of a multichannel mediascape. Print news organisations in particular have seen an intensification of content-sharing between print, web and mobile platforms. Digital news stories are now duplicated and redistributed across various arms of these news organisations, re-purposed for different platforms or re-used in subsequent stories. Search engines and aggregation tools reveal that news publications commonly republish the same news agency and media release copy.

These shifts highlight a key information gap for regulators in convergent environments.

While many nations are concerned to support ownership plurality to ensure media diversity and democratic process, it is now unclear how source and content diversity might be understood or evaluated as news-sharing and structural concentration increases (Dwyer and Martin, 2010). This is partly because there have been few systematic studies examining both the scope and practices of online content-sharing within news organisations.

This paper reports on such a study of online news sharing in Australia's two largest print news companies: Fairfax Media and News Limited. Between them these companies control over 88 per cent of the national print media market and are significant presences in the online news market with their Fairfax Digital and News Digital Media networks. Based on workplace interviews and observation, the study outlines the comparative systems and practices of news-sharing in each organisation, based on data from eight metropolitan web publications. This qualitative research is complemented by an innovative data analytics strategy which allowed content analysis of news-sharing frequency and flow between co-owned online publications. The strategy, which involved using RSS feeds and web scraping to monitor daily top and national news flows from each publication over three months, enabled the researchers to establish comparative 'source' data (author and originating news site), as well as information about story origination, republication and modification. Using this comparative production and content analysis the paper proposes a taxonomy of online news content-sharing practices in Australian print media organisations. It then outlines a model for tracking and interrogating changes to online news-sharing in convergent newsrooms over time. This model, which examines factors such as shifts in geographic flows of information, raises questions about how we might reconceptualise diversity regulation principles for a convergent media and communications environment.

### **Megan Knight**

Sourcing and Social Media: The Impact of New Communication Technologies on News Gathering Practices

### **Jose M. Garcia de Madariaga**

#### **Manuel Martínez-Nicolás**

Television News in a Context of a High Competition: The Discourse of Spanish Public Television Journalists

Several recent studies insist on the drift of television news towards banalization and spectacularization, to which refers concepts as infotainment, tabloidization, newszak or market-driven journalism. Recent studies indicate that these trends are also present in the Spanish television system. Pushed by the strong competition of the private stations, the Spanish public television (TVE) cultivates a mixed news model, with a strong presence of these components typical of popular journalism (crime news, spectacles and sports), balanced with these others typical of the quality journalism (politics, economy, social policies, culture). This context raises a worrying challenge for Spanish public television, which by definition must be actively compromised to the safeguard of the values hold by public service of television. In this work we explore the perceptions of TVE's professionals over the aims of the public service and its redefinition in an environment of a high competition with private channels. With this proposal, we conduct 14 in-depth interviews with news professionals of all decision levels (journalists, publishers, producers), that were carried out between June and September, 2009. Professional interviewed are aware of the marked duality they develop their work: the need to cultivate the traditional values of professional journalism lead by the notion

of public service, and the difficulty of doing it in a context that forces to make a more spectacularized and banalized journalism. The professionals assume and defend the role of TVE's public service, but they have not articulated a strong discourse in this matter. The concept of public service is viewed not as a value that orientates clearly the professional action, but rather as a set of limitations and constraints that impedes an opened competition with the private channels. Probably this could explain the mixed news model of TVE's news programs.

3C29 Media Content and Intercultural Communication (PostS) Room: B.209  
Chair Katja Koikkalainen

## Papers

Tarana Mahmudova

Global Communication in Post-Soviet Azerbaijan: Engaging Cultural Openness via International Broadcasting

Television is the primary medium in Azerbaijan. Although several different channels have emerged recently, competition continues to grow. Foreign channels are also available. The influence of international channels in Azerbaijan is visible simply by observing the extensive number of satellites installed in Baku, capital city where over half the population resides. Global communication has had a positive impact. Competition forces local companies to identify effective ways to reach their audience. They have learned from global exposure. Some interesting projects from different countries have been introduced. Many of them are related to cultural issues varied as dating, divorce and questions related to personal issues. Although considered global topics, in Azerbaijan, they have not had immediately acceptance. For years, these types of discussions have been “culturally” forbidden.

Azerbaijan is unique in many facets. Is it Eastern or Western? Many elements of Azerbaijani culture have influence from the Eastern shame-based cultures. Then 70 years of Soviet influence further complicate Azerbaijani culture. The communist ideology demanded controversial topics that could damage the reputation of a “problem-free” system be avoided; family planning, divorce, abortion, etc. were considered personal issues. Shame-based cultures hinder public discussion of such topics.

With globalization, programs devoted to these issues are increasing in audience. People are overcoming psychological and cultural barriers as they watch similar programs from close cultural countries. Turkish linguistic and cultural “closeness” plays an important role in the integration of Azerbaijan to the global community.

This research seeks answers to questions such as how these programs affect public opinion, improve women and children's rights in society, and what kinds of international projects may be gained and adapted in Azerbaijan.

It will seek to understand how the Turkish TV experience in open discussions affect cultural stereotypes, and in which ways this experience may be a role model for Azerbaijan.

Inta Brikse

## Framing the Cities: Comparing News Reports in Latvian and Russian Media about Riga and Moscow

This paper is focused on the framing in the foreign news about neighbour country' capitals – in Latvian media about Moscow and in Russian media about Riga. The frame analysis approach is used to analyze the reports as (1) individual texts and reality constructs (Entman, d'Angelo, Scheufele, Semetko, Valkenburg, de Vreese, Nabi, Johnson-Cartee) and (2) issue orientated frames and generic frames (de Vreese).

The results of the research show that the way in which Riga is presented in the Russian media can be analysed as an inter-textual process, because texts are often based on other texts or references to specific aspects in the relationship between Latvia and Russia. The framework under which takes place is based in part on differing cultures of journalism. Russian journalism (both in Russia and in Latvia) tends to be more emotional and interpretative, with news often not being kept separate from opinion. Russian media (both in Russia and in Latvia) focus framing not on a news event, but on frames related to historical and political relations that have been used in the past. In general Russian media using meta-frames and generic frames tends to cover Riga in the context of Russia. Latvian media covers Moscow using issue orientated frames and generic frames, some – meta-frames reflecting political power.

There are no differences among media when it comes to the way in which sports and cultural information is presented – the issue orientated frames are used.

All media are very much dependent on news agencies, there is a lack of sources, lively reporting about people and everyday life. All media framing both capitals as symbols of political power.

Anastasia Redchenko

Andrey Korotkov

## The Role of Non-traditional Media in Crisis Events Coverage

The Millennium set new challenges to the international relations. The turn of the 21st century seems to be quite stressful: the world is constantly shaken by natural disasters and regional conflicts, since 2001 the term “terrorism” has entered into mass usage. Under these circumstances mass media in a pursuit of sensations and high ratings prefer to pay prime attention to these events. Opinion polls show that the issues connected with life security violation easily arrests public attention and occupies top lists in news coverage. At the same time there is a trend of a constant acceleration in information consumption and acquisition, therefore traditional media frequently do not cope with fast information processing. In these conditions the role of non-traditional media is gaining its ground: nowadays blogs and social nets' pages are not only the way to express oneself but also an effective and prompt way of information transfer. In these circumstances we suppose that it is extremely important to pay particular emphasis on detailed description of this new, intensively developing direction which is the main purpose of this paper. We also presume that it is of high relevance to give consideration to bloggers actions in various crisis situations occurring in different parts of the CIS. In order to develop this idea we applied the method of case-studies. As a result three significant events of the previous years were highlighted: the revolution in Kirghizstan of 2010, the Russian-Georgian war of 2008 and the act of terrorism at the Moscow airport of Domodedovo of 2011. All the data was collected using documental research techniques such as the analysis of issue-related articles in newspapers, various net sources, blogs etc. To sum

up, a list of quantitative and factual proofs of non-traditional media actions relevance was obtained on the basis of which four major hypotheses of the paper were proved. First, it was confirmed that the role of nonconventional mass media is significantly increasing during the crisis periods as traditional mass media (for the technical and other reasons) appear incapable of the “wildfire” reaction. Second, it is proved that non-traditional media are using distinct tools and methods in the translation of crisis events conceding to the traditional ones in quality, but getting advantage in speed and staginess. Third, it is warranted that in certain cases nonconventional media represent itself as a platform for internal political and intergovernmental struggle being the effective weapon for information wars waging on the post-Soviet territory. Finally, it is of no surprise that to some extent non-traditional media afford ground for journalism development in the post-Socialist countries of Eastern Europe as well as to overcome authoritarian heritage there. That means that journalism in the post-Socialist countries is transforming under the influence of globalization and new conditions accepting new forms and aspiring to answer present calls. Ultimately, the most important issues the represented study is also trying to answer are what are the borders of the affirmatively authorized actions of these non-traditional media, how to legitimate them and what role will traditional media play in information transfer and public opinion shaping in the nearest future.

Dovile Ruginyte-Daveluy

The Role of talk and Reality Shows in Redefining the Notion of the Public Sphere in Post-communist Lithuania

The collapse of the communist regimes in Eastern and Central Europe in the 1990s led to a reestablishment of the free and independent media, and opened a way to a rapid development of the market-driven media systems. Such developments have also been prominent in the West, leading a number of scholars to raise concerns that the profit-driven media fail to fulfill their democratic functions (Blumler, & Gurevitch 1995, McChesney 2000; McQuail 1992). This perspective contrasts with the popular culture approach that draws on a broader understanding of “political” and suggests that the popular media promote what can be referred to as “cultural democratization” (Gamson 1998; Hartley 1999; Hennessy 1994). That is, through re-drawing the boundaries between public and private, the popular media introduce novel and often controversial issues, challenge traditional understandings, facilitate access to the mediated public sphere and promote diversity, leading to a more tolerant and inclusive democratic agenda.

During the Soviet times, the mediated public realm in Lithuania was regulated to fit the governmental goals, and was extremely limited in formats and in thematic range. As a result, after the reestablishment of its independence, it had to introduce a wide range of social issues into its public sphere. In this study, I argue that reality and talk shows played a crucial role in redefining the notion of the public sphere in post-communist Lithuania.

I conducted a content and discourse analysis of six reality and talk shows from 1990 to 2004. I also examined online comments about them and conducted ten in-depth interviews with the viewers of the shows to better grasp the impact on the audiences. Based on the empirical analysis, the paper concludes that these popular television genres played a decisive role in broadening the notion of the public sphere, especially regarding the issue of sexuality. In this way, they also contributed positively to Lithuania’s “cultural democratization,” which was at the time largely underdeveloped and inhibited by the Soviet legacies.

3C31 Business Meeting (HIV) Room: B.301

Chairs Sarah Cardey, Nancy Muturi, Joseph Muyangata

3C32 Business Meeting (PCR) Room: B.302

Chair Pradip Thomas

3C33 Narrating Long-term Conflict in Palestine and Lebanon: Images, Discourse, and Practices (PolComR) Room: B.303

Chair Annabelle Sreberny

Discussant Ibrahim Saleh

Papers

Dina Matar, University of Westminster, UK  
Memory and Structured Violence

This paper examines three different spaces and times of telling narratives related to the Palestinian-Israeli conflict. Drawing on interviews with diverse Palestinians in London, Lebanon, Syria, Palestine and Jordan and on ethnographic fieldwork in Jerusalem, it explores the ways in which personal remembering provides crucial points of reference for identity construction and for reckoning with the present in the context of continuing structured violence.

Helena Nassif

Making Sense of War News among Adolescents in Lebanon: The Politics of Solidarity and Partisanship

This paper focuses on children as audiences and narrators of war news. It explores how grade seven children between twelve and thirteen years in one school in Beirut make sense of news about wars taking place in their region (Lebanon and Palestine). It listens to the teens talk in focus groups about the war on Gaza 2008 and on Lebanon 2006, their emotional responses to conflict news and their opinions on how to regulate war images. The results highlight the politics of the children's emotional responses to war news as not independent from their attitudes and beliefs.

Rounwah Adly Riyadh Bseiso

The Production of Cultural Discourse and Representation: The Case of Hizbullah's Al Manar

This paper illustrates how Al Manar, the satellite television channel of the Lebanese political party Hizbullah, produces a historically-specific "cultural discourse" that underlines everyday practices and lives and their relations to the past through the daily broadcasts of promotional videos. These videos, this chapter proposes, create a discourse that depicts families and neighbours in ordinary settings and Lebanon as a unique landscape, and one that is embedded within the larger grand narrative of resistance that Hizbullah uses to legitimize its existence and its *raison d'être* as a party concerned with the protection of Lebanon's sovereignty and the integrity of Lebanese culture and people. In communicating social realities, this chapter

suggests that al-Manar engages in what we might call “a meta-cultural commentary” on Hezbollah’s identity, and what it stands for.

Zahera Harb

Ethics of Reporting Conflict in Lebanon

The Lebanese media scene could be identified as polarised. And the most dominant feature of it all is the interwoven relationship between the media and the politicians in Lebanon. The polarised diverse media system engendered a model of media confrontation between March 14 camp and March 8 camp led by the two main parties Future Movement (Sunni dominant) and Hezbollah (Shiite Dominant) which changed positions as loyalists and oppositions. The political confrontation was battled on the screens that are affiliated with mainly the two parties Future TV and Al Manar and the other TV stations were divided in support of one over the other. Journalists became clear about their religious and political affiliation and news programs were produced and set to serve directly this camp or the other. Stories started emerging on religious based attacks against one group of people and retaliation would take place in no time. The journalists not just wore the colors of their political parties or the movement they affiliate with, but became a kind of military spokesperson. They went beyond being embedded to being a mouthpiece of this political and religious group or the other. Journalists and media institutions lost the track, diversity that was a source of proud was manipulated into disseminating hatred and divisions in post civil war fragile society. Newspapers were aware that many incidents were provoked by News programs headlines and reports and was pinpointing on their front pages (Assafir 6-6-2006, Annahar 7-6-2008). Lebanese media stations became a tool that is used and abused by political parties and nothing was done to draw even a fine line against losing all their professional integrity and social responsibility. The Qatari foreign Minister said while announcing Doha agreement that put an end to street clashes in Beirut that the problem lies in this huge number of TV stations that could not be controlled. One of Doha agreement clauses was related directly to stopping media campaigns and preventing the language of hatred. This paper will explore the ethical boundaries that Lebanese journalists retain when reporting domestic conflict, if any?

Helga Tawil-Souri

Globalizing a Local Cause: Mediating the Palestinian-Israeli Conflict

3C35 Public Opinion/Understanding and Environmental Communication (EnvSciR)

Room: B.305

Chair Anders Hansen

Papers

Miki Kawabata

Environmental Attitudes and Media Communication

The purpose of this paper is to investigate and discuss about the relationships between public attitudes on the environmental issues and media communication in Japan. The environmental issues are more and more important agenda in our society. To deal with the environmental problems, not only the public policy but the public attitude on the issues is the key factor. Various types of media communication may influence the public’s knowledge and attitudes about the environmental issues. Analyzing the data from several surveys taken in Japan from 2007 to 2009, the author explored the relationships between the public attitudes on the

environmental issues and the various types of media communication such as mass communication and computer mediated communication. Kawabata (2010) found out that internet use and the cross-media use between internet and mass media may affect the people's attitudes on the environmental issues. In this study, further analyses with more variables and data were conducted. With the result, the author discusses the further findings and explanations.

Shun-Chih Ke

Audience Reception Analysis of Environmental Issue: The Example of "Saving Energy, Reduction Carbon"

Jin Yong Low

Adeline Tan

Andrew Darwitan

Kaijie Ng

Planting the Green Idea: A Study of Medium Effectiveness on Behavioural Intentions Using the Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) proposed by Ajzen has traditionally been used by researchers to predict behaviour, explain behavioural changes and to design behaviour interventions to elicit changes. This study seeks to apply TPB to the much neglected research area of "green" behaviour in the context of Singapore. Using a randomly selected sample of  $N = 203$ , a self-administered household survey was conducted to verify if TPB is valid in the local context with regard to "green behaviour". Attempt was also made to investigate how attention to the different mediums of TV, newspapers and the Internet may affect the predictive factors (attitudes, perceived social norms, and perceived behavioural control) of behavioural intentions in TPB due to differences in channel characteristics. A tentative TPB model was used for the research, with the mass media as an independent variable that influences the predictive factors, which in turn affects behavioural intentions. Attention to environmental information on different media channels were measured with a four-item index on a five-point scale. We typified environmental information to consist of environmental policies, risks, campaigns, and behaviours. The instrument items measuring TPB variables of attitude, perceived social norm, perceived behavioural control, and behavioural intentions were adapted from "Constructing a TPB Questionnaire: Conceptual and Methodological Considerations" proposed by Ajzen. Our findings show that TPB is applicable in the local context with all three predictive factors showing a positive and statistically significant relationship with behavioural intentions, which is a reliable predictor of behaviour. 47.8% of the variance in behavioural intentions could be explained by the predictive factors in the proposed TPB model. For individual channel differences, attention to newspapers exhibited a significant and positive relationship with perceived social norm and behavioural control but not attitudes. Attention to TV showed a significant positive relationship with perceived social norms, an inverse relationship with perceived behavioural control, and no relationship with attitudes. Attention to the Internet was not statistically significantly associated with any of the three predictors of behavioural intentions. We conclude that the newspaper is thus the medium that exhibits the strongest effect on proenvironmental behaviour. Attention to television sources of environmental issues was negatively related to perceived behavioural control. This could be attributed to the television medium's capability and propensity for carrying non-rational messages such as fear appeals. Thus, respondents might report a low level of perceived self-efficacy over 'green' behaviour that can mitigate such devastating

outcomes. The amount of attention paid to environmental information on the Internet was neither significantly related to the three predictors of behavioural intentions nor behavioural intentions itself. Mainstream media such as the television and the newspaper could play a 'funneling' effect in directing readers online for more information. Online information might thus be supplementary to mainstream media. We hope that our research will aid in the understanding of varying effects different media channels can have on individual proenvironmental behavior. With such knowledge, media policy-makers and government authorities can also be better informed in encouraging other kinds of positive behaviour through cost-effective means.

Shameem Mahmud

Public Perception to Climate Change Risks and Motivation to Adaptation in the Coastal Region of Bangladesh: A Qualitative Analysis of the Role of Mass Media, Interpersonal Communication, and Personal Exposure to Risks

Ai Sian Ng

May O. Lwin

Augustine Pang

Environment and Consumption: Toward the Sustainable Consumption Model to Examine Proactive and Reactive Consumption Behaviours

Omneya Nour Eddin

Environmental Ethics and Environmental Concern within the Organizational Culture of Policy Makers for the Environment

3C40 Beyond the Blind Spot: Labour, Communication, and Resistance (PoEcon) Room: D.97

Chair Nicole Cohen

Papers

Vincent Mosco

Marx is Back, But Which One? On Knowledge Labour and Media Practice

The global economic crisis has led to a resurgence of interest in the work of Karl Marx. This paper, part of a book in progress on Marx's contribution to communication and media theory, acknowledges this interest but asks on which, of the many shades of Marx, communication scholars should be focusing their research attention. The most general answer is all of Marx, from the early work on consciousness, ideology and culture which has informed critical cultural studies through to the later work on the structure and dynamics of capitalism that provides bedrock for the political economy of communication. But, this paper maintains, there is particular need for communication scholars to pay more attention to work that does not fit so neatly in either of these foci, namely, Marx of the Grundrisse and Marx, the professional journalist. Communication scholars need to do so because we have paid insufficient attention to labour in the communication, cultural and knowledge industries and the Marx of these two streams of work provides important guidance for what I have called the laboring of communication as well as for addressing general problems in communication theory. The first part of the paper takes up the Grundrisse which comprises notebooks drafted over

1857-8. Though not intended for publication, the Grundrisse provides important insights that extend and challenge even some of the later work like Capital, Volume 1. Specifically, it speculates on the significance of science, technology and knowledge labour, and, especially through the concept “general intellect” questions narrow conceptions of productive labour, something that Smythe took up in his concept of audience labour. What does this mean for the theorizing knowledge labour, and for the capacity to deepen its commodification or to end it? The second part of the paper addresses Marx as a media practitioner, particularly as a journalist, work that he engaged in throughout his life including during the years he produced the Grundrisse. Marx provides a model for the journalist that fits none of the standard “theories” of the press. What does it tell us about the labour of communication and for our understanding of praxis?

Gina Neff

Towards a Political Economy of Communication: Rethinking the Blind Spot of Work & Technology

A current challenge for media and communication studies is to be able to speak to questions of economic life both in and outside of media industries. New information & communication technologies destabilize the traditional divide between media producers and consumers. The rise of centrality in Western economies of cultural industries means that “an ever-widening range of economic activity is concerned with producing and marketing goods and services that are infused in one way or another with broadly aesthetic or semiotic attributes (Scott 1997, p. 323). Simply put — more things are communication, but our theories of political economy have yet to fully catch up to these changes. In this paper I join pieces for thinking about interaction, meanings, and the social construction of values into a lens for understanding the economy communicatively. Rather than address the role of the media in reflecting and supporting capitalism, this approach frames the economy as constructed through media and through communication. In this paper, I begin to bring critical theory in media studies together with emerging scholarly conversations in economic sociology, the rhetoric of economics, and critical organizational communication theory in order to examine how labour constructs and interprets culturally informed and communicatively mediated narratives about the economic values of their work. I show how media and communication scholars can extend and expand critical theories of labour to encompass a role for communicative action and practices. In the second part of the paper, I show the narratives that creative workers tell about the values that they hold about their work. These narratives are mediated and communicatively constituted. Together they present an opportunity for building a political economy of communication that takes media and cultural industries seriously while giving the field tools for analyzing the role of communication and media in the rest of the economy.

Greig de Peuter

Creative Economy and Labour Precarity: A Contested Convergence

The discourse selling the promise of a new ‘creative economy’ has been criticized for neglecting the working conditions in the sectors it champions. This paper challenges the ascendant rhetoric on creativity through the entry point of precarity. Circulated by European activists at the start of the 21st century, the concept of precarity designates experiential, financial, and social insecurity exacerbated by the flexibilization of employment relationships

under conditions of post-Fordism. Occupations in the media, information-technology, and cultural sectors have not escaped precarity; indeed, these sectors may be viewed as its avant-garde site, given the prevalence of freelancing, contract work, and self-employment within them. Drawing on the growing body of scholarship at the confluence of communication studies and labour studies, this survey paper explores opposing faces of precarity. The first part of the paper introduces a schema of precarious labour personas so to illuminate some of the multiple manifestations of precarity as an effect of post-Fordist exploitation. More than a linguistic device highlighting the labour conditions that are denied in dominant discourses on the creative economy, the concept of precarity also signals a promising laboratory of labour politics in which media and communication workers are participants. The second part of the paper therefore identifies collective responses to precarious employment, including emerging workers' organizations and policy proposals emanating from within and beyond immaterial production milieus. The paper concludes that in era of creative-economy hype and neoliberal austerity, the concept of precarity is a vital addition to the lexicon of a social-justice oriented media and communication studies.

**Enda Brophy**

Organizing the “Eyes and Ears of Corporate Capitalism”: Worker Inquiry and Labour Resistance in New Zealand’s Call Centres

The “creative class” hype has tended to obscure some of the fastest-growing forms of employment within the political economy of what social theorist Jodi Dean has called “communicative capitalism,” a regime which feeds on the proliferation of “communicative access and opportunity.” Emerging in the 1980s and exploding in the 1990s, call centres have rapidly become an integral part of the global economy. These factories of communication, where knowledge, language and affect are put to work, increasingly mediate relations with the institutions in our lives. For the millions who toil in them, they tend to include a well-established mixture of high stress, low wages, precarious employment, disciplinary management, draining emotional labour, and pervasive electronic surveillance. Avoiding prevailing depictions of call centre employment as either an emancipated form of “knowledge work” or a hopeless form of labour subjection, this paper presents the findings of an ongoing international research project into emergent forms of labour resistance and organizing within call centres. Specifically, it introduces the autonomist marxist method of the worker inquiry, and reports on research into the “Calling for Change” campaign organized by call centre workers in Auckland through the Unite union.

3C41 War, Propaganda, and Ideology (PoIEcon) Room: D.98

**Chair Philippe Meers**

**Papers**

**Joerg Becker**

The Georgian-Russian Media War 2008

**Anthony Joseph Cawley**

Sharing the Pain or Shouldering the Burden? Irish Media Framing of the Public Sector and the Private Sector during the Economic Crisis, 2008-2010

**Ginevra Adamoli-Kalbli**

**Jennifer M. Proffitt**

Promoting Economics with Morals: Capitalist Ideology in Undercover Boss

**Nadia Kaneva**

Who Can Play This Game? The Rise of Nation Branding in Bulgaria, 2001-2005

**Alma Rosa Alva de la Selva**

The Global Crisis and the Information Society in Latin America

The global crisis that was made evident since 2008 (although it developed earlier, as part of the exhaustion of the neoliberal model), is having an impact in various social and political issues. One of the major global processes in development that is being affected by this phenomenon is the construction of the Information Society (IS). In advanced countries that process will slow their speed or limit the reach that they had set towards the end of the first decade of the XXI Century, in the scope of the so-called “emerging” countries –including Latin America- the impact will be higher, since the region is in many cases still in the stage of setting the foundations of the new social organization. Facing these factors of structural origin and with prior insufficient resources to finance the process –lack that will be increased by the global crisis- , the national projects will be affected significantly, as well as the efforts of players other than the government that came driving from their fields the development of the IS, all this having important social consequences. Due to its impact on society, among the greatest risks that will be faced in Latin America as a result of the global crisis of capitalism is the deepening of the digital divide (which has been constituted “the new inequality” of this region, a region with the greatest inequalities in the world), problem that, coupled with others social and economic lags could represent an obstacle to build the new social organization in a framework of greater equity. This work (part of a broader research of the subject) is aimed, in the context of the situation described above, and from the perspective of the political economy, towards exploring the fundamental aspects that this crisis is generating in the development of the Information Society in Latin America, as well as towards reflecting on the alternatives in the field of public policies that can be useful to prevent the existing inequities in the field of this region.

**3C42 Entertainment Media (PoECon) Room: D.100**

**Chair** Daniel Biltereyst

**Papers**

**Benjamin John Birkinbine**

Cinema, Cities, Capital

**Randall Nichols**

The Economic Impact of Video Game Ratings Systems Internationally

**Dal Yong Jin**

Transforming the Global Film Industries: Horizontal Integration amid Neoliberal Globalization

This article is intended to analyze the historical development of the global film industries through horizontal integration mainly between 1982 and 2009. From political economy perspectives, its essence lies in a comprehensive analysis of the structure and dynamic of the industry and the ways in which that structure and dynamic determines what films can be made by whom. The analysis of the relationship between the film industries and the broader political-economic environment is critical because the film sector is based upon consumption, and hence will always be subject to fluctuations in consumer spending and always be dependent on the real economy. This paper especially explores the role of U.S. film corporations—considered the key players in the global film market through Hollywood movies—to determine whether the U.S. has taken a pivotal role in the global M&A market or whether non-Western countries, such as Korea, China, Mexico, and Chile, have expanded their influence on the global market through investing their capital. Finally, it discusses whether the two most significant economic crises that occurred in the 21st century—primarily due to the September 11 terrorists attacks against the U.S. in 2001 and the 2007-2008 mortgage crisis—have changed the landscape of the global film industries.

### **Ergin Bulut**

Politics of Video Game Labor: Precarity and Commodification of Information in the “New” Economy

3C43 Gender and the Digital World (II): Social Effects at Home, in the Community, and Society (Gender) Room: D.105

**Chair** Michael Prieler

### Papers

**Nien-Hsuan Leticia Fang**

The Wii Fits All? The Analysis of Women’s Social Consumption of Nintendo Wii at Home

**Wilson Truman Okaka**

Communication for Strengthening Gender Equality, Culture, and Community Relationships

The general purpose is to discuss the role of communication media in strengthening gender equality, culture, family, and community relationships for sustainable development in Uganda and the rest of Africa. The objectives are to: present the impacts of media coverage of the role of culture in family and community relationships amid the challenges of the HIV/AIDS threats in Uganda; give an overview of the effects of domestic violence on family and community relationships in the Ugandan society, discuss the role of effective national communications campaigns strategy to implement the UN Convention for elimination of all forms of discriminations against women (CEDAW) for improved family and community partnerships in Uganda, and explain the use ICTs to empower families and communities for sustainable development. In this review we examined the impacts of mass media coverage of the social, economic, and political family and community relationships in the Ugandan communities. Results indicate that the mass media is quite effective in raising awareness of healthy family and community cooperation values. Archaic cultural practices are causing untold disruptions in family and community relationships especially in the face of the rising incidents of the HIV/AIDS infections in Uganda. Ignorance alone contributes to well over 80% of diseases, illnesses, infections, and death rates in Uganda. A mix of mass media and interpersonal communication strategy is has maximum impact in achieving behaviour change.

Awareness can check and reverse the rampant negative Ugandan cultural practices. ICTs can strengthen family and community partnerships for gender equity and equality in Uganda and Africa.

Ilya Revianti Sunarwinadi

Gender, Culture, and Communication in Urban Settings: Case of Indonesian Female Youth

Using a social science approach, gender has been seen more as a social construct. In metropolitan cities, because of their access to the impacts of globalization, the meaning of gender has changed gradually. It cannot be linked automatically to the biological meaning of sex, male or female. Gender as a construct is culturally conditioned. Implied in it is the process of gender identity formation. Inherent in the consideration of gender as a sociological construct, are issues of gender equality, social assignment, gender fluidity, social categories, that can be taken as special objects of study. Searching in the internet would lead us to discover that a lot of young women nowadays making public of their creativities through connectivity. Connectivity in this case refers to the social or human connectivity, which essentially has the meaning of being in contact with other humans. More and more people are engaged in social networking. Its speed of connecting people all over the world cannot make other media surpass the internet. People everywhere are hooked by wires that can cross cultural and educational boundaries. Indonesia now occupies the second position in the number of people deploying the social media after the US, and the first in the whole Asia Pacific region. Especially the amount of netters using Facebooks, Twitters and others are ever increasing at a formidable speed over the past few years. When it comes to the young generation, there is the strong tendency of choosing on-line facilities to get any information that they need or to share the information that they have to other people. When asked about their preferred media for news, they would point readily to the social media. Indonesia joins other countries that lately make considerable political use of the social media in strengthening their civil societies, or people's civic engagement, in matters of major public attention and interests. Historically, the social media even had a very significant role in the national upheaval that eventually overturned the late President Suharto's government in 1998. Indonesia since then had declared itself to be a democratic country. Culturally, this change of political climate, supported by the rapid development of communication technology, had made a dramatic impact to the changing of world views and values of some selected levels of people that reside mostly in the cities. They feel much freer to voice their opinions and interests in all sorts of media. Based on that background, this study has an aim to explore whether there are indeed changes of world views and values among young, creative females who are actively engaged in the use of social media for their purposes of self-promotion or exaltation? How do they make social constructions about the quality of life that may instigate their willingness for connectivity? How do they form their gender identities in the face of the cultural changes? Using the constructivist approach, this qualitative study conducts depth interviews, as well as focus group discussions.

**Cathrine Edehard Tømte**

ICT, Gender, and Education: An Updated Perspective on the Gender Issue

3C44 Between Security and Privacy: Understanding the Balance between Surveillance and Data Protection as Local, Regional, and Global Policy Issues (CPT)

Chair Johanna Jääsaari, Maria Löblich

Discussant Maria Michalis

## Papers

**Johanna Jääsaari**, Swedish School of Social Science, FI  
Small Nation, Big Firm: Nokia and the Finnish “Big Brother” Legislation

Two pressing challenges confront communication policy-makers and legislators on the local, national and transnational level today: balancing between measures to increase information and network security and the need to ensure the free flow of information, and balancing the necessity to prevent the use of information technologies for criminal or terrorist purposes and the need to respect human rights. Thus far in many cases freedom and human rights have had to surrender to the urgent need to combat threats to security on the Internet. In contrast to traditional expectations, European democracies do not form an exception but have implemented several laws and policies allowing the restrictions of basic democratic rights such as the privacy of communication. This paper looks at one of them, the Finnish Government’s move to amend the Act on Data Protection of Electronic Communications. The controversial bill would allow employers (including institutions such as universities) to investigate the log data of employees’ e-mails, should they suspect that corporate secrets are leaking out of the company or that the employer’s communication networks are being misused. The changes proposed by the government, motivated by the need to protect Finnish companies from industrial espionage, were pronounced unconstitutional by all of the legal experts called to give a statement to the Parliament’s Constitutional Law Committee. The government bill was met by a wave of protests by Internet activist groups and networks. The Finnish media published several critical articles on the new legislation, pointing out that the law posed a threat to the confidentiality of communication and investigative journalism. The law, commonly known as Lex Nokia, or the “Big Brother” or “Snooping Law” was notorious in that the global mobile phone corporation Nokia allegedly pressured the government to pass the law by threatening to move its headquarters from Finland. Using a multi-method approach, the paper analyzes the debate and the norms and values behind the arguments presented for the new legislation and those that questioned economic and political interests getting the advantage over fundamental rights.

Gunes Acar, TR

**Funda Başaran**, TR

Privacy and Security Issues in Turkey's e-Government Project as a Matter of Public Policy Making Process

While the internet usage has increased and awareness of social, economic, and political impacts of this technology have been grown, issues related to information stored and handled on the internet became more important both in national and international contexts. Among these issues are the privacy and protection of sensitive data as basic rights of citizens, security of the state and security of the homeland. E-government efforts which include transformation of government activities to electronic transactions further added to the vitality of these issues as vast amount of sensitive information now collected, stored, accessed and transmitted online. Taking data privacy and protection as multifaceted problems covering issues such as transparency, accountability, relevancy and security, the study will investigate the values adopted by state authorities on Turkey’s e-Transformation Project in order to secure the privacy and protection of sensitive information on personal, national and transnational contexts and the manner of employment of these values in public policy making processes.

The public e-government policy documents, in-depth interviews with policy makers and case studies of e-Government applications related to privacy and protection of sensitive information will be the main sources of the study's empirical data.

**Margaret Tan, SG**

Online Privacy Policies: Can It Help in the Intrusiveness in Data Collection?

Establishing online trust is an important criterion for successful e-commerce. With growing and pervasive use of online transactions, websites do not only collect personally identifiable information, they can also collect non-identifiable information or aggregate information, such as click-through behaviour of online visitors. Indeed, it has become common practice for website operators to collect aggregated information to enable them to profile the consumers and formulate marketing strategies. Thus, to win the trust of online customers, most e-commerce websites post online privacy policies stating their data handling policies and practices. However, the important concern relates to the extent to which consumers are able to control the use of their personal data. Using a linguistics-analytical framework, the objective of the study is to understand the information adequacy and language clarity of online privacy policies with regards to their data handling practices of the websites. The data was collected, coded and analysed from online privacy policies of websites from Asia Pacific, Europe and United States. The study reveals that most online privacy policies examined lack information adequacy and language clarity. Indeed, most online privacy policies are vaguely worded and lack clarity and specificity in the coverage of their data handling practices. Particularly striking is the use of ambiguous language regarding the sharing of personal data with third parties. For instance, while the ability to opt-in or opt-out provides online consumers with a self-directed control mechanism for privacy protection, the implications regarding these choices should be clearly explained to them in order to minimise confusion and eliminate distrust. It must be noted that investigation of the scope of data privacy within the text of online privacy policies cannot be interpreted as the actual scope of data privacy being exercised by website operators. Although the implicit objective of privacy policies is to build online trust, it appeared that the way privacy policies are currently written, they may hinder online trust. Beyond its value in enhancing the perceived credibility of websites, the process of conforming to the accreditation standards of reputable privacy seal bodies may appear to have a positive impact in building online trust of consumers.

**Maria Löblich, DE**

Manuel Wendelin, DE

Civil Collective Action against Data Retention: An Empirical Case Study on Germany

All over the world, there are political ambitions to use information and communication technologies for surveillance. This is the case not only in authoritarian but also in democratic states. In the European Union for instance the Data Retention Directive was passed in 2006, its main purpose was to get a tool to fight criminality. Most of the European member states have implemented this directive in the last years. The mandatory storage of telecommunications traffic has caused protest all over Europe. In the view of its critics data retention harms the basic right for data protection. One country in which the directive's implementation has caused vehement civil protests is Germany. Here, the law for data retention finally was stopped by the constitutional court which had to deal with a mass complaint filed by civil society activists. From 2005 on, German digital rights activists felt that their position was not represented in the decision making on EU and on national level and they started to organize political protest.

The aim of our paper is to present an empirical study on German civil society activism against data retention. In particular we will focus on

-the activists' problem perceptions, and their beliefs and goals concerning data protection policy,

-their organizational forms and repertoires in order to fight data retention.

Germany is a promising case to look at because data privacy is a deep-rooted issue. German civil society activists did not only succeed in reaching the mass media and creating a critical awareness about data retention but they were able to stop the implementation of the law for data retention by means of a constitutional court complaint. Furthermore, political contentions in this most populated country of the European Union usually have signalling character. It is also worth to take a look at German digital rights activists because they are actively engaging on the European level, and their beliefs as well as their forms of engagement are influencing the civil society collective action against the data retention directive on EU level. On the basis of the Governance perspective and the Resource Mobilization Approach we conducted 20 qualitative interviews with leading civil society activists. We focused on activists that have gained a reputation in the public sphere, i.e. who appear in the mass media as internet experts, are invited to round table discussion in politics or are heads of activists' organizations. We defined »civil society« as non-governmental and non-commercial sector. Civil society activism can be described as mobilized networks of groups and organizations, who over a certain period of time try to induce, prevent or undo certain regulations. Our results show the activists' aim to preserve human and civil rights in the internet era. In face of the tracing of telephone and internet communication, they demand a careful handling with citizens' data by state administration and companies. There are various views among them on whether data retention should be allowed. On the one hand there are activists who balance the values of security and privacy and try to find a compromise; on the other hand there are radical opponents of any data retention. Activists employ online and offline forms of collective action against data retention such demonstrations, campaigns, flashmobs, constitutional complaints and political advisory work. Civil rights and hacker organizations founded in the 1980s have experienced a revival, and new organizations such as the Pirate Party and the »Working group against data retention« have constituted.

Payal Arora, Erasmus University, NL

Walled Gardens: An Analysis of the Private-Public Nature of Online Leisure

In this Web 2.0 era, contemporary leisure is dominantly situated within the online sphere. It is now commonly believed that much of what users do online is of a social nature and if we are to understand their enactments, online spatial analysis of these cyberleisure spaces is a good starting point. This paper thereby proposes that if the Internet can be seen as a "digital city," its online leisure spaces need to be seen as its virtual parks. Social network sites and parks share much rhetoric in common- they are both perceived as free, universal, democratic and non-utilitarian in nature. Yet, if we are to take on this metaphorical comparison through a historical and comparative analysis, we will discover the ongoing politics of keeping these leisure spaces "public." For instance, the making of parks in the 19th century involved a significant struggle to shift from the State to the masses. Also, parks across nations and cultures, although one of the seemingly least regulated public spaces, is in fact "walled" by social, cultural and economic constraints that shape its very nature. Furthermore, an interesting discussion can stem from the fact that contemporary leisure spaces are finding themselves more within "gated communities," both online and offline, highlighting an interesting and important dimension of the semi-private nature of cyberleisure spaces. This

paper leverages and re(situates) Habermas's theory on the public sphere, essential for our understandings on notions of ownership, authority, regulation, security, trust, class, inclusivity/exclusivity in relation to leisure. The tensions of the public and private can be revealed through this parallel as we delve into questions of current importance in relation to online leisure: can we equate "public" space with "free" space? What are the trade-offs involved in keeping a social space "free?" How do we understand the notion of access to these cyberleisure spaces in relation to its current socio-cultural and economic boundaries? How "open" are contemporary leisure spaces and what are its determining factors? Overall, an analysis of the public versus private nature of cyberleisure spaces, both online and offline can shed light on what regulates and shapes contemporary leisure.

3C45 Visual Record and Memory (VisualC) Room: D.107  
Chair Aurora Wallace

## Papers

Heli Lehtela, FI

The Sámi Culture in Change: From Nomads to Urban Citizens

The roots of the Sámi culture are in arctic Sámi homeland and traditional livelihoods such like reindeer herding. However, nowadays there are more Sámi people living in cities than in Sámi homeland. When younger generations do not necessarily have connections to Sámi language, Sámi homeland or traditional livelihoods, the minority is facing a challenge to redefine Sámi identity and "accepted" ways of expressing sáminess (Valkonen 2010). This study takes a look to visual news representations of the city Sámi in order to investigate how do the city Sámi represent their sáminess and identity. The roles the Sámi take in these visual representations prove that the memories of ancestors way of life still have an important role, but the forms of the minority culture today are modern and active. It is possible to play with identity. Also the Sámi can either show their belonging to Sámi minority or hide it. The study reveals how the sáminess is constructed in news paper and on the other hand - how the Sámi themselves do want to be seen. The methods used are content analysis and semiotics.

Sunny Yoon, KR

Taming the Primitive: Visual Anthropology of South Korean TV Documentary

Documentaries have not been popular in South Korea until recently since Korea declared "the multicultural society". Big projects of documentary that network TV released are mostly exploring so called primitive societies. Three network TV, KBS, MBC, SBS broadcasted Asian Corridor in Heaven (2007), Tears of Amazon and Tears of Africa (2010) and Last Tundra (2010) respectively. Their PR focus is that production crews spent over a year in remote areas and got through all the difficulties to picture lives of primitive people. Additionally, these programs illustrate their interests in describing environmental crisis that the world is facing. Although these TV programs enhance a new phase of documentary in South Korea, the way they portray other cultures show problems similar to those of imperialist photography in 1920s and 1930s. First, this research attempt to compare the technique of visualizing other cultures that contemporary Korean documentary illustrate with those of early imperialist photography. Visual anthropology will be the theoretical perspective of this comparative research. Second, this study explores the timely concurrence between emerging anthropological TV documentaries and discourse of multiculturalism in Korea.

Korean people have maintained a belief in mono ethnicity as the core of Korean nationalism until recently. Korea switched its position to multiculturalism as multiethnic marriage became pervasive in the countryside and foreign laborers immigrated into the cities. Both are mostly from less developed countries. Despite political and cultural enlightenment, there are resentment and sometimes discrimination against other ethnic groups in the Korean society. Anthropological TV documentaries seem to illustrate these mixed sentiments of Korean people share. By emphasizing foreign and primitive lives, these TV programs try to justify unilateral acculturation of immigrants and cultural power imposed by Korean mainstream. It shares imperialist anthropology conducted by photographers in early 20th century. This study explores criticism of multicultural ideology that Korean government supports.

Donna Chu, HK

The Production of Erotica: Visual Culture in Photobooks

This study focuses on the production of erotica in photobooks, which is also commonly known as *shashinshū* in Japanese. Photobooks featuring young girls have been widely circulated in Japan. In the mid-1980s, similar publications were introduced in Hong Kong and Taiwan. They mostly feature young artists who have just embarked on their career in show business. In the early days, these photobooks often sparked controversies whether they should be considered as art or pornography. The producers, including the celebrities who are featured, almost always discard any accusation on pornography, and defend that their production is of good taste and high quality. A new kind of modeling work that draws attention to teenage bodies and sexuality has emerged in Hong Kong in the past two years. Young women are recruited to model at different kinds of publicity functions and are dubbed “teenage models”. They are also featured in photobooks which have changed these standard debates somehow. First of all, most of them are nobody before they are featured in these photobooks. Secondly, the presentations of their bodies in these photobooks do contain some notable pornographic references which have raised serious concerns from the community. Yet by far, when sent for review, none of these books have ever been classified as indecent or obscene items. This discrepancy is noteworthy as it somehow suggests a skillful manipulation of images that on the one hand, provides room for fantasy for the consumers, whilst on the other hand ensures that such fantasy are within the confines of law. This study analyzes 20 such photobooks published in the summer of 2010. Building on the analytical framework in visual communication, this research considers different perspectives in assessing both the merit and problems in these ‘sexy images’. Over 1200 photos are studied, using both content analysis and textual analysis. The aim is to arrive at a holistic understanding of how erotica of this kind is produced, and what kinds of meanings these images are designed to achieve. The politics of young female bodies as well as visual images will be fully considered in the research. The cultural differences generated by ‘erotica’ will also be explored.

Thalita Cruz Bastos, BR

The Contemporary Documentary as a Device in *Jogo de Cena*, by Eduardo Coutinho

The modes of production of the documentary as a form of narration of the world seems to characterize itself today frequently by contamination and displacements that call into question notions of representation, real and fictional. The purpose of this paper is to show how the contemporary documentary may at times be thought as a device that presents a curious relational and mediation aspect, introducing in the very process of production of a documentary a game of organizing subjects, objects and circumstances that challenge some of

the documentary assumptions. So let's tackle the work of Eduardo Coutinho, currently one of the main Brazilian filmmakers, whose work shows exactly the opposition between documentary and fictional and therefore becomes able to speak of the world and of the other in another way. In order to develop our analysis, we will analyse the movie *Jogo de Cena* (2007), which can be considered an example of what Consuelo Lins – a Brazilian filmmaker and researcher in the field of documentary - called "relational device", as it combines the testimonies of women convened by a newspaper's ad with their interpretation by known and unknown actresses, confusing the viewer about the real origin of the speeches. This is a mechanism that can move, even temporarily, the ways of seeing and perceiving the world, others and yourself, making possible new world views.

Another fundamental concept is that of mediation, according to Latour, which is characterized by the possibility of exchanging information, to relate to and see, with the participation of various subjects, without one being more important than another in this relationship. This concept helps us to think the film as part of a network of relationships with various connections, turning it risky to attempt to separate fiction from documentary. The goal is to think about how Coutinho's productions, for its device characteristic, are able to establish with these mediations interesting interferences in the process of documental production and narration of the world. To better understand how the mediations are articulated in the work of Coutinho, and how in it the traditional conceptions of the documentary are displaced, we will also support other authors of the theory of cinema, actor-network theory of Bruno Latour and John Law, as well as conceptions production of subjectivity and the production of difference developed, respectively, by André Parente and Birgitta Frello.

3C46 Digital divides: The Urban and the Rural (DD) Room: D.113

Chair Zarqa Ali

Papers

Debbie Goh, SG

Ugur Kale

Identifying Barriers to Web 2.0 Access among Urban and Rural Teachers in West Virginia

van Dijk (1999; 2005) proposes that the digital divide occurs progressively through four stages of ICT access: 1) motivation, 2) physical, 3) skills and 4) usage access. Users must first overcome motivational barriers such as lack of interest or computer anxiety, followed by physical barriers like computer ownership and internet connections. They must then have digital skills, and be able to use various applications. He notes that while mental and physical access divides are narrowing, skills and usage access divides are deepening. This study surveys 161 teachers from four rural and four urban public schools in West Virginia to measure and compare teachers' motivation, physical, skills and usage access levels with regards to Web 2.0 use. To overcome the digital divide in West Virginia, one of the poorest and most rural states in America, school are urged to integrate emerging ICTs such as Web 2.0 in their curriculum to develop students' 21st century skills. However, it is unclear if teachers have the necessary skills, support and attitudes for incorporating these new tools, particularly if they are facing common digital divide constraints set upon by their rurality. The findings established that rural and urban teachers do not differ significantly in physical access and skills level. There is also no significant difference in their personal use of Web 2.0 activities such as blogging and online social networking. Urban teachers, however, use Web 2.0 for teaching more frequently and for more activities than rural teachers. They are also more satisfied with using the internet for teaching. Urban teachers say they get more computer and internet support in school for Web 2.0 activities. The findings suggest that motivational

barriers persist at all levels of access, and the deepening skills and usage access divide result from persistent divides at the mental and physical access levels.

Denis Dunas, Lomonosov Moscow State University, RU  
In-families Gaps: Use of Digital Information in Moscow Households

Digital divide is considered by scholars in different aspects. Castells and Himanen consider it in the socio-political aspect. The researchers see the reasons for the fact that the right to obtain digital information of certain members and groups of society is infringed due to economic inequality, technological lag, social / educational passiveness and other features, characteristic for the non-democratic forms of political organization (Vartanova, 2003). Other aspects of the digital divide were analyzed later. Scholars point at origins of this phenomenon connected with gender (Smirnova, 2009), generation (Vartanova, 2010), world outlook, everyday life, anthropological and other individual-centric issues (as a counter balance to socio-centric ones). Thus, individual-centric reasons for the digital divide include non-curiosity and unwillingness, lack of skills, specific interests, habits etc. One of the most interesting and less studied issues is the problem of the use of digital devices in different families in a national context. Having a relatively unified political, socio-economic and educational context as well as an equal access to digital platforms, the members of a household may use digital gadgets in a different way. The paper attempts to analyze the use of digital technologies by members of the same families but representing different generations. The ongoing research is carried out in several Moscow families and is based on the ethnographical method.

Periyasamy Mabel Govindaraju  
Maani Mabel Mabel, IN  
Common Service Centers and E-governance Services: A Study in a Rural Community

ICTs in governance have achieved a great extent of improvement in transparency, accountability, service delivery speed and lower service charges in the service process. E-governance can be explained as the use of Information and Communication Technologies by Government agencies to deliver the services to the citizens. Many of the Governmental agencies have succeeded in delivering the low cost, speedier and efficient services to the public. Ministry of Information Technology, Government of India had set up the National e-Governance Plan, through which it has planned to initiate a Common Service Center (CSCs) for each six villages all over the country. The Central Government funds and the state government implement the project through Public Private Partnership (PPP) to obtain all the services through Internet at the door step. The Government of Tamil Nadu through Tamil Nadu e-Governance Plan (TNeGP) has been initiating one CSC for three villages since 2008 taking one step ahead of the National plan. Two private firms were selected as the SCAs – Sahaj SREI and 3i-infotech through out the state. 3i – infotech has withdrawn from the scene after initiating the CSCs in all districts of Tamil Nadu except Chennai, Dharmapuri, rishnagiri, Tiruvannamalai and Vellore districts. Sahaj SREI has been operating in the four districts - Dharmapuri, Krishnagiri, Tiruvannamalai and Vellore. They are entrusted to e-services. In this present study, the Common Service Centers of Dharmapuri district have been studied using case study methodology. The study revealed the present scenario of the CSCs, the challenges for sustainability and the adoption behavior of the tribal citizens.

ASM Asaduzzaman, UK

Digital Divide among the Rural Communities in Bangladesh: Can the “Info-lady” Be a Bridge?

This paper critically examines the introduction of ‘info-lady’ for bridging the ‘digital divide’ between and among different communities in a rural area of Bangladesh. Conducted from an ethnographic approach, this ongoing doctoral study critically examines the activities of info-ladies meant to provide information and other ancillary services at the doorsteps of the villagers. This project has been taken up by a multipurpose community information centre (MCIC) at Purbadhala in Netrakona district. The phenomenon of ‘digital divide’ is high among urban and rural populations as well as among rural communities of different classes in the country. While mobile phones are penetrating even the furthest corners of the country, access to the Internet by the majority of rural populations is still a far cry. To facilitate their access and provide them with Internet services, MCICs or telecentres have been set up by different actors e.g. the government, NGOs, telecommunication companies in line with the dominant discourse of ‘Digital Bangladesh by 2021’ as put forward by the current government. However, these telecentres seem not to reach their goals due to a number of factors among which low level of literacy – both general and computer – on the part of the rural populations, poverty, scarcity of electricity and lack of sustainability of the telecentres are prominent. This paper in the first instance inquires into the basic issue of whether or not the Internet is a necessary priority for the villagers. Secondly, it argues that with the aforementioned drawbacks, the info-ladies have limited scopes to provide the community members with Internet and other information related services. However, the very entrepreneurship model in which info-ladies work have the potentials to play some role in their own empowerment.

Hannah Goraya, Cultural, Communication, and Computing Research Institute, UK

Ann Light

Simeon Yates

Contact Networks and the Digital Inclusion of Isolated Community Members

This paper will explore the role of support networks in reducing digital exclusion for isolated individuals. The work is based upon a project funded by the UK Economic and Social Research Council. This project is in collaboration with the four South Yorkshire urban regions of Barnsley, Doncaster, Rotherham and Sheffield. Ethnographic studies were undertaken in one neighbourhood in each of these urban regions. Interviews with the residents of the four in South Yorkshire neighbourhoods identified interventions that increased the probability of individuals being motivated to use the Internet. A key theme, which emerged in the interviews, was that of contact networks which reach isolated individuals and provide them with information. We then developed this idea through a further study of carers in Barnsley. Using findings from these studies we will consider the benefits or otherwise of interventions through personal networks (developed and maintained by the individual) as opposed to those through formal external networks (provided by community centres and public sector groups). We will also consider the motivations of and provision by those making interventions and the impact this has on an isolated individual. In conclusion the paper discusses appropriate techniques for local government authorities and agencies to adopt when wishing to digitally include currently excluded neighbourhood residents.

3C47 Generic Studies: The Myth of Freedom (JRE) Room: D.114

Chair Malou Willemars, Fontys University of Applied Sciences, NL

## Papers

Malou Willemars, Fontys University of Applied Sciences, NL

Deciding what Debate Is: Journalists' Professional Assessments of Contribution's Values for Public Debate

Cynthia English

Lee Bernard Becker

Tudor Vlad

Comparing Elite and Citizen Assessments of Media Freedom in 112 Countries Using Data from the Gallup World Poll

Media freedom is officially recognized as a fundamental human right in Article 19 of the Universal Declaration of Human Rights; however, the extent to which nations enjoy freedom of expression through media varies considerably. Independent organizations like Freedom House, the International Freedom of Expression Exchange (IREX), and Reporters Without Borders, evaluate and compare levels of press freedom between countries, relying heavily on expert assessments. The information provided by these organizations is invaluable to governments, non-governmental organizations, and academic institutions concerned with monitoring freedom of expression. Citizen evaluations of press freedom are largely unavailable and not a factor in these elite assessments. The Gallup World Poll actively surveys in more than 150 countries worldwide, representing more than 99% of the world's population. In 2010, Gallup asked adults in 112 countries if the media in their country had a lot of freedom, or not and whether they had confidence in the quality and integrity of the media in their country. (These items were not allowed on several country questionnaires due to restrictions by the governments of these nations.) These data provide unique insight into resident perspectives of the media in these countries and allow for comparisons with expert assessments. Although previous research of this kind has been conducted on a smaller scale, never before have data been available for such a large number of countries, allowing a truly global comparison of citizen and elite evaluation of media freedom. Preliminary analysis using Gallup data from 48 countries collected in early 2010 (not probabilistically selected from the population of countries in the world) revealed modest correlations with press freedom measures from Reports Without Borders and Freedom House, with the latter showing the stronger relationship to the Gallup data. Confidence in media and elite evaluations of press freedom revealed little-to-no relationship with citizen assessments of media freedom. It should be noted that only 2009 data from Freedom House were available at the time the preliminary analysis was conducted. This paper will utilize the 2010 Freedom House data allowing for comparison with the citizen assessment data collected the same year. Additionally, data from 64 new countries, including 30 European countries, missing from the preliminary analysis, will be added. The findings will contribute to a growing body of research around assessing media freedom and lead to additional insights about the relationship between citizen and elite assessments of media freedom. The paper will speak to the conference theme of Cities, Connectivity, and Creativity and the Journalism Research and Education Section theme of Methods for Quantifying Professional Journalism.

Zvi Reich, Ben Gurion University of the Negev, IL

Thomas Hanitzsch, University of Munich, DE

Who is a Free Journalist? Predicting Perceived Professional Autonomy across 18 Countries

On the basis of survey responses of 1800 journalists from 18 countries\*, the current study seeks to map systematically the predictors of professional autonomy, i.e. the extent to which journalists feel free of pressures from management, commercial factors and other forces that reside inside the news environment across-cultures. This research focus is consequential theoretically, practically and ethically, determining the extent to which journalists with different backgrounds, who work in different news organization, under different political regimes and types of ownership can play an active role as society's main providers of credible and reliable information and as independent watchdogs of political and social institution. This is especially important in times when professional autonomy is agreed upon scholars as deteriorating, and in places such as Western countries, where professional autonomy tends to be taken for granted. The study explored whether predictors of professional autonomy reside in three levels of analysis:

1. The individual level refers to journalists' professional backgrounds and orientations, as well as their specific roles and occupational characteristics within the news organization.

2. The organizational level of analysis includes the newsroom environments well as the larger managerial and economic context of news production.

3. The societal level of analysis incorporates the relevant social, cultural and ideological contexts within which journalists operate, most notably the political and legal conditions of their work. Findings regarding the individual level indicate that more experienced journalists and those in the higher echelons of their editorial hierarchy enjoy indeed greater professional autonomy. However, contrary to expectations and the suggestions in the literature, working for a specific beat did not turn out as a significant predictor of professional autonomy.

Perceived political influences are the strongest limit to journalists' professional autonomy, followed by organizational and procedural influences, while economic influences – surprisingly – didn't show any significant impact. Professional influences and the influence of reference groups are perceived as enhancing perceived autonomy. The type of ownership seems to have a complex impact on perceived autonomy. Journalists working for state-owned media enjoy less professional autonomy than their colleagues in private media, however, journalists in public media also reported less autonomy than their counterparts working in the private sector. Dependence on advertising revenues and the existence of codified editorial rules, on the other hand, were not significantly related to journalists' professional autonomy.

On the societal level, the strongest effect was contributed by democratic performance.

Journalists in "full democracies" reported the highest autonomy, followed by their colleagues in "flawed democracies" and "hybrid regimes." Surprisingly, however, journalists in "authoritarian regimes" expressed higher levels of perceived autonomy than "hybrid regimes". Contrary to our expectations, societies with high levels of political parallelism (in which the media system reflects the major political divisions in society) seem to enjoy greater professional autonomy than their colleagues in other contexts.

\*The studied countries were: Australia, Austria, Brazil, Bulgaria, Chile, China, Egypt, Germany, Indonesia, Israel, Mexico, Romania, Russia, Spain, Switzerland, Turkey, Uganda and the United States. This paper is part of the larger research project named "Worlds of Journalism."

Eno Akpabio, University of Botswana, BW  
Seamogano Mosanako, University of Botswana, BW  
Interrogating the Mandate of the Botswana Media Complaints and Appeals Committees

In many countries, there is stiff resistance to government dabbling into regulation of the media. Lord Wakeman, former Chair of the British Press Council, expressed this sentiment aptly when he remarked that the long tradition of freedom of expression and British democracy would face grave dangers if government decided that self regulation by the media had failed and then proceeds to legislate to control the media (Frost 2000). Many agree that the press have excesses and these kinds of excesses spawned calls for a statutory press council in Hong Kong with powers to impose fines on newspapers and curb invasion of privacy (Weisenhaus 2005). In Botswana, efforts to self - regulate predate the Mass Media Communication Bill 2001 proposed by government which met stiff resistance from MISA (Media Institute of Southern Africa) Botswana as well as the International Federation of Journalists . But this apparently set media professionals thinking along the lines of self regulation. The resulting Media Complaints and Appeals Committees were the only recourse that aggrieved persons had until the Botswana government set up a statutory press council in 2009 which, of course, met with resistance from the private press. How did the self - regulating mechanism that was the only one in place perform? This study addressed the following research questions

1. What constitutes the attitude and disposition of complainants and the media to the activities and rulings of the Media Complaint/Appeal Committees?
2. How do members of the Media Complaint/Appeal Committees view their work/activities? by conducting intensive interviews with complainants, editors as well members of the complaints and appeals committees. There were variances in our findings with complainants largely dissatisfied with the committees' work by citing undue delays in disposing of cases and ineffective rulings. The committees felt they had done a good job by providing fair rulings and media editors said that they complied with rulings of the complaints and appeals committees. The committees face a number of constraints and challenges. Funding was an issue and the voluntary nature of members' commitment was a problematic area that served to delay adjudications and rulings. In addition, government-owned media which had originally subscribed to the self – regulating mechanism openly flouted the decisions of the committees. But the private press was also guilty as they flouted rulings or carried these out half-heartedly. While two press councils are in existence at the moment, the object lesson from the Botswana scenario is that if the media are effective in their self-regulation initiative, this will likely keep government-initiated statutory press councils at bay.

Claudia Mellado, Santiago de Chile University, CL  
**María Luisa Humanes**, Rey Juan Carlos University, ES  
Modeling Professional Autonomy among Chilean Journalists

In the liberal model, autonomy is one of the key elements in the configuration of the classical professions. In journalism, the journalists dependence on media outlets, both in the news production and diffusion, provokes constant tension between their commitment to the professional values and those established by organization they work for. The goal of this study are twofold. For one hand, it examine the degree of autonomy perceived by Chilean journalists. Second, it attempt to detect individual and organizational explanatory factors of perceived professional autonomy. Past studies indicate several factors that determine the degree of autonomy perceived by journalists around the world. The variables selected for our

study are related to the journalists' individual characteristics, general professional experience, perceived professional roles, job satisfaction, the organization and work environment, (Becker, Sobowale and Coobey, 1979; Elliott, 1974; Johnstone, Slawki and Bowman, 1973), internal characteristics of organizations where they work (Weaver et al., 2007), and perceived level of influences in journalism work (Hanitzsch et al, 2010; Hallin and Papathanassopoulos, 2002).

Billy Sarwono

Hendri Yani

The Lack Voice of Women: A Study on Women Representation on Climate Change in Indonesian Media

Lauren Kogen, University of Pennsylvania, US

Celebrities as Journalists: Or, What Happens When Angelina Tries to Teach us about Darfur

Celebrities in recent years have taken on a much more active role in representing international humanitarian crises and reporting them to the American public. This role at times shifts between journalist, advocate, philanthropist, and personal publicist. This paper evaluates how three of the most recent and well known celebrities in this genre in the U.S. – Angelina Jolie, George Clooney, and Bono – differ in their method of speaking about these issues. Through a critical discourse analysis of the television appearances of these three celebrities, and their rhetoric regarding human suffering in Africa, similarities and differences are teased out and placed within the context of previous research on journalism and humanitarian crises, and the nexus of politics and entertainment, in order to evaluate the usefulness of such performances. The ultimate conclusion of this paper is that celebrities do have a potentially beneficial role to play, but that the way they present information is problematic, and at times, reinforces narratives surrounding the global other, eschews the power dynamics that have played a part in the continuing disadvantages of developing nations, and, crucially, disempowers the American viewer. The author ultimately argues that the discourse of Jolie and Clooney is highly problematic in terms of ethically representing the global other, and offers Bono as a counterpoint, and his style of speech as (the closest of the three to) an ideal model.

3C48 The Profession of Journalism: The Journalism Business in a Changing World  
(JRE) Room: D.115

Chair Elisabeth Eide

Papers

Elisabeth Eide, Oslo University College, NO

An Editorial that Shook the World? How Does Global Solidarity Go along with (National) Editorial Autonomy?

Most traditional media still local and national – thus facing major challenges with climate change. On December 6th 2009, British newspaper The Guardian published an editorial on their website titled “Fourteen days to seal history’s judgment on this generation”, to occur the day after in their (and many other newspapers’) print version front page. It opened with the following words: Today 56 newspapers in 45 countries take the unprecedented step of

speaking with one voice through a common editorial. We do so because humanity faces a profound emergency. Unless we combine to take decisive action, climate change will ravage our planet, and with it our prosperity and security. The dangers have been becoming apparent for a generation. Now the facts have started to speak: 11 of the past 14 years have been the warmest on record, the Arctic ice-cap is melting and last year's inflated oil and food prices provide a foretaste of future havoc. In scientific journals the question is no longer whether humans are to blame, but how little time we have got left to limit the damage. Yet so far the world's response has been feeble and half-hearted. The fact that newspapers from all continents except Australia and Oceania printed the editorial, many with large or small references on their front pages, may indicate an editorial action aimed at underlining global solidarity and the need for stronger alert. The simultaneous publication of an editorial is unprecedented in modern newspaper history. The paper's main aim is to engage in an in-depth analysis of the editorial itself, to map which pre-existing discourses on climate change it draws upon<sup>1</sup>. Can the editorial be labeled an example of alarmist discourse? How does the co-publishing of such an editorial work within the conflicting values of global solidarity and editorial autonomy and other traditional editorial values (see for example Benson & Neveu 2005)? Subquestions will be linked to the debate that followed the publication of the editorial on the Guardian's website, helped by theorists who have studied social media (Robinson 2005, Singer 2006, Wall 2006): How did The Guardian's interactive audience react, as demonstrated by responses to the editorial from The Guardian's own website. Is there a frequency of hyperlinks (added value), and what do they contain? Which discourses occurred in these discussions? The analysis will be performed helped by theories on globalization and media (Hemer & Tufté 2005; Eriksen 2007, Curran 2005, Couldry et.al. 2010; McNair 2006; Löffelholz & Weaver 2008; Machin & van Leeuwen 2007) and the ideas of a transnational cultural commons (Hannerz 1996). The paper will also be based on an extensive interview with the principle actor behind the initiative, Guardian editor Ian Katz (in March 2011), whose name is closely linked with the initiative, supplemented by interviews with editors in other newspapers that printed the editorial; to find out more of their rationale for taking on this initiative. The paper will also through the interviews investigate more around some of the deliberations that went on with central editors in other countries before they could all agree on a shared text.

**Hao Xiaoming**, Nanyang Technological University, SG

**Cherian George**, Nanyang Technological University, SG

**Shi Kristy Cong**, Nanyang Technological University, SG

Job Satisfaction of Journalists: Personal Aspirations, Newsroom Culture, and Social Context

Job satisfaction is one of the most popular topics in organizational behavior research as it affects organizational productivity and job commitment. This study contributes to the literature on the professionalization and job satisfaction of journalists by examining various factors contributing to job satisfaction of journalists by contextualizing the research in the unique Singapore journalism environment. The Singapore environment for journalism practice is unique in many ways. The media, as state-projected monopolies, provide journalists with job security and good monetary rewards. The news media clearly deviate from the liberal norm in terms of the legal framework within which they operate, yet Singapore journalists compete well against professionals from other countries for international awards for editorial excellence. The newsroom culture ensures that journalists see themselves as supporters rather than adversaries of the government but at the same time require them to question government policies and decisions. The unique environment for

journalism practices provides an interesting testing ground to see what factors contribute to journalists' satisfaction with their job in such a unique context. Through a survey of 447 Singapore journalists, this study examines various factors that affect job satisfaction of journalists, including individual characteristics, job rewards, newsroom culture, perceived role of journalism, and performance of own organization, etc. The findings show that what matters most to Singapore journalists is how they see their institution performs in informing the public. Those who believe the press should play an adversarial role in monitoring the government and journalists should have greater autonomy are less likely to be satisfied to work as journalists in Singapore. Monetary reward, job security and demographic differences are not significant factors in determining job satisfaction.

**Liangen yin**, Shenzhen University, CN

**Haiyan Wang**, The Chinese University of Hong Kong, HK

Capital Exchange: The Normal Paths for Chinese News Workers to Pursue Their Personal Interest

**Oliver Hahn**, University of Passau, DE

**Julian Jaurisch**, University of Applied Sciences, of Iserlohn, DE

Telling the Greek Story of Europe and the Trap of the Bull (Market): Transatlantic Economic Correspondence and Country Status as News Value Revisited

In the first quarter of 2010, Greece experienced an economic crisis when fears of excessive national debt materialized. For months, the country dominated media outlets on both sides of the Atlantic: A rather particular, complex economic story from a small European country kept foreign correspondents busy gathering information and quotes for their American editors. Against the backdrop of the preceding global economic crisis, the Greek debt crisis was arguably the biggest story concerning the eurozone since the inception of the currency in 1999. This article explores why Greece became a focal point of U.S. media. It is based on theories of news factors and news values as well as a series of interviews conducted in the summer of 2010 with foreign correspondents working in Europe for U.S. media. In addition to providing an overview over the state of research in news selection and foreign correspondents, this paper has two main parts: Firstly, some of the challenges correspondents face when reporting the EU will be presented. The respondents generally confirmed reservations about EU coverage, based on the complexity of its legal and institutional framework as well as the alleged lack of international relevance. Nevertheless, the EU remains an important news center because of its economic might. The paper's main point, secondly, argues that in order to explore a country's status in terms of news value, a stronger focus on the topical context is necessary. A nation's status does not only grow if the country gains influence economically or politically. An event such as the Greek crisis that can be put into a larger context such as the general financial crisis increases a country's status similar to how a strengthened economic or political position might. For this reason, Greece developed into a news center as a result of its debt crisis.

**Martin Hirst**, Auckland University of Technology, NZ

Help Wanted: An Overview of the Global Journalism Job Market

This paper examines international trends in job descriptions and editors' requirements for new journalism hires. As the news industry has come to terms with convergence and the

dominance of the Internet editors and executives have begun to reshape and re-staff newsrooms. In part this has been a response to the downturn in news revenues from advertising over the past two to three years, but it is also influenced by the new production requirements of daily online news with limited or few deadlines and a requirement to fill a global 24-hour non-stop 'news hole'. At the same time, 'hub'-type operations across media company titles, platforms and properties are multiplying and the number of start-up online-only The paper concludes with some observations about how this new employer profile might impact curriculum and graduate profiles in journalism education. Through sampling journalism job advertisements from a number of countries in two periods (September 2010 and March 2011) and distilling commentary from editors and news executives from around the world, this paper outlines a global profile of journalism jobs available for new hires and newsroom requirements. Trends across and between news media platforms, job descriptions, applicant profiles, salaries and work patterns are compared. The first study in October 2010 examined more than 300 'help wanted' ads for journalists, or those with journalism skills (UK, USA, Canada, Australia, New Zealand). Notable results from the first study show that the proportion of jobs requiring web or online skills is high across traditional media platforms; there is also a significant proportion of jobs that are online only. The second study in March 2011 will broaden the analysis to South Africa, China (including Hong Kong) and the Middle East.

**Hilde van den Bulck**, University of Antwerp, BE

**Sil Tambuyzer**, University of Antwerp, BE

Convergence for Better or for Worse? Flemish PSB News Department Staff's Perceptions of the Impact of Newsroom Integration on Professional Journalism and Identity

Convergence and integration remain important buzz words in today's media landscape. Reasons for innovations and restructuring vary considerably, as do the integration models that are being implemented as they are adjusted to specific organizations, markets and cultures (Deuze, 2004; Quinn, 2005). The debate about impact of these innovations and reorganizations on the quality or professionalism of journalists and their work is ongoing (Cottle & Ashton, 1999; Erdal, 2009; Huang, Rademakers, Fayemiwo, & Dunlap, 2004; Saltzis & Dickinson, 2008; Singer, 2004; Smith, Tanner, & Duhé, 2007). Taking the news department of Flemish Public Service Broadcasting organization VRT – that moved from medium specific (radio, tv, online) news rooms to one integrated news department in June 2007- as a case in point, this contribution analyses the impact of newsroom convergence and integration on journalists' perceptions of their job (professional identity) and of the content they produce. Changes in a news room and the news gathering process are relevant for a number of reasons. The introduction of technological innovations and ICT (such as a communal digital news platform, intake system and/or news-signaling system) change the news production process (McNair, 2009), and such 'converged' professional news cultures impact on the journalists that work within them. They must learn to deal with new social structures and hierarchies, routines, tasks, colleagues, technology – in short with new work floor conditions. This influences the self image and views on the job, on professionalism and the quality of the journalistic output (Saltzis & Dickinson, 2008; Singer, 2004; Witschge & Nygren, 2009). The empirical study takes a multi-methodological approach combining in-depth interviews with key figures from the former and current management of the VRT news service (N=6) with an online survey with 7 point liker scale statements, trade-offs and open questions, conducted with the personnel of the entire VRT news service (N=168). Our case study answers the following three research questions:

RQ1: What are, according to news workers, crucial conditions for professionalism in an integrated context?

RQ2: What is the impact of this integration process on the news workers' professional identity (identification, (re)socialization)

RQ3: What are the biggest benefits and challenges of newsroom integration according to VRT news workers?

Results show that time for research and specialization, communication, medium specificity, journalistic independence, budget/staff ratios and technical support are named as most important conditions for working professionally in an integrated context (RQ1). News workers identify on average more with the integrated news services as a whole than the medium or program they work for (except for online journalists who identify more with their medium). Respondents claim they gained more respect for colleagues working for other media, but are aware of the tensions and conflicts when different professional cultures converge, so-called cultural clashes (Erdal, 2009), and recognize the continuing internal competition such as for scoops (RQ2). Asked after the main benefits, they point to an increase in respect for colleagues of different media and programmes, a better flow of ideas, information and expertise, and the quick disposability of audiovisual material. The main concerns include diminished diversity in approaches and content, less time for specialization, safeguarding medium specificity and speed threatening accuracy and objectivity (RQ3). The results of this Flemish case will be discussed in an international comparative perspective, making reference to other international studies and looking at the impact of integration processes at newsrooms of different European Public Service Broadcasters ((Stalvik, 2009)

**Halliki Harro-Loit**, University of Tartu, EE

Multidimensional Model of Conflict of Interest: A Starting Point for Reconceptualization the Functions of Journalist's Community

One traditional conflict of interest in journalism practice is seen in the relations between PR persons and journalists. In case of Estonia this is expressed clearly by those who claim that at the university journalism and public relations curriculum should be kept separate. Another traditional approach to the conflict of interest is expressed in various professional codes of ethics that forbid journalists to accept „bribery“ from those whom they report about. Hence the traditional source or the conflicts of interest is comes from value of journalistic integrity. The concept of conflict of interest provides an exclusive starting point to re-conceptualize the (public) perception about the functions of journalists' community in serving the public interest. The current study is inspired by the postulate of Fengler and Ruß-Mohl (2008) who, when applying the economic theory of journalism, claim that there are various material and non-material incentives journalists (editors, reporters and editors-in-chief) react to. External factors like currently changing business models of news media, conditions on job market and occupational self-identity as well as the diminishing border between discursive practices between journalism and marketing affect also the main areas of conflicts of interest. As a consequence the „conflict of interests“ in journalism is no longer a simple question of identity and professional ethics. The aim of this study is to present and discuss a multidimensional model of the conflicts of interest in contemporary journalism practice. The model may help to open the eyes of media educators, students and journalists to the complexity of the educational needs. The model may also help to communicate the image of “new era journalism” to the public.

3CH1 Poster Session (PolComR) 14:30 – 18:00 Hallway B1

Presenters

Hsiao-Yung Wang

Constructing the Contingent Other: A Post-structuralist Discourse Analysis of White Rose Movement or its Political Calculation for the Practice of Democratization in Taiwan

The White Rose Movement emerged out of public fury stirred by the recent acquittals and light sentences given to people accused of molesting children because the judge's rules that prosecutors failed to prove the victim, a six-year-old girl, had "put up enough of a fight." Activists, who used the white rose as a symbol, call on the legislature to revise laws to better protect children from sexual predators and revoke the incompetent judges. According to my observations, the White Rose Movement originated as the "media event" and it attracted the public attention by the reporting of Apple Daily. Then, it attempts to appropriate the media discourses and utterances of different social elites to become a "life event", by which to signify the judiciary as "the Other" and call for wider support. Finally, this movement has mobilized thousands of demonstrators and became the so-called "practice of democratization" or "political practice". The president also urged swift passage of the draft Judge Act. As a political practice, White Rose movement attempts to construct the antagonist Other by articulating the contingent commonality or chain of equivalence of different subject positions. This language process of articulation and its political calculation for the practice of democratization needs to be analyzed. Laclau & Mouffe's post-structuralist discourse theory might be an adequate approach. This paper is a post-structuralist discourse analysis of White Rose Movement. The purposes of the research are: 1) to clarify the language process of articulation deployed by White Rose Movement; 2) to elaborate and evaluate its political calculation for the practice of democratization; and 3) to propose a preliminary framework of post-structuralist discourse analysis of social movement. This paper finds that White Rose Movement tries to construct a greatest common denominator, the judicial reform, by weakening the discrepancies among diverse discourses (for example, the human right of children, the welfare of women, the passage of the draft Judge Act or elimination the unfit judges). Furthermore, it exposes the instability and subversion of meaning mobilized by the practice of democratization. Based on the research findings, this paper argues that articulation and antagonism in Laclau & Mouffe's sense supplies with some inspiring perspectives to analyze the discourse of social movement.

Lynnette Fourie

South African Local Government Election Campaign: Enhancing Participatory Governance?

South Africa is hosting its fourth local government elections in 2011. Local government is the tier of government that is expected to be the most participatory. According to the South African Local Government Municipal Systems Act (Act 32 of 2000), participatory governance is required. This implies participation not only during local elections but also refers to the manner in which municipalities govern between elections. This implies active engagement of communities, especially regarding planning, service delivery and performance management. The importance of community engagement is further outlined when it is said that a municipality constitutes of elected councilors, appointed staff and the residents. Voters are thus seen as part of the municipality. Although the above-mentioned act is not concerned with electoral participation in the first instance, it is argued that it also sets the tone for electoral communication. In the spirit of participatory governance it could be expected from political parties to campaign in a manner that facilitates and promotes community engagement

and sustainable democracy. The ethics of election campaigns world-wide have been questioned especially regarding their informational value, use of negative messages and the personalization of politics. It is argued in this paper that political parties in a local election have a responsibility to inform residents regarding local issues and especially service delivery, and not merely address issues that would score political points. It is further assumed that by informing the electorate regarding issues that are important to them, public debate and participation could be stimulated. It is against this background that this paper endeavors to investigate to what extent political parties campaigned in the 2011 local elections within the context of participatory governance. Qualitative content analysis of the election material of the main political parties in the Tlokwe Municipality will be done. Election material would include, print advertisements, flyers, posters, radio-advertisements and posters. The aim of the analysis would be to determine the most important election themes in order to determine whether there is a difference between local and national themes and secondly to determine the tone and informational value of the messages.

Mari Maasilta

Immigration-related Political Debate in the Finnish Parliamentary Elections in 2011

The paper examines how issues of immigration reciprocate between traditional and social media in the Finnish political debate in the April 2011 parliamentary elections. The future elections are characterized in Finland as the first elections in which social media will play a significant role. Due to tightened rules concerning the funding of electoral campaigns, candidates have reduced advertising in traditional media and turned instead to different forms of social media. In the political sphere there are growing political tensions with regard to multiculturalism and migration that tend to manifest especially in Internet. Social media has offered a new space of organizing the people opposing multiculturalism and migration and some of their forums and communities have become increasingly influential and visible in the mainstream media. The main questions of the paper are as follows:

- What role do social media play in the political discussions about immigration?
- How do social media content affect immigration-related discussion taking place in the traditional media, or vice versa?

The data from traditional media is collected from five newspapers and two public broadcasting and one commercial TV channel between November 2010 and April 2011. As to the internet content, anti- and pro-immigration websites are sought from discussion forums, Facebook, Twitter and blogs. In order to examine the reciprocity between the traditional and social media, a few significant internet discussions threads will be chosen for qualitative analysis. At the time of writing this abstract, two issues have come to the fore: driving away of Roma from Helsinki and a suspected racist crime towards a migrant-owned restaurant that appeared later to be an arson set by the owner.

Marwan M Kraidy

Omar Alghazzi

Cool Neo-Ottomans: The Rise of Turkey in Arab Media Space

This paper explores the spectacular rise of Turkey in Arab media space as one of the most important recent development in transnational political communication in the Middle East. Based on extensive discourse analysis of the coverage of Turkey in the three main pan-Arab daily newspapers (al-Hayat, al-Quds al- ‘Arabi and Asharq Al-Awsat], totaling more than 80

individual Arabic-language articles, we identify and analyze different components of Turkey's strategic communication with Arab countries, and focus on how this power has been perceived in Arab public discourse. First we explain the emergence of Turkey as a key geopolitical and diplomatic player in the Middle East, heavily covered in Arab media. Turkey's courting of "Arab hearts and minds" should be understood in the context of "Turkey's Eastward Turn" that some observers have labeled "neo-ottomanism." Second, we analyze the recent pan-Arab popularity of Turkish television entertainment and cinema. In the past five years, Turkish television drama series have achieved record audience ratings in the Arab world, and gained sympathetic media coverage. This, our research shows, is due to Turkish drama's delivery of an "accessible modernity," one that features individual rights and consumer society without being Western. In addition, the television series, later adapted into film, *Valley of the Wolves*, which features criticism of U.S. and Israeli policies and actions in the Arab world, have echoed Turkey's shifting foreign policy. Third, we discuss the launch of TRT-7, a Turkish Arabic language satellite television channel, signaling the official entrance of Turkey into the global battle for Arab public opinion. Based in both Istanbul and Beirut, TRT-7, unlike Arabic-language rivals like France's France 24, the US's al-Hurra, Iran's al-'Alam, and Russia's Rusya al-Yawm, in that Turkish channels focuses on entertainment and social issues, promoting Turkey to Arabs as a soft sell that constructs a "cool neo-ottomanism." The paper concludes with an assessment of Turkish strategic communication in the Arab world in a comparative framework, finding that Turkish efforts have been successful because of two main factors. One: Turkish foreign policy is closer to Arab sentiments than other countries' (including, interestingly, Iran's). Two: unlike its competitors who use news and information to attract Arab viewers, Turkey uses a gamut of "soft power" tools to influence Arab affairs. Against the backdrop of Turkey imperial Ottoman history with the Arabs, the rise of Turkey in Arab media space compels a rethinking not only of media and geopolitics in the Middle East, but also of our understandings of the links between media.

Mohammad Sahid Ullah

Political Engagement of Youth through ICTs and Digital Bangladesh Movement by 2021: A Perception Study from the Emerging Voters

Bangladesh- a South Asian developing nation dreams that it would become digital by the year 2021. The plan has been greeted with great enthusiasm across the social and political spectrum particularly by the youth that was reflected in 2009 voting. With the exception of mobile telephony that has witnessed a remarkable growth rates it is widely believed that the youth's has a great role turning Bangladesh a digitilised country through more positive political participation than of their predecessors. However violent political behaviours have been found among youth in Bangladesh when they used bitter resentments to express their political views particularly during the election period. But political engagement through ICTs can provide ordinary citizens aware, influence administration of the government and give them the values of the elections and finally democracy. This paper is based on a study that aimed at exploring the role of ICTs in youth's political engagement through six focus group discussions (59 participants) across Bangladesh revealed that ICTs enter the frame of youth engagement as one significant factor that reshapes political engagement. On the one hand, ICTs function as alternative sources for information, which goes beyond the limitations of mass media and offer new ways for action, for engagement, and for interaction with both political institutions and fellow citizens on the other. The study has also found that there is a strong inter-relationship between the youths and ICTs, and their nature of engagement in political activities have been changed greatly due to the interventions of new media and new forms of communication technologies. Not only ICTs has been transforming the relationship,

it is building a new way of perceiving politics and its elements while the youths are being encouraged positively to be engaged.

3C H2 Poster Session (H Com) 14:30 – 18:00 Hallway B2

Chair Kate Holland, AU

### Presenters

Pradeep Krishnatray

Rahul Gadekar

Construction of Death in H1N1 News in the Times of India

Construction and meaning-making are central to the process of communication. Studying the way media frames a public health issue gives insight into how people are likely to perceive the issue. In this article we analyze the H1N1 death coverage in The Times of India, and try to understand how The Times of India framed the H1N1-related death news and presented it to its readers. Death is considered as the most significant contributory factor of fear in any public health crisis. We specifically respond to three research questions: how H1N1 death is framed in the news coverage? why H1N1 death became news? and what aspects of H1N1 – related death news gain salience/prominence in the coverage?

We analyzed all the 62 H1N1-related death news stories that appeared in The Times of India between August 4 and November 20, 2009. It was on August 4 that The Times of India reported the first H1N1 flu death in the country. We used qualitative content analysis for analyzing the news stories and inductively drawing frames from them. We adapted the procedure outlined by Winett (1995) for conducting the content analysis. Our analyses identified four dominant frames in the coverage: Fear-panic, Delay-negligence, Attribution of responsibility and Action. Fear-panic frame refer to fear and anxiety among the people as well as government and other institutions. The Delay-negligence frame indicates the delay and negligence as the reasons behind the death of the H1N1 infected person. Attribution of responsibility frame fixes the responsibility on an individual or organization for a specific set of actions related to H1N1. The action frame connotes the steps or initiatives that public or private institutions have undertake to control the spread of the virus.

Subba Rao M Gavaravarapu

Sudershan R Vemula

Laxmaiah Avula

Brahmam NV Ginnela

Possibilities and Prospects of Communicating Nutrition through Food Labels for Promoting Healthy Food Choices in India

Gongcheng Lin

Ying LI

News Representation of Autism: A Content Analysis in Nine Chinese Newspapers over Ten Years

The purpose of this study is to describe news representation of autism in Chinese newspapers. Although autism is one of the most serious mental disorders that Chinese children with mental illness suffer, it has received limited attention from media ever since the concept is introduced

into China. We use framing theory (Entman, 1993) to investigate (a) what frames are most frequently used in reporting autism, (b) which side of information concerning autism is made salient and which side is made invisible by these frames, (c) whether the frame in trade newspaper is different from metropolitan and official party newspaper and (d) whether autism is constructed differently in different regions. We conduct a content analysis on 1708 articles published in nine major newspapers over a ten-year period from 2000 to 2010. These newspapers cover three major types: metropolitan newspaper, official party newspaper and trade newspaper. Briefly speaking, this study found that: 1) Autism has been receiving increasingly more and more attention over the past decade, yet it is still significantly underrepresented; 2) There are different Chinese terms for autism, one is Gudu Zheng (loneliness symptom) and Zibi Zheng (self-closing symptom). The translation problem creates a chaos in reporting, maintains the stigmatization of autism patients and leads to a confusion in common people's awareness; 3) Newspapers in mainland China constantly depict autism patients with two extreme perspectives, either as violent or talent. A large part of patients are stigmatized; 4) Little effort has been devoted to policy discussion or scientific developments on autism treatment; 5) the major contributor of autism aid, NGO, receives almost no attention in newspaper. Thus, we conclude that Chinese newspaper plays a limited and sometimes misleading role in promoting social aid and awareness of autism.

Wan Chi Leung, HK

Comparing Promotions on Internet and Traditional Media: An Examination of Third-Person Effect of Anti-Drug Abuse Messages

While past studies have compared the third-person effect (TPE) of anti-social messages from traditional and new media, the difference in third-person perception between socially desirable messages from traditional media and the Internet have not yet been thoroughly explored. In this study, the TPE is tested in the context of the anti-youth drug abuse campaign in Hong Kong, aiming at investigating whether the third-person perception of traditional media and the Internet is different, and how such perception would lead to predict different types of behaviors towards anti-youth drug abuse policies. Theoretically, it help solve the issues of whether magnitude of perceptual bias is a significant predictor of certain behaviors; socially, it paves the direction of future anti-youth drug abuse campaign or even ways to tackle the youth drug abuse problem. With its unique interactivity and ubiquity, the Internet can cast a great impact on the promotion of health campaign messages. However, the Internet hasn't made its way to be a major promotion channel of the anti-youth drug abuse campaign compared with traditional media. While traditional media audiences can only passively receive messages, Internet users could actively search online information and interact with the unknown others in social networking websites, leading to a difference in the magnitude of third-person perception of the single-way education anti-drug messages. Results interestingly show that while respondents perceive effects of TV promotions greater on the self than on others, it is reversed for the Internet promotions. In the context of the anti-drug campaign, rectifying behavioral effects are examined in three detailed types. Restrictive behaviors include supporting the implementation of more anti-drug laws; Corrective behaviors include paying more attention in information on anti-youth drug abuse; Promotional behaviors include joining anti-youth drug abuse activities. Results show significance differences between predicting factors of each type of behavior. As reports from the Narcotics Division pointed out that there were more under-21-year-old youth drug users in secondary schools (approximately Grade 6-12) than in other institutes, they are the main targets of the anti-youth drug abuse campaign and were the subjects of survey in this study. 750 questionnaires were

completed by randomly selected classes in two secondary schools in Hong Kong during September to October 2010.

**Charlotte De Backer, BE**

**Skipping Meals to Watch the Food Channel? The Impact of Media Use on Eating Habits**

In this paper we discuss the role of media-use as an element in the complex web of causes underlying the ongoing epidemic increase in overweight and obesity in the Western world. Since the introduction of television in every household, studies have shown how heavy television use correlates with unhealthy diets, and poor health. Snacking less healthy foods while watching television, together with the impact of commercials about unhealthy products have been listed as crucial causes of poor eating habits. In addition to these, an indirect effect of media-use on health also occurs via the decline in shared family meals, again partly caused by the introduction of television in the household. Traditional family meals have been shown to result in healthier diets and overall increased well-being, and these effects disappear when this daily ritual is combined with television use. Moreover, some individuals (especially younger people) tend to eat faster or even skip meals to gain time to watch television. Recent developments might however give a more positive outlook; more than ever, the content of television today seems to focus on the promotion of home-cooking, as can be observed from the boom in television cooking shows in the past decade. In addition, among younger generations, time devoted to watch television is gradually being replaced with time devoted to newer media, such as internet use and gaming. And, although these newer media formats might still reduce time devoted to the traditional family meal, compared to television these formats can and have been used with greater success to promote a healthier diet and lifestyle, among adults and children. Building upon this, and to investigate if media-use is shifting towards more positive influences on diet and health, we distributed a survey (N=2000) among different age groups, investigating how various kinds of media-use nowadays influence eating styles and behaviour. First of all, a profile sketch for every respondent's home-cooking for others, and others home-cooking for him/her, allows us to investigate the general frequency (and reciprocity) of these acts, and comparisons for older and younger individuals. Second, specific questions about media-use during meal consumption were asked to measure the interference of media-use and exclusive time devoted to family meals. In addition to this, we asked if participants ever ate faster or skipped meals to gain time for media consumption. And for all this, various media formats and not only family meals, but other shared meals (e.g. with friends and colleagues) were taken into account. Third, we also asked if television cooking shows, magazines, websites and games have influenced respondents to try out (new) recipes at home. And, lastly we gathered data about the nutritional value of recently consumed meals of all respondents; this to compare the dietary value of meals consumed by heavy and light users of different media formats. Results are being analysed, the paper is expected to be ready by May 2011.

**Ana Valéria M Mendonca, BR**

**Maria Fátima de Sousa, BR**

**Digital Inclusion for Community Health Agents in Brazil: Knowledge and Information Management in Social Networks**

Since 1991, Brazil has organized local healthcare by placing community health agents (CHAs) to serve families and communities, and by supporting their efforts to prevent problems and promote health. Today there are 244,883 agents assisting 119,841,804 people,

which represent 63.2% of our population living in 5,383 municipalities. In other words, agents are present in 96.7% of Brazil's municipalities. However, these health workers have been excluded from the independent use of information and communication technology in health (ICTH). Of the 1,494 agents that were interviewed between 2009 and 2010, only 69.1% had an email address, and few of them knew what to do with it. This same data indicated that: 57.8% had never used the internet for educational activities or distance learning; 66.7% had never used a computer to create educational material; only 17.9% had typed documents on a computer; and only 6.2% had access to a computer at work. This research is a reflective analysis of the independent use of ICTHs by CHAs in Brazil. It looks at the technological abilities of these professionals, and the importance of the Digital Inclusion Project developed by the Technology and Communication for Health Unit in the Public Health Study Nucleus at the University of Brasilia. This project plays an essential role in reducing the technological gap by including health agents in the digital world, improving their network education and health communication, and teaching them to use knowledge and information health management in decision-making processes. Consequently, CHA practices become qualified structures for integrated networks that provide healthcare to individuals, families, and communities.

3C H3 Poster Session (IntCom) 14:30 – 18:00 Hallway B3

Chair Sujatha Sosale, The University of Iowa, US

#### Presenters

Shi Li, Indiana University, US

Shuo Tang, Indiana University, US

The Rise of China in the Mass Communication Academy: A Meta-Analysis of Research, 2000-2009

As a result of rapid economic growth and active diplomacy, at the turn of the 21st century China has become a major global power. As communication scholars, we are intrigued by how our field is accommodating to this new reality. This study reviews research articles featuring China published in major English-language communication journals between 2000 and 2009, and tries to provide a descriptive and critical meta-analysis on the rise of China in mass communication academy. With this study, we intend to investigate the following questions: Who are the scholars paying specific attention to China and its media? What are the common themes and patterns in media studies on China? To what extent have communication journals provided us with an active and open platform to discuss the rise of China and its implications for global media and communication? Based on each journal's 5-year impact factor as well as their scope of research, we select 120 articles from 20 major communication journals as the sample. We first use quantitative content analysis to examine the authorship, research method, theoretical approach, area of focus, funding source and the medium covered in the scholarship. The result shows a significant increase in the publication of China-related research in the communication field since 2005, reflecting a growing interest in this fast-developing nation. Studies on China more frequently receive publication in journals with an international or intercultural background, but their appearance in journals with high impact factor is still scarce. Most published research are done by scholars with Western background, and researchers from mainland China only occupied a small portion. China's print and broadcast media are the two types of medium most frequently researched in

the past decade, and news and advertising are the two most studied media contents. We also find that an increasing number of articles on new media and civil society have appeared in recent years. We then conduct a follow-up qualitative content analysis on the research topic and major findings and arguments of the 120 articles, and identify nine major frameworks commonly adopted by communication researchers when studying China. Some frameworks reflect the conflicting elements of the Chinese society under transition, such as “State and Market” and “Modern and Tradition;” or the influence of globalization, like “Global and Local,” and “East and West.” The traditional “Ideology” is still a frequently touched theme while many scholars try to figure out what can be a new image of the rising China in the “media representation” framework. We also notice a prompt catch of media scholars on dramatic media events like SARS, which leads to discussion on crisis communication and control within this emerging power. These nine frameworks of communication research depict the rapid growth and transition of the modern China, and provide good suggestions for future media research on China.

**José Carlos Sendín Gutiérrez**, Universidad Rey Juan Carlos, ES  
African Crisis in Comparative Perspective: A Study of Le Monde-El País Coverage of Darfur Genocide

The purpose of this communication is to analyse the ways in which two reputed newspapers faced the coverage of Darfur crisis (Sudan). It will be assessed as to what extent the three media model outlined by Hallin & Mancini operates in this particular case to explain patterns of approach to international issues such as African crisis. The overall purpose consist in contributing to the field of analysis of comparative media on international issues, in a increasing difficult scenario of shrinking international media coverage, pushed by the redefinition of news reporting in an internet based society. The communication starts by introducing comparative media analysis, using as a theoretical framework the Hallin & Mancini seminal work, as well as other studies on comparative media analysis. Then it will be explained the methodology used in this study, that is based on a combination of content analysis and frame analysis, using a sample of 26 months of online issues on both newspapers to which some 14 variables of analysis was applied. It will follow the result section of the study and, it will be finished by the discussion of findings and conclusion. Even though countries to which each newspaper belong -France and Spain respectively- appear to be placed in a similar media model, there seem to exist strong differences in coverage, approach and interest linked to several factors that will be highlighted in the study. Among others, national interest, sources used by both newspapers in coverage and the type of frame connected with the intended readership help explain main differences and approach.

**Birgit Stark**, University of Mainz, DE  
**Melanie Magin**, University of Mainz, DE  
How Media Structures Shape Tabloidisation: An Analysis of Austrian and German Newspapers

Media globalisation trends have evidently been strengthened by the worldwide expansion of industrial mega-conglomerates and particularly by the emergence of multimedia companies. Large media concerns have entered into alliances with various types of media enterprises in order to extend their activities from printed and audio-visual media into the dotcom, telecom and cable/satellite sectors. Commercialisation and increasingly intensive concentration are the

ineluctable by-products of this new market logic. Aided by growing economic pressures, commercialisation has also boosted homogenisation and tabloidisation of media content. According to Kalb (1997), tabloidisation means “a downgrading of hard news and upgrading of sex, scandal and infotainment”. On a micro level, it includes changes in the range of topics (less information, more entertainment), in the form of presentation (shorter stories with more illustrations) and in the mode of address (more street talk when addressing reader) (Esser 1999) among different media (broadcasting, print, and online). Moreover, tabloidisation also means a spillover of tabloid characteristics from popular into quality media. However, it is not an internationally uniform process but is modified by different media environments. The current study investigates the relationship between the structural and content side of tabloidisation, presenting indicators and results of a cross-national comparative content analysis. It uses the well-known SCT (structure-conduct-performance) model from industrial organisation theory, as adapted for media markets by McQuail (1992). According to this model, market structures influence market conduct, which in turn is the main determinant of media performance, e.g. indicated by levels of tabloidisation. Concerning market structures, ownership and editorial concentration are measured, whereas the conduct dimension bundles together the behavioural dimension of media organisations. Our study changes this analytical concept by not referring to the strategic conduct of enterprises (e.g., product strategy or pricing) but rather to audiences’ demand behaviour. According to Bain (1968) and others (e.g., Siebert 2003), employing such a process is an appropriate way to take both sides of media markets into account. Up to now, the German-speaking academic debate on tabloidisation has been mainly restricted to television, whereas press developments have been under-researched. This is the starting point of our study, which analyses spillover effects from tabloids into quality papers in Austria and Germany. Both newspaper markets differ to a great extent: the Austrian market is almost unique in its high degree of ownership and editorial concentration, strengthened by the investment of German media publishers. Moreover, the share of tabloids on the Austrian market is much higher than in Germany. Due to these disparities, a higher degree of tabloidisation is expected for Austrian quality papers compared to German ones. Admittedly, the content analysis of five tabloids and quality papers does not confirm this assumption. The investigation of textual as well as visual elements of 684 articles and 378 protagonists (e.g., issues, personalisation, emotionalisation, visualisation) shows that the Austrian quality paper “Der Standard” is not more tabloidized than the German “Sueddeutsche Zeitung”. Moreover, the German tabloid “Bild” shows the highest degree of tabloidisation while the Austrian tabloid “Krone” surprisingly is least tabloidised of all newspapers in the sample. Possible causes are variable national concepts of tabloids and different journalistic cultures that affect the degree of tabloidisation more strongly than market structures.

Alyazia Kh. AlSuwaidi, Kingston University, UAE

Sharek and Voice-to-Twitter: When Citizen Journalism Finds its Own Space in AlJazeera and Google

Since the launching of satellite channels in the Arab worlds, the majority were considered to be the mouthpiece of its own governments and the Arab citizens were repressed to accept the governments monopoly of news and media. However, with the increasing number of the Internet users among Arab youths and expatriates, their own issues are being highlighted and heard worldwide. Recently, two revolutions occur in the Arab world. In fact, what changed the formula in the Arab world was the power of the online citizen journalism. This paper shed the light on three of the Egyptian-revolution’s aspects: 1) the factors which accelerates the importance of citizens journalism in the Arab world. 2) The usage of social media and

technology by the movers and shakers of this revolution to communicate their message to the world. 3) And the support they've got from main media firms and communication providers. After that the paper went on to focus on the repercussions of Citizen Journalism in changing the face of not only the traditional journalism, but also, the political atmosphere in the Middle East and how can it be of future usage. Mainly, the paper relied on analysing the content of citizen-journalists tweets, blogs, and podcasts, as well as press releases by governmental officials and media and communication companies.

Kris Kodrich, Colorado State University, US

Title Press Coverage of Disasters and National Politics in Chile: Assessing News Coverage of President Sebastián Piñera's Eventful First Year in Office

## SOCIAL EVENT

DAY 3 15.07.2011 FRIDAY

Sessions D 16:30 – 18:00

SPECIAL SESSION: WIKILEAKS II

THE SIGNIFICANCE OF WIKILEAKS: LAW, SOCIETY, POLITICS

Cibali Hall

Chair Sandra Braman

### Presenters

John Downing, Southern Illinois University  
WikiLeaks and Alternative Media

Peter Jakobsson, Södertörn University  
WikiLeaks and Swedish Law

Stefania Milan, Central European University  
WikiLeaks from the Hactivist Perspective

Graham Murdock, Loughborough University  
WikiLeaks and Democracy

Paschal Preston, Dublin City University  
WikiLeaks and the Practice of Journalism

WJEC SESSION III Fener Hall

3D11 Business Meeting (Aud) Room: B.101

Chair Nico Carpentier

**3D12 Journalism Work in Times of Political and Social Change since World War II (Hist)**

**Room: B.102**

Chair Chandrika Kaul

Papers

**James T. O'Donnell**, National University of Ireland, Galway, IE  
The Post Emergency Press: The Effects of World War II on the Irish News Industry

From the foundation of the Press Association (PA) in 1868 by the provincial newspapers of the United Kingdom many Irish newspapers had been active, shareholding, members. This engagement with the organisation chiefly responsible for the provision of telegraph news, including international news supplied by Reuters, continued throughout the early twentieth century and inter-war period. This regardless of the Government of Northern Ireland Act, Anglo-Irish Treaty and partition in the 1920s which created the separate constitutional bodies of Northern Ireland and the Irish Free State. Irish members attended General Meetings, served on PA boards and invested in the financial mechanisms designed to support and foster the PA's growth. Through two share purchases in 1926 and 1930 the PA became the majority share holder in Reuters. In the events of 1940-1941 which led to the resignation of Roderick Jones as Chairman and Managing Director of Reuters and the sale of fifty per cent of the company's shares to the Newspaper Proprietors Association (NPA) Irish newspapers were active. James Henderson, of the 'Belfast News Letter', played a key role, partially due to his position as chairman of the PA board. Irish members travelled to the Extraordinary General Meeting called to discuss the proposed sale of shares to the NPA, reportedly the largest and most boisterous in PA history, some notably opposed to the plan. Particularly significant are those from Éire, the former Irish Free State renamed following the 1937 Irish Constitution, at a period of the harshest news censorship in its history due to its neutral position enforced under the Emergency Powers Act of 1939. World War II is also known as 'The Emergency' in Ireland after this legislation. In 1946 Radio Éireann signed its first news supply agreement with the PA and Reuters, seeming to indicate that even the state run broadcaster was becoming part of the globalised news supply structures. However, at the same time the first indications emerge that newspapers in Éire were no longer happy to accept the same service provided to the British newspapers by the PA and Reuters, 'The Empire's News Agency', and to actively seek other sources of news. In 1950 the government of the then Republic of Ireland, following its declaration and exit from the Commonwealth in 1949, set up the Irish News Agency to counter perceived British bias. This paper, through the study of events during and after World War II, seeks to examine the idea that for the news industry in Ireland this was the key point in the development of a state based concept of identity; where Éire / the Republic of Ireland sought to draw away from the structures of Britain and Empire, and Northern Ireland to draw closer.

Ali Mohammad Tarafdari, Islamic Azad University, IR  
The Role of Mass Media in Occurrence of Islamic Revolution 1979 in Iran

At the present article, I am going to study that how mass media in general played a role in victory of Islamic Revolution 1979 of Iran. Generally speaking, communications had a very important role in fighting against the government of Pahlavi II, especially from Pan-Islamism groups. During the reign of Mohammad Reza Shah, the government had an absolute control on mass media, consisting newspapers and journals, particularly the religious journals and books of clergymen and religious centers. But, these groups and centers managed to create their own books and journals secretly and by some special ways such using audio cassette as a communication way to unifying religious people against the Shah's government. On the other side, the Pahlavi state was trying to use governmental mass media for achieving a good position for the reign of Shah and fighting on the opposition groups. This battle was running for three decades and finally the opposition groups of Shah could break its absolute control and use the mass media for bringing people to the streets against the Shah's government. In

this article, I will do a survey on this process to identify the role of mass media in development and occurrence of Revolution 1979 and its final victory.

Markus Beiler

Johannes Gerstner

The History of the Free Media System in the Eastern Part of Germany after the Reunification: Status Quo and Analysis

This paper analyses the development of the free media system in East Germany after the fall of the Berlin Wall. The mass media played an important role in the peaceful revolution in East Germany in 1989 and contributed to the end of the socialist regime. In addition to political and social upheavals there was a fundamental restructuring of the media system in East Germany. After the reunification, the task of media policy was to develop the previously state-controlled media system into a pluralistic media landscape which contributes to the success of democracy. This paper focuses on the question whether the media system was adjusted to the regional needs of the emerging Eastern German federal states or whether it was just copied from the West. In order to document and analyse the transformation process literature, original sources, documents and archives have been taken into consideration. In addition, 435 interviews with experts – former and current persons in charge of the media and politics – were conducted. This paper is the result of the most comprehensive study of the history of free media in East Germany so far. This study considers all relevant aspects of the media system in post-socialist East Germany. Three areas are analysed: media legislation and regulation, the development of different media types (press, tv, radio and online) as well as working and educational conditions of journalists. Basic findings show, that the establishment of a new media system was successful – without being a success. Many decisions on the political and economic level led to a free but partly non-competitive media system. Media laws of West German federal states were adopted without considering the specific circumstances like low population, low urbanization or the lack of a competitive media market. The press landscape which was previously controlled by the governing party of the German Democratic Republic has never been broken up and is now dominated by a few West German news corporations. And also the commercial radio broadcasting landscape is ruled by just a few broadcasting chains from West Germany. Furthermore, there are deficits in controlling these monoculture structures by the media authorities. Besides, the public service broadcasting still suffers from the political influence in the founding times. The work of eastern German journalists is influenced by these structures. After the reunification their tasks has changed from the tasks of propagandistic functionaries to those of free journalists. They have to cope with their history as well as with modern working conditions. Our study shows that scarce resources like time or money as well as a growing influence of political and economic interests led to a serious danger for the quality of reporting. In the field of journalistic qualification a completely new system was established.

Now, 20 years after the reunification, experience gained from the transformation process undergone by the Eastern German media system might also be useful for other states which go the path of democratisation and grant their media more freedom. This paper not only documents a specific part of history but also aims at being a catalyst for discussing the freedom of the media world-wide.

Constanta Alina Hogeia

Media in Transition in a Society in Transition: A Historical Analysis of the Romanian Newspaper *Adevarul*, 1990-2009

The attainment of freedom of speech and freedom of the press was one of the biggest accomplishments of Romania, after the fall of communism in December 1989. The print media in Romania, as well as in the whole region of Eastern Europe, developed very quickly and was the first private enterprise, which emerged either through the spontaneous privatization of the former communist media outlets, or through the local and foreign investment in new publications (see Coman, 2003; Gross, 2002, 1996). The euphoria of the new acquired freedom started to vanish only few months later when the newspapers had to cope with two categories of problems: the struggle over resources (e.g. lack of paper; reduced capacity of the printing houses to satisfy the newspapers' requests), and economic issues (e.g. inflation and unemployment). The print media landscape became more stable and specialized after 1995, while the phenomena of concentration and consolidation of media increased after 2000, especially when local media moguls began to acquire different media outlets to serve their own benefits rather than citizens' interest. While previous works on mass media in post-communism generally addressed the development of media systems as a whole, this paper examines the evolution of the former communist newspaper "Scinteia" (The Spark) during the first two decades of post-communism. The newspaper was renamed "Adevarul" (The Truth) on December 25, 1989, but this change did not imply a change in the structure of the newsroom and the practice of journalism. From the voice of the former communist party, "Adevarul" became the voice of the new power container in society (the National Salvation Front) in the early 1990s. Nevertheless, the newspaper dominated the media market, claiming a daily circulation of about 1,500,000 at that time. In spite of the fluidity in the media field, "Adevarul" managed to remain one of the main national newspapers in Romania even 20 years after the fall of communism. After different changes in ownership (while still being dominated by the direct participation of journalists), the newspaper was bought in 2006 by the media mogul Dinu Patriciu. Three years later, "Adevarul" publicly announced its refusal to cover the political campaign of the 2009 presidential elections (invoking the low interest of the population for political debates). This decision raises an important question about the role of mass media with respect to their capacity to serve as a platform for public discussions on issues of interest in a society confronted with a legitimation crisis. In this respect, the paper particularly analyzes the relation between ownership and editorial content and tries to understand how "Adevarul" has been reflecting on its role in the society over two decades of post-communist transformations.

Judit Szakacs

From a Stenciled Zine to SNSs: Four Decades of Ethnic Romani Media in Hungary

The Roma are the largest ethnic minority in Central-Eastern Europe and in Hungary; their media representation has long been a topic of interest for media researchers. However, media produced by the Roma has attracted considerably less scholarly attention. This is the field that the paper proposed here plans to explore from a longitudinal perspective. Drawing on in-depth content analyses of Hungarian Romani media, from the humble beginnings in the 1970s to the exciting current developments with web 2.0, the paper proposed here plans to trace the development of Romani media in Hungary through the major transformation of the political and economic landscape taking place in 1989-1990. In this broad overview of the history of Hungarian Romani media, the paper would focus on how ideas about the imagined Romani community, as presented in the publications, have changed, as well as on how the role the media have played in the Romani ethnic movement has transformed over time. A longitudinal perspective appears particularly interesting since many of the key actors remained the same from the 1970s to well into the years of newly democratic Hungary. These long-standing

actors have been, to a certain extent, uprooted with the spread of new media, some of whose most innovative developments have been employed by a new generation of Romani activists.

3D13 Business Meeting (ESN) Room: B.103

3D14 Media Content (Law) Room: B.104

Chair Dima Dabbous-sensenig, Lebanese American University, LB

Disacussant Rhonda Alain Breit, University of Queensland, AU

## Papers

Bamlaku Tedesse Mengistu, Haramaya University, ET  
Law, Gender, and the Media in the Ethiopian Context

This paper tries to assess the Ethiopian media law and women's representation in the private and government media. It tries to assess the Ethiopian Press Law under the three different regimes (imperial, military and EPRDF). In all regimes there is the disparity between the media policies and practices that have attracted the attention of international nongovernmental organizations and regional media networks. According to the press proclamations Article 8, any press has the right to obtain information from any government office, while in reality private press very rarely gets such access. Furthermore, with regard to women's representation in the media, there is poor representation of women in both print and electronic media in East African region in general. About two thirds of all media employees in the media organizations in Kenya, Uganda and Ethiopia are men. Ethiopia has the second highest proportion of women in media representation (30 percent). The media scene in Ethiopia consists of the government and private sector. While the birth of the government press traces back to the 1900s, the private media are recent phenomena of the post 1992 independent press era. The government is currently in the process of redrafting the press laws. The government-controlled press includes the one-station television service, radio and a number of newspapers such as The Ethiopian Herald (in English language), Addis Zemen (in Amharic language), Berissa (in Oromo language), and Al-Alem (in Arabic). The private-weekly newspapers have variable creation dates, printing days, readership, and average circulation; however, Menelik, Addis Admas, and Tobia, (each in Amharic language), and The Reporter (in Amharic and English language), have the highest circulation. Readership of the private press is concentrated in the urban areas where only about 15% of the population live. Radio is the most influential medium for the broader population.

Mark Hanna, University of Sheffield, UK

The Welfare of Children and Open Justice: The Attempts to Increase Media Coverage of the United Kingdom's Family Courts

Media reporting of court cases is an essential component in open justice. This study considers why in the United Kingdom controversy continues about lack of transparency in the workings of courts dealing with "family law" cases. Such cases include those in which children whose safety or welfare is ruled to be at significant risk can be removed permanently by governmental agencies from their parents. The role of these "family courts" also includes the resolution of disputes between estranged parents about their children – for example, about

who the children will live with, and about contact arrangements, after divorce. During the last decade, judges and politicians in the UK began to express concern that public confidence in these courts needs to be raised by better-informed media coverage. This concern followed high-profile cases in which the child protection system failed, resulting in children being killed by an adult in their home, and campaigns by fathers in divorce and separation cases to protest that the courts were biased towards mothers in rulings on children's upbringing. Since 2009 Government Ministers, in response to these developments, have made two attempts to reform the complex layers of legal restrictions on what can be reported by the media from these courts. But UK journalists continue to express frustration about such restrictions. The study also considers wider concerns that media coverage of all courts in the UK is declining – for example, the criminal courts.

Monowara Begum Moni  
Amendment of Press Freedom Law in Bangladesh

Democracy is the institutionalization of freedom. For a well-established democratic country, however needs press freedom. The purpose of my paper is to discuss the urgency of an amendment of existing press freedom law in Bangladesh, which is guaranteed under Article 39(1) of its Constitution. According to Press freedom Index 2009 this country is ranking 121st place. I will discuss if the media are restricted by law, they cannot be free even if the political and economic climate is good. The mission is urging the government and political parties to implement its recommendations as outlined in "An Agenda for Change", a comprehensive programme for media reform in Bangladesh. Because there are serious deficiencies in the democratic process. Without independence, there is no justice, and without freedom of the press, there is no good journalism and so on. This press freedom demands, however, that journalists, publishers and media companies accept this responsibility.

Susan Murray, New York University, US  
Genre Theory and Reality TV Format Protection

With the proliferation of formats that has occurred since 2000, the business of reality television has become deeply entwined with the business of formats. As a result, the protection of formats is becoming of particular interest. The limited number of copycat programs that appear in a market is largely a result of norms and practices in the industry that deter producers from utilizing formats without payment to their originators. The Format Recognition and Protection Association (FRAPA) was formed in 2000 in an industry-wide, international effort to protect formats from being copied without acknowledgement or payment to their originators. In addition to reliance on industry standards and norms, companies have turned to the law to protect formats from copycat productions. Many of the major format producers, including RDF Media, Celador, Simon Fuller's 19TV, and Castaway Productions have taken legal action against copycat productions. In 2004 Endemol successfully sued TVSBT for copyright infringement of Big Brother in Brazil and took them to court for a SBT Deal or No Deal copycat. Endemol recently won another lawsuit involving Big Brother when they sued the Maltese company TVM. In the cases that are taken to court in the U.S., the standard for substantial similarity between programs is usually based on a traditional literary analysis that compares: plot, dialogue, characters, sequence of events, setting, tone, and theme. The experts in these cases also consider genre, stock elements, and prior works. In this presentation, I will discuss the problematics of this approach when applied to reality television and how the claims to realism of the genre, its proliferation of subgenres, and its use of documentary techniques, complicate analysis and format protection. I will also

discuss how definitions and recognition of genre itself can be complicated by the global context and the movement of formats across national borders.

3D15 Internet Consequences on Political Parties and Activism (PolComR) Room: B.105

Chair Philippe J. Maarek

Discussant Christina Holtz-Bacha

Papers

Anika Gauja

Membership Participation and Online Communication: A Comparative Study of Political Parties in Australia, New Zealand, and the United Kingdom

The traditional notion of an ‘engaged’ member or participant in party politics is built upon the idea of geographically distributed branches, face to face meetings and deliberation in person, and upon fundraising and canvassing activities that encompass physical human contact (canvassing through door-knocking, leafleting etc). With a documented decline in active participants and party memberships, political parties have to turned to online initiatives to reconnect with the public and their supporters. Yet, the ways in which the Internet is used by parties to facilitate communication by and between party members is under-researched (limited examples include Gibson and Ward 1998; Gibson et al. 2003). This paper presents a comparative study of the use of online tools for membership communication by political parties in the United Kingdom and Australia. It focuses particularly on those political parties (Green and social democratic) that encourage a collectivist decision-making culture and internal-party democracy. The paper examines the various ways in which the Internet is used to perform or facilitate the typical functions of political parties, and the involvement of party members in this process: interest aggregation, policy-development, candidate and leadership selection and governance. Data for the research is provided by a systematic analysis of party websites and patterns of usage. The findings reveal that for the most part, opportunities for communication and participation provided to members online are essentially ‘top down’, and prioritize the provision of information rather than gathering opinions and facilitating robust discussion. This mirrors the findings of previous research on the interactivity of political parties’ websites to the general public (see for example Chen et al. 2006). The final section of the paper links the empirical findings to a broader discussion on the organizational evolution of political parties and the role of the membership (particularly the cartel party model). Do the findings support the suggestion that the party membership is increasingly being marginalized at the cost of the party in public office, or can online communication potentially be used as a tool to strengthen the party at its base?

Kevin Rafter

Tweeted out of Office: The Arrival of Online Social Media in Irish Politics

The resignation of the Irish Defence Minister in February 2010 was provoked in part by the online activity of a Green Party politician from the junior partner in Ireland's coalition government. This paper takes the resignation controversy as a case study to examine the emergence of online political communication in Ireland and also to discuss the wider implications for political activity in general. There remains ongoing debate about the revolutionary impact of web-based activity on political interaction. One perspective is that the internet has the potential to open up new political spaces where the public and politician can meet and discuss policy although a counter view is that the revolutionary predictions have not yet been realised. The reality may be somewhere between these two assessments as has been borne out by the Irish experience. The paper outlines the emergence of online social media

activity by Irish politicians with a focus on Dan Boyle, an early adapter of Facebook and Twitter whose posting led to the ministerial resignation. The study examines political and media reaction to social media activity and the electoral impact of Boyle's postings.

Mattias Ekman

Online Islamophobia: The Relations between Elite News Discourse and Increasing Xenophobia in Swedish Blogs

Islamophobia, and racism against Muslims, are on the rise in Europe. In Sweden, a far right-wing political party with a neo-Nazi past gain parliamentary access in the recent election. In recent years the political debate concerning immigration has shifted tone in Sweden. Mainstream right wing political parties, with a history of liberal attitudes towards immigration, have jumped on the anti-immigrant bandwagon in search of disillusioned voters. In fuelling and normalizing more extreme standpoints on immigration and immigrants, the Internet has facilitated a space of increasing xenophobia and racism. A growing number of web pages, blogs and communities form a new kind network, which combines paranoid visions of an immanent Islamic invasion and a demand for harsher immigration legislations. In Sweden, islamophobic web logs and pages, have undoubtedly contributed to the success of the far-right nationalist party Sverigedemokraterna in the election in 2010. They have also been part of a general shift in the mainstream political discourse on immigration and cultural integration. This paper examines part of the Swedish islamophobic web-community and its relation to mediated discourses on Islam and Muslims in mainstream online news media. It taps into the discursive construction of Islam and Muslims in three of the most popular xenophobic Swedish blogs, and examines the inter-textual, inter-discursive relations and the hyperlinks between online islamophobic blogs/pages and mainstream online news and its relations to institutionalised politics (domestic and foreign). The study draws on theories of racism in mass media and the connection between elite discourses, geopolitics and racism (van Dijk, 1993). It also discusses the role of historic representation of the non-European other in general, and of Muslims in particular. The study shows that the online islamophobic web pages, use, and link to, certain online newspapers, journalists and news topics in order to confirm, or contrast their position on Islam and Muslims. They create a seemingly anti-establishment position by framing racist and xenophobic standpoints as a question of freedom of speech and critique against religious extremism. The study also shows that the online pages use xenophobic currents within elite mainstream media in order to mobilize voters in support of far right-wing political parties.

Itir Akdogan

How Has Political Life Changed with New Information and Communication Technologies? Linking Local and Global in Istanbul

Information and communication technologies (ICT) permit ubiquity, mobility, and exchange of data. This phenomenon overcomes the limitations of time and space making possible access to and the use of information anytime, anywhere. The widespread use of ICT which provide that opportunity brings about changes in political life. Such changes, however, are not omnipresent. This paper critically examines how ICT make a change in politics. It focuses on the link between local and global, in local politics, in Istanbul, based on the network society theoretical framework of Manuel Castells. Castells briefly argues that ICT and globalization induce the network morphology in the society, and this morphology will reorganize power relations. This paper empirically examines if this is the case in Istanbul. The research question "How has political life changed with new ICT and how do activists and networks relate local

and global in Istanbul?” guides the analysis. The empirical data of this paper derive from semi-structured in-depth interviews with activists, ordinary citizens, and institutional politicians of Istanbul. The diversification criteria include age, gender, education, income, social group, political affiliation, level of activity (local/global), and use of ICT. This qualitative research uses the grounded theory methodology to analyze the data. The findings of this study shows that while ICT empower activists, ordinary citizens, and local institutional politicians by permitting them to link local and global with better access and interaction, this empowerment does not necessarily translate into improved democracy in Istanbul.

Ariadne Vromen

### Online Political Movements and Discursive Strategic Repertoires

This paper analyses the emergence of new forms of political action through online organizations. It answers two main questions: what is distinctive about these new forms of action? And, how do discursive, storytelling techniques underpin new cause-oriented online repertoires and organisational styles? Online political organisations rapidly change their tactics due to moving targets and audiences. This ‘repertoire switching’ (Chadwick 2007) introduces unique strategic approaches to campaign work, including ‘rapid response’ direct action and moving traditional offline media tactics into an online environment (e.g. dissemination of information, letter writing campaigns, petitioning). Online organisations use rapid response techniques to promote their discursive approach to politics: focusing on how ideas, arguments and narratives can be used to position the campaign in the mind of the public. At the micro level this involves telling stories, marshalling testimony and evidence into a consistent, overarching meaning, and talking in language decision-makers recognise. At the macro level discursive practices are used to confront what are seen as hegemonic discourses, and include: public media shaming, and developing and consistently using grounded definitions of issues or problems. However, dominant discourses also shape and constrain the opportunities for new online political movements to gain influence. Characterized as the ‘discursive opportunity structure’, it determines what kinds of new movement ideas become visible, resonate with public opinion, and are held to be legitimate by the audience (Kriesi 2007). This theorisation brings into analysis the role of the mass media in promoting discursive, symbolic politics. New online political movements, that may have limited access to decision-makers, will try to use all forms of media to frame their message, and engage in public debate and persuasion. A case study demonstrates how GetUp, an Australian online political campaigning organisation, uses new technologies and discursive framing techniques to conduct issue-based campaigns. First, their action repertoire distinguishes GetUp from most other traditional political organisations in Australia. They are redefining membership as a financial-supporter relationship to a communication-recipient relationship (Karpf 2010). Thus the 400,000 GetUp members sign up to receive emails, but are not required to sign on or donate to all campaigns, instead they opt in to actions on issues that matter to them. Being an active member online is presented as being easier and more flexible than other forms of participation, such as attending a protest. Second, the active use of storytelling techniques in their communications strategy tries to reframe political debate, and initiate collective action. Third, the emergence of online only organisations as new political spaces has seen diffusion of action repertoires and discursive tactics across Anglophone countries: e.g. MoveOn, Avaaz and Organizing for America (in the USA), and 38 Degrees (in the UK). Lastly, questions are raised about the limitations of this new online symbolic politics for challenging dominant political discourses and creating lasting movements that reinvigorate citizen-based participation.

Philipp M. Weichselbaum, Johannes Gutenberg-University Mainz, DE  
The Mass Media's Relevance for Political Activities of Interest Groups

The working methods of interest groups and their relationship to the three branches of government lie outside the realm of direct experiences of most people. In general, it is a third-hand experience through the reporting of the mass media. This reporting predominately concentrates on the negative aspects of interest group methods and on – alleged – unlawful behavior and scandals. However, an interest group does not automatically have an influence on political decision-making merely because it exists as an interest group. In order for them to become a relevant factor in the eyes of lawmakers (which is especially the case for small groups without significant monetary resources), they have to try to make their positions public via the mass media. It follows that the relationship between interest groups and the mass media has a conflicting nature: On the one hand, critical reporting on the practices of lobbyists has the potential of creating an audience awareness for the negative effects of the influence of interest groups on political decision-making. On the other hand, the mass media are a necessary means for lobby groups to articulate their interests, to make them public, and thus to gain access to political decision-makers. The paper will address this conflicting relationship between interest groups and the mass media and present findings from a survey conducted among German interest groups. Three research questions will be answered: (1) To what degree are interest groups dependent on the mass media in order to represent their interests towards political decision-makers? (2) Once interest groups have gained access to the media, how successful are these groups in working towards a favorable reporting that will ultimately serve their political goals? (3) What do interest groups specifically aim at achieving via the media in order to influence political decision-making? An online survey was conducted among German interest groups (N=2.152) who work on a federal level and have officially registered with the German parliament. For each of these groups, a relevant contact was identified (either the director of the group or the person responsible for political communication). The response rate was 53 percent and the sample is representative for German interest groups on the federal level. The major findings show that (1) two thirds of the German federal interest groups see their political success as dependent on mass media reporting. Next, the findings show that (2) only one quarter of the interest groups describe their media relations as successful. In other words: One out of four interest groups sees itself being at the mass media's mercy. Finally, the findings show that (3) the interest groups hope for agenda-building effects when engaging in media relations and intend to reach experts as well as their own members. The main conclusion is that in the relation between interest groups, politics, and the mass media, the latter are – from the interest groups' point of view – an “independent variable” which needs to be accommodated to. For all three research questions, detailed findings will be presented and their implications will be discussed.

3D16 Media and Islamophobia in the West (Islam) Room: B.106  
Chair Alexa Robertson

## Papers

Christine L. Ogan

The Rise of Anti-Muslim Prejudice: Media and Islamophobia in Europe and the United States

Islamophobia has been used as a term to describe anti-Muslim feelings of a mostly Christian population in Europe since immigrants from Muslim countries have been arriving there—now numbering more than 17 million across 17 countries. As a consequence, the people in several

European countries now are supporting anti-Muslim candidates for public office. And in Germany, Chancellor Angela Merkel has announced the failure of multicultural policies to integrate the Muslim ethnic minorities. The situation is similarly tense across the Atlantic. Though the United States has relatively few Muslims (an estimated 6 million), Islamophobia has been on the rise there in the years since 9/11. Opinion polls that have been conducted since 2001 show that favorable ratings of Islam have dropped among the American public from 47% in 2001 to 37% in 2010. This study examines the attitudes of Americans and Europeans toward Muslims, the media coverage of Muslims and Islam in Europe and the United States, and the potential connections between media use, religious practice and attitudes toward Muslims. The goal of this study is to determine the possible causes of increasing anti-Muslim sentiment. Secondary analyses of data from the 2008 Pew Global Attitude Project and the 2010 Pew News Interest Index, allow us to assess the role of religious practice, news interest and political affiliation in the attitudes toward Muslim minorities in several countries. Predictors of anti-Muslim attitudes include being politically more conservative and being older in all countries; and paying close attention to news coverage of the Park 51 Islamic Community Center in the United States (which was proposed to be built near Ground Zero in New York). Only in France was the importance of the respondents' religion related to anti-Muslim attitudes. In Europe, hostility toward foreign business ownership in domestic companies was also a strong predictor of Islamophobic attitudes.

### **Juan Francisco Martínez Cerda**

Controversy over the Ground Zero Mosque through Southern European and Latina American Newspaper

The construction of a mosque in a Muslim cultural center in the area around of the "ground zero" in New York caused, the middle of last year, considerable controversy in the United States, generating deep opposition from conservative sectors and between those who consider the plan as an insult to those who died during the attack on the Twin Towers on September 11, 2001. This paper focuses the research of critical analysis of information that the most well-known newspapers in Southern Europe and Latin America had published about the event. This research was conducted by the Gabinete de Comunicación y Educación, of the Universidad Autónoma de Barcelona (UAB), and it is an additional research carry out by the International Center for Media and the Public Agenda (ICMPA), of the University of Maryland, where has been discussed how the issue was addressed not only in newspapers, but in electronic media (television). The paper explain the qualitative and qualitative methodology used in order to establish how a social phenomenon (in this case of intolerance) can be created based in the mass spread of a news about a "non-event", a local issue that turned into a national and even international event that prompted the religious intolerance against Muslim immigration in the United States of America. Finally, the paper shows the outcomes from the combination of variables: number of times that the news about the mosque are published, what are the periods of increased spreading, positioning of individuals and institutions regard the event and the link between these variables with the political position of the analyzed newspapers and social and historical context.

Nur Asyiqinbinti Mohamad Salleh

Hao Xiaoming

The Impact of 9/11 on Media Portrayal of Muslims

The terrorist attacks on the twin towers of the World Trade Center in New York City in 2001 signaled an important shift in the world's general perception of Muslims. The event brought

Muslims into the agenda of the news media. As a major source for information about world affairs, news media, through the way they frame news events and news makers, have the power to increase the prominence of an event in public life and create stereotypes of people that persist in the mind of the audience. The choice of words used (words are symbolic and may have secondary connotations), and relations between words and concepts play a key role in the framing involved in the news-writing process. This study compares how Muslims have been portrayed by the media before and after the terrorist attacks on the World Trade Centre by using text mining tools to analyze the semantic relations in articles published in major international newspapers around the world. A notable change in the media coverage of Muslims after 9/11 is that there has been a significant increase in the news coverage of Muslims, who are often associated with terrorism. News articles related to Muslims published in these major newspapers increased by four folds since 9/11, drawing world attention to Muslims. Changes in news coverage of Muslims, however, are not limited to quantity. Textual analysis allows us to plot a comprehensive visual map of words to show differences in semantic relations that have led to a change in the portrayal of Muslims in news media after the 9/11 incident. There have been significant changes in the descriptive words usually associated with the word “Muslim”. Results of this study and their implications are discussed.

Violet B. Valdez, Ateneo de Manila University, PH  
Big City - Small City: The Implications of Place in the Pictorial Coverage of Conflict in the Philippines

News photographs play key role in the definition of political issues and the shaping of public opinion which influence public policy. This study examines the pictorial coverage of the Christian-Muslim conflict in the southern Philippine province of Mindanao and the implications of place by looking into the photojournalistic practices of the Philippine Daily Inquirer and Sun Star Davao, a national and a local daily, respectively, for a seven-month period in 2008. Initial findings show that conflict was a dominant theme in the news pictures of both papers, but more so of those in the Inquirer. Inquirer’s pictures of Mindanao tend to be those of the armed conflict and the armed response to it while those of Sun Star Davao offered varied pictures of the places and peoples, framing these in positive and favorable context. A further analysis describes how geography is implicated in journalistic practices and biases.

Nabil Echchaibi, University of Colorado-Boulder, US  
The Media of Islam: Islamizing the Media

The actions of Muslims have often been inscribed in a cultural and political discourse that casts them in subordinate terms as traditional, introverted and fatalist. Re-instituting faith in a culture that sees itself mostly at the receiving end of a powerful imported secular culture, no matter how liberating it might be, is unequivocally considered regressive and anti-modern by those who see no emancipation in the dogmas of the religious. But a number of Muslims have turned to modern media technologies like satellite television and the Internet, not necessarily to re-invent religious tradition and stir up pious passions but to seek original ways to render religious discourse more deliberative and create an alternative modernity. Today, Islamic television is a far cry from the staid sheikh delivering his sermon on a state-owned channel. Men and women host talk shows, reality programs, and music variety shows where formerly taboo issues like politics, sexuality, relationships, and women’s rights are openly debated. A growing number of teleIslamists effectively weave Quranic narratives into elaborate programs of social change and civic engagement. And traditional institutions of religious authority like

Al-Azhar University in Egypt and other state-sanctioned constituencies are also adopting aggressive media strategies to counteract what they see as an emerging culture of semantic disarray over what Islam means today. On the Internet, videobloggers and otherwise marginal actors are capitalizing on much cheaper means of media production to join this massive fray of new cultural producers in Islam. This paper will focus on one influential Muslim Web site and analyze its claim for a transformative impact on Islam and Muslims. Alt-Muslim.com is described as a space for introspective comments on the Muslim world and a forum for progressive Muslims. With contributing editors and writers from the US, Canada, Australia, and the UK, Alt-Muslim bills itself at the forefront of an emerging independent and modern Muslim media in the West. Its articles, opinions, media reviews, podcasts and video commentaries seek to project an alternative view of modern Muslims as intellectuals, politicians, and artists. Specifically, this chapter will examine the dialogic and deliberative aspects of Alt-Muslim in its attempt to function as an alternative to conventional authority in Islam and in its claim to create a counterculture for Muslims across the world.

3D17 Media and the City (MCPO & S) Room: B.107  
Chair and Discussant Friedrich Krotz, University of Bremen, DE  
Papers  
Ivan Zassoursky, RU  
Cosmopolis, or Internet as the Triumph of Urbanism

The task of this presentation is to show that the internet can be regarded as the graphical interface of the emerging global cityscape, and represents the ‘triumph of urbanism’, i.e. represents further development of urban forms and development trends. To make this point i will have to single out the most important urban development trends and significant aspects of urban forms. My task will be to show how they are taken further and transformed by the internet.

**Ayşe Banu Bıçakçı**, Yeditepe University, TR  
Branding the City through Culture: European Capitals of Culture 2010 Pécs, Ruhr, and Istanbul

As cities compete on an international scale to attract visitors, investors, talented people and inhabitants, city branding is gaining much more interest both from academics and professionals dealing with communication and urban issues. A vivid cultural life is considered as a prerequisite in branding a city. Through ‘Megaevents’ such as Olympic Games and Capital of Culture, cities find a chance to create new narratives -or associations- of renewal based on urban culture and heritage. While branding deals with mental images, such strategies aim to create a picture in the minds of public a city based on wealth of culture. The cities seek to differentiate themselves through culture, depending on physical and symbolic elements, and create a positive image not only for the duration of the event but also for the future. The European Capital of Culture (ECoC) is a city designated by the European Union for a period of one calendar year during which it is given a chance to showcase its cultural life and cultural development. A number of European cities have used the City of Culture year to transform their cultural base and, in doing so, the way in which they are viewed internationally. Istanbul was the ECoC 2010 along with Pécs (Hungary) and Ruhr (Germany). Culture in the form of cultural facilities and events, architecture and urban history plays an important role in forming and sharpening the city image, thus becomes a strategic tool for the ones who are benefiting from the positive reflections of a city brand. Here the word ‘positive’ has a connotation which can be paraphrased as ‘the favorable accents being in the same line

with dominant ideology'. Chandler (2001) claims that signs serve ideological functions in defining realities. While defining and contesting the realities of signs, it is possible to understand whose realities are privileged and whose are suppressed. In the light of this thinking, this paper aims to go into the cultural reflections of ECoC 2010 Pécs, Ruhr and Istanbul with a semiological approach, focusing on the extent to which these cities are represented through cultural facilities and events. After having a look at the historical and socio-political background of Pécs, Ruhr and Istanbul, official ECoC Web sites and programme books of the mentioned cities are used as the source of the data to be analysed. Themes, logos, slogans and mainly, the content of programme – what type and number of cultural events and facilities are realised- are questioned from a critical point of view, with the objective of unveiling the symbolic cultural elements in differentiating the city brands. The study also aims to investigate if these cultural elements used in generating a specific city portrait are drawn from “the official culture” constructed by the ones currently holding the political power and influencing the dominant ideology.

Gabriella Sandstig, University of Göteborg, SE  
Urban Transformations and the Importance of Public Spaces and Urban Places

The role of the media in society is closely intertwined with the rise of the modern city and the urban society. The development of the modern press coincided with the second wave of urbanization and the growth of modern society. Urbanization gave the foundation for a newspaper market, kept the city socially united and the importance of news increased in pace with the importance of communication (Park, 1925/1967; 1955). Four phases of communicative changes up until today are noticeable. First hand experiences decreased and second hand contact became more common, more shallow and rational due to the population sizes of the modern cities (Wirth, 1938/1971). The first hand experiences continue to decrease but also second hand experiences. The latter due to the increased importance of visual representations, and that the perceptions of the city are becoming more important. As consequences we no longer always know from where our experiences stem. The cities public spaces and public spheres in the media are two sides of the same coin. The media have been described as the extension of our minds (Nordenstreng, 1978) while the cities have been described as an extension of our bodies (McLuhan, 1964). If the physical world is an expression for our self this in fact means that the physical world, like media images, are possible to interpret like a context bound mirror of our thoughts through different times expressed individual, collective or institutionalized values and ideals. These values and ideals are in turn specific to the situation. The physical world isn't just stone or glass, but like the media symbolic were it can be seen as a kind of text that mediate messages of both older and newer times. This puts the texts and representations of places like the Tahir square in the media in a new context.

Sui Crystal Sun Chia, National Dong Hwa University, TW  
Cities, Creativity, and Connectivity through “One Book, One City” Events: Media, Cultural Transformation and Social Networks

This paper explores how books can be transformed through creative imagination and ways by which they can interact with a city, form networks, and bring about cultural and social changes. The ‘One Book, one City’ events aim to promote reading and encourage discussion by bringing people together to read a selected book and in so doing enable all readers in the city to talk about the same issue. Through ‘One Book, One City’ book events connect a book theme to the city agenda and have impact upon the city in various ways. Many books selected

are those concerned with cultural issues; the events help to widely promote and encourage discussion relating to multiculturalism in the city. Research has shown that 'One Book, One City' activities have influenced communities to re-imagine their sense of place with cultural imagination, memory and issues related to their city. Cultural events have brought about reform of local networks and set many participants upon a personal spiritual journey. This study aims to investigate the following questions:

Q1. How can books become a medium and cultural means to interact with cities?

Q2. What are the driving forces and political and economic factors behind 'one book, one city' events?

Q4. How does reading space such as Internet book communities interact with city space? How do selected books link with a city agenda and create space in the media that brings about interaction with citizens who participate in debates and discussions as shown from case studies in Canada?

Q5. From the cases examined in the study of books and cultural events in Canada, could these cases provide useful examples and inspire thoughts for creativity, local space imagination and network linkages. Could books lead to wider social and cultural issues and facilitate changes of cities?

Methodology of the proposed research includes documentary analysis, interviews and case studies. Analysis of documents includes printed data as well as multimedia text for 'One Book, One City' and related events. Canadian cases are examined and analyzed regarding ways that books interact with a city and ways by which networks and reading communities evolve. In-depth interviews are conducted to obtain first hand data from city's librarians, academic professionals and cultural events organizers. In-depth interviews were conducted with people who participated in the events in Canada to express their opinions and obtain local perspectives. The theoretical framework for the proposed research focuses upon the following aspects: reading space and city space, books and adaptation, books and social changes, book events and social networks, reception of books and globalization. Results of the research provide ways by which 'One Book, One City' networks among different countries could be established via book events and internet communities to play roles in the transformation of cities and further enhance social changes. Book communities foster cultural communication between communities, cities and countries and in so doing share different perspectives and debates about city agendas.

Lorenzo Zamponi, European University Institute, IT

The Walls of the Political City: Mediatized Public Memory and the Symbolic Construction of Conflict in the Italian Student Movement

The city of politics has stone walls. Many scholars have already pointed out the role of the external cultural factors in structuring the symbolic environment in which contentious politics take place. Among these factors, collective memories and protest traditions are particularly relevant, being supra-individual and constraining individual action. Memory can help collective action by drawing on symbolic material from the past, but at the same time can constrain people's ability to mobilize, imposing proscriptions (taboos and prohibitions) and prescriptions (duties and requirements)

Every political and social actor wishing to participate in the public debate has to take into account the heritage of the past. But how is this heritage constructed? The practices of remembrance need to be placed in a mediatized public space, in which the media, as "a master arena" of public discourse, are the main repertoire of social representations of the past which people draw on when they need to. Therefore, the capacity to adapt to a narrative format is a central resource for success in the field of public memory for a mnemonic project as well as

for accessing the audience of a social movement. This format is not arbitrarily created by the media, but comes from a tradition of narrative conventions.

How are the mnemonic repertoires to which the media refer constructed? How do the media reshape the memory they use? This paper aims at answering these questions through the example of the Italian student movement of the so-called “long '68”. I analyse content and format of media sources in order to draw a map of the different narrative representations of that contentious past. This map is the map of the actual political city, needed by any political and social actor in order to choose a strategy to confront the past and find its own place in the public sphere.

Asne Kvale Handlykken, University of Bergamo, IT  
Digital Cities in the Making

Knowledge and politics are embedded in the digital city explored as an immense artifact and a hybrid technological system. Digital cities, such as the concepts of New City (Greg Lynn, 2008), WikiCity (Senseable City Laboratory, 2008) and Intelligent Cities are challenging how we imagine, perceive and represent the world, creating new spatial models. These spatial concepts and conceptions of digital cities and mapping of the world can be explored as mental intellectual representations and heterotopies. Furthermore, how do users sense, navigate, create and share knowledge in fluid interactive spaces and real time digital cities? Places of interaction in digital cities is explored by a study of users, their social interactions, creations, and interactions with content in virtual networks. In the project of Wiki City users are navigating the city in augmented reality, based on an open source network where they can interact, create and share knowledge. The physical and virtual environment of the city is intertwined. The potential for creation and agency of the user in this hybrid urban environment and fluid space, opens for new ways of sharing, co-creation and remixing both knowledge and art. Research on the Internet and the information society has been dominated by studies based on a technological deterministic view, and the “impact” of the Internet, largely ignoring the mutual shaping process of technology and society, and especially the potential for interactions and creation of content by users in virtual networks. Exploring places and non-places in virtual networks and digital interzones, and especially places of interaction in digital cities, can furthermore open for a study of anthropological places in digital interzones and fluid spaces.

**3D18 Political Economy of Participatory Communications (PCR, PoEcon) Room: B.108**

**Chair** Pradip Thomas

**Discussant** Toby Miller, University of California at Riverside, US

**Paper**

**Paula Chakravartty**

**Patrick Murphy**

**Lisa Richey**

**Karin Wilkins**

**Florencia Enghel**

Political Economy of Participatory Communication: When Corporations Become Involved in Strategic Social Change/Critical Perspectives

Participatory communication practices oriented toward strategic social change are meant to privilege a collective benefit in the interest of social justice, equality, solidarity and human rights. From such a perspective, an increasingly privatized development landscape becomes problematic, invoking a paradox between ostensibly participatory agendas working in opposition to commercial interests paramount within the structure of funding. Participants on this panel share a critical political-economic framework, exploring the implications of privatized development work and related discourses. Through the lens of India as a case in point, Paula Chakravartty opens the panel with her discussion of how corporate contributions direct attention to particular discursive approaches to information technologies as a mechanism for addressing poverty. Extending this work, Flor Enghel and Karin Wilkins document how the Gates Foundation in particular, funded by the two of the wealthiest men in the world, contributes to, thereby constraining, models of development through their selection of locations and topics as well as their construction of problems, communities, and solutions. Next, Patrick Murphy analyzes the consequences of Monsanto's corporate involvement to development discussions of sustainability, in ways that construct multinational corporations as responsible environmental stewards. Finally, Lisa Richey offers a comprehensive account of the way celebrities, both "created" and communicated through corporate sponsorships, become involved with constructions of Africa and African development.

Paula Chakravartty, UMass Amherst, US

Rebranding Development: Corporate Philanthropy in India's Fractured Information Society

This paper examines both the historical continuity as well as disjunctures in the role of corporations in the longer postcolonial history of development communications. Information-infused development projects and the larger technocratic development mandate have a particular resonance in emergent India. In the last decade, India has become a kind of national best practice exemplar of what we can think of as a techno-modernization paradigm associated with the problematic notion of global "digital divide". India's importance in this area is partially explained by the symbolic success of its export-oriented Information Technology (IT) industry, often represented as an engine of growth for the wider national economy. India's new capitalists in the IT sector and their transnational counterparts, most famously Bill Gates of Microsoft, have become passionate advocates of corporate social responsibility (CSR). This often takes the form of so-called grassroots partnerships in the arena of development. In the last decade we see a new emphasis on the transformative potential of technologies to empower the "common man" as opposed to the recognized winners of globalization in India—the urban elites. I examine the ways in which this change reflects a shifting discursive strategy to reposition the IT sector to take on the pressing ethical dilemmas of poverty in the face of neoliberal economic reforms. The paper will critically explore how the emphasis on public-private partnerships (PPPs) incorporates participatory techniques and community/civil society engagement with the objective of promoting a new brand of "pro-poor pro-market" development.

Lisa Ann Richey, Roskilde University, DK

Celebrities and Afropolitans: Managing Private Affect

Privatized media industries employ celebrities as a mechanism toward generating profit; these very celebrities become relevant in the process of creating awareness of social problems

closely connected with an increasingly privatized development process. Celebrity has become a way of mediating between proximity and distance in the global as well as the specific context. As the paradigms of ‘people we know so well’ that are simultaneously ‘just like us’ and ‘exemplary,’ celebrities have become proxy philanthropists, statesmen, executives and healers. This paper will explore how saturating communications between the global North and South with celebrity content normalizes the celebrity modality of ‘Africa’. This presentation will explore how in the aid celebrity modality, expertise becomes celebritized and circulated, while affective commitment is bestowed on emotional sovereigns for management-linking Western donors with Afropolitans.

**Patrick D Murphy**, Temple University

Communicating “Sustainability”: A Discursive Analysis of Monsanto’s Corporate Mediascape

In an age of growing public concern over climate change and related environmental issues, many corporations are now attempting to cultivate brand images associated with “green” practices. Few multinational corporations have marshaled as many resources to craft such an image as the U.S.-based multinational agricultural biotechnology corporation, Monsanto. Over the past decade the company has worked hard to re-brand itself from a chemical company to a food company in the business of delivering “sustainability.” To elaborate this transformation, Monsanto has built a highly sophisticated multi-platform media operation that frames food production as a matter of technological innovation and sound environmental stewardship. Drawing from a site visit of Monsanto’s corporate headquarters in St. Louis, Missouri (USA), interviews with the members of its Public Affairs office, and analysis of Monsanto’s website, blogs and other promotional and social media, this paper offers a discursive analysis of the company’s vision of sustainability as articulated through its corporate mediascape. At issue is, what kinds of imagined relationships with the environment does the company privilege, in whose interest and to what end.

**Karin Wilkins**, University of Texas at Austin, US

**Florencia Enghel**, Karlstad University, SE

The Gates Foundation’s Approach to Development: Appearances and Contradictions

Working through a political-economic analysis of the development industry, we frame global communications as an industry that channels wealth from citizens into the hands of a few corporate moguls, who then have the resources to assert their agendas in a global development context. In this paper we analyze the case of the Bill and Melinda Gates Foundation, exploring the operational framework and discourses of this wealthy, private agency supported by two of the wealthiest men in the world, Bill Gates and Warren Buffet, and considering the potential implications of its interventions within the development industry. Moreover, the reasons that might explain why these wealthy individuals have chosen to engage in financing aid are discussed. First, we consider how the professed personas of these so called “billionaire philanthropists” project altruistic sentiments and a concern with improving the conditions of people suffering from poverty, disease and hunger. Second, we analyze the Foundation’s mission statements, which point at an interest in expanding the capitalist venture through e.g. the promotion of financial services to the poor. Third, we study the fact that U.S. federal policies reward charitable giving through direct tax incentives. In our discussion we look into the ways in which the Gates Foundation articulates the problems it addresses, engages specific geographies locations and disburses funding.

Moreover, we ponder existing critiques that signal problematic contradictions between the Foundation's professed aims and its operational framework. Finally, we articulate some of the potential implications of particular constructions of problems and solutions engaged through this foundation.

### **3D21 The Politics of Communication and Development: Global and National Outlooks (PCR) Room: B.201**

**Chair and Discussant** Pradip Thomas

#### **Papers**

**Florencia Enghel**, Karlstad University, SE

The World Congress on Communication for Development: "A Worldwide Conversation" Gone Missing

In 2006, communication for development seemed a relevant item on the agenda of The World Bank. The World Congress on Communication for Development (WCCD), convened by the Bank with the Food and Agriculture Organization of the United Nations (FAO) and The Communication Initiative Network, was held in October of that year. Several studies, reports, position papers, etc. were commissioned/invited with a view to the event. Worldwide, academics, practitioners and officers within multilateral/bilateral organizations hoped that a concrete opportunity for dialogue with policy and decision-makers could produce the conditions required for a participatory practice of communication within development. Almost five years later, the WCCD's outcomes are hardly visible, and outputs in terms of knowledge production have remained extremely limited. The WCCD Rome Consensus defines communication for development as a social process based on dialogue, but does not state among whom; refers to evidence demonstrating its value, but does not specify to which purpose; and calls development organizations to place high priority on it, but without advocating any concrete strategies/commitments. Neither the WCCD's Secretariat nor the Bank's WCCD partners took responsibility for moving forward the dialogue processes that were at work in preparation for the event. In the aftermath, the World Bank's understanding of development communication remains instrumental. Moreover, existing literature points at incongruity between discourse (seemingly favoring dialogue/participation) and practice (top-down and externally masterminded). Against this background, the WCCD's failure in terms of facilitating sustainable dialogue-based communication among researchers, practitioners and policy/decision-makers has not been addressed critically. This paper will explore issues of plurality of voice and participation (or the lack thereof) in shaping, utilizing and communicating knowledge among communication for development researchers, practitioners and policy-makers in light of the WCCD. The potential implications of the World Bank's ultimate treatment of dialogue and participation will be discussed.

**Seeta Peña Gangadharan**

Translating the Media Ownership Debate in the United States: The Work of the Federal Communications Commission and Civil Society Groups

Between 2002 and 2007, minority leadership at the Federal Communications Commission (FCC) and civil society groups engaged in a series of activities that addressed the limitations of participation in what is referred to in U.S. administrative law as informal rulemaking. These activities, which spanned the FCC's Third Biennial Review of Broadcast Ownership Rules and the First Quadrennial Review of Media Ownership Rules, were translational in nature. As evidenced in interviews with policymakers and practitioners and in civil society and FCC documents, the activities provided ordinary individuals and communities with information about the media ownership debate in an understandable language. They also involved the thematization of concerns for increased media concentration and the introduction of these concerns into official FCC discourse. Finally, these activities involved amplifying the relevance of public opposition to market-centered, deregulatory reforms of the broadcast industry. This paper traces the arc of these translational activities in relation to a normative argument about how participation in communication policymaking can and ought to be. Adapting Iris Marion Young's theory of inclusion and democracy, I develop a deliberative model of participation which privileges practices that support the emergence, visibility, and power of publics—in particular, support from state actors, civil society groups, and media institutions. A deliberative model of participation depends on the existence of inclusive deliberative forums as well as translation of discursive activities both inside and outside the rulemaking system. The model challenges the competitive, resource- and expert-driven logics of conventional practices in administrative procedure at the FCC. The U.S. media ownership debate illuminates the concept of translation. Though translation did not prevent the Republican-controlled FCC from approving ownership deregulation in both proceedings, translation made participation in rulemaking more meaningful than what administrative procedure and culture typically afford. That is, translation's power functions both as a process and an outcome.

**Ullamaija Kivikuru**, Swedish School of Social Science, FI

Two Camps in One: Communication Contradictions in a Refugee Camp

"We can hear from neighbours, saying on radio they were talking about countries"  
(Congolese woman refugee, Kiziba refugee camp, Rwanda)

"I fear for their lives. I appeal to those who carry on fighting not to shell and target civilian neighbourhoods." (UNHCR Goodwill Ambassador Angelina Jolie in Mogadishu)

In the eastern part of Africa alone, there are 2.3 million recognized refugees – people who after dramatic experiences have sought shelter in refugee camps. Many like the woman in Kiziba camp, interviewed in November 2010, have lived in the camps for 14-15 years. Every fifth household has a radio set, and also neighbours are allowed to come and listen to it, but batteries are expensive and difficult to get. Radio listening is limited to news, mainly to news from the home region, or "the countries" in the West where the refugees would like to be resettled. The station in her case is BBC Kinyarwanda, occasionally Radio Okapi from DRC. There is no community radio in the camp, mobile phones can be used for phoning inside Rwanda and for SMS with the rest of the world. In practice, people like the women in her forties, with four children and a husband, live outside the realm of mediated communication. The camps are run by the UN refugee organization UNHCR, which, together with the World Food Programme (WFP), provide shelter, food, health care and basic education for the people in the camps. The task has become tougher after the last economic crisis in 2008; both UN organizations have suffered of a 20 percent cut in budget funding.

Food rations are now smaller and education limited to primary schools. The two UN organizations are forced to fight for their share of the international community's attention. UNICEF has it easier: "They have the children. Photographers love children". However, the UNHCR has got one asset: Goodwill Ambassador Angelina Jolie. Many UN organizations have their doubts about the use of celebrities in their publicity work, but Angelina Jolie seems to be devoted to the cause of the UNHCR, not only to self-promotion as many goodwill ambassadors. My paper elaborates on this inbuilt contradiction: the co-existence of the people who have found safety but who live outside the mediated communication, and the international organization running basic services for them, struggling to get money for its work via attention gathering in the market of images and illusions. Our researcher group visited Kiziba and Nyaheheke camps in Rwanda in November 2010. Both camps have roughly 18,000 Congolese inhabitants. We interviewed 28 women plus camp leadership – UNHCR officials and elected elders. The interviewed refugees seemed to live in a mental no-man-land. They lacked interest in gathering information about the world around them – but they also lacked interest to form communities. The solidarity of the worn-out women, stretching their strength to find food and clothing for their children, was limited to their own households alone. On the other hand, the camp officials of the UN organization tried even to respect western ideals of representative democracy in the rough circumstances – but the idea of organizing local-level communication did not belong to their scenario. Angelina Jolie was outside both spheres – and still part of them.

### **Nekane Requejo de Ozamiz**

Volunteering Networks for Change

This paper analyzes the ways in which 'participation' has been adopted by the UN to promote volunteering, a participatory practice in itself. UNV Executive Coordinator Flavia Pansieri describes volunteerism as contributing "to promoting the inclusion of those who don't participate. It contributes to social cohesion in situations where the link of trust between citizens and state has been broken by conflict. And, in broader terms, it contributes to building social capital." On the 4th of December 2010, to celebrate International Volunteer Day, an online film festival was hosted on the United Nations Volunteers Facebook page. The festival lasted for twenty-four hours, showing a film every hour and moving time zones every two hours to allow for audience's commentary and discussion in between. The films were mostly made by volunteers and told stories of how their actions are contributing to the achievement of the Millennium Development Goals around the globe. Using the festival as a springboard, this paper will look into who is setting this agenda for development and how successfully it is being implemented within the heavily institutionalized setting of the UN. The focus of the analysis will be to ascertain the extent to which Castells' theory that "creating new content and new forms in the networks that connects minds and their communicative environment is tantamount to rewiring our minds [...] The greater the autonomy of the communicating subjects vis-à-vis the controllers of societal communication nodes, the higher the chances for the introduction of messages challenging dominant values and interests in communication networks" (2009:413) proves to be true in this case, and what potential consequences can result from the creation of this type of network of participatory communication for the promotion of social and economic structural alternatives, not only in so-called 'developing' countries, but in the more 'advanced' societies too.

3D22 Activist Media: Alternative versus the Mainstream (ComCom) Room: B.202

Chair Robert Huesca, Trinity University, US

## Papers

Daniel Henry Mutibwa

Creativity and Connectivity in a “Bottom-Up” Approach to Communication: How Third Sector Media are Challenging Traditional Mainstream Media as a New Model of Communication for the Future?

Third sector media refer to media institutions outside of the public-service and (private) commercial sectors. Third sector media are essentially driven by grassroots organising, social networks and the desire to generate social, political and economic change in diverse communities, neighbourhoods, cities and regions. This paper explores the ways in which third sector media embrace the opportunities presented by technological, regulatory, political, economic and cultural settings to foster change in the communities, neighbourhoods, cities and regions they serve through the production of (creative) media texts as well as visual and audio programming. In this era of audience fragmentation owing to technological advancement, particularly convergence and digitisation, coupled with the perceived resurgence of grassroots participation, it is important to question whether third sector media can be viewed as sites offering a more effective and engaging egalitarian model of communication for the future? Considering the ongoing expansion of third sector media and the attention they attract on specific content issues, it is crucial to investigate their role as providers of information tailored to the distinctive needs and interests of the communities, neighbourhoods, cities and regions they serve. This is of paramount significance particularly as public broadcasters appear increasingly unable to provide for the dissemination of such information for a host of reasons. The semi-structured interviews conducted with third sector media practitioners in Britain and Germany, for instance, reveal the ways in which third sector media outlets perceive themselves as sites that foster media diversity and strive to address prominent issues in civil society in new, engaging and innovative ways. What is more, many of them also reject rigorous forms of hierarchical organisation often associated with mainstream media in favour of grassroots forms of organisation which tend to enhance connectivity and are very critical of capitalism and other forms of perceived hegemonic tendencies in society. This is mainly because they are geared more towards collective action aimed at addressing social problems than focusing on profit-making. Additionally, participant observation demonstrated that these sites not only supplement and challenge dominant media structures, but that they are also increasingly seen as primary providers of information by the diverse communities, neighbourhoods, cities and regions they serve. Furthermore, participant observation indicated that third sector media as sites heavily reliant on grassroots organising and social networks are created and run primarily by and for members of the communities, neighbourhoods, cities and regions they serve. As such, they highlight the issues of concern as well as values of their members in a way that public broadcasting is unwilling or unable to. It is against this background that this paper aims to explore the objectives, structures and practices of third sector media not only in order to understand their organisation, but also to assess their potential role as sites offering a more effective and engaging form of egalitarian communication for the future.

## **Ricardo Fabrino Mendonça**

### Community Media: Democratizing Democracy and Fostering Self-realization

Community Media is a powerful practice in the promotion of public access to communication. It is an important discursive device for social change and for the autonomy of marginalized actors, thus grounding the emergence of more respectful social grammars. However, Community Media is often thought of in opposition to the so called mass media. This paper aims at justifying the importance of Community Media without promoting a polarization among different sorts of communication. It argues that Community Media is one sort of social interlocution that is engaged in a broader discursive web responsible for the permanent reconstruction of social reality. Community Media consists on a specific way of feeding the communicative flows through which a society narrates itself and rethinks itself. Based on this notion of a communicative system that emerges from the stitching of different interactive loci, I advocate the importance of Community Media production, which is growing quickly over the past four decades in Brazil. Among the many reasons employed to defend this sort of production, I will focus on two that, although intertwined, can be analytically distinguished: the democratization of democracy and the promotion of self-realization. To develop my argument, I advocate a discursive approach to democracy, based on Dryzek's (2000; 2005; 2006) perspective. I will claim that Community Media is important to strengthen discursive democracy because it: 1) pluralizes the public sphere; 2) fosters the exercise of rights; and 3) works as an additional device of the system of social response (Braga, 2006). I will also develop an idea of self-realization that is based on Axel Honneth's (1995) theory of recognition. Community Media ought to be seen as a possibility for: 1) the expression of new patterns of recognition; and 2) the transformation of identities throughout a social struggle.

## **Ilkin Mehrabov**

### Can Alternative Media Serve as Contribution into "Spectacle"? Case Study on Turkish Video Activist Collective Karahaber

Introduction of video device in mid-1960s in the form of Sony Corporation's Portapak sparked new kind of political activism and new type of community media: video activism. Probably the most technologically dependent form of activism, video activism created whole new way of expressing otherwise unheard voices through self-representation of video and "own" media. However this innovative activism also came at high cost as early video activist experimentations contributed a great deal to the formation of 'Reality TV', emotional monster of modern television. Basing itself on the theoretical perspective formed by Guy Debord, and his notion of 'spectacle', this presentation will try to find an answer for the question of whether, unintentionally, alternative media and video activism, as a particular form, may serve as a contribution into modern spectacle. This quest is important in the sense of trying to prevent mistakes of early times and instead establishing video activism as a true form of empowering and emancipatory practice. Case study conducted with Turkish video activist collective Karahaber will serve as the main source of this presentation. The main source of information was provided by interviews with eight core members of Karahaber in Istanbul and Ankara, which were conducted in July to November 2009. The secondary source of information was obtained through a content analysis of 175 videos of Karahaber, published on its website <http://www.karahaber.org>. Content analysis of video works and interviews with group members were mostly analyzed together in order to provide better panorama and understanding of the practices of video activism as conducted by Karahaber members.

Paolo Gerbaudo, Middlesex University, UK  
Bricks, Posters, and Bits: The Dispersed Texture of Urban Activist Scenes

Cities are not only material but also cultural constructs, spaces which are constantly signified and re-signified through the communicative practices which contribute in shaping that intermediate structure which French theorist Henri Lefebvre calls "texture" (1997: 148). Adopting this concept as a heuristic device, my paper focuses on the case of activist scenes in Rome, Berlin and London, analysing the different communicative practices which are responsible for constructing and maintaining these scenes and the territory they claim. Drawing on ethnographic observations conducted in these 3 cities, alongside 30 in-depth interviews with activists and alternative media practitioners, and textual analysis of alternative media, I interpret activist scenes as concentric structures which are becoming more unstable and less legible. These scenes are characterised by an intermittent and leopard spots geography increasingly centering on one-off events rather than on longstanding activist places (squats, social centers, cultural and community centers). As a consequence of repression against social movements as well as processes of gentrification, the territorial hegemony of dense alternative neighbourhoods (like Kreuzberg in Berlin, San Lorenzo in Rome, and Hackney in London) gives way to a more dispersed geography of countercultural sociality and political organising. And this situation is paralleled by shifts at the level of alternative communicative practices. At this level processes of demarcation, exemplified by practices of fly-posting give way to mapping practices which attempt to provide an overview of a space which is otherwise ridden with ruptures and opaqueness. Drawing insights from this case study the paper aims to intervene on the debate about space and communication in contemporary cities and the role played alternative media as a vehicle for community building.

Marco Braeuer

The Hillbilly Rebellion: Rural Protests and Mass Media in East Germany

Renewable energy sources are widely acknowledged to contribute to a sustainable economy. The German energy-industry as well as political actors claim that a new power supply line infrastructure is needed for the transmission of offshore wind energy from the North Sea to the urban centres in central and south Germany. This infrastructure however affects the local environments and habitats.

Several grassroots organisations have started protest activities in order to impede the building activities of new "energy highways", arguing that they are unsound and serve more the interests of the deregulated energy industry than sustainability aspects. This mostly rural activism reveals several societal tensions: local vs. national interests, rural versus urban needs, the support of renewable energies and their economic potential versus the destruction of local environments and economies (e.g. tourism). The issue receives widespread media attention in Germany. Hence, the success of the activists also depends on their communication strategies towards the media system and the way they are represented on the media stage. The paper will present findings from a field study conducted in the rural region "Thuringia" in East Germany. The perspective of protest actors is elaborated on with semi-structured interviews of local activists and document and content analyses of their media products (leaflets, websites, petitions). The focus of the analysis lies in the study of how the activists evaluate the political and the media opportunity structure and how this affects their choice of communication strategies. The results reveal that the grass root organisations have a reluctant and even critical approach towards mass media. The activists are aware that mainstream media, especially television, frame their protest as hillbilly rebellion. Hence, they try to

present themselves as rational actors. Interpersonal communication, locally organised events, and further encounter publics play a significant role for the mobilisation of adherents. A content analysis of the coverage of the topic and the activist groups in regional media (newspapers and regional television) supplements the “inner” perspective of the activists and contextualises these data. The theoretical framework for this paper is borrowed from theories of social movements, namely the concept of opportunity structures, framing, and resource mobilisation. However, in contrast to the original macro sociological perspective of the opportunity structure approach, it is argued that those structures are not given currents of a political or media system. Rather, opportunities need to be made by protest actors by active sense making processes. This ability depends on cognitive as well as relational resources.

Cindy Vincent

Community Media and Processes of Civic Engagement

Based on Clemencia Rodriguez’s (2001) theory of citizens’ media, this study examines the role of community media educators in impacting civic engagement through the use of alternative, citizens’ media. This theory posits that community media allow citizens to become more engaged in their local community by facilitating agency in using alternative media and cultivating voice. This theory focuses on alternative media versus mass media, which historically is a unidirectional form of media that does not permit audiences to create and transmit their own messages with as much empowerment. Although Rodriguez’s research looks at community media use in Colombia, this theory is also applicable to POOR Magazine, which is based out of San Francisco, California. POOR Magazine uniquely combines the role of alternative media educator, alternative media provider, and grassroots organization that serves to give voice to communities struggling with poverty, racism and discrimination in the San Francisco area. Rodriguez’s theory is applicable to POOR Magazine because these communities also struggle to be heard by the mass media and receive accurate representation in the mass media due to lack of privilege, education, and economic access. In turn, POOR Magazine is an ideal media organization to examine how community media impact local community participation and engagement. To research this organization, I conducted ethnographic fieldwork during the summer of 2010 to collect qualitative data about the organization’s process as a community media educator and provider in order to understand if and how participation at POOR impacts civic engagement. The overarching research questions analyze the role of minority media, the techniques they use, and their ability to engage community members. By examining this organization, this study seeks to add to the discussion of how we look at community media and their significance with community member audiences.

3D23 Business Meeting (M & S) Room: B.203

Chair Alina Bernstein

3D24 Business Meeting (M & Rel) Room: B.204

Chair Dominica Dipio

3D25 Mainstreaming Television (PopC) Room: B.205

Chair Sofie van Bauwel

Papers

Ece Doruk

Structural Transformation of Weekday Daytime Programming

Many researches which have been conducted in Turkey show that audiences spend their leisure time mostly watching health programs, lifestyle, shopping, beauty, fashion, food and quiz show programs during the daytime on TV. These programs which mostly realize the entertaining function of television, make audiences informed about things and have fun. In parallel with social change and transformation, due to the effects of developments in technical sub-structure, some of these programs which aim to reach wider target group become a phenomenon, and some of them discontinue broadcasting. In these programs which are preferred mostly in late years, studio audiences, telephone connections and guests create interactive discussion atmosphere over there. Viewers obtain the opportunity of sharing their experiences and opinions in this way. The emigration to big cities and the needs of getting to know the people who are similar to themselves and pouring out one's grievances constitute the main reasons why these people, who mostly spend their time at home alone as neighborhood culture has disappeared, prefer. Whereas in the beginning of 2000s, most programs for kids and music programs for young people were broadcast, the program themes changed in time and now programs which address to women/housewives have taken their place. In the course of time, women talk show programs in daytime about domestic sorrows, personal disasters and polemics, food programs which give recipes, health programs which give some clues for healthy life, marriage programs and programs related to personal skills have started to attract female watchers. Those also turn out to be popular programs which are shown in almost every television channel. At the present time, these programs define themselves as reel programs which demonstrate the real and spontaneous things. The basic claim in these programs is to find solution to the problems of ordinary people through professionals in an educational and illuminating way. This study, in which volatile preferences of Turkish viewers and reasons affecting the contents of the program constantly changing since the beginning of 2000s in Turkey, one of the countries having the highest rate of watching TV will be examined, will use the method of in-depth interviews with the people who are experts in their own fields.

Sara Zanatta

Mainstream Production and Rhetorical Strategies in Prime Time

The subject of this paper is a popular and modern form of "storytelling" such as television series becoming more and more widespread in the Italian programming schedule. Taking into account the organizational and creative context in which the production process takes place, I intend to consider in particular the main strategies, routines and conventions that regulate the creation and circulation of this cultural artefact. Therefore, my discussion will draw upon three main lines of research: (1) a brief overview of products broadcasted in the last seasons, looking for innovation/diversity versus standardization/homogeneity; (2) an analysis of the main (rhetorical) claims used by network programmers and producers to rationalize and legitimize their decision making actions (Bielby and Bielby, 1994; 2003); (3) a reflection on how these strategies affect the creative process and the skills required to the artistic personnel. My theoretical background includes the insights from Becker's work (1982) and the production of culture perspective (Peterson and Anand, 2004), that has been applied to a range of quite different realms by now, in order to understand how the expressive symbols of culture come to be. The paper represents a part of the findings of my PhD research, and the analysis adopts multiple qualitative techniques: in-depth interviews to screenwriters, producers, network executives, story-editors, and directors; participant observation (in "pitching" events and festivals); and, document analysis (relevant articles from major national newspapers and specialized magazines).

Burcu Yaman

The Guardian of Morality: The Analysis of a Reality Crime Program, Müge Anlı ile Tatlı Sert

In the last few decades, neo-liberal policies have brought a new cultural climate for Turkey. The emphasis on ‘community’ and ‘common good’ has been replaced by the ‘individuality’ and ‘individual responsibility’. By then, individuals have been considered as responsible both for their achievements and failures in this system. On the other hand, derived from Foucault’s perception of power, the power struggles have been reduced to individual and micro relations. All these political and cultural changes have also influenced the way media operates or received by the audiences. The discourses produced by the media have contributed to the construction of these ‘responsible individuals’ and ‘disciplinized and controlled individuals and society’. Besides to other several genres of popular culture, ‘reality crime programs’ seems to require an analysis in order to see how these programs make emphasis on individual responsibility and produce discourse for disciplinized and controlled society. In this paper, I will analyze a reality crime program from Turkey, named as Müge Anlı ile Tatlı Sert through qualitative and quantitative methods, in order to explain how this program promotes some discourses related to social control and individual responsibility and how the audience perceive and accept the program as a moral authority which is able to criticize, blame and castigate the participants.

Elif Kahraman, Kadir Has University, TR

Anachronistic Politics of Contemporary Turkish Television

How far a television drama becomes an issue to be talked about by the parliament and media is a rhetoric question whose answer lies in the newspaper articles these days. Media and the parliament talk about a television drama in recent discussions that we encounter in contemporary Turkish television. The new Turkish television series *Muhteşem Yüzyıl* (The Great Century) is a historical drama about the Ottoman Sultan Soleiman the magnificent. The representation of the Harem life has created issues among the conservative politicians and media outlets. The newspaper and television debates on the issue reflected the conservative discourse in Turkey. The comments were grouped around the anachronistic insult to the ancestors. Is this about the nationalism of Turkey or not? On the other hand, RTÜK (Radyo ve Televizyon Üst Kurulu – Radio and Television Committee) is a committee that decides censorship in Turkish media and it has some decisions and has given warning to the channel. In this paper, I would like to give my analysis of the neo-conservative discourse in recent Turkish media. Why does the historical drama become an ethical issue in Turkish media? Why does such a conservative discourse react to a fictional representation as historical certainty? So what does the conservative discourse praise or condemn as suitable for television representation? This study will utilize content analysis as its main research method. The second level of analysis will be to identify the key markers in the discourse.

3D26 Health, Catastrophes, and Crisis Communication (2) (CrisCom) Room: B.206

Chair Ester Pollack

Discussants Stuart Allen, Sigurd Allern, Marina Ghersetti

Papers

**Tomas Andersson Odén**

What Happens to Journalism When All the Authorities Speak with One Voice

This paper deals with the principal question whether the media can perform its critical function in situations where all the authorities speak with one voice. The case examined is the media reports about the so-called Swine Flu. In 2009 there were extensive media reports in many countries about the flu that spread over the world from Mexico, where the first cases was detected. In June that same year the World Health Organisation, WHO, declared it a Pandemic – the first one in 40 years. The Health Committee of the European Parliament has later criticized the WHO for the Pandemic alarm, which, according to the Committee, lead to a disproportionate mobilisation. In Sweden, for instance, the flu was met by a massive vaccination campaign in which approximately 60 percent of the population was vaccinated. In the beginning of 2011 questions have also been asked, whether the vaccine itself could have been the cause of the serious disease Narcolepsy in some children.

When the vaccination campaign started in Sweden there was some debate about the beneficial effects as well as the risks of the mass vaccination. The most distinct critics were two physicians from the north of the country, who thought that the threat from the Swine Flu was strongly exaggerated. A third physician put forward that the vaccination campaign would consume resources needed for other medical purposes. There was, however, agreement among all the authorities responsible for the decisions, that the flu was to be met by large-scale vaccination. The consensus was arrived at in a national group, set up in 2005 to handle the coordination of the different authorities on all levels, including the information departments. As a result of the work accomplished by this group, the messages given to the public were almost completely coordinated. There were very few exceptions to the message from the Swedish authorities: “get vaccinated!” When the two critical physicians published their article in the autumn of 2009, representatives from the central authorities promptly disputed it – and no more discussion was heard. The third critical physician changed his view as the first serious Swedish Swine Flu cases appeared. After that, hardly anyone that could be counted as an expert challenged the official line of the authorities to vaccinate the whole Swedish population.

The question put forward in this article, is how the media handled this situation. When answering questionnaires, Swedish journalists tend to rank “critical reviewing of authorities” as one of the most important tasks for media. The question is if they managed to perform this task during the Swine Flu vaccination campaign. What messages about the flu did media give the public? Did they ask the critical questions when there was no expertise to lean against?

**Corinna Lüthje**

Irene Neverla

Disaster Coverage and the Transforming Perception of Regional Geohazards: Social Memory as a Part of Crisis Communication and Disaster Prevention

Modern geo-sciences understand natural disasters – such as storm surges, floods, tsunamis, volcanic eruptions, earthquakes or avalanches – not as exceptional events, but as elements of ‘regional geohazards’. These are ongoing latent threats, deriving from physio-geographic conditions, but enforced by non-linear and circulating human-nature interaction. Whether or not a natural extreme event leads to a natural disaster and thus to a crisis, depends on readiness of the society to anticipate this event, to adapt environmental conditions, and to develop strategies of prevention. However, a sense of threat from a natural phenomenon is a fundamental component. Such perceptions are bound to experience and to the memories of key events. Pfister (2009) argues that a “disaster gap” might promote the loss of the “disaster memory” and thus might lead to an increasingly disregard of the risks of natural hazards. Media do not only play an obtrusive role in covering extreme events such as natural disasters, but they are also central in the long term process of sharing and shaping the memory of key events and raising awareness of permanent environmental threats. Remembrance is not primarily related to the past but a ‘process belonging to the present’ (Zierold 2006). Social memory is a constructive and dynamic act involving various actors and agents, playing their roles in their respective cultural and social contexts. In this paper, we want to provide a theoretical conceptualization of how the media and their recipients interconnect recent extreme events (crisis), the social memory of natural disasters, the perception of regional geohazards, and upcoming political decisions. Our theoretical framework of the media covers the concepts of daily media as ‘remembrance and memory generators and transformers’ (Reinhardt & Jäckel 2005) and journalists as ‘memory agents’ (Zelizer 2008) and as such responsible for ‘memory careers’ (Zierold 2006). Social memory is the ‘universe of constructing the past en passant’ (Welzer 2001) mostly, as it were, unconsciously and unintentionally. But certainly, in a media society, the ‘memory talk’ is widely determined by the media. The audience, in a dynamic and transactional process (Frueh & Schoenbach 2005), participates in this memory talk, selecting and modifying the agenda for its own purposes. The empirical part of our research refers to storm surges as a regional geohazardous threat to Hamburg. This second biggest city in Germany is located near the North Sea coast and was hit by a traumatic storm tide in 1962 claiming the lives of more than 300 people. In this presentation, we will investigate (a) the role that social memory plays in the act of perceiving regional geohazards and (b) the function of the media in shaping the collective memory. A special focus will be on the changing localization of the causes of storm surges in light of the current debate on climate change.

Shuo Zhou, Hong Kong Baptist University, HK  
Mechanism of “Problem Identification” and “Problem Attribution” in Public Health Crisis:  
The Case of H1N1 Coverage in Hong Kong

Based on “framing theory”, this paper attempts to deconstruct media mechanism of “problem identification” and “problem attribution” during epidemic crisis through scrutinizing news coverage of H1N1 in Hong Kong as a case study. It intends to elicit the hidden rules behind certain styles of news coverage and clarify variables that contribute to the process or the outcome of “problem identification”, “problem attribution” and “problem solving” from the following three perspectives: news production, social political environment, ideological position of newspapers. We conducted a comprehensive content analysis of 429 articles in total throughout the epidemic period. Samples were drawn from the four most influential newspapers in Hong Kong: Oriental Daily, Ming Pao, Wenwei Po and Headline Daily, representing popular paper, elite paper, pro-establishment paper and free newspaper respectively and with the largest circulation in each category. In-depth interviews and framing analysis were also involved as qualitative approaches to uncover internal “media reality”,

professional standards and journalistic routines. Actually, how we identify a problem and how we allocate responsibilities are far beyond objectivity. According to Entman, “Framing” is a process of “selecting some aspects of a perceived reality and making them more salient in a communication text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and treatment recommendation”. This process, together with its outcomes carries significant meanings in crisis communication. As the countable few research integrating “framing theory” into the practice of crisis communication, this paper starts with analyzing the problems identified, focusing on what meanings each event was given and how the reality is constructed. This paper argues for a parsimonious condensation of media frames during public health crisis. Based on the ten main problems identified, we further categorize the whole process of crisis into three stages with their distinct focuses and different functions played for each period. Generally, Hong Kong media framed “problems” for each period with emphasis on “risk”, “policy”, and “responsibility” respectively. Rather than “natural disaster”, HK media are more likely to identify it as “man-made disaster”. The local government is the one who catches flak for almost everything. Newspapers continued their mentality in SARS as they held a susceptible attitude towards the government, strengthened their role of monitoring and criticizing policy makers. Contextualized in Hong Kong, a “weak government and strong media” social pattern could be identified. At a macro level, we also find that the “mechanism” is controlled by a constant and rigid “power structure” which is resistant to change, while the operation per se is a dynamic process. Four dominant interest groups including the government, media, specialists and the public interact with and inter-depend on each other to construct a hierarchical framework of communication. At the main time, professional regulations generate a set of news making formulas for crisis coverage. Influences from the three dimensions (social environment, ideology and journalistic norms) make Hong Kong newspapers share a special pattern of problem identification and problem attribution, whilst variations still exist depending on their ideological positions. In summary, this paper intends to give detailed account for the mechanism of media coverage in public crisis. It provides an understanding of the underlying process of crisis communication from both micro production and macro societal perspectives. On one hand, it would contribute to the theoretical construction of “news framing” in crisis communication. On the other hand, through this systematic study of H1N1 epidemic, I hope practitioners in journalistic field could get valuable instructions for further practices.

3D27 Business Meeting (IntCom) Room: B.207

3D28 Business Meeting (MedProd) Room: B.208

3D29 Business Meeting (PostS) Room: B.209

Chair Yassen Zassoursky

3D32 Joint Session with HIV/AIDS WG and Health Communication Section (HCom, HIV) Room: B.302

Chair Marjan de Bruin, UWI HARP Mona, JM

Discussants Dorien Baelden, Vemula Ravindra Kumar

Papers

Christian Bourret, Institut Francilien d'Ingénierie des Services, FR

Claudie Meyer

Healthcare Networks in France: An Interface Organization as a Response to AIDS Problem around Information and Communication Situations

In France, Healthcare Networks have proposed since 1984 an original response to the AIDS problem that neither primary care general practitioners in the city nor hospitals' doctors did not really tackle, this new disease implying the development of new cooperative practices relying on patients' empowerment and a personalized follow-up. We suggest considering the question from a reflection around information and communication approaches. The AIDS epidemic has highlighted the problem of compartmentalization between primary care and hospital doctors and between different health professions, which is particularly strong in France. It was a predominantly urban phenomenon, often for a specific population (the gay community) a rather cultural and socio-professional privileged population, who has organized into specific associations (such as Aides) to pressure the government and hospitals managers and has brought about a new type of patient, more powerful and implicated in managing his health. On the other hand, there was also the specificity of a precarious population, often of foreign origin, uprooted and often without identity papers. We will develop an analysis about typology of concerned populations. The work of associations and influential patients like that of engaged doctors has been important for the birth of Healthcare Networks dedicated to this disease (AIDS) and, more broadly, for the affirmation of the very notion of Healthcare Networks in general, but also the statement of patients' rights recognized in the March 2002 law which introduced the concept of "health democracy" in France and institutionalized Healthcare Networks as a new comprehensive, global and collaborative approach to Healthcare. In this paper, we propose to outline the role of the AIDS epidemic in the emergence of Healthcare Networks from an analysis grid highlighting the different actors and their positions and roles (patients and their families, primary care General Practitioners, hospital doctors, local authorities, Health Insurance ...), stakes and values such as the quality of their relationship (by insisting on the question of the recognition by other professions and the concept of self-respect) in a specific context (Situational Semiotics proposed by A. Mucchielli). Our analysis will also focus on issues of meaning, relationship, knowledge, action (F. Bernard), identity and power (B. Ollivier) with a focus on the affirmation of the patients' role and the importance of new devices of the information and communication technology such as the Electronic Health Record in the ongoing developments around Healthcare Networks, particularly in the context of urban policy and the new role of local authorities and new regulations (Law Hospital, Patient, Health and Territories, July 2009).

Patrick William Cockayne, Sibambene, ZA

Janine Simon-Meyer

Enabling Engagement: Catalysing and Supporting Social Movements for Health and Development in Southern Africa

Background: This paper describes a participatory communication strategy developed by Sibambene Development Communications (SDC) for the International Organization for Migration (IOM) and implemented since 2005 in seven workplace/community sites in southern Africa, to address vulnerability to HIV. SDC provides on-site and remote technical support on communication to the local projects. For a farmworker or wife of a migrant miner in southern Africa, multiple, co-acting barriers (eg. economic exclusion, dysfunctional state services, social and cultural norms that increase vulnerability to HIV infection, etc), as well as a range of pressing development challenges (eg. unemployment, low literacy, sanitation, food security, etc), severely constrain the individual's ability to secure health and well-being. There is a need for collective action and networks of support at a local level simultaneously to empower marginalised individuals to identify vulnerabilities and take appropriate responses, and to galvanise local action and mobilise resources for broader development.

Approach: A process of community mobilisation, affirmation and local development is catalysed through a corps of change agents drawn from and representing a defined community, and an identity-making process owned by this community. The process is driven through a continuous and systematic cycle of face to face engagement, communication and action - within the supporting organisation, with change agents, with the community and with key stakeholders – using the widest possible range of local communication tools and mechanisms (one to one, small group purposive dialogue, print, public media, drama, etc.), developed through participation. Health messaging is secondary to process, engagement and affirmation. Outcome: An altered local social fabric offering increased opportunity and ability to exercise choice, including choices to mitigate vulnerability to HIV.

Recommendation: This approach can be replicated in similar settings to address a range of health and development challenges.

Shanthi Besso

Judy Smith

William Booth

Literacy Lives: An Exploration of Creative and Applied Community-based Responses to HIV Communication Practice

A functional level of literacy is a basic human right, and is fundamental to community health and social justice. In one of the richest cities in world (Vancouver, Canada), where we have access to the most sophisticated medical and community interventions possible, the most vulnerable are unable to access the support required to effectively prevent and manage HIV. Communication is at the core of this dynamic, particularly as it relates to the practical ability for all citizens to access and fully comprehend a wide range of information. Literacy Lives is an initiative of Simon Fraser University. Community members from the inner-city move through an integrated curriculum that includes: HIV and social determinants of health; literacy and essential skills; and the theory and practice of community capacity building. The objective is to nurture a cohort of engaged, knowledgeable and skilled community members who are subsequently in a better position to support those in their communities who are unable to make the connections needed to create healthy lives. Vancouver has outstanding HIV expertise, both theoretical and practice-based, in civil society, treatment, research, and policy development. Our positive responses to the multiple dimensions of HIV/AIDS have been diverse, imaginative and sophisticated, including HIV Centre for Excellence, International Centre for Science in Drug Policy, and the Four Pillars Drug Strategy. These resources benefit the global community in its HIV struggle (see: Vienna Declaration, Support and Treat for Optimal Prevention endorse inter-alia WHO, UNAIDS, Global Fund). However, the Downtown Eastside neighbourhood is notorious as the poorest postal code in Canada. The area experiences social problems present in every city, and can be seen as a microcosm of the global pandemic, but nowhere else in North America have those problems reached such a concentration (Pivot Legal Society). Movement for Canadian Literacy argues that high rates of low-literacy are symptomatic of deep and wide spread social inequality and exclusion and that low-literacy, poverty and exclusion are all part of the same problem. Increased literacy levels allow people to exert influence and control over their working and living conditions and to positively influence the communities to which they belong (MCL 2006). Low literacy levels have profound implications for communication about HIV/AIDS. The Literacy Lives Initiative is an attempt to create spaces, resources and knowledge exchange opportunities that allow a cohort of socially engaged community leaders to create new forms of social change communication, participatory communication, and advocacy communication, all in a dynamic

and diverse attempt to improve health indicators for the most vulnerable group of people in one of the most “livable” cities in the world. The paper and presentation will explore these issues.

Satyajeet Nanda

Contextual Dynamics of Individual-Community “Interaction” and Stigmatization: Evidence from Persons Actually and Virtually Living with HIV and AIDS

The predominant advocacy by many theories and research works on stigmatization propounding that community/ society (factors) almost always has unidirectional and uni-dimensional interaction with and a dominant effect on individuals towards development and management of stigmatization has seriously limited the understanding about the role and possible deviance of individuals in certain contexts. The interactions between the individual and community/ society where it is born and live in are quite complex in nature with respect to their role in the process of stigmatization. Design: It employs 36 in-depth interviews and 6 FGD collected in different phases, 2008 –2010, in 3 districts (higher prevalence of HIV) of Gujarat, western India. Participants & Setting: Respondents comprised of persons actually living with HIV (PLH) with varying time period (1-10 years), villagers with or without knowledge and exposure on HIV/AIDS and PLH, health workers providing service to PLH, and HIV infected patients using hospital services. Outcome measures: The current research attempts to unearth the mechanisms behind stigmatization surrounding HIV AIDS especially in terms of targets and sources of stigma, level of interaction that individual and community exercise in development and management of stigma. Result and conclusion: The narratives identified stigmatizing perceptions of people in varying contexts that can be directed broadly towards two targets: towards PLH and towards HIV infection. While many established theories (Goffman, 1963; Link & Phelan, 2001; Parker & Aggelton, 2003, Alonzo & Reynolds, 1995) strongly advocated that it is only the societal framework of stigma that individuals only reconstruct in their behaviour, the current study take a departure from the dominant paradigm that it is not completely true with a possibility of co-construction of stigma by individuals with or without contextual interaction with community (norms). This conviction provides a critical and disaggregate approach to communication, exploring multi-dimensional nature of the epidemic. The societal/ community involvement in the stigma development could rather be at 3 levels: explicit, implicit and insignificant/ null. For example the ‘desirability or timeliness’ of death and length of life could be explicitly socially approved or established so can design the nature and magnitude of stigma. But in terms of perceived ‘worthiness’ of life of PLH, thinness etc. seems purely individual without any social frame. While perception on ‘loss of face’ is implicitly a social phenomenon, perception about loss of job after HIV/AIDS is purely an individual process, both being responsible for self-stigma. People stigmatize PLH in terms of their deviance (moral or immoral behaviour) from the societal norm, for example illicit sex outside marriage responsible for AIDS. At the same time people with or without HIV infection (virtually living with HIV) speak of necessity of ‘being careful’ probably in terms of sexual or social interactions with infected persons around themselves making it obvious that it is difficult to control such behaviour thereby inevitability of the HIV/AIDS. While identifying PLH, people depend on social disapproval of the person through public discussion or mass labelling as sufficient precondition and deserving ground for stigmatization (‘salient’ in Link & Phelan, 2001). While stigmatizing the PLH by discrediting their poor social attributes, people virtually living with HIV (not yet confirmed to have the virus or risky situations) tend to maintain a better status of own self convincing of no HIV stigma by virtue of their desirable behaviour opposed to that of people actually living with HIV (PLH). It is also observed that people irrespective of knowledge (health workers,

villagers) develop some kind of a social stigma that makes them uncomfortable and prevent to talk (publicly) or prove to be literate on HIV.

3D33 Media Influence in Maghreb-Mashrek Uprisings (PolComR) Room: B.303

Chair Annabelle Sreberny

Discussant Ibrahim Saleh

Papers

Christian Christensen

Social Media and the Global Citizen: Political Expression in an Era of “Twitter Revolutions”

In recent years, a number of political and social upheavals have taken place that have been linked to the development and use of social media such as Twitter, Facebook and YouTube. Debates over the use and importance of such social media in both organizing and reporting mass protests saw a dramatic rise in both popular and academic publications before, during and after general elections in Iran (2009) and Belraus (2010-11), as well as the broader anti-government protests in Kyrgyzstan (2010), Tunisia (2010-11) and Egypt (2011). In all of these cases, technology was reported to have been used (for various reasons and to varying degrees of efficacy) by citizens both inside the country in question, and an international audience of social media users. At the core of these debates is the central question of the role of technology in contemporary political life, both as a tool for political mobilization, dissent and grassroots political activism, and as a vehicle for broader political expression and participation by those who could be termed, “global citizens.” In this paper I would like to expand upon the concept of “ephemeral communicative space” developed by Christensen & Christensen (2008), and discuss it in relation to the use of social media for the purposes of citizen engagement before, during and after moments of political upheaval. The notion of “ephemeral communicative space” suggests that discursive spaces emerge around key socio-cultural events, spaces within which political debates, often unrelated to the actual event, quickly ferment and dissipate. In developing this in relation to the use of social media, I hope to provide a critical framework for understanding and theorizing dissent and political speech via social media such as Twitter and Facebook, a framework rooted in a concept I define as “the ephemeral citizen.”

Antonio Jose Rosas

Mary Cjoyce

Bloggers as Empowered Journalists: The Idea of Arab Digital Activism Emancipation

Political blogging is proving to be not only a new form of journalism, but a powerful tool for activism. Some journalist bloggers not only compete with mainstream media in defining the news, but also interact directly with their audiences, calling for action and change, forming alliances, and coordinating loose networks. Eight months after US secretary of State Hilary Clinton made her highly regarded “Internet Freedom” speech in January, 2010, Sami Ben Gharbia, a well known Tunisian blogger, journalist, and activist, published a highly influential post entitled “The Internet Freedom Fallacy and the Arab Digital Activism”. In this paper the authors intend to analyze that initial post and the work of other online intellectuals who have helped shape this new ideology. To do this, we will use a set of tools derived from the strategic framing literature. Based on quantitative and qualitative data, this paper will show how these thinkers maximized the resonance of their message. Five framing dimensions will be used: problem identification, diagnostic of causes, antagonists, protagonists, and motivational frames. As a conclusion, we will deliver a profile of what we call the medium receiver of the idea of Arab Digital Activism Emancipation.

Mohamed Zayani

## Social Media and the Tunisian Revolution: A Socio-Political Inquiry

This paper is based on the premise that the Tunisian revolution is not a media revolution; It was not a facebook revolution or a twitter revolution. Media was a significant contributor and an important part but not a decisive force. Media proved to be consequential because there was a momentum and there was a drive to change. If we make this assertion then the insistent question is no longer how media engender political change but how media complicates our understanding of the entangled socio-political dynamics of the contemporary Arab world. This proposition brings us face to face with a set of interrelated questions the paper will attempt to address:

1. How do we theorize the relationship between media and politics outside the traditional role media plays in democratic states, as in the case in the West, and authoritarian states, as is the case in the Arab world?
2. How do we understand the role of media outside the confines of the political register strictu sensu?
3. How media, in general, and new media, in particular, are shaking off and loosening rigid structures and how that is reconfiguring existing dynamics?
4. How to reinstate media dynamics within a broad but evolving socio-cultural and political dynamics?

Andrew Kennis, Dominican University, US

## Evaluating the Media Dependence Model on Broadcast and Internet News Coverage of the 2011 Uprising in Egypt

This paper will posit an original model of news analysis that builds on past scholarship and applies unique improvements to bolster its applicability to describing patterns of news content. Primarily, this work attempts to demonstrate how U.S.-based, including much global news media, is less independent and more dependent on the state-corporate interests to which it has long been beholden through reference to a variety of scholarly case studies. The media dependence model, as we've named it, aims to synthesize several past models of news analysis together emphasizing how their respective strengths complement the other's weaknesses. These two models are Herman and Chomsky's propaganda model (2002), as well as Bennett's indexing hypothesis (1990). Important and original contributions are made by the MDM by theorizing and addressing social movements and what conditions prompt their worthiness (or lack thereof). Similarly, social movements are also theorized in terms of exceptional press performance. That is, the MDM not only theorizes about the hegemonic performance of the press, but also simultaneously addressing how and when exceptions are made (as opposed to only one or the other) A case-study will be employed to evaluate the model's effectiveness and applicability to the digital age in regards to key moments during the uprising in Egypt against the Mubarak regime. In so doing, news media performances will be compared between primetime coverage run on CNN (commercial broadcast) and Democracy Now! (non-profit broadcast), as well as between Yahoo News! (commercial, online-based) and the Inter Press Service (non-profit, online-based). In line with MDM hypotheses, we expect that despite being at a comparative resource advantage, the IPS and Democracy Now! will perform more independently than their commercial counterparts. A thorough content analysis will be undertaken to arrive at the study's findings, including inter-coder reliability statistics.

Sulieman S. Saleh

New and Old Media Integration, Public Sphere, and Revolution The Case of Egypt, January 2011

The popular revolutions in Egypt may help in developing communication theories and practices. The Egyptian people has succeeded in using the internet, mass media, interpersonal and group communication to make his revolution against his political corrupted regime. This study is an attempt to clarify how people can communicate to make revolution and how to use the modern and traditional communication. Al-Tahrir square in Cairo can be a good case study for public sphere where protesters exchange information, discuss and make consensus on their objectives. It is also can be used as a case study for news and information flow during the revolutions. The Egyptian young people who are well educated have succeeded in providing information, news and opinions to the media and have broken the governmental control of the media and the restrictions on the press freedom. The Egyptians have challenged the governmental controlled media by dealing with the foreign correspondents and sending their news directly to the foreign media. They also used the Face Book, Twitter and You Tube to upload a lot of interesting photos, videos, information and news. The citizen journalism has also been developed as effective tool to generate the revolution and has been used as an alternative to the authoritarian media. This study will try to provide a new theory by examining the actual ways through which a number of communication outlets were used during Egyptian revolution of January 2011. These outlets include social networks, traditional media, face to face communication, group communication and so on.

Mustafa Hashim Taha, American University of Sharjah, AE

Who Is Telling the Truth? Al-Jazeera's Coverage of the Egyptian Uprising

This paper examines al-Jazeera television channel's coverage of the Egyptian popular uprising, and investigates the alleged bias in reporting that led the Egyptian authorities to close down al-Jazeera's office in Cairo. The paper uses framing and qualitative content analysis to explore al-Jazeera's headlines as well as sources of information and news, particularly the interviewees on Friday Jan. 25, 2011 (Friday of Anger). It also examines the sites of demonstrations highlighted in the coverage, namely Maidan al-Tahrir (Liberation Square). To see divergence in news coverage, the paper juxtaposes al-Jazeera's coverage and the official Egyptian television's coverage of the protest. It concludes that al-Jazeera's sources were predominantly leading Islamist figure, including Muslim Brothers, and political activists calling for Mubarak's downfall. Al-Jazeera's interviewees and headlines saw no merit in reshuffling of the government and considered that as a ploy to gain time and perpetuate Mubarak's repressive rule. On the other hand, the official Egyptian television, unsurprisingly, underscored and deplored acts of vandalism (Baltajah in Arabic), praised young protestors' efforts to protect the Egyptian national museum, called for calm, and asked the people to protect Egypt's security. In a nutshell, al-Jazeera's reporting was anti-government, highlighting voices demanding toppling of the government, and calling for Mubarak's departure.

## Papers

Dorothee Arlt

Jens Wolling

German Media Coverage on Nuclear Power in 2010

With the adoption of the new energy concept in September 2010 the German Government set the course for the future arrangement of Germans energy supply. It is the objective of the concept to reduce the use of fossil fuels and replace them completely by renewable energies. As this process will take several decades, the Federal Government decided to use nuclear energy as a so called “bridging technology”. This decision was highly controversial for several reasons. First of all because the general public opinion in Germany is predominantly against the use of nuclear power and second because the former government had made an agreement with the energy providers concerning the nuclear power phase-out. Extending the run-time of German nuclear power stations was therefore assessed as unconstitutional. For this reasons nuclear power became one of the big political issues in Germany in 2010. It was not only on top of the political, but also on top of the public and the media agenda. From a historical perspective the use of nuclear power had become several times a ‘big issue’. Therefore quite a few empirical studies were conducted focusing on media coverage and public opinion research identifying different eras of discourse. The first was about “nuclear dualism” – military usage of nuclear power on the one side and energy production on the other. The historical background for this discourse was the energy crises in the 1970s and the quest for energy independence. Later this discourse was especially negatively influenced by the Three Mile Island accident in the US in 1979, the Chernobyl accident in 1986 and unresolved problems of nuclear waste (Gamson/Modigliani 1989). The protest against the use of nuclear energy was crucial for the development of green parties and the ecological movement in Europe. In the context of sustainable energy consumption, shortage of fossil and extension of renewable energy resources as well as climate protection we seem to face a new era of nuclear discourse (Bickerstaff et al. 2008; Doyle 2011; McGaurr/Libby 2009). Nuclear energy as the “old enemy” of the ecological movement seems to be displaced and reframed in the light of the “new, global enemy” CO<sub>2</sub> as the main reason for climate change. Against this background this paper wants to examine the actual media discourse about the run-time extension of nuclear power stations in Germany in 2010. The paper analyzes in how far the media cover the actual debate about the run-time extension in the face of these different historical “enemy”- concepts. It demonstrates how different political, economical and scientific actors use arguments from these debates to present their pro- or contra-position within the media. To answer these questions a quantitative content analysis of German media coverage of daily and weekly print media as well as daily television news from 1st of March to 4th of September 2010 (the day before the final decision about the new energy concept) was conducted.

Dorothee Arlt

Jens Wolling

Public Opinion about Energy Policy

With the adoption of the new energy concept in September 2010 the German Government set the course for the future arrangement of Germans energy supply. Before the final decision

was taken there was an extensive political debate about the different options and possibilities concerning a reasonable energy policy. In the context of this debate security of energy supplies, cost effectiveness, shortage of fossil energy resources, advantages and disadvantages of renewable energies and nuclear power, climate protection and sustainability as well as the extension of the national grid were discussed. From the perspective of public opinion research, the success of political actions for a sustainable energy supply and climate protection depends heavily on peoples' opinion and acceptance of these energy political decisions. Based on social psychological definitions and theories of attitudes "public opinion" can be described as a collective attitude towards persons, groups, normative principles, situations, developments or products. In the context of this paper it is the degree of people's liking and support for political decisions and actions concerning Germany's energy policy. As peoples' opinion is crucial for the success of policy actions, the question comes up which factors influence the evaluation of energy policy. In general attitudes emerge from peoples' individual experiences with attitude objects. With respect to energy policies most of the people do not have many personal experiences and so they depend on mediated experiences. For this reason the influence of mass media is of major interest in this field of research. Empirical results of various studies underline that media coverage has an impact on people's attitudes, especially when people don't have personal experiences with the attitude objects. Since in today's information and communication society energy issues are discussed in the media, we assume that media use has an influence on people's energy-policy related attitudes and can cause effects on citizens' perception and evaluation of energy policy decisions. To verify this hypothesis on the relationships between media use and energy related attitudes a standardized telephone survey with 553 persons was conducted in August and September 2010. The data base of the analyses is a representative random sample from the population of a Federal State in Germany. Besides media use the questionnaire especially focuses on peoples' energy policy preferences as well as attitude towards renewable energies and nuclear power, shortage of fossil energy resources, secure energy supply and the extension of the national grid.

Sangita Shrestha

The Media and Locally Contextualised Representations of the Environment in Nepal

This paper presents an analysis of media representations of the environment as well as locally contextualised representations of the environment in Nepal. The study, explores environmental discourses in the Nepalese media and everyday lives, focusing on environment discussion programmes aired by Radio Sagarmatha (a popular community radio in Nepal) and the data collected through focus group discussions held with 80 participants in Nepal. A total of 50 weekly programmes spanning a year long period (from May 2009-April 2010) were selected for the study. On the other hand, a total of 8 focus group discussions held in April 2010 from rural as well as urban areas consisted of 2 groups of community forest users, a group of farmers, a group of IT professionals, a group of development professionals, a group of business professionals as well as two groups of environment experts. Content analysis of the environment discussion programme (Batabaran Dabali) identifies the environmental stories deemed newsworthy, and clearly indicates how experts and influential voices dominate the programme in community radio broadcast. The analysis reveals that Batabaran Dabali while claims focus on the promotion of environmental citizen rights, in practice it prioritises expert voices and incline towards coverage of high profile climate change issues. The talks in Batabaran Dabali which generally revolve around the discussion with male environment experts show not just gender biased but also ethnically inclined with heavy inclusion of experts from dominant high caste Brahmin and Chettri groups. Furthermore, it clearly

indicates minimum representation of general public with less environmental knowledge. Similarly, the voices of environmentally affected people have little space in this radio genre. Although it tries to play an influential role in national political scenario on environmental decision making by bringing government authorities involved in constituent making, the programme could not clearly relay the concern of 'voice of the voiceless' in their own way. Nevertheless, the ideological stance in this programme definitely tries to draw attention of the public calling for public engagement. On the other hand, the findings from the focus group discussions, held among three categories of publics, having both lay and expert knowledge of the environment, examine how lay and expert environmental knowledge is interlinked. Analysis explores the ways in which expert environmental discourses are challenged by experiential lay knowledge. While the role of the media is believed to be important in bringing environmental awareness, media has not been successful in stimulating changes in public attitudes suggesting that media environmental stories have limited meaning in the everyday life of Nepalese people.

Zarqa Ali

Pictorial Representation of Gender in Flood Coverage of Pakistani Media

This paper studies the agenda of the media how to frame gender in the pictorial coverage of flood of 2010 in Pakistan. The main purpose of the study was to analyze women photographs in the most circulated national dailies of Pakistan- The News and Dawn during and post flood days. The paper disclosed that pictorial coverage of recent flood in the wake of climate change has increased. The study revealed that pictorial representation of gender during flood reinforced the gender stereotypes and cultural norms and values of Pakistani society. The gender based flood coverage in both the newspapers frequently seemed applying the reductionist approach while confining women representation to gender and gender specific roles. Though gender sensitive coverage was typical in nature showing women as helpless victims of flood, yet it aroused sentiments of sympathy among readers and donors fetching them for immediate moral and material help of the affected people. The article suggests that it is the responsibility of media to use their creativity to increase gender sensitive coverage for creating awareness among masses especially women folk with a purpose of educating them how to combat climate change and sudden natural disasters like flood. It also proposes insight for the policy makers to improve system of precaution and disaster management with gender equality and proper use of human resources.

Yu Wang

Ecological Perspective of Water Pollution Report on Chinese Media: Take the "People's Daily" as an Example

Water is a human social existence and development of irreplaceable natural resources. Water is also an important economic resources and ecological resources. But water resource situation is neither optimistic in the world or in China. As the one of the 13 countries in world most water shortages, over 300 cities or nearly half of cities in the present are water shortages. With the recent urbanization, industrialization, people on the predatory exploitation of natural resources poses a serious aggravation of water pollution problems, especially in the last 10 years, water pollution incidents have been reported frequently in the news reports. This paper selects the national newspaper "People's Daily " reported since 2000, from the volume of coverage, reported time and space distribution, reported that the nature of their coverage, the report genre, form, etc. start to explore their coverage of events from the simple to the water pollution from Ecological point of view of water pollution incident angles, from the simple

use of water to changes in life such as respect for the river, water resources and ecological reported combined reporting, and analysis reports of water pollution problems and lessons learned, promoting Reported optimal water pollution, water resources and thus promote the idea that people change and promote development of ecological reports.

Joanne Mui Hean Lee

Augustine Pang

Angela Ka Ying Mak

Where Are We Missing the Mark with CSR Reporting? Toward the Qualitative Perspective of News Coverage of CSR

Communication has been cited as the “missing link” (Dawkins, 2004, p. 108) in CSR as practice is not matched by rhetoric. Hence, many organizations do not get the credit they deserve (Dawkins, 2004). Organizations often do not communicate, particularly through the media, for fear of the media’s cynicism (Dickson & Eckman, 2008). Even when organizations do communicate, two problems have plagued CSR reporting. First, many equate CSR reporting with communication on corporate websites and sustainability reports (Silberhorn & Warren, 2007; Snider, Hill, & Martin, 2003). While such reports have been useful in understanding how CSR is defined and enacted within an organization, such formal sustainability reports are far from being the most effective nor accessible way of communicating with stakeholders. Dawkins (2004) likened it to preaching to the converted. Second, even when examining CSR communication through the media, researchers’ use of quantitative content analysis has focused mainly on analyzing pre-determined coding terms (Dickson & Eckman, 2008). Such analysis of manifest content merely scratches the surface of a complex issue, foregoing the opportunity to gain deeper insights into the state of CSR communication within the society. There is thus a need to examine CSR more intrinsically: Employ a qualitative approach which studies latent content in news coverage as this goes right into heart of what CSR really is based on journalists understanding of it. By doing so, it helps organizations to address the incongruent organization-disseminated CSR materials and the lack of understanding among journalists (Tench, Bowd, & Jones, 2007). The authors attempted this approach by studying how CSR is reported in the Singapore media, drawing on data from the nation’s two mainstream newspapers based on two constructed weeks from June 1, 2009 to May 31, 2010. This is representative of a year’s worth of news articles (Riffe, Aust, & Lacy, 1993). Based on Qi and Cameron’s (2008) agenda building theory, the analysis uses the grounded theory approach developed by Glaser and Strauss (1967). Findings unearthed much latent content. These include, first, organization-disseminated CSR information rarely make it to print and on occasion when it does, the story is re-angled as a human-interest story. Second, there is a distinct difference in CSR stories written by senior writers who often offer information and critique, and stories from the less experienced journalists who usually cover the facts and offer no help to the reader in understanding the issue. Third, among the 203 CSR-related articles analyzed, the term ‘corporate social responsibility’ is mentioned only once, in a story about women as an untapped resource. This term is embedded in a quote and not clearly explained. Our study shows that using a qualitative analysis of latent content in CSR reporting allows us to see the most influential agenda-setters of CSR news, to understand how CSR is portrayed in the news, and to gain insights to journalists’ understanding of CSR. More importantly, it paves the way for future policy decisions to be undertaken to move society towards increased sustainability via increased coverage in the media.

3D37 Diasporas Online (Diaspora) Room: B.307

Chair Jessica Retis

## Papers

Cigdem Bozdog

Constructing Diasporic Communication Space Online

Diasporic media provide dispersed members of diasporas with cultural resources and identity discourses, with communication infrastructure to be able to build networks and feel connected to each other. Therefore, diasporic media are crucial for the formation and stabilization of diasporas as (imagined) communities. Furthermore, online diasporic media open up new spaces for diasporic communication. This paper discusses, how these spaces are being shaped by their producers and users, and illustrates the initial findings of an ethnographic oriented comparative research on the discussion forums of Moroccan and Turkish migrants in Germany. The empirical material consists of face-to-face interviews, observations and analysis of the discussion forums on the websites Vaybee, Turkish-Talk, Dimadima and MarocZone. The analysis shows that different patterns of interaction emerge in different forums depending on: Regulations of the website administrators, the communication practices of the users, the subject matter of the threads as well as the embeddedness of the websites in the diasporic community through offline activities. In my paper, I would like to discuss these aspects of diasporic online communication through examples from my research. Diasporic discussion forums on the internet are social spaces that are shaped by explicit and implicit rules as well as power relationships between the administrators and users. Through different patterns of interaction, diasporic space on the internet can be inclusive and fostering discursive exchange among people of diverse backgrounds. But, it can also be exclusive and discriminating by escalation of discussions, mobbing, flaming and segregation. This paper not only discusses how diasporic communication space on the internet is being constructed, but also relates to more general issues about online public communication.

Wellington Teixeira Lisboa

Internet en la configuración de la experiencia migratoria del siglo XXI: el caso de los inmigrantes brasileños en España

Desde la última década del siglo XX, y con mayor fuerza en los últimos años, la inmigración se ha convertido en un tema de gran importancia en los escenarios políticos y económicos en España, lo que provocó muchos debates en los ámbitos académicos, medios de comunicación y en las interacciones sociales cotidianas. Si en 1996 el número de extranjeros en ese país, de acuerdo con el empadronamiento del gobierno, ascendía a unos 543.000 habitantes, lo que representa 1,4% de la población total, esta cuota registró 5,5 millones de extranjeros en el año 2009, que ascienden a aproximadamente el 12% de la población española. La masificación de la inmigración brasileña en España también inserta en este período, como un movimiento que ha vuelto más denso, sobre todo en la primera década de este siglo. Como se refleja en las estimaciones formuladas por las instituciones del gobierno brasileño y español y los resultados de las investigaciones científicas que se han centrado en este fenómeno social, no hay registros coincidentes acerca del actual número de brasileños que viven en España, aunque se ha acordado que, en los últimos años, que la inmigración ha alcanzado niveles excepcionales. Los datos del Ministerio de Relaciones Exteriores de Brasil garantizan que en 2007, hasta 150.000 inmigrantes brasileños vivían en territorio español, en condición de

documentados e indocumentados. Con respecto a esta comunicación, el objetivo central es compartir algunas consideraciones sobre una investigación doctoral que se centra en los usos colectivos de las tecnologías de la información y la comunicación, especialmente las que operan en ambiente virtual, por parte de los inmigrantes brasileños en España. Vamos a evaluar la importancia de Internet como una plataforma de información y comunicación que permite a brasileños que viven la experiencia de la migración en España puedan mantener sus redes sociales en el país de origen. Tales contactos virtuales, esporádicos o sistemáticos, tienden a proponer un conjunto de características para asegurar "la presencia a distancia" y ayudar al sujeto migrante a hacer frente a sus recuerdos y memorias, a los sentimientos de soledad, extrañeza y reconfiguraciones de la identidad cultural. Por otro lado, los inmigrantes cierran en comunidades del país de origen. Esto dimensiona nuevas posibilidades de experimentar la trayectoria migrante en el siglo XXI.

**Erdem Koç**, La Trobe University, AU

The Paradox of Connectivity: Examining Australia's Multicultural Media Landscape through the Turkish Diaspora

Since 1945, Australia's immigration policies have evolved from focusing on attracting migrants primarily from the United Kingdom, to encouraging economic migrants and skilled migrants from non-English speaking backgrounds. As Australia's multicultural landscape began to expand and communities formed, it became apparent that communication within the newly formed ethnic groups was vital, so they could access information from within and outside of Australia in their spoken language, and to give migrants an output to express themselves. This paper examines Australia's multicultural media landscape, using the Turkish diaspora as a case study. It will examine the role Australia's multilingual public broadcaster, the Special Broadcasting Service (SBS) – formed in 1978 to foster multiculturalism in Australia – has played in the Turkish community. It will also look at the media landscape within the Turkish community, which ranges from community radio stations to online magazines. With the arrival of satellite television from Turkey, media consumption within the Turkish community has changed significantly over the past decade. Many Turkish households have satellite television, and community newspapers have either disappeared or significantly declined in sales. Several newspapers are now being distributed at no cost and are often read away from home, either at mosques, shopping centres or community events. As the connectivity of the Turkish diaspora to Turkey strengthens through satellite television, this paper will discuss the changing but paramount role institutions such as SBS play in maintaining connectivity within the Turkish-Australian community, as well as the role of community media in allowing migrant groups maintain their ethnic identities.

**Khalil Al Agha**

E-Identity: Aspects of Muslim Youth Using Social Media

Issues of identity and belonging amongst the UK Muslim community have become high in the agenda of policy making bodies and Muslims themselves. Positively engaging in the British society, adopting/adapting to British values have been topics of much debate among Muslim organizations especially the Muslim youth. There are assumptions within the Muslim community that Muslims, especially the youth, born and brought up in the UK, have to a great extent different sets of values but within the frame of their parents' and subculture they are surrounded with. Schools, friends, family, media, religion, beliefs and education are the framework of values creation. According to official figures, 50 percent of Muslims are less than 25 years of age (compared with only 31 percent of the national average). This paper aims

to identify and explore the so called 'E - identity' that is associated with youth in general and with Muslim youth in particular. In light of fact, that the search for identity is a complicated one among second - and third - generation Muslims. The first generation knows who they are. However the younger ones don't. And many young Muslims were searching for a way to bridge the gap between their British identity and ethnic or cultural identity and they saw Islam as that bridge because they could be both British and Muslim." A recent study published by the 'Open Society Institute' (13/12/2009) found out that on average 78 per cent of Muslims identify themselves as British, compared with 49 per cent who consider themselves French and 23 per cent who feel German. This paper will answer the question: 'Have Muslim youth in UK bridged the gap of their identity by new media, in particular internet-based media?'

Sanaz Raji, University of Leeds, UK

The Culture of Shame, Satirizing the Shame: "Persian Dad" Viral Videos, FOBs, and Manliness in the Iranian Diaspora

On August 22nd 2006, Neemaxcore, an Iranian-American living in Southern California uploaded on his YouTube account the self-made parody entitled, "Persian Dad". In this video, Neemaxcore portrays a "FOB" (fresh off the boat) Iranian father who finds through his son's school website that report cards have been sent home. Upon receiving his son's report card, the father learns that despite receiving A grades in other subjects, his son has a B grade in English. The father becomes very angry at the sight of the B grade and accuses his son of not applying himself at school. At the end of the video, the father beats the son and throws him to the floor shouting jendeh, or "bitch". Since the making of this video, there have been a plethora of copycat "Persian Dad" videos by Iranian diasporics, satirizing in a similar style to Neemaxcore. In all videos parodies, the father is presented as a hypermasculine, mard-e sonati (traditional & conservative man) while the diasporic son is presented as completely Westernized or "whitewashed", lacking in traditional Iranian manliness. Although these parodies are an exaggerated illustration of a fictitious father-son relationship, it does point to what Khosravi (2009) alludes to as the tensions between different generational views concerning what constitutes "manliness" in the diaspora. Moreover, these videos also reveal tensions that McAuliffe (2008) Mostofi (2003) and Pyke (2010) in particular would consider as "internalized racism", where white, middle class aesthetics are privileged and "FOBs" are considered low class and a cultural shame. Through the exploration of these viral videos that satirize FOBs, this paper is interested in understanding how this satirization also confront class tensions along with notions of masculinity in the Iranian diaspora.

3D40 New Advertising Powers and Strategies (PoEcon) Room: D.97

**Chair** Graham Murdock

## **Papers**

**John Graham Sinclair**

Advertising in the BRICs Nations

The once fundamental distinction between the 'developed' and the 'developing' nations of the world has been thrown into disarray by the rapid economic growth and social change exhibited over the last decade by Brazil, Russia, India, and China. In spite of their obvious and very considerable differences in geographical attributes, economic base, historical and

political formation, and not to mention sociocultural composition, these countries have become united in contemporary business press discourse under the acronym BRICs. One of the major features of this apparent unity is the growth of their national markets for consumer goods and services, usually seen in conjunction with the rise of an ostensible 'middle class' in each country. Such a development implies a key role being played by marketing in general and advertising in particular in the making of BRICs, and indeed, all these nations are now amongst the world's largest advertising markets. This paper will identify and examine the stakeholders involved in driving the growth of these consumer markets – the advertisers, the advertising agencies, and the media. Particular attention will be paid to the issue of how national and global interests coalesce in such settings, and how this relation can be discerned in actual marketing campaigns, including the role of branding, product type, and product-market adaptations. By looking at the national or global affiliation of the largest advertisers, the agencies which capture most of their business, and the most preferred of the popular media for advertising, a profile will be built up of each market. Of particular interest is the effect which the organisation of advertising has upon media development in these nations. In these ways, the BRICs nations can be examined on the basis of their more nuanced differences, as well as being compared for their gross similarities, as is most usually the case.

**Yung-Ho Im**

**Regina Im**

Contesting or Reinforcing the Cultural Hierarchy? Strategies of Distinction in Counterfeit Luxury Goods and Fast Fashion Brands

Cultural capital, both material and intangible, has functioned as a way of legitimizing class hierarchy. Particularly in an age of densely-populated anonymous cities, the visual display of oneself through fashion, or what Goffman calls the 'presentation of self,' is a pervasive cultural practice of expressing individual identity and demonstrating personal preferences, which are also closely associated with one's social status. Paradoxically, the commercialization of fashion has engendered a distinct hierarchy of tastes among the haves and have-nots, while partly contributing to social equalization of fashion through mass production and marketing. However, the inaccessibility of prestige goods to most people led to diverse strategies, both among manufacturers and consumers, including the production of cheap imitation and counterfeit luxury goods. Based on the ideas of Bourdieu and Veblen, this paper aims to analyze the practices of the counterfeit luxury goods and fast fashion brand, such as ZARA, and draw some implications for cultural politics. Whereas counterfeit luxury goods embraces an illegitimate strategy of "cheating" the hierarchy of tastes, fast fashion takes on a tactic of shifting the emphasis in the rules, driving the value of newness in fashion to its extremity. To the less privileged, these practices represent attempts to contest the commercially-created cultural hierarchy and reconstruct it to their advantage. I argue that, while the subsequent trickle-down of high fashion to lower social ladder may seem to substantiate equalization of tastes, the imitation or the recreation of high-class tastes merely provides an illusion of status premium, rather than eroding class distinction itself. Despite the apparent differences, their inherent inferiority to the original, and furthermore their struggle for recognition per se, reaffirm ironically the legitimacy of hierarchic system of prestige based on class distinction.

**Wan-Wen Day**, National Chung-Cheng University, TW

Fighting for Autonomy: The Subsidiaries of Global Advertising Agencies in Taiwan

Four major holding companies, the Omnicom Group and the Interpublic Group of Companies

of New York, the WPP Group of London and Publicis, control more than 65 percent of the global advertising revenues (Advertising Age 2010). They have expanded and consolidated the transnational operations through joint venture and acquisition since the 1980s (Leslie 1995; Cappo 2003; Jung 2004). The advertising agencies the big four own accelerate the push toward standardized concepts, campaigns, and strategies across various countries (Papavassiliou and Stathakopoulos 1997). Their branches in Third World nations, Michael H. Anderson (1984) claims, overpower to local agencies by modernized managerial organizations and a variety of creative ingredients for advertising production. This study intends to challenge Anderson's formula of advertising imperialism which is too simple to interpret the booming but complex Asian advertising industry in recent years. I examine the operations of the subsidiaries of transnational advertising agencies in Taiwan. The purpose is to explore to what extent the global powers exert an influence on their branches financially more relying upon local advertisers and culturally more upon native creatives. First, I look into the advertising strategies of these local subsidiaries. My evidence is gathered mainly from the weekly English advertising trade journal, Advertising Age, and the monthly Chinese advertising trade journal, Brainstorming. In addition to trade materials, I also interview the account managers and executive creative directors of the Taiwan's subsidiaries of four giant agency companies. These interviews are semistructured, open-ended, and lasted an average of one to two hours. Advertising comes from corporate capitalism. Corporate needs advertising to deliver messages to consumers so that they can monopolize market positions (Williams 1980). As Jhally (1987) argues, advertisements create brand symbolism which adds exchange values to commodities. In this process, the fetishism of commodities builds a close relationship between people and products. Thus, advertising supports corporate to extend global markets and brings brand names into consumers' lives (Schiller 2007; Nelson 1974). Herbert Schiller (1992) inspires us not only to think mass media critically, but also to focus on how advertising and marketing conglomerates play a key role of the industrial controls over information. They have collected all kinds of information about consumer behaviors to target and stimulate the need for mass consumption (Maxwell 2003) Transnational advertising agencies often follow the footsteps of clients' brand-name products to set up the regional and local subsidiaries worldwide who have become the dominated forces in various countries (Cappo 2003). For example, top ten advertising agencies in Taiwan are the subsidiaries of the global giants who automatically take a possession of all of the global accounts from the mother companies. However, the dependency of these subsidiaries may deeply hurt themselves. They must make greater efforts to generate local advertising revenues while the old accounts are turning to larger markets, such as the Chinese region. This study is based upon the theoretical tradition of cultural materialism which addresses the complexity of hegemony. As one kind of hegemonic powers, advertising conglomerates deliver commercial meanings to consumers, but this process is not universal at all. My ethnographic work on local subsidiaries of global advertising agencies re-interprets Anderson's Advertising imperialism in a new way.

### **Julio Juárez-Gámiz**

#### **Product Placement in Mexico: O Content Where Art Thou?**

Overt the past decade a number of authors have pointed out the consolidation of product placement as an alternative tool for promoting goods and services in different types of media outlets. This advertising trend has changed media companies' relationship with advertisers, redefining the availability of promotional air time. These changes have fostered specific media regulation on the subject. From a political economy of communication perspective, it can be argued that an ongoing commodification process is blurring the boundaries between

content and promotional messages. Product placement takes place in a wide range of media markets throughout the world. However, in countries like Mexico regulation on the subject is minimal. Audience and consumer rights, including vulnerable groups like children, are not directly addressed in media law. Not surprisingly, the ascendance of product placement has been dramatic in a wide range of Mexican television shows. The paper presents the results of a content analysis of two different types of shows (i.e. lifestyle and children) in order to identify two dimensions of television product placements (i.e. subtle v prominent style; low v moderate repetition). The study, therefore, makes use of a content analysis methodology for presenting the characteristics of ongoing product placement in Mexican national television. The work makes a case for strengthening regulation on product placement by disclosing commercial intent before viewers and limiting promotional efforts within children's television shows.

### **3D41 Audiences, Participation, and Social Inclusion (PolEcon) Room: D.98**

**Chair** Joerg Becker

#### **Papers**

**Mariam Shaikh**, FSU, US

The Emerging Trends of Credit Cards for Children: Targeting the Most Vulnerable Commodity Audience for Profit or Public Interests?

This article investigates the pursuit for profits and public interest in the ever evolving online media industry as businesses are now directed towards e-communications to tap their prospective markets.

Media markets are full of children's products today as children have proved to be most captivating and vulnerable commodity audience. Advertising is the profitable business. Online consumerism has indeed influenced the dynamics of society. Among the affluent and wired kids, "Tweens" (8-12 years of age) have become the most targeted commodity audience for media. Given the significance of the social, moral, psychological and economic impact of contemporary profit-driven practices of capitalist media to capture audiences, there is a need to track the trends of exploitation. This article argues that the emerging trend of credit cards for children which apparently promises financial independence to children so that they can manage their expenses is just another adult-use strategy utilized in order to earn maximum profits only. This article examines the role of media in promoting such trend and what incentives credit card companies use in order to make parents get the plastic cash facility for their children. With the lens of study of political economy of media, the conceptual analysis of online consumerism and the associative 'moral hazard' for children in the wake of credit cards aimed towards them (and their parents) can be better attained.

**Jernej Prodnik**, University of Ljubljana, SI

Rethinking the Blindspots Debate: Audience-Commodity and the Internet

Political economy of communication (PEC) has for the past fifty years played a crucial role in communication studies and wider critical social theory. Because it is holistic, historical, and critical, but also inter-disciplinary in its research, it is particularly suitable for studying socio-historical and economic developments of the Internet that transformed this meta-medium into "the fabric of our lives" (Castells). The aim of this paper is to reduce lack of attention paid to political economy in Internet studies through discussion of two mutually constitutive

problems. Firstly, by rethinking ‘the blindspots debate’ that played crucial role in development of PEC since Smythe introduced it in 1977. In many ways this debate defined critical communication studies and it continues to this day with its application on the new media (e.g. Napoli 2003; Bermejo 2007). It is of utmost importance to assess Smythe’s findings in the light of buzzwords such as ‘prosumption’ or ‘produsage’ that have emerged with the rise of networking; they are not only in need of critical evaluation, but should also be coupled with paradigmatic shifts in the nature of work that have been prophetically anticipated by Smythe (1981, 121) as he stated that today “work time for most people is twenty-four hours a day.” It is claimed in this paper that Smythe’s assertions should be upgraded to meet historical and technological changes, but wider social transformations simultaneously further expound their increasing theoretical relevance. Secondly, by taking into account these changes, it is possible to propose a wider framework for understanding how relations of power have been (re)produced on the Internet. Looking beyond early myths of digital democracy gives a clear picture that concentration of power has further increased on/through the Net (Hinde 2008). It is impossible to understand these changes without connecting them to wider transformations in society that have been of similar nature, but also without looking at them through what is now termed as communicative capitalism (Dean 2004), semio-capitalism (Virno 2004; Berrardi 2009) or digital economy/capitalism (Schiller 1999; Terranova 2004), where Internet plays a wide-ranging role.

**Daniel Biltreyst**

**Philippe Meers**

Social Class, Cinema Culture, and Experiences of Distinction: Towards a Political Economy Analysis of the History of Cinemagoing in Flanders, Belgium

A key issue in political economy inspired research into cinema history is the one of class distinction and differentiation – a question which has been central in recent debates on historical cinema audiences and film exhibition in the USA and the UK. The debate dealt with the position of working-class audiences, the question of audience formation and class-mixing in film venues in urban and rural environments, or the issue of Hollywood’s efforts to add a middle-class taste to the film experience by creating a “cross-class fantasy.” The paper aims at contributing to the literature by turning to a European case where issues of social class, emancipation and cinema have had a quite different shape than in the USA or the UK. We will go into the Belgian case, where we look at working-class audience’s experiences of cinema, going into the question where, how and when those audiences consumed movies during the 1940s and 1950s. We rely on data from a research project on the history of film exhibition and cinemagoing in the northern part of Belgium (Flanders). This project integrated various research strands, facilitating triangulation: a longitudinal database on exhibition structures, a large-scale database on programming in various cities and towns, and an oral history project on cinema experiences. The project is firmly situated within the new cinema history perspective and the paper is loosely inspired by Bourdieu’s field theory on cultural distinction and the reproduction of inequality. Although Bourdieu has been forcefully criticized, we argue his work is still useful in the field of cinema, more specifically business strategies to attract audiences from different class fractions, as well as people’s social experiences of going to the movies. In the end, this approach allows us to reflect more broadly on the values of a political economy approach of cinema culture and audiences.

**Andrea Grisold**

Who’s Watching Whom? Consumer Interest and Media Regulation

Recently a growing number of voices claim that the European broadcasting system is moving closer to US-broadcasting reality. Bearing in mind the huge differences grown historically between the broadcasting systems in Europe and the US, over the last two decades public policy relied increasingly on economic forces to accomplish a marketplace of ideas, thus providing diversified content. Self-regulation and co-regulation became key words in that context, but the ‘self’ and the ‘co’ referred mainly to the respective industries concerned. In the US, a grassroots movement gained momentum, especially since the wave of deregulation that set in during the mid 1990ies. These public interest groups (aiming to represent the audience/ the consumer) watch the media, and target to facilitate media regulation that serves the public interest. The objective of this paper is to highlight the potentials and shortfalls of policies conducted by those US public interest groups. Based on a research project conducted in 2009/2010, this will be done by focussing on two major fields of interest: the process of media concentration and the implementation of new technologies. With the underlying intention to transform developments unfavourable for the audience, how can those groups exert influence and pressure on public policy making? And can this be regarded as a qualitatively new – maybe as a best practice – way of confronting the problem that deregulation and pure market conditions do not inevitably result in the best possible outcome for media consumers? From the perspectives and outlook of an European researcher, the paper on hand will pose its main epistemological interests on the question whether or not this US-phenomenon of public interest movements could work as a model of policy participation within the European Union as well.

### **Rodrigo Gomez**

Cultural Policies in Mexico City: Challenges and Approaches to Generate Cultural Work, Guarantee Cultural Diversity, and Social Inclusion

This paper defines and proposes how to understand cultural policy today and the special features of the logic and design of cultural policies in Mexico. The discussion goes mainly on public policies that deal with cultural industries and their consequences both in the all the cultural sector and in the access to cultural production and consumption in Mexico City. Another issue that discusses the communication, is the importance of attracting the logic of design of communications policy from a cultural anchor and based on cultural rights, especially for systems like the Public Service Broadcasting, to understand it as one of the main vectors and balances, against neo-liberal market logic, "to promote cultural diversity, democratic pluralism and building citizenship. Finally, this paper proposes the joint of cultural clusters in Mexico City to achieve economic, cultural, political processes and social transformation.

### **Sarah El-Richani**

The Lebanese De-facto Liberal Media System: Power, Media Policy, and Regulation

The paper seeks to explore power, media policy and regulation in the case of Lebanon. The Lebanese media system seems to be one where the state role is dominant in so far that it has passed several laws “organising” the media, which at times contradict the country’s constitution and international legal obligations, continues to have a Ministry of Information, has a media and information committee in parliament and a public service broadcaster. A closer look at state role in Lebanon, however, reveals a more complex reality where despite the existence of the state structures and institutions, other factors come into play such as a shy role of the rule of law stemming from the general weakness of the state. Several factors have contributed to limiting the state’s power summed up by “sovereign, law and prohibition”, to

use Foucauldian terms, namely the general strength of non-state actors consisting of feudal-like leaders or oligarchs representing confessional groups. The distorted form of consociational democracy practiced in Lebanon has also rendered laws and policies a political process, which in a pluralistic context as Lebanon is based on compromise rather than regulation and output-oriented strategy and regulation. Indeed the Lebanese “state” is hardly superstructural to the mesh of power networks but rather struggles to compete with the other power brokers. The power brokers or elite cartel includes religious figures or boards, traditional confessional patrons, as well political movements. However, the shortcomings and lax application of the laws has inevitably allowed the tradition of freedoms in Lebanon to remain intact and rendered its media ‘system’ a de-facto quasi-liberal media system, where state intervention is limited. The paper begins with a brief survey of the media laws in Lebanon, the manner in which they are implemented and analyses the non-implementation of legislation and the notion of “rule of law” in light of the political system in the country. The paper draws on a series of semi-structured interviews conducted in Lebanon in 2010 and 2011 as well as examines legal cases and para-legal intervention brought against the Lebanese media in recent years.

**Aphra Kerr, IE**

Spatialisation and Mobile Labour in the Digital Games Industry

Contemporary social theorists have argued that mobile firms are increasingly disembedded from local structures in what David Harvey (1989) would call time space compression or Manuel Castells (1996) a ‘space of flows’. More recently Mosco, V (2009) has called for an evaluation of ‘spatialisation’ processes in communication. This paper explores the spatialisation of professional production in the digital games industry and the implications these trends raise for cultural policy. The digital games industry can be conceptualised as a cultural industry. This paper analyses the structure and demographics of the digital games industry in Ireland based on a survey of companies. The survey found that there has been a significant growth in overall employment levels in the Irish games industry over the past decade and that this growth has been created in the main by multinational game companies. However, most of the employment growth was not in content development, but in occupations associated with near to market service elements, particularly online community support, and in middleware. A crucial element of this growth had been the availability of mobile, multi-lingual, young, male labour.

**3D42 Democracy, Observation, and Participation (PoEcon) Room: D.100**

**Chair Vincent Mosco**

**Papers**

**Murat Akser, Kadir Has University, TR**

**Banu Baybars-Hawks, Kadir Has University, TR**

Media and Democracy in Turkey: Towards a Model of Neo-Liberal Media Autocracy

After a major win in the 2010 constitutional referendum, Prime Minister Recep Tayyip Erdogan convened a large gathering of all media representatives and to their shock he has declared a set of principles under which the media should operate in reporting news. This approach contrasted with a previous announcement made after his second majority win in

general elections in 2007 that had stated empathy and understanding for those who did not vote for him. The following three years proved to be otherwise. Journalists who disagreed with the government were either fired by the media barons or were arrested on charges of terrorism. Others were co-opted or fined in courts. The negative government practices to news media of all forms point towards the establishment of a new neo-liberal media autocracy in Turkey. The pressure methods used by the government to suppress the media draws historical comparisons to another neo liberal conservative constitutional period of Turkey: that of Abdulhamid II in early twentieth century which PM Erdogan and his close circle frequently declare as their role model. This paper aims to outline a general theory of media autocracy that operates on political, judicial, economic and discursive levels. Turkish media currently experiences five different systemic kinds of neo-liberal government pressures to keep their voice down: online banishment, judicial suppression, surveillance defamation, conglomerate pressure, and accreditation discrimination. From the slashing of online freedoms (youtube ban) to journalistic freedoms (ergenekon trails), surveillance (phone tapping) to conglomerate pressure (Dogan – TMSF) and finally the accreditation regime. The message is loud and clear; all media should behave. Liberal may be the economics but not the politics and as a result Turkish Media is in a state of autocratic control.

**Francisco Javier Moreno**

**Alicia Reigada**

**Francisco Sierra**

Public Policies, Citizen Participation, and Democracy in the Guadalinfo Program (Spain)

The aim of this paper is to analyze the processes of technology appropriation and community development in the rural zones of Andalusia since the introduction of the “Centros Guadalinfo”, a regional “telecenter” network of public access that currently groups more than 700 municipalities with less than 20,000 inhabitants. The Guadalinfo program, managed by the public consortium and co-financed with the Feder Funds (EU), has been designed not only as a project on digital literacy teaching of groups at risk of social exclusion, but also on innovation, training, employment and social dynamization. It has nowadays become the bigger social network in Andalusia (with more than 600,000 users) and one of the most outstanding programs of the “Andalucía Sociedad de la Información” strategic plans. Based on a comparative analysis, this paper deals with the processes of technology appropriation and community development by analysing the importance that is given by regional policies to new technologies, the characteristics, aims and activities that take place every day in the selected telecentres; the profiles and roles developed by the technicians and the various users groups (women, unemployed, seniors, etc.), as well as the links that are being established between the telecentres and the associative, economical and local environments in which they are integrated. These aspects allow us to analyse, from an empirical case study, the manner in which new technologies contribute and/or restrict the processes of participatory citizenship and local development. We use a qualitative methodology based on document analysis as well as in-depth interviews, participant observation and discussion groups developed in the telecentres located in the three most representative municipalities in the context of this project: Jun and Gobernador (Granada) and Trebujena (Cádiz) The present work is part of an I+D project approved by the Ministerio de Ciencia e Innovación.

**Edgard Rebouças**

**Patricia Cunha**

Media Observatories as Instruments for (of) Democracy

This article exposes part of an analysis about 77 media observatories in 23 countries, focusing in the relations that they have with the concept and the institution of democracy. Some of their practices, structures, aims and explanations are highlighted, taking to a categorization that consider them as reformists, revolutionaries and/or “conservatives”. In the final comments, it is emphasized the important role of the media observatories as agents to the reflection encouragement and to the society involvement for the sake of communicational processes democratization. Besides, it is also showed the proposal, which was approved in the I National Conference on Communication, for creating observatories and ombudsman's offices in all over the country.

**Gabriela Martínez**

Radio, Democracy, and the Catholic Church

One of the most powerful institutions worldwide is the Catholic Church. However, when we think of media development and media ownership, most would never consider this institution as involved in either domestic or transnational media. This study, grounded in political economy of communication, brings attention to the role of the Catholic Church in media development, particularly community radio in Latin America, using Peru as a case study. How media development coincides with the ideology of Theology of Liberation? Who funds the Church's media development efforts? What is the role of the Church and its media outlets in the transition from militarism and autocracy to a democracy? How does the Church provide a space for the construction of citizenship in rural and marginal urban areas of the country? These are some of the driving questions that this study will answer. In addition the study traces connections between the Catholic Church and specific international agencies and non-governmental organizations investing in media to take part in social, political, and economic life in different rural and urban areas of the country. This work will look closely at the evolution of Radio Sicuani, Radio Cutivalú, and Radio Marañón. These three radios are the flagship radios of the largest Peruvian network of alternative radios that operate under the umbrella of the Coordinadora Nacional de Radio (CNR) primarily financed by different Orders and groups of the Catholic Church along side with other international aid organizations.

**Supriya Chotani**, Jawaharlal Nehru University, IN

Mediating the Street and the Screen: Protest Communication in Globalising India

The city embodies a repertoire of communicative practices; it is a social text that inscribes power, and a site that allows contestation of such power through protest in public spaces. Mediating the embodied protest is the television news media, whose gaze is critical to if, how, and whose protests will be communicated at large. The web also plays its part in mobilising and disseminating protest. But, who has access to the street and/or the screen and why, and what is the interplay between these spaces? The paper probes these concerns in the case of India, seeing a neoliberal ordering of both the city and the media. Two competing narratives come to the fore. On the one hand, the city is being purged of the ‘undesirable’ social classes; concomitantly their protest is also being denied space on the street and the TV news screen. On the other hand, the television news media is actively taking up campaigns based on the concerns of the urban middle classes, sometimes even galvanising them to come on the

streets. Supported by the social media, many of these campaigns have elicited desired political response. Real and virtual connections are being drawn therefore within the urban middle classes and between them and the media. To illustrate, the paper juxtaposes two cases. One, the issue of urban displacement and the experiences of activists in communicating protest across sites. Two, the TV campaign 'Justice for Jessica' that led to the retrial of the murder of an elite woman model by a politician's son, and has since become a model for similar media trials. Through the juxtaposition of these cases, the paper interrogates the changing contours and relations of media, public space and protest communication, and illuminates thereby on the nature of practice of Indian democracy.

### **Jo Tacchi**

Media, Participation, and Development: Valuing Voice and Listening

3D43 Mediated Conflict and Violence Against Women (Gender) Room: D.105

**Chair** Carla Ganito, Catholic University of Portugal, PT

### **Papers**

Sherry Marie Wasilow, Carleton University, CA

Women in Media: Technological Advances Used for War Reporting Have Accomplished Little for Afghan Women

Today's media coverage of the Afghanistan War (2001 - present) reflects a less antagonistic, more symbiotic relationship between the military and the media than was witnessed during the Vietnam War (1959 - 1975). Embedded reporting, facilitated by the power of technological immediacy, has led to a media focus on military exploits, battles and deaths. It is less clear if technological advances have been harnessed to focus on the daily lives, and deaths, of Afghans – the very people who are most affected by the war. More specifically, while certain events concerning the rights and treatment of Afghan women have received sporadic media coverage – such as the Shia Personal Status Law of 2009 – that coverage largely focused on the more salacious elements of marital relations between a husband and wife instead of the broader and more fundamental implications of why women's rights were under legal attack in the first place. My paper will examine one aspect of representation of women in war: media coverage of Afghan women's rights. Have technological advances such as the internet (represented by the English online version of Al Jazeera, launched in 2003) made a difference in the quality and quantity of in-depth news analyses we receive about Afghan women's rights? Conversely, has a systematic oppression of women (represented by the government-owned Kabul Times, established in 1962) – withstood an international media focus? I will examine and compare photographic and text coverage by the Kabul Times and Al Jazeera on three issues from 1962 to 2009: child marriages, murder/suicide by cooking fuel, and political gains made by Afghan women. This paper will attempt to move beyond battlefield stories garnered from embedded reporting to instead analyze media coverage of, and the real-world implications of that coverage for, women's rights in Afghanistan both historical and present.

Azmat Rasul, University of the Punjab, PK

Stephen D McDowell

Images of Oppression: Coverage of the Afghan Women in *Time* and *Newsweek* in Taliban and Post-Taliban Regimes

This article is germane to the coverage of women living in conflict-prone regions. By using qualitative content analysis as methodology, this study examines the framing of Afghan women in the Newsweek and Time magazines during 1995 to 2010. The representation of gender in media has been a contentious issue and feminist researchers have found consistent patterns of stereotyping and misrepresentation of women in mainstream media (Byerly and Ross, 2006). It has become quite fashionable to symbolically annihilate women from mass media, which has tendency to portray women in traditional domestic roles or as sex objects (Smith and Granados, 2009). Besides mundane stereotypical representations, media obviates women while covering or commenting on conflict situations. Women and children are the most affected segments of the society in war or conflict. Their sufferings are aggravated in prolonged conflicts as is being witnessed in Afghanistan in recent decades. For the past thirty years, Afghan women are suffering under communist, religious, and liberal regimes. However, their standpoint, as a suffering community, is rarely pronounced by media. The paltry attention offered to women by media frequently portrays them as passive victims in highly sensationalized stories (Turley, 2001). A few researchers (Goren, 2009; Rasul, 2004; Turley, 2001) argue that these images of passivity, objectification, victimization, and desperation are not the whole story as there are recurring episodes of courage and resilience, which are ignored by the elite media organizations. Women have assumed leadership roles in conflict and they have lived through difficult times as warriors, political and social activists, and community builders. Turley (2001) says that women's role in pre and post escalation phases of conflict has not been considered newsworthy and they are en bloc marginalized in media content during different phases of conflict. The portrayal of women affected by conflict, therefore, is a heuristically significant question that remains under-researched in mainstream social science research. Another pertinent question is the role of women in post-conflict scenario where they could play a pivotal role in peacekeeping and community building. This article investigates how Afghan women have been portrayed in mainstream news magazines (Time and Newsweek) during past fifteen years. Through a qualitative content analysis of the articles appearing in Time and Newsweek during 1995-2010, we highlight the patterns of coverage of gender issues by comparing the Taliban and post-Taliban eras. We argue that despite slight improvements in the coverage in recent years, the portrayal of Afghan women in selected news magazines continues to be propagandistic and stereotypical.

**Olga Bustos-Romero**

Sexismo y Violencia de Género en Campañas Gubernamentales

Este trabajo es parte de una investigación más amplia orientada a indagar el grado de sexismo y violencia de género presentado en las campañas de difusión de los programas gubernamentales de 15 dependencias del gobierno federal en México. Los anuncios y spots analizados aparecieron en medios impresos, radio y televisión. Para el análisis de la información recabada se elaboraron previamente categorías de análisis, a partir de las cuales se estructuraron 3 cuestionarios (uno para cada medio). Se utilizó la técnica de análisis de contenido. Los resultados muestran que de un total de 339 anuncios y spots analizados, en el 75% se encontró sexismo (reproduciéndose reiteradamente estereotipos y roles de género). En el 84% hubo violencia de género. Y en el 74% de los spots de radio y televisión, la función de narración fue hecha sólo por hombres. En ese sentido, se están violando los derechos humanos de las mujeres, así como varias leyes mexicanas que establecen el compromiso de eliminar la discriminación, el sexismo y la violencia de género; y, por otra parte, se están ignorando los acuerdos y convenciones internacionales que México ha suscrito en esta materia. Se formulan varias propuestas encaminadas a la erradicación de la discriminación, el

sexismo y la violencia de género, así como la necesidad de establecer políticas gubernamentales y de acción afirmativa.

Dovile Ruginyte-Daveluy

Advocacy Journalism and Female Genital Cutting in *The New York Times*

The practice of female genital cutting has been surrounded by controversy ever since Europeans set foot on the African continent. Inscribing themselves into the long tradition of covering up the imperial ambitions in rhetoric of women's liberation (Abu-Lughod, 2002; Kumar, 2008), Western colonizers proclaimed the practice as a proof of barbarism and carried out campaigns to prohibit it, as part of their plan to "civilize" Africans. In the 20th century, it was Western feminists and human rights activists who embraced the issue. Up to date, the practice represents a much contested issue, and journalists are also joining in the fight against it. In the Western media, the issue has drawn much attention, but unsurprisingly has been mostly portrayed in ethnocentric terms that validate colonial clichés and reaffirm the West's intentions to "help" African women (Grise, 2001; Walley, 1997). This study examines two examples of advocacy journalism related to female genital cutting in the New York Times. Advocacy journalism is defined as an individual writer's publicly acknowledged or evident engagement with a particular human rights issue that they advocate for in their writings for prolonged periods of time. Through cultural studies perspective grounded in feminist analysis, the study examines how individual writers' benevolent intentions shape the narratives produced and affect human rights efforts to fight against the practice. The study finds that when evaluated from the perspective of colonial discourses, the narratives largely re-enact colonial clichés and power dynamics, casting African women in less than favorable light. Moreover, the actual consequences of such advocacy journalism on the advancement of human rights issues remain difficult to determine. The study ends with some suggestions about how journalist could contribute to human rights discourses in ethical and compelling ways.

Rustem Ertug Altinay, New York University, US

The Terrorists with Highlights: Framing the Female Suicide Bomber's Body in Mainstream Turkish Media

In April and May 2007, two female suicide bombers affiliated with the Kurdistan Workers' Party (Kurdistan Workers' Party [Partiya Karkerên Kurdistan]) were caught in Turkey. The organization, better known as PKK, has been active in the country since the late 1970's. Although it is not the major form of activity in their armed struggle against the Turkish state, PKK had begun shifting from conventional bombing to suicide bombing in the mid-1990's. However, there was a difference in the media coverage of these two cases. First of all, the media interest was of particular significance. Although a male suicide bomber was also caught in May 2007, he was barely mentioned in the press. The media's focus was on these two women, particularly their bodies. They were presented as "the terrorists with highlights" wearing "the latest fashions." Curiously, only a couple of the stories mentioned that the "fashionable" looks of the suicide bombers were a strategy to avoid screening, one that apparently failed. The others simply seemed to be terrorized by the women's modern, urban looks, particularly their hair. What was it, then, that made the highlights of the suicide bombers so spectacular for the Turkish media? In this paper, I move from the case of the terrorists with highlights to discuss the tensions of Orientalism and Occidentalism in Turkey, how these tensions have shaped body politics as well as the political agency of women in the

country, and how the discourses about gender and the body in Turkish media are related to the politics of ethnicity in the country.

**Marta Martín Llaguno**

**Marián Navarro Beltrá**

El Sexismo Publicitario en las Leyes de Violencia de Género: Estudio empírico en España, Argentina, México y Estados Unidos

Desde el punto de vista político, aunque el sexismo es un tema de preocupación en algunas sociedades desde las primeras normas democráticas, lo cierto es que, recientemente, este tema se ha vuelto a retomar con fuerza en las políticas públicas. De entre todos los problemas relacionados con la desigualdad de género, el de la violencia machista ha llamado especialmente la atención en las sociedades desarrolladas. En este sentido y, con el propósito de erradicar esta lacra social, en algunas ocasiones, se ha considerado a los medios de comunicación como elementos esenciales para prevenir las agresiones contra las mujeres. Así, recientemente, en España, en Argentina y en México se han promulgado normas para eliminar la violencia machista que, entre otras cuestiones, contemplan la regulación de la comunicación comercial y penalizan el uso de determinados estereotipos. Con el fin de observar las consecuencias de este desarrollo normativo y, a su vez, poder comparar el grado de sexismo publicitario de estas naciones con el existente en Estados Unidos (país con gran inversión publicitaria y con una ley contra la violencia de género que no hace referencia a los medios de comunicación), una muestra representativa de spots españoles, argentinos, mexicanos y estadounidenses es revisada a través de dichas definiciones legales: utilización del cuerpo desvinculado del producto y presentación estereotípica de mujeres y hombres. No obstante, y debido a que los legisladores no concretan suficientemente lo que entienden por este segundo aspecto, surge la necesidad de recurrir a otros indicadores de género que, a priori, parezcan facilitar la valoración del sexismo en el discurso publicitario. Así, los spots también son analizados a través de la definición y operacionalización del concepto sesgo de género realizada por las ciencias médicas (visibilidad, paridad y empoderamiento). Los resultados muestran que es verdaderamente complicado analizar el grado de sexismo de los manifiestos publicitarios a través de las definiciones empleadas en las leyes contra la violencia de género y, por tanto, resulta realmente complejo valorar la legalidad o ilegalidad de la comunicación comercial, pues ¿cuándo es sexista presentar en marcos distintos a varones y a mujeres en los anuncios? ¿Hasta qué punto esta presentación diferencial contribuye a generar el maltrato? Por el contrario, la cuantificación de los sesgos de género sí ha resultado útil para valorar el sexismo publicitario.

3D44 Regulating Media to Foster Innovation and Creativity (CPT) Room: D.106

Chair Richard Gershon

Discussant Paschal Preston

Papers

Heritiana Ranaivoson

Karen Donders

Pieter Ballon

Tim Raats

Innovation in Small Regions' Media Sectors: How to Promote What?

Against the background of a globalising and technologically converging media industry, single countries' innovation policies (often part of industrial policy schemes) are under pressure. In the broadcasting sector, innovation policies in EU Member States centred mainly on public broadcasting organisations. The latter engaged in technological, process and product innovation programmes. Increasingly, this centralised approach is criticised by private media companies that argue against a pro-active role of public broadcasters in new media markets, also questioning public broadcasters' role as innovators. Whereas criticism is fierce, concrete suggestions for 'better' ways to organise innovation policy in the broadcasting sector are lacking. In this paper we tackle the issue of innovation policy in the specific context of a small media sector, i.e. the Flemish one. The research question is twofold; firstly, asking which types of innovation should be supported by government; secondly, asking how to organise innovation policy in the Flemish broadcasting (and by extension media) sector. This study of both the substantive focus and structural organisation of innovation policy in the Flemish broadcasting sector is based on a literature study (mainly in the field of innovation studies), document analysis (including press releases, management contracts between government and public institutions, etc.) and stakeholder interviews. With regard to the latter, approximately 20 interviews were conducted between January and March 2011. The stakeholders consulted include the public broadcaster VRT, private broadcasters, publishers, universities and public innovation institutes. The paper consists of four parts. We start by providing a definition of innovation as the valorisation of a new product or (production) process. This straightforward definition is used to build a typology of innovation in the media sector, based on the opposition between product and process. Our typology is focused on the nature of innovation, i.e. we try to distinguish between innovations by looking at what they consist of, taking into account the specificities of the media sector as well. After that, we briefly discuss the rationale of innovation policies in the broadcasting sector, thoroughly describing the Flemish broadcasting sector and the traditional form of innovation policy therein. Consequently, the possible futures for innovation in the Flemish broadcasting sector are presented and critically evaluated, linking each scenario with its likely impact on the specific types of innovation identified in part one of the paper. Finally, some conclusions and recommendations for policy-makers are outlined. The relevance of this research is threefold. Firstly, it applies the numerous, generic contribution on innovation policy to the specific field of broadcasting and this in a small market like Flanders. Secondly, it sets out from the traditional mode of innovation policy in the broadcasting sector, but extends the scope to the publishing and other media sectors as well, considering both technological and economic convergence in the sector. Thirdly, the management contract between the Flemish government and the public broadcaster VRT is being revised at present. The contract, which stipulates the tasks of the VRT, also concerns innovation. At present, policy-makers have indicated not to know which innovation task will be assigned to the VRT. This study, followed-up by the Flemish cabinet for media and innovation, will contribute to further policy-development in this respect.

Hans Kleinsteuber

Digital Radio Broadcasting (DAB): A Lost Cause in Germany

Digital radio is all about innovation: better sound, more choice, additional services... Analogue FM was introduced during the 1950ies, so it seemed about time to digitalize radio transmission, parallel to all other media. The EU decided to switch off old FM radio by 2015. All this was certainly true for Germany that considered itself to be a technology leader in this field: the country where the Berlin Broadcasting Fair started in the 1920ies, where Albert Einstein once addressed the world via radio. Germany was also a pioneer in developing the

FM band as it had lost many AM frequencies after 1945. A strong, export-oriented industry stood behind all these developments. It seemed natural that Germany would step into the development of digital radio when this started with the assistance of the EU (Eureka 147) in the early 1990ies. The joint effort included the state, regulators, public broadcasters, scientists and the industry. In 1999 – the same year as in Britain – DAB was introduced as a regular service, a few years later the entire country was covered with a closely knit network of DAB transmitters. All in all, more than half a billion Euros were invested. In 2011 the technology is all there, but rarely any genuine programming is available, only about 0.5 Million receivers have been sold so far. Some services have finished their work. A last half-hearted attempt is done in 2011 with DAB+ But the overwhelming impression is that DAB has failed. Nobody seriously demands a switchover in 2015. This is even more irritating as DAB is decently successful in Britain, where it reaches about one third of all households. What are the reasons for this failure in Germany?

Technology: technology theory describes developments as following a given path. DAB certainly followed the path of FM, just claiming to do anything better. As FM is still working well, in the eyes of the user, there is little surplus value in DAB. Competition. The development was driven by industrial actors. A central argument was that DAB patents could protect European markets from a Far Eastern takeover. This was a fabricated stereotype: Japan never developed digital radio, in fact radio listening in Japan is decisively lower than in Europe. Alliances: The omnipotent German car industry rejected to install DAB in new cars. In fact during these years it used its power to end the independence of car radio producers. Media policy: The federal system in Germany generated a decentralised radio system that made coherent action impossible. Commercial broadcasters rejected DAB and at the same time kept public broadcasters (ARD) from offering new programmes (like in Britain). Media use: DAB was especially designed to provide fast moving cars with robust radio services on German highways (no speed limit). In fact, only a small fraction (15 %) of radio listening happens in cars. Europe: Development of DAB was seen as a means to secure a common digital norm for Europe. Now there is a real problem that the continent will be subdivided in FM and DAB-islands. Academic counselling: At no time academic advice was included in the developments. In fact academics were seen as too sceptical, unable to understand the revolutionary potential of the new technology. Instead Millions were spent for PR and advertisements. Digital future: During the last years, Internet radio and radio on mobile phones have expanded. They allow a much wider choice, interactive and personalized services which are impossible with the sender-receiver model of DAB. The only successful model presently is digital satellite radio in Northern America. The outlook for DAB-policy in Germany so far is bleak. The entertainment electronics industry that had heavily lobbied for DAB and provided much of the PR went along the wrong path and lost much of its influence. Some leading producers have failed and disappeared from the market. The future of course will be digital, but with other designs, probably based on Internet networks that allow interactive solutions.

Guy Berger, Rhodes University, ZA

The Silliness of Silos: Broadband and Broadcast Policy in South Africa

This paper utilises a political economy approach to explain the developments described below. It draws on statutory policy documents and news reports, as well authors such as Armstrong and Collins (2010) and Berger (2010). A key driver of digital terrestrial television in South Africa is the International Telecommunications Union's (ITU) policy that in turn derives from urbanised and economically developed contexts that differ from a developing country like South Africa. This country is not "short" of television spectrum nor cellphone

spectrum, nor is there a large market for digital TV sets or high definition services. Nevertheless, in interpreting the ITU policy as an imperative, the South African government has allocated substantial monies (which could have been spent elsewhere) and set a deadline for analogue switch-off by the end of 2013. A major issue is how this change in broadcasting relates to telecommunications and internet service provision. Actual experience to date is one of parallel universes in terms of broadcast and broadband developments. On the one hand, a broadband policy was adopted in 2010 that makes no reference to broadcasting issues. Various cities also have broadband policies (not always reflected in practice) but these are also cut-off from what is happening in broadcasting. These serious lacunae misses the reality of South African conditions where cable-based Internet access is limited, even in cities, and where wireless access (especially on cellphones) is by-far the faster growing form of internet connectivity (although not at broadband speeds). On the other hand, besides the national broadband policy framework, South Africa also has a broadcast digital migration policy, and this in turn fails to fully address broadband matters. It references the “digital dividend” of freeing up analogue broadband spectrum for wireless Internet, which does point to a crossing of paths in the medium-term. But the policy and practice concerning the set-top boxes that will be required for 12 million households to receive digital television, remains within a unidirectional broadcast parameter. As a result, the potential for the boxes to do more than merely convert digital television signals back to analogue for viewing on analogue sets, is ignored. Accordingly, the emerging minimum specifications of the boxes do not require the devices to have the capacity to store data, an open Application Programme Interface, and a return path via wireless Internet and/or SMS. In similar vein, the government’s digital content development strategy exists separately from these developments, and the uni-functionality of the set top box inhibits User Generated Content being contributed in this way. Broadcast content thus will likely continue to be generated in the major cities, and be characterised by their agendas, to the exclusion of the countryside.

**Fábio Ferreira**, Federal University of Bahia, BR  
The Creative Industries and Salvador's Development Plans and Economic Development Strategy

Rooted in the post-industrial/information/network society literature, the term creative industries emerged during the mid-90s (in Australia) as an attempt to grapple with media convergence, the increasing value of cultural goods and services, and to aggregate in a single industry sectors whose outputs are based upon creativity and/or intellectual property rights. Particularly for governments (both at national, regional and local levels) the creative industries (software, film, TV, theater, design, video games, and others) represent an opportunity to foster local economic development. The case of Great Britain, London in particular, where the Department of Culture Media and Sports promote the creative industries, is certainly the most known attempt to understand and foster them. However, many other regions (cities in particular), are also incorporating the creative industries into public policy, hoping to increase local jobs and wealth, reason why there is a need to understand how such incorporations take place. This paper hopes to contribute with the creative industries literature by analyzing how the creative industries relate to local government’s formal development planning and economic strategy in the city of Salvador (capital of the state of Bahia, and the third largest city in Brazil). This paper addresses this particular research question: how does Salvador’s municipal government formal development planning and economic development strategy incorporate the creative industries? The paper starts with a review of key authors in the creative industries literature (exploring its intersections with public policy, the information society, and cities), such as David Harvey, David Throsby, John Hartley, John Howkins,

Manuel Castells, Richard Caves, Richard Florida, Stuart Cunningham, and Vincent Mosco. Then, the paper uses document analysis and interviews as methods for approaching the proposed research question. Four documents are part of the analysis: Salvador's 2004 and 2008 PDDUs (Directorate Plan for Urban Development – a plan that is periodically passed into law in Brazilian cities with more than 20,000 people), the Proposal for Salvador's Economic Strategy of 2005, and Salvador's Economic Strategy of 2006. The analysis consisted of searching within the documents for references (later codified) to the creative industries and related terms (such as the creative city, economy of culture, technology). A total of 19 interviews (both personal and over the phone, during April, May and September of 2008) plus four online questionnaires complemented the documents analysis. The subjects of the interviews/questionnaires were actors involved in: preparing the PDDUs, and the Economic Strategy; in fostering the creative industries locally; or implementing some of the plans/strategy's propositions. Actors were contacted, at first, on a convenience basis, but later via snowball sampling. In terms of findings, there is evidence of a progressive incorporation of the creative industries into Salvador's public policy; a preference for the term economy of culture to which the creative industries are generally associated, and in many cases subordinated; and finally, some indication that the creative industries and related concepts (such as economy of culture, creative city, etc.) are linked to economic development strategies.

Harmeet Sawhney, Indiana University, US

The Neglected Side of Creativity Equation: Filtering of Ideas, Online, and Offline

Creative environments are marked by a paradox. On the one hand, they must facilitate the generation of as many ideas as possible. On the other hand, they need to filter out vast majority of the ideas generated and zero onto the few truly promising ones. Much has been written about creativity over the years. But it has tended to be heavily skewed towards the generation of idea. The little that has been written about the filtering of ideas has been mainly in the passing. The rise of the editor less online communities has given a new salience to the filtering side of the creativity equation. Researchers have studied recommender systems, wherein aggregates of scores provided by individual Internet users are used to separate the wheat from the chaff. In that vein, there have been studies of "collaborative filtering," "social filtering," and "social navigation," among others. There also been studies of efforts to reduce the need for filtering by suppressing contributions from low quality contributors and conversely increasing contributions from high quality contributors. But all these studies have been standalone case studies of specific mechanisms of filtering or techniques for reducing the need for filtering. In the other words, filtering of ideas has not been systematically studied. This paper will examine filtering at a conceptual level. It will categorize and classify different types of filtering mechanisms with the intent of developing a conceptually elegant typology. Furthermore, it will not limit itself to filtering in the context of online communities but instead study it across creative environments, both past and present. The former would include salons in Paris, Mable Dodge's parties in Greenwich Village, dealers in Soho, agents in Hollywood, lawyers in Silicon Valley, friends of editors in publishing, and peer review in academics, among others. The reading part of the research has been completed and some portions of the paper have been drafted. The rest of the paper will be completed by the June deadline.

3D45 Historicity in Visual Culture (VisualC) Room: D.107  
Chair Seonki Baek  
Papers

Shi Li

From Pictorialism to Visual Cliche: Tracing the Historical Developments of Scenic Photography in China

This paper traces the historical developments of scenic photography, a highly popular and amateurish art form in China, from its initial pictorial style to the current debate about its banality. Following the Opium War of the 1840s, photography was introduced to China by western travelers, missionaries and merchants. It was first used by the Chinese imperial family as a leisurely pastime, to later become popular through commercial studio portraiture. In the 1930s, in an attempt to establish the medium as a legitimate art form, Chinese photographers, similarly to their western counterparts, developed the concept of “pictorial photography.” Yet, if at first glance it indeed appears as an idea borrowed from the West, a close examination of the bodies of work of major photographers such as Lang Jingshan, Chen Fuli and others, allows one to argue that scenic photography was in fact born from pictorialism as a means for Chinese photographers to reclaim their Chinese cultural identity by fully appropriating a western medium against the backdrop of imperialism and colonialism. Pictorialism continued to develop in Hong Kong and Taiwan, with important practitioners, in both places, emphasizing its Chinese roots. On the Chinese mainland, it would morph itself into revolutionary propaganda photography, which became the predominant representation style from the early 1950s through the late 1970s. In the 1980s, when China opened itself up to the West again, pictorialism, under the guise of “salon photography,” took over as the mainstream style in Chinese photography, the result of Hong Kong and overseas Chinese influences. Today, pictorialism, under the name of “scenic photography,” is hotly contested as being “real art” among intellectual circles. The discontent with and the controversy surrounding it reflects the current state of mind of a growing number of Chinese people at a time when the pursuit to further modernity is being urged, and personal freedoms are being advocated.

Roxanne Varzi, University of California, US

Iran A State of Art: Making History and Politics through Art in and out of Iran

This paper comes out of my latest research project on an avant-garde theater from Tehran, performed in Berlin. My previous research focused on the Iranian government cultural production around the Iran Iraq war, and ways in which the generation of Iranians who were born after the revolution, and identified as secular, negotiate the very strict, Islamic public space created by the state. Now, following the same generation, my research has shifted to Berlin, Germany, and the cultural production of this generation of Iranians producing culture on the fringes of the state, as they move away from Iran and a strict Islamic public sphere. Working with theories of ritual, theater, performance, subjectivity, visibility, space and movement this paper will look at the ways in which a “theater of war,” as a kind of public space and the performative aspects of post-war identities and cultural production on the fringes of the state come to follow young Iranian cultural producers when they leave a strictly Islamic and post-war cultural space to perform in a European secular city, Berlin. The paper will examine ways in which space is remade and re-imagined through artistic visual media practices and especially theater. Berlin and Tehran come into conversation with one another as spaces that produce certain kinds of post-war subjects and culture. What happens to

memories of the war? How and why do particularly contested visual aspects of “home” move with the person to the new location? What characterizes new notions around the occupation of space, shelter, identity as this generation moves from one cosmopolitan capital to another?

**Susan Keith**

Collective Memory and Images of 9/11: A Research Agenda

In September 2011, the world will mark the 10th anniversary of the attacks on September 11, 2001, in New York, Washington, D.C., and Pennsylvania. That date is likely to feature the sort of "anniversary journalism" marking past traumatic events that has become especially common in the journalism of the United States and Western Europe. If recent anniversary coverage of such traumatic national events as the 50th and 60th anniversaries of World War II dates is any indication, the coverage is likely to focus heavily on visuals, including archival photographs produced on and shortly after September 11, 2001. The choices that news media outlets make about which images to use in such anniversary journalism has the potential to both reflect societal memory about the event, as news producers reproduce narratives they feel are most salient and acceptable to audiences, and to shape future collective memory of the event, as news producers' choices of visuals define and narrow the range of how the event looked. Drawing on work on visuals and collective memory by Barbie Zelizer, work on anniversary journalism by Carolyn Kitch, and work on news routines by Pamela Shoemaker and Stephen Reese, this paper will outline a research agenda for studying visuals published on the 10th anniversary of the September 11 attacks. In addition, it will outline methods for considering such visuals across print, online and television platforms, following work by Keith, Schwalbe, & Silcock (2010).

**Sónia Lamy**

The images of Millennium Development Goals: Poverty and Policy in Portuguese Photojournalism

The United Nations' Millennium Development Goals program was considered appropriate to study the issue of public aid in developing countries. We decided to study the portuguese photojournalistic work. We pretend to analyse how Portuguese press illustrate United Nations program Millennium Development Goals. We analyse the picture included in the article. Within six months, from June 1 to November 31, 2009, were collected 212 images of editions of the daily newspapers Diário de Notícias, Público, Expresso, Sol, Correio da Manhã, Jornal de Notícias, Journal de Negócios and Diário Económico. We want to understand how the development cooperation are presented to newspapers readers. Poverty and policy are the most represented themes. In 82 photographs the main function is to identify a person where the political picture is the main highlight. In 48 photos there is an option referential testimonial (show something), but in 26 there are a dramatic charge. Most of the images of people, or the actor's personality represented are the center of the photograph. This seems to identify a trend of humanization of photographs that appear in portuguese newspapers.

3D46 Uses and Perceptions of ICT (DD) Room: D.113  
Chair Joseph Straubhaar

## Papers

Ikram Toumi  
Viviana Del Carmen Rojas  
Joseph Straubhaar

Elderly Migrant Latinos and Media Literacies: Usage and Perceptions of Digital Media among Older Latinos in Texas

For a long time, the digital divide has been measured by the access to technologies. However, recently, the digital divide appears to be widening across groups because of skill-based variables such as media literacies and demographic-based variables such as age groups. Therefore, the question facing scholars today is not whether people in the U.S. have access to the Internet but whether they use the media available, whether they have the necessary skills to use it, and whether they are effective in their use. Based on multi-generational interviews conducted among 12 Latino families between 2005 and 2009, we discuss the behavioral pattern of use and the perception of the new digital technologies among the grandparents generations. Fourteen respondents between 60 and 80 years-old described their relationship with digital technologies, their perception and use of it. We bring the current discussions on media literacy to the realm of immigrants' lives and we found out that elderly Latinos have a very particular understanding of the use of some digital technologies and do not use them outside the attributed range of use, such as cell phones. We also found out that issues of technological and social capital are shaping elders' practices and use of the new digital technologies. We have found a pattern in which older generations of Latino immigrants are clearly "digital immigrants" (Prensky, 2001) who are not aware of the capabilities of the new technologies. We found some support to theorize that older Latinos can be assisted by their younger counterpart, the "digital natives" (Prensky, 2001), in the inclusion of digital media in their daily lives. The interviews indicate that younger generations are central in the development of technological capital among elders. This might have implications for policy development to promote media literacy programs at the family and community level.

Dean Graber, University of Texas at Austin, US  
Laura Dixon  
Joseph Straubhaar

Navigating between Old and New Media in the Technopolis: An Analysis of Media Use by Immigrant Families in Austin, Texas

Gumpert and Drucker (2007) note that the frequent association of diasporas with radical relocations from one nation to another misses the nuances of immigrants' later moves to suburbs and exurbs—communities that are highly shaped by “an intimate relationship with technology.” Digitalization has further transformed diasporic media experiences, they emphasize. Many immigrant families combine access to audio, streaming video and blogs—from both the ‘homeland’ and ‘newland’—with traditional mass media (e.g. books, newspaper, magazines, radio and TV) and micro media (e.g. letters, telephone, emails). In Austin, Texas—where legacies of racial segregation and inequality combine with 20th century efforts to bridge digital divides—immigrants experience the negative effects of discrimination and inequality but also benefit from efforts to extend high-tech development more equitably. This paper examines how Austin’s legacy of segregation, combined with

efforts to expand the public's access to technology, results in a variety of media practices that range from traditional "mediated diasporas" in which families rely on both traditional ethnic and mainstream media, to newer forms of engagement with digital media that might be less likely outside a technopolis. Drawing from multi-generational interviews with families of Asian, Central American, and South American origins, this paper demonstrates how the diasporic media practices of immigrant families in the Austin technopolis represent a mixture of reliance on old and new media. These practices are influenced both by internal cross-generational differences within families, and the set of advantages and hindrances that emerge in a technopolis where a history of inequality has combined with digital opportunities, including efforts to lessen digital divides.

Luis M Martinez, UIA, MX

Pia B Salcedo

Social Networks Usage Patterns among Digital Natives and Immigrants

More than 40% of the Internet users in Mexico use a social network application, while most of them have less than 46 years of age. However, most usage of such applications is found amongst the so-called Millennials Generation (18-34 years old). The use of these applications is enabling novel communications spaces with the development of discourse and language adapted to such media and spaces. It has been observed an increasing number of references that relate age factors and attitudes or abilities related to digital media, which effectively contribute to increase digital divide. Mark Prenksy's (2001) classification of digital natives and digital immigrants along with age related theories, such as Oblinger (2003), serve as a framework for establishing the magnitude of such a digital gap.

We conducted a research study among a sample of users of Facebook (n=3800) and Twitter (n=650), to determine the characteristics of their use and application of these applications. We found significant differences on the appropriation of each platform among such different age groups. We observed differences in the discourse, use for communication and usage pattern between digital natives and digital immigrants. Such findings suggest that these are contributing to increase digital divide due to access and use of media. A key finding in our research is that the growth of use of social networks is precluding communication between the aforementioned age groups due to each appropriation level.

Jia Lu

American Internet Companies' Predicament in China: Google, eBay, and MSN Messenger

The impact of China's transformation to a socialist market economy and quickly expanding consumer class has been no more apparent than in the domain of the Internet development. As of June 2010, about 420 million Chinese people use the Internet, making it the largest Internet market in the world. Since the turn of the century, the Internet market has witnessed the drastic competition between American and local companies. The competition started with American domination and gradually turned into local victory. Consequently, some American companies chose to give up their business in China. In 2007, eBay sold out 49% of its subsidiary's shares and handed over its operation to Tom.com. In 2010, Google declared to close its searching services in Mainland China. This study aims to explore this dramatic change by analyzing the usage patterns of Chinese Internet users. Google, eBay, and MSN Messenger are selected to represent American Internet companies because of their leading positions at the global market. They are compared with major local competitors, including Baidu in searching engine, Taobao in online shopping, and Tencent QQ in instant messenger. A large number of market reports are used to explore Internet usage patterns. The analysis

found that information have-more users (i.e., people with higher socio-economic status) like to choose the services provided by American Internet companies and information have-less users (i.e., people with lower socio-economic status) like to choose the services of local Internet companies. Demographic changes in the Chinese Internet user base indicate that information have-more users dominated the early stage of Chinese Internet development and information have-less users gradually developed into the majority of the Internet users at the later stage. The demographic changes in the Internet user base and different choices of information have-more users and have-less users explain the rise and fall of American companies at the Chinese market. Have-more users and have-less users are respectively related to the space of flows and the space of places in Castells' (2000) notion. Moreover, this study found that have-more users have higher mobility to switch between the space of flows and the space of places than have-less users. Giddens' (1991) theory of emancipatory politics and life politics explain how individual users' self-identities affect the competition between local and American companies as well as the overall development of China's Internet. The relation between self-identities and the market structure reflects Castells' (2000) conception of the primary conflict in the networked society – the bipolar opposition of the Net (i.e., network logic) and the Self (i.e., identities). The complex interaction between the Net and the Self determines the competition between the space of flows and the space of places. The current situation at the Chinese market illustrates that the space of places exceeds the space of flows to dominate the Internet development in China. As a result, what we once called a global Internet has been reduced to a collection of nation-state networks – networks still linked by the Internet protocol but separated by national borders.

Stefan Mertens, Catholic University of Leuven, BE

Digital Possibilities and Social and Cultural Reproduction: A Reflection on the role of ICTs Using Survey Results from a Survey among Youngsters in Brussels and Antwerp

In this paper I will document the persistence of the digital divide among youngsters going to school in Brussels and Antwerp, thereby illustrating the paradox of the contemporary young generation: on the one hand they are seen as being slaves of chatting and games, but on the other hand our research proves that within this generation inequalities in digital possibilities keep existing. Classical sociological literature has taught us the importance of so-called “cultural capital” (e.g., Bourdieu & Passeron, 1970) for the success of youngsters in the education system. Schooling is often seen as a force in society that offers equal opportunities for everyone, but hidden mechanisms make schooling a source of social and cultural reproduction. The culture of the school is closer to the culture of affluent families than to the culture of poor families. Hence the social background of youngsters in the school system determines their success at school. Inspired by research confirming this tendency our contemporary school system has been called a school of inequality (Hirtt, Nicaise & De Zutter, 2007). There is an important social bias in the school system. Next to this social bias school systems also have a cultural bias. In the era of globalization schools are becoming multicultural schools, but education is often education from the point of view of the ethnic majority. This implies that children with an ethnic minority background often have to face a double difficulty. Because of being part of the lower social classes they have to confront the school as a socially biased institution, and they also have to face the school as an ethnically and culturally biased institution (Duquet, Glorieux, Laurijssen & Van Dorsselaer, 2006). There is an opposition between two often repeated discourses, i.e. the discourse on the democratic possibilities of the school and the discourse on the social and cultural bias of the school system. A similar discursive ambivalence can be found in the discourses on the social and cultural possibilities of ICTs. In some theories and policy documents ICTs are praised for

their intrinsic capacities to promote social and cultural inclusion (e.g., Bucharest Declaration, 2002) On the other hand many research reports document what has been called the “digital divide” (e.g., Van Dijk, 2005). The lower social classes and people from ethnic minorities have less access to the possibilities of the information society. Although the younger generation of youths going to schools has been called the “digital generation” research proves that even within this generation the digital divide continues to exist (e.g., Livingstone & Helsper, 2007). In my paper I want to present research results from a survey project whereby 1005 youngsters in Brussels were interviewed and from a comparable survey project that is currently organised in Antwerp (N = approximately 500) The investigated youngsters answer questions about their social and cultural origins and about their access and use of digital media. The youngsters were interviewed in schools during school time. The results of this survey not only document the use of digital media by these youngsters, but also the applications that were chosen and the underlying motivations. The main motivation of the research project is to find out if the social and cultural background of youngsters determines their digital possibilities. In Brussels - the results on Antwerp will be added in the paper- the results on the access of digital media were not surprising. Social class and ethnic background determine the extent to which youngsters had the possibility to use digital media. The results on the applications and the motivations were more surprising. The positive motivations for digital media use and functional applications of digital media use by socially vulnerable youngsters, because of their social class or ethnic background, lead us to suggest that maybe some of the promising possibilities of ICTs to be found in optimistic future scenario’s may be present at last, although caution is necessary when formulating such conclusions.

Debbie Goh, Wee Kim Wee School of Communication and Information, SG  
IT Matters: Physical and Digital Characteristics Influencing Effective Adoption of the Internet

Physical and digital characteristics of the internet can contribute to inequalities in access. How easily operable computer hardware and programs are affects sustained and effective use the internet. Similarly, how useful digital content is may be influenced by attributes such as relevance or language. Scholars observed that the production and design of computers, the internet and its content is largely dominated by middle-class, young, white men. Their designs determine and restrict how users use them, and oftentimes, the content cater to the interests and intentions of the designers. This makes access unapproachable for those with special needs, and also reinforces marginalizing norms and practices. Based on 14 months of ethnographic observations and interviews with 92 participants from 20 beginner computer classes in West Virginia, USA, this paper examines how characteristics of computers and digital content present barriers to participants’ learning and use of the internet.

Physical characteristics including technical jargon, typing and mouse skill prerequisites, and cost challenged participants’ access. Participants were intimidated by technical names and symbols. Using the mouse and keyboard proved to be onerous for many participants whose dexterity, agility and vision have been compromised due to aging. Digital characteristics of online content, including approachability, relevance and language, further impeded participants’ access. Not only did participants have to learn a wide repertoire of navigational sequences for accessing web pages, they encountered information overload as they were unable to shift through irrelevant content. Language was a surprising stumbling block as the medium favors technical jargon over Standard English practices, preventing participants from accessing content easily. This study draws attention to how taken-for-granted operations become barriers for new users due to prerequisites for different forms of computer,

multimedia and information literacy. In their attempt to overcome the digital divide, participants ironically found themselves discouraged and overwhelmed.

3D47 Innovations in Journalism: Re-defining New Media (JRE) Room: D.114

Chair Verica Rugar, Cardiff University, UK

## Papers

Avery E Holton, University of Texas at Austin, US

Seth C Lewis, University of Texas at Austin, US

Journalists and Their Use of Humour on Twitter: A Study of Uses and Gratifications, Connectivity, and Social Media

More than ever, journalists today are finding ways to incorporate social media into their routines in an effort to keep pace with a public that not only wants to gather news and information, but also wants to be a part of the process. Forming and maintaining connections has become an important attribute of social media – one this study emphasizes. By connecting with the public, journalists may find themselves with a stronger base of followers who see social media as a means to connect to the news of the day and the journalists that cover it. Some satirical television programs have accomplished such connections by incorporating humor into news messages, yet little research has tied humor and journalism together, let alone incorporated social media elements. Using the framework of uses and gratifications, this content analysis of 500 prominent journalists indicates that members of the media may be engaging Twitter followers through humor and other correlating social media activities. Other factors such as engagement and productivity on Twitter and the prominence of journalists' media outlets are also explored.

Alejandro Barranquero Carretero, University Carlos III of Madrid, ES

Susana Herrera Damas, University Carlos III of Madrid, ES

Good Practices' Decalogue of Media on Twitter

Taking part in social media has become an obligation for all media. Among these, Facebook and Twitter are in a central position. However, some studies show that, at least in Spain, several media use 2.0 tools with a mentality that still remains 1.0. Thus, from the potential that Twitter provide for media, most Spanish broadcasters overuse the possibility of spreading information and do not explore, however, the other two components, such as the opportunity of talking to their audience and of connecting to external contents. In order to shed new light on the proper use of Twitter, this paper presents a systematic collection of good practices. To illustrate and enrich the analysis, screenshots with examples will be included. For it, during April and May 2011 we will observe the tweets posted on the Twitter accounts by those media who best understand this service. In addition, we will also review the key and most updated literature about this topic and will also study the collections of best practices proposed to date. The aim: to systematize the decalogue, and to offer new, inspiring and valuable examples. This is a current topic. Since much of the media behavior in social media is still "under construction", the assessing of good practices is always an excellent starting point when trying to improve the performances.

Nohil Park, Missouri University, US

JiYeon Jeong, Missouri University, US

Why Do Bloggers Behave Journalistically in the Blogosphere? Bloggers' Journalistic Communication Behavior Model

Based on the review of blogging and journalism literature, this study aims to develop a model of journalistic communication behavior, a process model for journalistic communication behaviors, in the blogging context. Most of all, to examine bloggers' journalistic blogging, this study reconceptualizes the definition of journalism as an open-ended concept, and sorts out six key journalistic communication behaviors: commentary, filtering, error correction, fact-checking, on-spot reporting, and watching the media in blogging. Based on this concept and literature reviews on social psychology, this study posits that bloggers' perception of blog popularity (e.g., visiting numbers) and the blog self-efficacy (bloggers' perception of competence in using blogs) will be associated with their journalism perceptions and journalistic communication behaviors. Moreover, the present study hypothesizes that the blog self-efficacy will mediate between blog popularity and journalistic communication behavior. Through analyzing 945 bloggers' data surveyed online in Korea in 2010, the results confirmed that blog popularity and blog self-efficacy positively predicted bloggers' journalism perception and their journalistic communication behaviors in the blogosphere. In addition, the results supported that the variable of blog self-efficacy mediated between perception of popularity and journalistic perception and behavior. In conclusion, this study demonstrates that the journalistic communication behavior model is a systematic frame to explain how blogging has the communicative power in journalism process.

Arnold S de Beer, Stellenbosch University, ZA

Wadim N Schreiner

Nick de Vos, Stellenbosch University, ZA

Tweeting #South Africa during the 2010 Fifa World Cup: A Country Image Study

This project seeks to throw light on an ostensibly simple research question, but one with possible profound implications. It is hypothesized that a major international 'feel good' news event such as the 2010 Fifa Soccer World Cup would attract widespread international news coverage in traditional news media (newspapers and television) and thus impacts the awareness level of millions of people around the world. A follow-up question is then whether this would also hold true for social media and their portrayal of a country? And if so, in which way? The paper takes as its point of departure the argument developed by Hermida (2010) about the need to study the convergence of different news "awareness systems". Over decades, it was the function of traditional (macro) journalism to raise the informational awareness of the public at large. However, social micro-blogging media systems such as Twitter now facilitate as never before in the form of para-journalism the instant and online dissemination of short fragments of information (interpersonal 'tweeting' interaction). The research question posed was: How does Twitter compare with traditional news media coverage of a country (South Africa) during an international 'feel good' news event (the 2010 Fifa World Cup in South Africa). Utilizing the FIFA World Cup 2010 as a case study, a content analysis of the phrase #South Africa for the period 11 June to 11 July 2010 was undertaken to establish similarities, differences, and patterns of nation (South Africa) awareness building between a selection of international traditional mass media (newspapers and television) journalism in 38 countries and of short text messages as a form of new media para-journalism (Twitter). A sample of 100 tweets was taken everyday starting at 08:00 on 11

June. To ensure a representative sample every next hour was taken every next day. A total of 3 100 tweets were collected. The unit of analysis was a single tweet. Once the sample had been captured, the tweets were coded according to topical subject matter and placed into predetermined categories developed on the basis of previous similar research executed by the Pew Research Centre (USA) and the topics list of Media Tenor South Africa (MTSA). Additionally tweets were coded according to image portrayal as either being neutral, negative or positive as a reflection on South Africa. In the case of the newspapers (N = 103) MTSA data was used to determine the most reported on topics regarding South Africa in the major newspapers of 38 countries. The services of Factiva/Dow Jones were utilized for obtaining the printed news reports (N = 2 004). Statement coding was undertaken for every five lines of printed copy in terms of subject and topic as it referred to South Africa. Traditional inter-coder reliability was undertaken: 0.93 for tweets and 0.81 for news reports. Finding: It was found that there is a surprising similarity in the range of topics, but not in the in the ratings between Twitter and the newspapers. Implications for both media are discussed.

Stephen John Tanner, University of Wollongong, AU  
Kerry Philip Green, University of South Australia, AU  
Technological Change and Ethics: Alerting Students to the Potential Costs of Real-time Journalism

Technology is rapidly transforming journalism. At its most obvious, it is broadening the reach of journalism and the speed at which it can be delivered, as the political events in Egypt and Tunisia recently revealed. Technology also has produced a new breed of citizen journalists who use Twitter and You Tube to report independently on breaking and developing news stories. While this development empowers journalists in many instances, there is also a danger when journalists who are not in-situ rely upon posts and tweets as background or even authority for their own stories, without checking the bona fides or motivation of the individual sending the material. As journalism educators and academics, we are concerned that in the rush to post their stories, journalists are not only ignoring the motivation of those providing the information, but also overlooking the impact such postings may have on the emotional well-being of the people who are the subject of such stories. This is particularly noticeable in the case of on-line blog sites that encourage readers to comment on breaking local news. Drawing on the personal experience of one of the authors, whose wife was critically injured in an accident between a bus and a car in the aftermath of the 2010 IAMCR conference, the authors argue:

- 1: Journalism ethics courses need to devote more time dealing with the potentially traumatic impact of their reporting in an online environment where family and friends can access information (which may be right or wrong) about an event before they have contact with the people involved;
- 2: Such sites should be more closely moderated, with a requirement that potentially traumatizing information be left out until it can be confirmed with authorities (police, ambulance, fire brigade);
- 3: Journalists should consider employing news values other than Conflict (or Sensation) when dealing with sources involved in critical incidents.

Florence Le Cam, IUT de Lannion, Université de Rennes 1, FR  
Learning to Be an Online Journalist in French Online Newsrooms

Online newsrooms have changed the way young journalists learn their craft. They are compelled, as their senior colleagues, to accomplish more and more different tasks with computer systems to fill the need to maintain a more intense permanent flow of news and to manage audio, video and visual items in a convergent environment (Paterson & Domingo, 2008). This communication will examine the socialization of journalists in two French Online Newsrooms: lefigaro.fr (site belonging to the famous print newspaper Le Figaro) and Slate.fr (created on the model of Slate.com in United States). It will summarize a research based upon twenty-five biographic interviews (Dubar & Demazière, 1997) with new online journalists and upon ethnographic observations of those two newsrooms. It will focus on the learning processes and ritualization of professional practices (Lahire, 2002). What seems to be relevant is that the individual paths of a majority of online journalists interviewed are based upon a double socialization: through an early interest in computer and through a training in a School of journalism. Observations and interviews show different processes of socialization, a feature already predictable by the fact that training in online journalism (Le Cam & Trédan, 2008), practices in online newsrooms and collective representations of what online journalism should be are still a construction in progress. By imitating others, by learning from mistakes, by proposing and trying new ways of producing news, young online journalists seem to be in an unstable position. They face several challenges (Le Cam, 2005): they must build their own legitimacy in a world already occupied by traditional journalists, learn to manage online communities, produce permanent and multimedia information in online newsrooms managed by senior editors but in which the majority of journalists is as young as them. This allows us to describe processes by which socialization in these newsrooms changes professional representations and participate to the construction of a specific professional identity.

Michael Meadows, Griffith University, AU  
Susan Forde, Griffith University, AU

Industry Placements in Journalism Education: Key Factors, which may Determine Enhanced Learning and Professional Growth for Interns

A considerable number of internship placements are facilitated by journalism programs around Australia, and globally, with limited systematic investigation of their effectiveness as a learning environment. It is generally accepted that any professionally-oriented degree—such as journalism, nursing, teaching, physiotherapy etc — should involve some level of workplace learning. There is much anecdotal evidence of their positive impact on the learning process but no hard evidence that what has become known as ‘work integrated learning’ placements, particularly in media industries, contribute to student learning outcomes. Through our study, we aimed to discover what students actually learn from journalism internship experiences and how the University-based instruction we have providing in the years leading up to their internship has contributed to their workplace learning experience. Importantly, we were also interested to discover how industry internships help students to learn about themselves in a broader way. This paper explores the internship experience of graduating journalism students through a combination of approaches — a peer reflective session or focus group with student interns which was recorded and analysed for two consecutive course offerings; and qualitative interviews with selected media industry internship providers. The data suggests that student learning through the internship placement scheme takes place at several levels: through workplace variability; through students’ different and diverse internship experiences; and

particularly through participation in a post-internship peer reflective session. The paper offers an important indication of the kinds of knowledge and the extent, duration and range of experiences required for students to apply effective practice in varying workplace settings (Billett, 2009a; 2009b) in the field of journalism.

3D48 The Profession of Journalism: Parameters of New Journalism Education (JRE)  
Room: D.115

Chair Martin Eide, University of Bergen, NO

## Papers

**Halia Costa Santos**, Instituto Politécnico de Tomar, PT  
Teaching Journalism in a Small City

In the 80's and 90's, Portuguese politicians with different ideologies spread a word: having capacities, everybody should have the right to have a degree, no matters the social neither the economic background. The first temptation of the Polytechnics was to reproduce the University options, both in contents and in ways of teaching. The curricula were very similar and, in many cases, too much theoretical. During the last years, all the system has been losing students. Accepting this fact as a kind of signal, the Polytechnics decided (formally or not) to track a different path, starting to present themselves as a real alternative to young people who are interested in learning a profession in the context of higher education. Respecting the Bologna Treaty, Portuguese first degrees had to cut a substantial part of their curricula. In general, Universities preserved a strong theoretical body of subjects, while Polytechnics limited them to the minimal need, giving special importance to the practical subjects, answering to the need presented by the market: the future professionals will have to be polyvalent, should be able to use different technologies and must be prepared to answer to different types of challenges. In this context, the degree of Journalism in ESTA developed a strategy of preparing journalists, in the complete meaning, by giving them the necessary tools to produce in different contexts. The degree has several specifications in the journalistic field, including the practices in the local/regional contexts. Both teachers and students can testify the value of the laboratory projects, starting with the newspaper, then going to the online, followed by television experiences and now being prepared to produce a radio station. All these happens in a city of 40.000 inhabitants, in the middle of the country, where very few national events take place.

**Andrew Duffy**, Nanyang Technological University, SG  
City-slickers II: How Urban Journalism Students Define Themselves and Their Readers  
Travelling in City and Countryside

The trite truism 'wherever you go, there you are' echoes across travel and tourism as much as it does across pop-psychology and self help. In this research, journalism students from the ordered, hygienic, densely populated city state of Singapore were taken on travel-writing field trips to less developed South-east Asian nations. This paper uses content analysis of their travel articles to examine their choice of journalistic point-of-view and voice; the role of the travel writer as commentator and intermediary for an urban readership; and the representation of the 'other' country for consumption by a 'home' audience. It considers how the home city is the starting point for exploration both geographically and emotionally, and how the home

city is a reference point both for the foreign cities and foreign countryside encountered. Its impact on journalism education is to encourage students to consider their own reaction to and creation of the Other – more commonly done in international reporting, or covering topics such as immigration, homosexuality, disability, race and religion – and it is hoped that insights gleaned from this research can be applied to education in other forms of journalism. Finally, it considers whether student journalists from an Asian city state that emerged from the shadow of empire escape recreating the patterns of colonialism implicit in much Western travel writing, and touches on Singaporean nation-building and the supposition that travel writing (and journalism generally) is designed to validate a way of life and reassure those living it of their own superiority.

**Wilson Lowrey**, Alabama Tuscaloosa, US

Lee Bernard Becker, Cox International Center, GR

Tudor Vlad, University of Georgia, US

Organizational Constraints on Curricular Adaptation in U.S. Journalism and Mass Communication Education

Universities offering journalism and mass communication curricula in the United States have confronted a labor market for graduates that is in turmoil. Daily newspapers have cut their staffs, and television and radio organizations have closed newsrooms and modified staff assignments to respond to increasing market pressures and declining revenue. The advertising and public relations fields also have changed as a result of the decline of the traditional media and the emergence of alternative, particularly, social communication opportunities. In a real sense, the university schools and departments offering journalism and mass communication curricula face the same challenge as the legacy media organizations. They must adapt existing resources and structures to a rapidly changing landscape. The record of these academic institutions in adapting to change is not impressive. The topic of industrial change and the required convergence of skills and knowledge areas were prominent in media circles in the early and mid 2000s. A 2004 study showed that while the concept of news industry convergence was much on the minds of school administrators and faculty in the U.S., movement toward converged knowledge areas and curricular tracks was slow and cautious. This paper expands that earlier work by examining data from a census of U.S. journalism and mass communication programs conducted in academic year 2009-2010. The study draws on institutional theory, which predicts that organizations such as universities often adopt only skin-deep change so they may gain public legitimacy even as they hold on to traditional core routines and structures that are in accord with the demands of the organization's wider institutional environment. The paper finds results that are consistent with that expectation. Consistent with the institutional framework, larger, accredited programs were more likely to offer a curriculum organized around traditional industry lines than were the smaller, non-accredited programs. The accredited programs also were less likely to incorporate instruction that taught skills across media platforms than were the other programs. The smaller programs were found to be more facile and less internally differentiated, and able to change more easily. The paper examines the dominant patterns of curricular offerings in journalism and mass communication programs today versus five and 10 years ago, showing that most programs remain structured along industry lines. These findings are interpreted in the context of accreditation procedures in the U.S., which historically have been structured along industrial models. The data for this paper are drawn from an ongoing national survey of journalism and mass communication education that also was used in the 2004 study. This makes it possible to examine universities that anticipated and were working for curricular change in 2004 to determine which ones were successful in that endeavor and why.

**Richard J. Schaefer**, University of New Mexico, US  
Conducting Journalism Programs in Migratory Hot Spots

The proposed paper describes the safety and research procedures adopted by the four-year-old informal Cross-Border Issues Group / Grupo Fronterizo (CBIG) that enables small bi-national groups of journalism students and faculty to gather information in migration hot spots in the Southwestern United States, Mexico and Central America. The journalist researchers travel to remote places, which some might consider dangerous, to conduct on-site visits and interviews with migrants in transit; honest and corrupt law enforcement and immigration officials; smugglers; NGO and shelter workers; and farmers, ranchers, and other border residents. The researchers rely on information gathering and information dissemination strategies that require identifying and utilizing trust-worthy informants; triangulating information from various sources to develop an in-depth understanding of migration realities; publishing primary-source accounts that preserve the anonymity and security of informants and other vulnerable sources; and releasing information in ways that improve migration and human rights policies in Mexico, the United States and Central America. Toward this end, CBIG researchers have disseminated findings through the Mexican and U.S. media; via various NGOs, universities, and traditional academic venues; through social media and Web sites; and in “on-the-record“ and “off-the-record” debriefings and back-channel communications with government officials and policy makers.

**Nico Drok**, Windesheim University of Applied Sciences Zwolle, ND  
Shifting Qualifications in European Journalism Education

Teaching journalism is not easy. And it probably never has been. Over the years there have been numerous and fierce debates about what expertise journalists should have (Hanitzsch e.a. 2005). Whether their education should be skill-based or aimed at academic reflection, focused on doing journalism or on researching journalism. Whether we should educate for journalism as it is or for journalism as we would want it to be. Different stakeholders have different views. Students, teachers and professionals from the field: all have their own ideas and accents. (Joseph 2009). On top of this, journalism is in a process of fundamental change due to technological, social and economic developments. There is a need for innovation of journalism at every level: public, process, product (content), product (form), platform and profession. In our research we have distinguished one major innovation for each of these elements:

I Public: Participation Making use of user generated content or knowledge, whether or not through social media or internet communities.

II Process: Transparency Guaranteeing accountability and a trustworthy, open working method.

III Product, content: Navigation Offering a relevant and reliable content, whether or not through in-depth research, and putting it in a meaningful context.

IV Product, form : Storytelling Using narratives in an attractive and user-friendly way to weave together fragmented observations to construct meanings.

V Platform: Crossmedia Dividing content over different media in the most effective way while stimulating interaction.

VI Profession: Entrepreneurship Being focused on innovation of product, process and platform for the benefit of the public with regard of the economics of the profession. How do these innovations affect the qualification profile that is used by the 60 journalism schools from 25 European countries that are member of the European Journalism Training

Association? How do the different stakeholders (professionals, students, teachers) judge the future importance of the qualifications that can be linked to these innovations? Our research shows that, despite the many differences in view on the future of journalism, there seems to be a large consensus among European stakeholders (N=900) about what will be the key competences and qualifications for young journalists in the years to come.

**Marta Pérez Pereiro**, University of Santiago, ES

**Silvia Roca**, University of Santiago, ES

Cultural Convergence in an Educational Digital Production

Plastic-made eyes is the first digital film produced in 2008 by the University of Santiago (Spain) together with the Lusophone University of Humanities and Technology (Portugal) and the New Media Technology College of Dublin (Ireland) in the framework of the European programme Media Training. Although the Faculty of Communication Sciences produced several documentary and fiction pieces in the last years, Plastic-made eyes was a pioneer experience in terms of production and technology. The three schools worked in a low income co-production that used a digital platform to communicate among the teams and to produce a short film in HDD technology. The short film was produced by 15 students of each university who specialized in different areas of film production in three workshops organized in each university. Plastic-made eyes was therefore not only an audiovisual product but a tool for a formative program which aimed three objectives: the acquisition of technical and artistic skills in a digital form, the development of a collaborative environment by means of an online platform and finally the promotion of the European dimension of the project. Regarding this promotion, a key issue of the production was the connection of three European cities with a powerful cultural history. Among many other elements, the film to be produced had to connect the common background of Lisbon, Dublin and Santiago de Compostela and put on the screen not only the cities' scenarios but the features that could connect them. The peripheral position of the cities was also a matter of discussion for the production group which had to select a story to shoot, 15 minutes long, which happened in the three of them. At the end, the journey of a particular character –a souvenir puppet sheep– along the three cities was the guideline for strolling across their streets. While the workshops dealt with scriptwriting, production, postproduction and distribution, the team work generated an intercultural knowledge that was intended to be translated into images. In this sense, the project included an analysis of the knowledge and understanding of the foreign cultures by the students by means of an inquiry of cultural consume and knowledge. The results of these inquiries draw a portrait of the intercultural connections -or we may say disconnections-, of a group of media students that had to deal with an audiovisual production. This paper traces the path the production team had to walk across three different cultures from a quite poor initial knowledge towards a general agreement in portraying those cultures impersonated in its capital cities from a common perspective. It also analyses the way a film production can contribute to the promotion of a city and connect different European escapes from its cultural background.

**Rhonda Alain Breit**, University of Queensland, AU

**Matthew Ricketson**, University of Canberra, AU

Hacking, Sacking, and News: What Can Journalism Educators Learn from Guthrie v News Limited?

The management culture within Rupert Murdoch's global News dynasty has been peppered with allegations of lying and deceit in recent years. The scandal surrounding phone hacking at

the News of the World refuses to go away, as the newspaper itself often says of its quarry. Fresh allegations surfaced in January 2011 forcing former editor Andy Coulson to once again tender his resignation, this time from his position as media advisor to UK Prime Minister David Cameron. Another high ranking News executive, Ian Edmondson, has been suspended as complaints from more alleged victims are investigated. In Australia, the birthplace of the News' empire, similar problems have plagued the company's leadership as they have found themselves embroiled in a salary cap scandal (concerning a rugby league football team that the company owns in a national competition that it half-owns) and litigation by former editor-in-chief of The Herald Sun, Bruce Guthrie, for wrongful dismissal. These allegations of misconduct have coincided with a campaign spearheaded by News' Australian managing director John Hartigan calling for greater media freedom and legal reform to offer more protection to journalists. Guthrie v News Limited offers rare insights into the internal workings of News management. Through a textual analysis of primary sources (legal transcripts) and secondary (news and feature articles as well as Guthrie's own book-length account of the legal battle), this paper:

- Describes the management culture within News Limited's Australian operations;
- Identifies similarities and differences in the management responses to the News of the World scandal. Analysis of these events offers an insight into how, despite the fragmentation of media industries and audiences, the misuse of editorial outlets to pursue a media company's corporate agenda continue to have a significant impact on the Australian media. In conclusion, this paper draws on literature relating to reflective inquiry (see Lyons 2010; Schon 2003; Freire 1997) to make a number of recommendations about the educational needs of journalists.

3DH1 Poster Session 3CH1 Continues (PolComR) Hallway B1

3DH2 Poster Session 3CH2 Continues (Hcom) Hallway B2

3DH3 Poster Session Continues (IntCom) Hallway B3

#### **DAY 4 16.07.2011 SATURDAY**

Sessions A 09.00 –10.30

#### **4A11 Participatory Online Cultures (Aud) Room: B.101**

**Chair** Toshie Takahashi, Rikkyo University, JP

#### **Papers**

##### **Anirban Mukhopadhyay**

Negotiating Liminal Moment: A Critical Look at Audience and Social Networking

Theorists like Manuel Castells have talked about the rise of “mass self communication” in the present network society. With the increasing communication technological changes in urban spaces media audiences are having significant effects on the flow of information and how mainstream media shapes produces, distributes and conceptualizes information. This paper is centered on the question-do new forms of social networking tools and interactive media manifest an audience which finds resistive and creative ways to communicate and be politically active in an urban space or this notion of resistance and creativity using social

network tools is a myth which do not account for real material conditions in which media audiences are spaced? To investigate this question I will be looking at how audiences creatively interact and make sense of the media sphere in moments of crisis in an urban space. For this study I will be analyzing two instances of media spectacle and audience reactions to these: Mumbai terror attack in India in Nov 2008 and the unfolding protests in Cairo Egypt in Jan-Feb 2011. We can look at these events as global media spectacles in which audiences tend to become active citizens and find creative ways to express themselves, communicate within the urban space and expand the spatiality through global media networks. Approach of this paper is dialectical in nature—that is to critically analyze the cultural and material conditions surrounding these incidents and the ways in which audiences negotiate with these conditions using mediated tools. Primary method is to do a discourse analysis of various ways audiences are shaping public opinion as we see through various mainstream news reports, blogs and interactive media forms. This paper implies that we need to look at how audiences become “publics” in a critical moment and explore how a liminal space is being created when audiences manifest resistive tendencies within a social movement. These mediated audiences through different forms of communicative actions in everyday life create fleeting public spheres which look to bring in social change in a concrete ways.

**Nur Uysal**, University of Oklahoma, US

The Impact of Mass Self-Communication on the Stock Markets: The Case of WikiLeaks

In 2010, WikiLeaks raised considerable discussion over the disclosure of sensitive and documents into the public domain. Wikileaks is a network society emerged around a global web of horizontal communication networks that exchange information. It acts as an alternative media as well as a form of social movement that aims to change power relations in the society. This paper examines Castells’s mass self-communication thesis (2007, 2009) which argues that in the age of network society although the media do not hold power per se, they have become the social space where power is decided (p. 242). Examining the recent WikiLeaks case, this paper aims to demonstrate empirical evidence by resorting to the event study methodology (Brown & Warner 1985) to detect the impact of alternative media on audience in general and to quantify its effect on financial markets in particular. The event study methodology is built upon the efficient capital market hypotheses, which suggest that capital markets incorporate the effect of news on stock prices immediately. It is widely used in the fields of finance, strategic management and accounting (Fuller, Netter & Stegemoller 2002; Hayward 2002). Event study methodology is employed to assess abnormal market reactions to two events regarding WikiLeaks’s announcements: (i) abnormal returns to large banks at the announcement date of “megaleaks” regarding a major U.S. bank (November 11, 2010), and (ii) abnormal returns to Bank of America in the second announcement that linked it to the megaleaks of “ecosystem of corruption” (November 30, 2010). Data on the stock returns is obtained from the CRSP tapes that have daily stocks returns on all public firms in the US. The results of this study inform the literature whether Castells’s mass-self communication in fact provides a medium for social movements and rebellious individuals to build their autonomy and confront the institutions of society to promote their own projects through their own terms.

## **Sascha Trueltzsch**

### Public Privacy: Private Information and Photos on Social Network Sites

The paper discusses an aspect of cultural change driven by new communication technologies of the social web (web 2.0) focussing on the differentiation of privacy and public. Since life in big cities is characterised by anonymity and a sense of isolated privacy – it seems to be a paradox that young people publish their private life on Social Network Sites (SNS). In the profiles private information is presented as text elements but also as photographs. The role of photographs in a change towards a new culture of, exhibitionism' is of special importance: They better attract attention to one's SNS-profile than written information can do, since they have an authentic style in presenting parts of private life. (XX 2009, 2010; Fahlenbrach 2009) In this argumentation two related dimensions are relevant for attracting attention: content and the mode of presentation. These took centre stage in a study on StudiVZ; one of the most popular SNS among young people in German-speaking countries – especially among students who live in bigger cities. The research-questions were: How many users present private information to the public without privacy restriction options? What and how many text elements and photos are presented? What can be seen on the photos – and in what way are they arranged? (Relation between the two dimensions)

Two methods were combined in an analysis of 400 profiles of the SNS StudiVZ from Austria, Germany and Switzerland: The elements of each profile were analysed with a partly standardised thematic content analysis (Flick 2009), using different schemes for text and photo elements. (Quantitative data for usernames, text elements, photos etc.)

For the analysis of the photos a complex qualitative method of categorization was used. The two dimensions content and arrangement each operationalized with a three-level-scheme where crossed: Each picture was located in a complex nine-square-scheme. The results show that most profiles published nearly all text-information to a non-selected public, but most of the published pictures are moderate in content and style. The paper will present complex and differentiated results regarding text elements and especially photos with focus on changes in concepts of public and privacy.

## **Irkwon Jeong**

### How to Citizen Bloggers Recode News from Traditional News Media?

Applying discourse analysis to news blogs, the current study intends to explore blogs' discursive practice of 'decoding' media discourses which are normally pre-given by the established news organizations and of further 'recoding' their own, based on but potentially differing from the dominant media discourses. In attempting to reformulate Stuart Hall's (1971) 'encoding-decoding model' and creatively articulate the idea of "recoding", this study aims to expand Hall's framework into the digital environment and explore its viability in the renewed context of discursive politics. Through the analysis of ordinary people's blogs, we are to examine how bloggers decode the established media discourse in terms of dominant, negotiated or oppositional reading and subsequently diversely recode in their own perspectives and modes, and how different discourses are successively produced, distributed and consumed on the Internet. A theoretical model below could be proposed for this study (Figure 1.) Figure 1. Theoretical Model of "Encoding-Decoding-Recoding" This study is particularly interested in the stage of recoding that is the visible constellation of processes and products of ordinary people's discursive practices of reading (decoding) and

writing (recoding). Thus, we will account for the blogs' actual and active uses of the traditional news media discourses in the creation of their own, from citation to inquiry, transformation and refutation in form and content. In particular, this study will analyze bloggers' engagement with the disaster of the sinking of Navy corvette Cheonan, which killed 46 South Korean sailors in March 2010. This study combines Hall's classic model of "encoding-decoding" and contemporary media theory on "produsage" (Bruns, 2001). Thus the activeness of producers can be redefined as digital remediation of "dominant, negotiated, and oppositional reading to "dominant, negotiated and oppositional produsage." We anticipate providing an explanation of bloggers' activeness in the aspect of discursive politics, that is, the construction of their own thoughts and views simultaneously based on and challenging against the established news media in the current digital environment.

**Francesca Romana Seganti, IT**

**Giuseppe Ragnetti**

Fattorello 2.0

The aim of this paper is to demonstrate that online participatory culture is not novelty but the result of the latest evolution of a model of communication that Fattorello developed in the '50s (the "Social Technique of Information"). Fattorello had been a member of the founding group of the IAMCR/AIERI in Paris, 1957. His work, while it had been translated into French and Spanish from the original Italian, has just recently been translated into English and will be published soon by IAMCR. When Fattorello's theory was developed, it was taken up with the Anglo-Saxon theorization of the phenomenon that, through various authors, individualized in communication a process that determined people's behaviours. It was not easy for scholars and those employed in the industry to accept the idea of a receiver who had equal dignity to the promoting subject, because s/he had the same thought faculties. On the contrary, Fattorello has always focused on audiences as active participants, as the pivot of the process of communication. The Web 2.0 phenomenon demonstrates the validity of Fattorello's theory. In the online space prosumers have the potentiality to share a variety of contents, but, as a vast numbers of studies demonstrate, where a cultural correspondence is lacking, the relationship of information will not have the required effect. The content cannot be received or understood, or will be misunderstood, or whatever, with difficulty and with considerable dystonia. Participatory culture online not only demonstrates the equal dignity of those involved in the process of communication but it also shows the impossibility of obtaining an objective exchange of information. Prosumers don't transmit facts, considered as the object of an information process, but representations of facts that Fattorello defines as "formulae of opinion". In the form of comments, blog entries and posts, prosumers transmit opinions on facts, ideologies or their reactions to an opinion that another user has advanced on a thing, a fact or an ideology. Our argument is that it has always been this way and that Fattorello's model is also applicable to communication exchanges mediated by television, radio, cinema, newspapers etc. While playing an extremely marginal role in determining our values and beliefs, according to Fattorello, media have a prominent role for the formation of opinions. Yet opinions are volatile and timely and do not determine prosumers' behaviour, as earliest Anglo-Saxon theories would claim. According to Fattorello, only experience and the knowledge derived from it, contribute to the formation of the persona. Therefore media don't affect people's behaviour that are determined by thousands

of experiences and thousands of psychosocial conditionings that contribute to construct our mental schema. Our final goal is to give to the students of Communications and those who are connected to, the knowledge of the theory which is very actual and we think it is an appropriate answer to the needs of the democratic societies of nowadays.

#### **4A12 A Historical and Contemporary Overview of Mass Media in Central Asia (Hist)**

**Room: B.102**

**Chair** Richard Shafer, University of North Dakota, US

#### **Papers**

##### **Eric Freedman**

**Richard Shafer**, University of North Dakota, US

In Need of Defenders: Imperiled Press Rights in Central Asia

In the bleak press rights territory of formerly Soviet Central Asia, domestic and international NGOs, foreign governments, news outlets, and multinational entities such as the Organization for Co-Operation and Security in Europe and UNESCO monitor constraints on the press, protest censorship, and decry journalists' arrests, prosecutions, harassment, and murders. Yet twenty years after independence, the press systems of Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan still bear striking commonalities with that of the Soviet Union. At the same time, expanded Internet access and the growing use of social media are making it easier for more citizens to access news, information, and viewpoints outside repressitarian regime controls. However, that trend broadens the pool of professional and nonprofessional "communicators" – often bloggers or webmasters – at risk and has emboldened governments to extend to new media the types of legal and regulatory constraints already imposed on traditional print and broadcast media. To explore the region's contemporary media environment in the context of its seventy-year Soviet past, this paper will incorporate interviews with press rights advocacy groups, documents about rights abuses, legislation that constrains the media, and first-person accounts by journalists from the region.

##### **Gul Berna Ozcan**

Why Understanding the Ambitions and Abilities of Central Asia's Entrepreneurs is Important

I proposed to talk about the importance of understanding the ambitions and the abilities of Central Asia's new business classes by the mass media. My work examines the emerging entrepreneurial middle class and their relationship with the state and market building process in Kazakhstan, Kyrgyzstan and Uzbekistan. I argue that the mass media neglected the significance of this segment of the society and has not paid sufficient attention to the impact of international assistance, the political economy of the new business groups, and the strength of self-governing syndicates in this region. A new entrepreneurial class occupies a central position of balance between the growing segment of poor and disfranchised population and increasingly unaccountable rich oligarchs in state-society relationship. Although they form a heterogeneous group showing diverse regional, ethnic and social

characteristics, entrepreneurs of Central Asia provide the single most important unifying force of social stability and cohesion in newly independent states. These groups function along with the self-governing syndicates which are often built within and the state. My research points out that the position of new entrepreneurs in the state-market relationship is precarious, shifting between conflictual and subservient positions vis-à-vis the state and dominant business groups. The future direction of market and institutional reforms are subject to a growing unease among the entrepreneurs in this region. Thus, they deserve more attention than ever.

**David Harley Mould**, Ohio University, US

**Olga Kungurova**

Lenin is Still on the Reading List: Journalism and Media Education at Central Asian Universities

The number of university programs in journalism and mass media in Central Asia has grown significantly since the five former Soviet republics gained independence in the early 1990s. Despite student interest and government and private investments, most programs continue to face serious challenges—the lingering influence of Soviet literary and journalism traditions, a rigid, theory-based curriculum, a lack of teachers with professional experience in media, inadequate facilities and materials, and poor relationships with the media industries. Even in the countries where media enjoy some measure of financial and editorial independence (Kazakhstan, Kyrgyzstan and Tajikistan), university curricula are out of touch with modern scholarship and industry practices. This paper, based on research since 2007 and current experience teaching at a leading university in Kazakhstan, examines recent attempts to reform journalism and media curricula, including developing curricula and readings in Central Asian languages, barriers to collaboration between universities and the media industries, and the challenges of building teaching and research capacity.

**Hans Ibold**

Social Defiance in the Central Asian Media: Placing New Media in Historical Context

The role that mass media play in social movements and social change is contested terrain. Pessimists and optimists alike can find evidence to support claims of the media's role in either oppression or revolution, abuses of power or social justice, tyranny or democracy. Contemporary social movement scholars treat the media very seriously, calling it the major site of contests over meaning, because everyone assumes its pervasive influence (Snow, Soule & Kriesi, 2003). This view is longstanding. In 1910's *Class Movements*, Marxist theorist Karl Kautsky argued that a free press and the right to communication are essential to social movements. When it comes to exploring how mass media might cause or be an effect of social change, Central Asia presents an important and under researched context. The transition from Communism in the former Soviet Union marks the biggest change associated with mass media (McQuail, 2010), yet our understanding of role of mass media in social change in Central Asia is still fragmented. Meanwhile, newer media are diffusing in Central Asia, becoming more mobile, participatory, and immersive. In Central Asia's blossoming networked media context, what do these new tools for expression and sharing mean for social dissent and social change? And what can the past teach us about how to approach media and social movements in Central Asia today? In this paper, I will explore these

questions by placing recent media developments in historical context. Guided by social movement research, the paper probes past research for the role of media in two important mechanisms for social dissent and change: dense informal social networks and collective identity. Through this analytical literature review, I examine if and how media tools facilitate or impede dense informal networks and collective identity, and with what implications for social dissent and social change. This knowledge provides a context for a discussion of current media research, including my own, that has begun to explore links between media and social change in Central Asia; here, I consider diverse forms of social dissent across Central Asia and their interaction with mass media, from ethnic unrest in the Ferghana Valley, to “rebel” movements in Tajikistan’s Rasht Valley, to nationalism in Kyrgyzstan, and to new forms of information technology activism in cities across Central Asia. The paper adds knowledge to our understanding of media-facilitated social change in Central Asia and how much of it can be attributed to technology as opposed to just content.

### **Svetlana Kulikova**

#### History and Development of Mass Media in Kyrgyzstan

As a former Soviet republic, Kyrgyzstan has a relatively short history of independence. It became an independent country in 1991 when the Soviet Union collapsed, and similarly to most republics declared that it would build a democratic society based on free market ideas. Twenty years later, only the Baltic states have achieved that goal, while the other republics remain authoritarian countries with varying degrees of media control. Compared to its Central Asian neighbors, Kyrgyzstan's media enjoy much more independence from the government. However the economic realities of a poor country with media consumers who have little disposable income, drove many media to depend on other structures, such as non-media businesses and quasi-NGOs. At the same time, with the rising anti-Americanism and the political tensions between Russia, United States, and to a lesser degree China, caused by the US airbase located at Manas airport, the media in Kyrgyzstan have also started to experience external pressures, particularly from Russia and Kazakhstan. Some media have become completely sponsored by outside business groups with various political interests and agendas, thus trying to exert their influence. Most of such media thrive on the Internet as the costs of production are low and there is no fear of prosecution from the government, especially if the medium is hosted outside of .kg domain. In addition, such media become more widely read as level of Internet penetration rate in Kyrgyzstan is the highest in the region (at 40%) and the number of Internet users grows every year. This paper will look at the history and development trends of the media in Kyrgyzstan from the Soviet times to present.

## **4A13 Media and Social Movements (ESN) Room: B.103**

**Chair** Stefania Milan

**Discussant** John Downing

### **Papers**

**Joe F. Khalil**

Re-claiming Space, Controlling Squares, Revolutions in Beirut and Egypt

This paper explores the notion of public space and place in new Arab social movements. It particularly addresses the reclaiming of public squares in two Arab cities, Beirut and Cairo. Public squares are an essential feature of Arab cities, a broadly defined space for political, commercial, social and cultural exchanges, because its location promotes ostensibly participatory practices like dissent, trade, campaigning and alliance building via performative acts. This paper looks back at Beirut's 'Cedar Revolution' in 2005 and examines the Cairo's Egyptian youth uprising of 2010. It studies the narratives of Beirut's 'Freedom' square and Cairo's 'Liberation square.' How did public squares contribute to the Lebanese 2005 and Egyptian 2011 social movements? How do public space dynamics affect the way citizens and governments relate to each other? What happens when social movements access, control, use and re-create public space? To address these questions, this paper focuses on recent social and political developments in Lebanon and Egypt, treating the two countries as a dynamic pair whose multi-faceted interactions shape Arab media and communication space. This paper will endeavor to explain how various Lebanese and Egyptian actors have claimed public space for social and political purposes, and created symbolic meanings of place and space using various forms of alternative, mainstream and emerging media. Building on cultural and geographic proximities, historical relations, and media legacies, this paper examines the role(s) of public squares in the making and unmaking of 'revolutions.' This paper uses two major research strategies (1) extensive audio-visual, archival, press and wire sources (2) interviews with demonstration participants. Beyond identifying similarities and differences, this paper concludes by identifying how public space contributes to shifts in the nature and boundaries of social and political agency.

**Lorenzo Zamponi**, European University Institut, IT

Narratives of Insurrection and Conceptualizations of Rage: Accounts of the Riots of December 14th 2011 in the Self-Produced Media of the Italian Student Movement

Riots often are defining moments in the history of a movement. The conceptualization of an event as a riot or an insurrection can influence the career of the movement, strengthen some actors and even determine the outcomes of the mobilization. How does this conceptualization happen? Which actors are involved? How does the abundance of self-produced media change the role and the weight of the movement in this process? On December 14th 2011, a hundred thousand Italian students, after two months of mobilization against the new university law proposed by the government, demonstrate in Rome, during the parliamentary debate of the vote of confidence to Berlusconi's cabinet. The demonstration is supposed to end with an assembly, but, after the House has voted the

confidence, some demonstrators attack the police that is guarding the “red zone” of the city centre. A few minutes later, hundreds of people are involved in the riot, actively supported by a significant part of the demonstrators. During the following weeks, every website and Facebook page linked to the movement gives its account of what happened on December 14th, framing the event from different points of view: the exaltation of the insurrection, the condemn of the violence, the conceptualization of the rage, etc. The analysis of these texts can be useful in order to understand how the different narratives proposed by different actors compete in conceptualizing a violent event in order to shape the identity and the future of a social movement. The abundance and plurality of accounts are the results of the abundance and plurality of the media autonomously produced by the movement, and give to the researcher the chance to directly observe the processes through which the collective memory of a contentious event is discussed, negotiated and socially produced.

**Khadijah White**, University of Pennsylvania, US

Tea'd Off: Media and the Rise of the 21st Century Tea Party

In 2009, one business reporter begin an infamous rant about the Obama administration and called for a “Tea Party” in Chicago for likeminded “capitalists” -- later, major American newspapers marked this as the beginning of the modern Tea Party Movement. Almost one year later, in February 2010, one CBS news poll reported that 55% Americans had never heard of the “Tea Party”. Yet, the group continued to be a frequent topic in political reporting and debate, even airing a historical response to President Barack Obama’s 2011 State of the Union speech. While the group has no leader, central ruling body, meeting place, cohesive message or principles and is neither an organization nor political party in any traditional sense, journalists continue to cite it as a major American movement. With its rhetorical roots in the American revolution, the Tea Party has been used to represent a new populist movement in the United States. This paper aims to examine the function of the Tea Party as a media narrative that depicts the ways that nostalgia, ideology, and new media technology function at this particular historical moment. How does this media-centered “Tea Party Movement” reflect the ways that Americans are contending with and defining race, gender, class, and national identity in the age of Obama? How is the Tea Party narrative constructed in the national news media? Through a content analysis of the highest ranking newspapers, blogs, and cable news channels, I explore the keywords, patterns and themes that emerge from the news stories about the Tea Party across mediums and ideological divides. This research serves as my primary dissertation focus and is a work in progress.

**Ana Duarte Melo**, Universidade do Minho, PT

Subvertising and Subactivism: Two Faces of the Consumer-Citizen Empowerment

Advertising and strategic communication are expanding into new territories such as ambient media, neuromarketing, sensevertising, brand activation, product engagement, advergimes, among others. In a more subtle and sophisticated way, consumers are part of an all-embracing environment where contradictory forces co-exist. New advertising modalities seem inescapable and part of a new media ecology that incorporates internal struggles for an advertising free environment. These efforts for a space free of consumption stimulus come from anonymous consumers as well as from identified communities that manifest themselves in an open and active manner, supporting or boycotting a product or reviewing

commercial messages on ethical grounds. In this paper, we will analyze the explanatory potential of two concepts that have emerged to address these phenomena: subvertising and subactivism. Subvertising, a contraction of the words “subversion” and “advertising”, expresses criticism towards advertising but also against the mainstream communicational system, using its own codes and diverse resistance strategies often tagged as street art or culture jamming, as a tool to draw attention to social problems, namely consumerism. Subactivism is a concept proposed by Maria Bakardjieva (2009) to describe a form of spontaneous informal civic engagement through personal empowerment in new dimensions of everyday social life, often not visible and triggered by specific events to become a form of public activism. In different ways, these two concepts are useful tools to examine the symbolic struggle for cultural territories and new incipience modalities of consumer actions and reactions.

#### **4A14 Intellectual Property Rights I (Law) Room: B.104**

**Chair** Karen Arriaza Ibarra

**Discussant** Meryem Marzouki

#### **Papers**

**Peter Jakobsson**, Södertörn University, SE

Copyright's Ideology: Commodities, Producers, and Neoliberalism

Is the strengthening of the copyright regime on a global level yet another example of the triumph of neoliberal politics? Although we wouldn't be totally mistaken to think so, the relationship between neoliberalism and copyright is a bit more problematic than that. The purpose of this paper is to contribute to an ideological analysis of copyright through an exploration of its relationship to contemporary neoliberal modes of thought. The argument turns on two competing interpretations of neoliberalism: the first one focusing on its role in extending the sphere of commodities and market society, and the other on the prime importance that the ideology ascribes to promoting individual productivity and entrepreneurship. A neoliberal argument against copyright is for example that it creates enclosures and obstacles that slows down creativity and halts productivity within vital sectors of the economy. The paper uses some examples from discussions concerning the regulation of social media and user generated content in order to demonstrate neoliberalism's ambivalent relationship – producing commodities or producing producers – towards copyright regulation.

**Ivan I. Zassoursky**, Moscow State University, RU

Copyright and Creative Commons in Russia and the Privatization Legacy

This paper deals with the research on copyright and suggested policy changes introduced in Russia by the Association of Webpublishers, an influential lobby, catering to the interests of the Internet industry and Internet users, as some critics say, at the expences of legitimate copyright holders. However, such critique is problematic as the rights status for artistic work

in most cases of Soviet cultural legacy is unclear. Here Russia is clearly a special case, as films and other entities are often listed as 'state property', while property rights are exercised by some specific organizations such as film studios and the like that pay no royalties to the original creators yet want to be compensated for the use of these products even though historically the Socialist state was thought to belong to the people and claimed itself to be better serving them precisely because culture belonged to the people at large (and creators received salaries, not royalties, but also enjoyed other benefits as well). The research covers the emergence of copyright concepts and the 'privatization of culture' in the nineties, while mapping out certain ways to let people benefit from the unique Soviet legacy. Yet today Russia remains stuck with the legacy of wild capitalism with no policy to develop public domain and almost no rights to publish under creative commons or other 'copyleft' options.

**Brisa Ferrao**, University of Sao Paulo, BR

Collective Moral Damages to Images and the Fund for Defense of Collective Rights

This paper analyses the legal basis for the applicability of collective moral damages to collective image rights violations. I present the Brazilian legislation of collective rights focusing on two elements, namely the *numerus apertus* and divisibility of damages in order to show the flexibility of this regulation in admitting the creation of new collective rights by Courts. I construct a legal definition of collective moral damages to image based on two cases: *Cassia Kiss v. Remedios Magazine*, in which STF has decided about the lawfulness of moral damages to image; and *MPE v. EBGT Ltda*, where STJ defined that a collectivity or a class of people could suffer collective moral damages. After defining it, I applied the legal elements of these cases to *MPE v. Skol* case to illustrate how damages could be characterized in a case of collective rights violation. The destination of resources rose from collective rights violation is also analyzed, especially the accountability of the Fund for Defense of Collective Rights (FDD) and the civil society participation in the FDD Commission.

#### **4A15 Communication and Local Democracy (PolComR) Room: B.105**

**Chair** Sophia Kaitatzi-Whiltlock

**Discussant** Rod Tiffen, University of Sydney, AU

#### **Papers**

**Manuel Parés iy Maicas**

Political Communication in the Urban and Rural Areas of the Cities

The cities as the basis of the development of any political community. The importance of their size, identity infrastructure, and economic development. The relationship between the political system of the State or nation without state and its urbans and rurals areas, and their respective identity. The place of the civic culture. The tendency towards the globalization. The governance of the cities and rural areas in a specific state, and their main traits. The political Ideology and Interests, of the parties, pressure groups, social movements, social networks,

operating in a definite urban and rural area. The role played by the inhabitants and the institutions. and their sociological, political economic, cultural, background, rights and duties. The links and differences between the natives and the immigrants The role of the human rights The impact of the political communication in its different perspectives. The role of the different media. The function assumed by the politicians and the journalists. Political communication and globalization in the cities, and their connection with their respective state.

### **Elina Erzikova**

Wilson Lowrey, University of Alabama, US

Shifting Notions of Objectivity and Autonomy in Local Russian Journalism

Despite a wave of Western journalism enthusiasts in the late 1980s and 1990s, Western-style objectivity never fully took root in Russia at national or local levels. This paper explores the fluctuating stances of local Russian journalists toward objectivity, as well as their fluctuating occupational autonomy, which is related. Researchers pose several questions: (1) Have journalistic practices and perceptions related to objectivity changed during the four years studied? How and why? (2) Do these changes correspond with shifting institutional and economic conditions, and if so, how? (3) What role does newspaper ownership type play in shaping these perceptions and practices? Neo-institutional theory and field theory offer helpful conceptual frameworks for this analysis, helping shed light on both shifting institutional control, and the ways that journalists respond to these shifts, as occupational members. Data were gathered via a case study of four local newspapers, with differing ownership types, in the capital city of a Russian province (city population approx. 500,000). The research was conducted over four summers, and involved in-depth interviews with staff-level journalists, managers and government officials, as well as newsroom observation. Findings suggest that perceptions and practices have shifted somewhat, as journalists continuously search for legitimate and safe professional ground in the face of political and economic constraints. But perceptions and practices are also shaped by the historical trajectory of Russian journalism, which has typically bent away from the trajectory of Western journalism. Case-study findings suggest a number of reasons for a rebuff of Western-style journalism: (1) Consolidating institutional and economic power structures have discouraged the pluralism needed for balanced, diverse sourcing; (2) Economic difficulties have increased journalists' dependence on local oligarchs and fed a revival of anti-capitalist and anti-Western sentiment; and (3) Long-held journalistic traditions and norms offer "safe ground" on which journalists may nurture occupational identities that are distinct from Western-style journalism. Yet, structural conditions at the institutional level are ever-changing, and journalists' autonomy, norms and practices shift in response – a theme in this paper. Recent evidence reveals a slight opening of autonomous space, as one prominent paper in the province has found a way to introduce an element of balance via criticism of officials, partly because of fissures developing in the power structure. Findings also show that local Russian journalists' embrace of subjectivity rather than objectivity is not only a function of institutional arrangements. It is also partly due to long-held occupational identities of journalists as "literary artists," "moral teachers" and as "problem solvers" for readers' everyday mundane problems.

**Ricardo Morais**, University of Beira Interior, PT

Holding Local Governments Accountable: What Role for Local Newspapers?

In the past few years, a considerable corpus of empirical research has emerged around the concept of “citizen journalism”. The research suggests that citizen journalism implies a reference to the reinforcement of the participation of publics in citizenship and to the role that journalism can develop in the reinforcement of this participation (Dewey, 2004; Mesquita, 2002; Dahlgren e Sparks, 1991). At the same time, the last decade has witnessed an explosion of the interest in deliberative democracy, with a widespread belief among scholars of deliberation that it can improve the quality of democratic decision making. “Political decision making is legitimate insofar as its politics are produced in a process of public discussion and debate in which citizens and their representatives, doing beyond mere self-interest or on their common good” (Bohman, 1996, p. 4). Most fundamentally, deliberative democracy affirms the need to justify decisions made by citizens and their representatives, and in this process there are some regulative ideals of deliberative democracy that were accepted by mainly theorists: deliberation should, ideally, be open to all, with equal opportunities to all participants, the process of “reason-giving” is central, and participants should treat one another with mutual respect and equal concern. Also central in this model is accountability, as a way that citizens have to control its government. But how we can think democratic accountability hold by citizens? Is accountability possible in local communities? The hypothesis that I aim to discuss in this article is that the role of local newspapers were to be critical for local accountability, the scrutiny of power and a sense of local identity and voice. Based on the deliberative turn in democratic political theory, this paper aims to study at the level of regional press some concrete procedures developed by newspapers, in order to understand if they help to get an effective accountability of local governments. So, we collaborate with seven regional newspapers across Portugal and through content analysis, interviews and surveys, we trying to test and observe procedures that can be understood as practices of accountability. Our findings, while tentative, suggest that local and regional newspapers can be seen as ways which citizens have to take the local government accountable, although economic, regulatory and technological issues have effects in the process of accountability. This research comes in the following of numerous works that focused on the study of citizen journalism, democratic deliberation, citizens’ participation and accountability, but also following the general theme of the conference, because only with governments accountable, we can have developed and real democratic cities in the future.

**Arne Spieker**

Songs for the Deaf? The Effects of Public Mediation in a Polarized Atmosphere

This paper analyzes the effects of public mediation as a new measure of conflict resolution in local politics. The object of our study is a series of eight public mediation discussions during a dispute about a major German infrastructure project (‘Stuttgart 21’). The mediation was conducted as a reaction to enduring mass demonstrations and protests of citizens’ groups on which over hundred people were injured in clashes with police in autumn 2010. The conflict was intensely covered and discussed by German mass media and became a national issue. During the mediation meetings, representatives of both supporters and opponents of the project discussed their arguments supervised by a mediator live on television. To analyze the

consequences of this mediation process, two opposing theoretical perspectives were tested. Public deliberation approaches (e.g. Gutmann & Thompson, 2004; Habermas, 1996) suggest that a public discourse about a given conflict reduces polarization and leads to greater legitimacy of political decisions. As the public is confronted with arguments from both sides, people should be able to better understand their opponents' points of view. In contrast, the hypothesis of selective information exposure (e.g. Chaffee, 2001) assumes that people are likely to select information that confirms their own position and ignore contradicting viewpoints. As a result, little changes may occur in the mutual perception of supporters and opponents. Therefore, a public dispute might even lead to a growing polarization, providing each side with arguments that make a compromise seem less desirable. We analyzed the effects of the public mediation with a panel survey of 420 citizens from Stuttgart. As customary in conflict theory, we distinguished between substantial and emotional aspects of a conflict (e.g. Guetzkow and Gyr, 1954; Pinkley, 1990). While the former is related to the content of the conflict and different goal-orientations, the latter refers to social-emotional conflicts, characterized by troubles in the interpersonal relationship. Our results show an improved climate between the camps: After the mediation, opponents of the project rated the other camp and its actors less negatively. Furthermore, they were more willing to accept some of their adversaries' arguments and perceive the project as more legitimate. On the other hand, we found empirical evidence for a selective perception of the mediation: A high percentage of the citizens with the most polarized viewpoints were hardly influenced by the public mediation. Therefore, we conclude that public mediation discourses have some potential to cultivate more mutual understanding and to reduce polarization in local politics conflicts. However, these efforts should start in an earlier stage of the conflict, when polarization is still less pronounced. Thereby, the selectivity of information exposure and information processing could be reduced, and positive effects of the mediation would be more likely.

**Claudia Auer**

**Martin Löffelholz**

**Kathrin Schleicher**

Bonn, Berlin, Brussels, and the Bundeswehr: How Urban Political Cultures Frame Military Media Relations

The proposed paper analyses how the distinct urban political cultures of Bonn, Berlin and Brussels frame the media relations of the German Armed Forces ("Bundeswehr") on a micro, meso and macro level. While Germany's capital Berlin mainly represents the impact of German domestic policies on the relationship of military and media, Brussels stands for NATO- and EU-dominated policies affecting the way military personnel and organizations are dealing with internationally operating media organizations (synchronic comparison). The complexity of military media relations is increased by online and mobile communication technologies tightly inter-connecting the political cultures of Berlin and Brussels.

The findings to be presented are based on a large-scale empirical study funded by the German Research Association (2009–2011). Generally, the study answers the question how the media relations of the German and US Armed Forces have changed between 1990 and 2010. The proposed paper will highlight findings based upon the first empirical research phase dealing with the media relations of the German Armed Forces. Over the course of time, the military-media relationship has been transformed considerably, symbolized and

influenced by moving Germany's capital from Bonn to Berlin (diachronic comparison). The ongoing second empirical research phase includes an analysis of the relationship of military and media in the USA. Depending on the progress of field research, we also may be able to draw some comparisons between the impact of urban communication cultures on military media relations in Berlin, Brussels and Washington (synchronic analysis). The study draws on the social-integrative approach by German sociologist Uwe Schimank (Schimank 1996). Subsequently, all social layers of military organizations (micro, meso, macro) as well as their internal and external communications are to be described by one consistent theoretical concept. We have enriched and operationalized this general sociological approach by theoretical assumptions rooted in organizational theory (e.g. Endruweit 2004; Vahs 2007), organizational communication theory (Theis-Berglmaier 2008), military sociology (e.g. Soesters/Winslow/Weibull 2003; Williams 2007), political communication theory (e.g. Pfetsch 2003) and public relations theory (Bland/Theaker/Wragg 2000; Dyke/Grunig/Hunt 1984). Accordingly, the media relations of military organizations are shaped and re-constructed by sub-systemic orientation horizons, cultural aspects (e.g. journalism culture, cf. Hanitzsch/Seethaler 2009) and developments such as new communication technologies (macro level) as well as by informal or formal institutional structures (meso level). They are further influenced by factors resulting from certain constellations of actors (micro level). Single individual actors in relevant organizational functions can affect them, too, either by their given authority (e.g. Minister of Defense) or their exertion of these structures that re-constructs and modifies them.

The research design comprises two research methods:

(1) quantitative and qualitative content analysis of about 500 military documents relating to media relations and issued by the Pentagon, the German Ministry of Defense or the American and German Armed Forces in a time-span of two decades (1990 to 2010);  
(2) 100 guided interviews conducted with German and U.S. military personnel as well as high-ranking civilian representatives of the Pentagon and the German Ministry of Defense. The questionnaire focuses – among others – on the tasks, achievements, structures and instruments of the military media relations. Exemplary, we ask for the influence of informal relationships between political/military personnel and journalists and their ways of interaction.

The findings disclose influencing structures on all social levels:

- Personal relations to journalists play a decisive role for military media relations conducted in Bonn, Berlin and Brussels (micro level). For example, localities such as Café Einstein, Borchardt or Bocca di Bacco have been institutionalized as regular venues for Berlin's politicians and journalists. These venues represent a distinct political culture and have changed the media relations of the German Armed Forces.
- Military-media relationships in Berlin are characterized by a strong influence of the party whip on the news management of the Ministry of Defense, whereas military media relations in Brussels are highly dependent on the allies' and NATO's communication strategies (meso level).
- In contrast to the journalism culture in the former capital Bonn, the interviewees observe that Berlin's media concentrate much more on the political 'boulevard'. The minister himself is much more the focus as it is the news (macro level). The German media's darling Karl-Theodor zu Guttenberg is therefore seen as a stroke of luck for the Ministry of Defense. Consequently, he is 'used' to illustrate complex issues such as the 'Bundeswehr' reform. By that, the military also adapts to medial requirements such as personalization of issues

(macro level).

#### **4A16 Social Networks and Social Meanings among Muslims (Islam) Room: B.106**

**Chair** Norbaiduri Ruslan

#### **Papers**

##### **Kamran Hooshmand**

Music, Power, and Media in Civil Protest: Shajarian's Rabbana Chant as a Protest Tool in the Aftermath of the 2009 Iranian Elections

One of the most interesting cases of protest following the June 11, 2009 elections in Iran was a subtle act of dissent involving the master vocalist Mohammad Reza Shajarian. Following clashes between government militia and protesters, Shajarian filed a complaint of copyright infringement against the radio and television organization of the Islamic Republic of Iran, requesting that the organization stop playing his revolutionary songs recorded during the 1979 Islamic Revolution. He further added that his Rabbana prayer (a chant sung every year during the month of Ramadan to invite the faithful to break their fast) is an exception to his request because, in his view, it belongs to the people. In a show of authority, the state media organization not only halted play of all Shajarian's songs, but also his Rabbana chant. In reaction, Shajarian fans and supporters of the opposition Green movement downloaded the Rabbana chant and played it publicly on loud speakers, eventually causing the state media to retreat and put the chant back on air. Many questions arise from this incident regarding the dislocation of authority in times of civil unrest. Does the power lie with the state media organization? With the artist Shajarian? With the opposition Green movement? With fans of Shajarian and Iranian classical music? How do people use a religious chant to express their ideals and frustrations about the status quo? What do these non-violent forms of protest say about the role of music and musicians as agents of protest and civil disobedience? What is the role of media, especially social media, in political protest? Using Foucault's notion of "dispersive power" and Gramscy's hegemony theory, I show that in certain conditions of political unrest, via new media technologies, power is contested and is expressed through no one central location, but multiple nodes.

##### **Abida Eijaz**

Media Representations and Social Meanings of Blasphemy Laws in Pakistan

The blasphemy law has become a very sensitive issue in Pakistan after the assassination of Governor Punjab on January 4, 2011. Pakistan is claimed to be an ideological and Islamic state that came into being to practice Islam. Pakistan was conceived as a state that will 'enable' and not 'enforce' people to practice Islam. The murder of Governor is an attempt of those people who want to 'enforce' Islam. As Islam has been interpreted and operationalized in different styles throughout the Islamic world. In Pakistan political demagogues have been using religion whenever they found it useful. Mass media has the potential to transform society from ignorance to enlightenment and cause to bring changes in the attitudes and practices that are not conducive to ultimate objectives. Pakistani media

is experiencing matchless freedom in the twenty first century. 'Spiral of Silence' theory suggests how mass media and interpersonal support makes people vocal or silent. This paper is an attempt to analyze the stance of Pakistani media and its interrelationships, if any, with the vocal public on the issue of blasphemy. Two leading newspapers, daily the Jang and daily the Dawn are selected as they are representative of popular and quality journalism respectively. The paper traces the history of blasphemy laws in Pakistan and examines the recent media representations of the issue through critical discourse analyses. Punjab University students are approached through survey to identify their perceptions, meanings and stance on the issue. The paper suggests how Pakistani media caters to varied segments of population in entirely different manner and causes to create disagreement rather consensus on religious issues.

### **Adepate Rahmat Mustapha-koiki**

Social Media and Social Network among Muslim Organisations in Disseminating Islamic Messages: A Study of Muslim Students' Society of Nigeria, MSSN, Lagos Chapter, Nigeria

It has become a general conception and one that has been proved overtime that man can never live in isolation. Man is a social animal and, hence the great need to communicate. The art of communication in itself has gone far beyond face-to –face, group, organisational, public and even the traditional media according to Marshal McLuhan, a communication scholar, who asserted that the world is now a global village. With computer technology information can now be assessed in one's palm and right on one's bed! Hence, the internet has become "the new normal". In one of its reports on several surveys carried out on the internet and the people who use it, The Pew Foundation asserted that, "By 2007, the internet population resembled the general population" in America. In fact, the internet has become a social mechanism in the range of Facebook, Twitter, Blog, Youtube, Myspace and quite a lot of others that could be used to disseminate and source information, keep in touch with friends and make new ones, experiment with media productions and a whole lot. Since the internet supplements the traditional surveillance function of the mass media, when there is any news event, interested parties post blogs for others to read. Bloggers posted first-hand accounts of the 2005 terrorist bombings in London. In the aftermath of Operation Iraqi Freedom, bloggers provided details about life in Baghdad. With Blogs, interested parties are encouraged to chime in their opinions. Against this background, this paper examined the extent which Islamic youth organizations like the Muslim Students' Society of Nigeria, MSSN, in tertiary institutions use the social media to harness their thoughts on Islamic issues and how much of networking do its members engage in to disseminate Islamic messages. Survey research method was conducted among randomly selected MSSN in higher institutions in Lagos.

### **Monowara Moni Begum**

Democracy Marches towards North Africa, Rocks Western

The purpose of this paper is to discuss the recent unstoppable revolt, which is rocking the foundations of the Afro-Arab world, Algeria, Morocco, Sudan, and Mauritania. Encouraged by the Tunisian people's revolution as well as the massive revolt in Egypt. The youths of these regions are calling for change. It's like a democracy Tsunami, which sweeps the Arab

Countries. This revolution trembling the Western countries. President Hosni Mubarak, is the first Arab Leader to confront the West, has been acted as Western puppets, the North African country turned into an ally of Israel, despite its historical backgrounds. Obama stressed the need for an orderly transition to democracy in the country, long a cornerstone of US Middle East strategy. The Egyptian government receives the second largest amount of US aid coming behind the state of Israel. This alone should show how important Egypt is to the American Empire. Clinton has warned of a "perfect storm" enveloping the Middle East if leaders do not implement political and social reforms to meet the demands of their people. Where EU leaders have appeared divided in their response to events in Egypt. "Mrs. Merkel said there is one red line that we should not cross. E.U. criticise Merkel, for being too slow to react to the collapse of the regime in Tunisia and the continuing demonstrations and violence in Egypt she has adopted a different line. This paper attempts to find out the "cause and effect" of slow motion of the "Change" in Middle East. Why Netanyahu insisted that the international community must demand that any future Egyptian government respect the 30-year peace treaty with Israels". Iran warns the Egyptians against Western efforts to set up their own puppets in their own country.

**Daniel Meirinho Souza**, FCSH/UNL, PT

Photography while Representation of the Real: A Visual Identity Created by Images of the Middle East People Published in the National Geographic

The purpose of this article begins of relations established between individuals and the digital technologies of photographic capture. It developed an understanding on the progress, the transformation and popularization that the photography has been suffering, until to reach to enlarged accessibility. Based on survey data collected from a systematic sample of interviews conducted by researchers from Lisbon, Coimbra and Porto, to the Research Project, Digital Inclusion and Participation, this analysis seeks to understand the uses and appropriations given to the photographic image and imagnetic capture equipment by individuals interviewed, including the use and the photography capture generated by mobile phone as digital tool, its specifications, features and the relationship that photography has with the memory and the register as a social function.

**4A17 Old and New News Media: New Production, Dissemination, and Consumption?  
(MCPO&S) Room: B.107**

**Chair and Discussant** Hillel Nossek

### **Papers**

**Helmut Hefner Scherer**, Tilman Hochschule Für Musik und Theater, DE

**Dorothee Weisgerber**, Tilman Hochschule Für Musik und Theater, DE

Editing, Commenting, Sharing: News Factors in Blog Communication

Blogs combine characteristics typical of journalism and follow up communications. Bloggers serve a journalistic function through editing and publishing relevant topics for a broader audience. Readers of these blogs can then either leave comments themselves on the same

platform or share the said blog with others. Selection is relevant in both the role as recipient and that of publisher. Bloggers select which content to blog on and to the extent in which the post is defined. Blog readers select which posts they comment upon and which posts they share. The analysis of these selection processes in blogs is the aim of this study. It combines two research traditions: news selection and multi-directional communication flow. The theory of news value (Galtung & Ruge 1964, Östgaard 1964, Eilders 2006) is not only useful in explaining journalistic news selection but also relevant for recipient selection. This is because news factors are based on generally valid attributes of information dissemination. It can, however, be assumed that different roles of communication and different contexts could have a moderating influence on the importance of individual news factors. That, for instance, the importance of individual factors would be different for blogs than that of say a daily newspaper and that also the composition, commentary and the sharing process of blogs would be different. In the following study a content analysis was conducted on the influence of 13 news factors on bloggers and blog readers. 35 posts from seven German speaking, private and established blogs with multi thematic coverage (total of 245) were analysed. The influence of news factors on the commentary and sharing was scrutinised through multiple regression. A significant influence was measured for the news factors facticity and personification: The sooner one specific incident is presented in a post and the sooner one person is focused upon lead directly to more extensive coverage ( $r^2 = .07$ ). The negative influence of frequency on the breadth and the inclusion of video elements is also noteworthy. Bloggers seem to communicate specifically those themes that have not received much attention within the classical media. The number of comments increased on emotional posts and sunk when involving a prominent person ( $r^2 = .04$ ). Alone controversy had a positive influence on trackbacking it ( $r^2 = .02$ ). The study shows that bloggers behave quite differently compared to established journalists. Especially the comments posted to blogs follow totally different rules. We would therefore suggest that future research compare blogging with interpersonal follow up communication.

### **Stephanie Jean Tsang**

**Francis L. F Lee**, Chinese University of Hong Kong, HK

Examining the Impact of News Attention and Education On Political Tolerance in Hong Kong

Tolerance is one of the most important political values in a liberal democratic society. The need of tolerance arises when a society becomes pluralistic, i.e., when people living in the same society hold vastly different worldviews and opinions. The principle of tolerance “requires majorities to let minorities express their moral views in public and practice them in private” (Guttman & Thompson, p. 61). It makes possible “the peaceful co-existence of groups of people with different histories, cultures, and identities” (Walzer, 1997, p. 2). However, people do not always have close personal contacts with groups considered as deviant and/or controversial in a society. Their perceptions of these groups may largely come from the news media. This study thus examines the interrelationships among news attention, education, and political tolerance. Based on the theoretical presumption that the mainstream news media tend to reflect the prejudices and ideologies of the dominant groups in a society, news portrayal of deviant and/or controversial groups can be expected to be negative in valence. Hence news attention is expected to lead to more negative attitudes toward such groups, which in turn breeds intolerance toward them. Meanwhile, education may moderate the relationship between news attention and tolerance. Research

questions and hypotheses are examined through analyzing the data from a representative survey conducted in Hong Kong (N=836). The findings confirm the negative, indirect effect of news attention on tolerance through attitude toward deviant groups. We also find that education relates to tolerance in a complicated and contradictory manner: while education has a direct positive effect on tolerance, it also strengthens the negative impact of attitude toward deviant groups on tolerance. The theoretical and social implications of the findings are discussed.

**Zhou He**, City University of Hong Kong, HK

Growing but Losing Money: Online Newspapers on a Bumpy Road to Replace the Print Press

It has been predicted that the print press would be replaced by online newspapers with the rapid development of digital network technologies and the growth of the "Internet generation." The print press has indeed declined, but the dominance of online newspapers is yet to be established. Using the online newspaper industry in China as a case, this study aims to explore (1) the social, political, economic and cultural factors that affect the development of online newspapers; and (2) operation of these online newspapers. Specifically, it addresses the following questions:

a) What are the major social, political, economic and cultural factors that facilitate or hinder the development of online newspapers?

b) How do online newspapers operate in terms of finances, manpower, structure, management, newsroom setup, and the solicitation and display of advertisements?

c) What are the prominent features of the content of online newspapers?

d) What are the dominant business models and their advantages and disadvantages?

It has developed two conceptual frameworks for the exploration: a macro-level framework of social ecology of technology and a micro-level framework of virtual community. A combination of three methods were used in this study: document analysis, indepth interviews, and case studies. The findings show that the development of China's online newspapers has been handicapped by several social/economic factors. The controls imposed by the government out of political reasons, lack of effective laws and regulations in monitoring copyright violations on the Internet, the competition from mega news portals, and the lack of solid business models have all adversely affected the development of the online newspaper industry in the country. Since 1994, online newspapers in China have witnessed a noticeable development, with almost all the 1937 newspapers in the country launching online versions, ranging from static "online duplications" to "quasi-interactive media" and "virtual communities." However, the majority of them are still struggling for both readership and a profit and trying to figure out how to break the shackles as lower-stream suppliers of free content to such mega news portals as Sina.com, QQ.com, and Sohu.com. Some have struck new alliances with the mega portals, and other have ventured into the fields of multimedia and mobile information provision. Only a handful of them have established sound business models and strategies and posed themselves for a promising path. The contributions of this study lie in that: (1) its comprehensive and systematic overview of the development of China's online newspapers; and (2) the development of two conceptual models for macro- and micro-analysis of online newspapers, which could also be applied in future studies of online publications in other countries or different social environments.

**Axel Maireder**, University of Vienna, AT  
Sharing the News through Social Media

Internet users increasingly participate in the diffusion of news, as platforms like Facebook and Twitter allow them to fast and immediate impart, link to and comment media content. By that, the interconnected personal networks users maintain through social media become important ways to receive and evaluate the news. Research somewhat provides indications on how to evaluate this phenomenon (Cha et.al., 2010; Naaman et.al., 2010; Hughes & Palen, 2009), but has hardly focused on the actual practices connected to this diffusion processes, neither empirically nor theoretically. The paper proposed will provide a theoretical discussion, empirically based on interviews with users sharing content online. We propose that the practices of intermediation can be understood as follow-up communication to mass media content the way it was proposed in the multiple-step-flow concept, at least up to a certain point: Both in „traditional“ follow-up communication on news (Schenk 1995) as well as the processes through social media, people communicate mainly within their existing personal networks. But while it is quite clear for the participants of an “offline” discussion who is actually participating at a given moment, this is not the case for communication within “networked publics” (Varnelis 2008, Boyd 2011). People do not exactly know who will be able to read their messages, as commenting, sharing or retweeting allows other audiences than the (more or less) known initial one to receive certain messages. When talking (or writing) about the news people embed them into their personal relevance structures, pointing to aspects of the stories that can be tied to personal experiences (Sommer 2010). This is also the case with regard to SNS, as people choose certain news and point to it by writing comments connecting the content to their own experiences and opinions. By that, follow-up communication conveys meaning of the world, as Erbring et.al. (1980) have stated, contributing to the individual and social construction of the political, economical and cultural reality of the world. At the same time, people engage in the construction of identity and boundary work (Martin 2008) when they choose to talk (or write) about certain news. Tweets and status updates are part of people’s self-representation and users evaluate the way they share and comment media content within the context of the imagination they have about their “audience” (Marwick et.al. 2010). In contrast to face-to-face follow-up communication, social media messages mostly provide a link to the source of the news people are talking about. This prevents the type of modification of the original content and intention that was stated for traditional follow-up communication (Schaap 2009). Furthermore, people are more likely to listen to conversations of others without directly participating, as social media allows to be just peripherally aware of what is going on (Boyd et.al. 2010) within your network and the world. The paper proposed will further discuss the concept of follow-up communication for its potential to put light on the sharing practices within social media as well as provide some insights from our empirical study.

**Cicélia Pincer Batista**, Universidade Presbiteriana Mackenzie, BR  
Paulo Rodrigo Ranieri, Universidade Presbiteriana Mackenzie, BR  
New Devices and Agenda-Setting: An Analysis of Subjective Processes Journalistics in Twitter

In the unlimited proliferation of devices which define the present phase of capitalism, is also a confrontation unlimited proliferation of subjective processes, and, in this context, it is

included the journalism and the new forms of communication between producers and consumers of news. One of the main questions that arise in contemporary journalism is, for example, how to adapt the new devices, as tablet or cell phones, for the content produced and to the reader. The answer comes with the interaction that can be established between them (the devices) and users, and between users themselves. According to the Italian philosopher Giorgio Agamben, a device is anything that somehow, have the ability to capture, orient, decide, intercept, model, monitor and ensure the actions, behaviors, opinions and speeches of living beings. Given the fact exposed, we ask: the dialogues built on the Internet on issues of journalism published by the mainstream media tend to establish an interactive relationship, as is characteristic of digital devices, or there is a tendency to strengthen the scheduling of big media corporations? Despite the communication on the internet have democratic aspects and allow greater freedom of expression, it is possible that social networking will bring changes to the "schedule" in order to strengthen the process or have characteristics that would be common to a "counter-scheduling"? After rereading the basic concepts that support the hypothesis of agenda-setting, studies on device characteristics and digital journalism, and practical analysis of twitter posts related to serious incidents in the state of Rio de Janeiro in January 2011, which caused hundreds of dead, we will try answer how the new communication devices can influence the journalistic process of scheduling.

#### **4A18 Corporations and the Structuring of Participation (PCR) Room: B.108**

**Chair and Discussant** Paula Chakravartty, UMass, Amherst, US

#### **Papers**

**Sheena Raja**, Rutgers University, US

Who is Responsible? Liberty Mutual's Construction of a Faux Public Sphere

The strategically crafted practices a company disseminates regarding its "corporate social responsibility" has become a popular industry buzzword referred to as cause-related marketing (CRM). Though CRM measures are overt, advertisers are considered cultural mediators of an affect industry pioneering creative methods to reach and move consumers towards consumption. Recently, there has been a mounting trend to articulate social contributions through interactive forms of online advertising, which are less easily distinguishable. New media CRM mediations, I argue, are complex cultural sites of veiled corporate objectives and mixed consumer interactions. As existing companies shift gears in their public portrayal of social consciousness, the aim of my project is to gain a richer understanding of the conflation between consumerism and citizenship. One such commercial space that presents the ideological tensions of corporate responsibility may be studied within Liberty Mutual's "The Responsibility Project" website ([www.thereponsibilityproject.com](http://www.thereponsibilityproject.com)). After receiving tremendous positive feedback after a television ad campaign tagged "Doing the right thing," the insurance company announced its commitment to this upright moral principle by developing a website specifically dedicated to nurturing conversations of civic responsibility. Forging partnerships with other "responsible"

enterprising organizations such as NBC, the website features a library of celebrity films, a blog, and stories for all users to engage in discussions regarding ethically challenging situations. This paper is focused on tracing the collective value grafted within this social media ad that assigns the affective prospect of social change to consumption. From a critical cultural studies perspective, I offer the concept of a faux-“public sphere” to analyze the discursive strategies of Liberty Mutual within this interactive advertisement (Habermas, 1989). Here, textual analysis of the Responsibility Project website offers a unique optic to examine mechanics of Liberty Mutual’s posturing of citizenship. Finally, analyzing the user-posted comments offer a rich understanding of the shifts in consumer culture and the interactions within the faux-public sphere.

**Subhashish Aikat**

**Debashish Aikat**

Fostering Collaborative Communities: Role of Knowledge-Agents in Wiki-Based Corporate Communication and Learning

As organizations introduce Web 2.0-based Content Management Systems (CMS) in the form of enterprise wikis to foster collaborative communities within the workplace, the introduction has sprouted new channels of learning and communication within an organization. This paper is a case-study of the evolving role of educators and employees as Knowledge Agents (KA) in the implementation and management of an enterprise wiki as the principal stage for organizational communication. The authors investigate the scope of inter-organizational communication and global learning through the use of an enterprise wiki at Rhythm & Hues (R&H) Inc., a visual effects studio situated at multiple locations in the U.S., India, and Malaysia. The paper aims to document how inter-organizational partnerships and networks are formed through the collaborative process of information creation and presents the strengths and drawbacks of the process itself. The authors highlight the factors influencing the diffusion of a wiki-based learning architecture and the evolving role of Knowledge Agents and facilitators of the employee-participation process. The goal of the authors is to analyze the evolution of collaborative communities within a global organization and to contribute to the contemporary global discourse on organizational communication.

**4A21 The Media and Counter Public Spheres in the Middle East (PCR) Room: B.108**

**Chair** Kristina Maj Riegert, Stockholm University, SE

**Papers**

**Kristina Maj Riegert**, Stockholm University, SE

**Gail Ramsay**

Activists Individualists or Comics? Counter-Public Spheres in Lebanon and Egypt

This paper asks whether we can speak of blogs as emerging “counter-public spheres” in the Arab world, transcending national and political/cultural boundaries, blurring the lines between the formal and informal, the private and the public, entertainment and politics. Synthesising scholarship on democracy and identity with literary and feminist theory we

examine the ways these blogging communities are redefining Arabic mediascapes. We compare the ten most linked to and visited blogs in Lebanon and Egypt, mapping their link relationships with each other, and to the online mainstream media, both inside and outside the region. The focus then shifts to two salient aspects of Lebanese bloggers in particular which elucidate our notion of counter-publics - their carnivalesque and political satire characteristics, and the fact that the female bloggers differ from their male compatriots regarding their narratives, their aesthetic expression and their interest in political and cultural debates.

**Mehdi Semati**

(Trans)National Imaginary and the Politics of Everyday Media

The disputed presidential election of 2009, its bloody aftermath and the dramatic images out of Iran that captured them all repositioned Iran in the transnational popular and political imaginary. One dimension of this shift was registered as the much hyped “twitter revolution.” The discourse about the digital media in Iran has obscured the transnational production and circulation of a digital Iran. Moreover, it has served to obfuscate the context in which everyday media in Iran have opened a space for the politics of the mundane practices to challenge the state. Here the transformative power of everyday media (cell phone, youtube, email, weblog) is attributed to their mundane and banal presence in everyday life. This paper addresses the cultural practices and the aesthetics associated with everyday media in Iran, and their connections to the diasporic digital activities, as that which inspires the demand for a more democratic society nationally.

**Miyase Christiansen**, Karlstad University, SE

Transnational Communicative Sociality between Mobility and Fixity: The Case of the Turkish Migrants

This paper concerns itself with the potentiality latent in online social networking sites for constituting a communicative space for politics and cultural voice in transnational contexts. The fluidity (in terms of spatial borders and participatory practices) of online fora takes political engagement and identificatory experiences to a new level where the offline and the online merge and collide, resulting in both continuity and rupture. Amongst the Turkish transnationals in Sweden, new social constellations such as Turks in Stockholm and Swedish Turks have recently emerged on Facebook as popular meeting points. Identity and politics on these sites are articulated both against and alongside of categories and politics represented by longstanding diasporic representative bodies and mainstream media, thereby constituting new spaces for communicative sociality, for clash and solidarity, and new sphericules for political deliberation. This paper will investigate mediated political discourse and articulations of transnational social imaginaries based on qualitative fieldwork.

**Marwan Kraidy**, University of Pennsylvania, US

Arab Music Videos: Contention and Circulation in the New Media Environment

Drawn from an ongoing book project, this paper explores the polemics surrounding Arab music videos. Based on preliminary research, I argue that music videos are best understood as instruments of visibility in a media hyper-saturated environment. Because music videos

cost relatively little and can be replayed endlessly, they can deliver a message—cultural, commercial, political, ideological or religious—in a short, attractive, and punchy form. More broadly, this paper uses the Arab music video industry to explore the impact of the digital media environment on the public sphere. Based on selected case-studies showcasing different ways in which music videos have impacted pan-Arab public discourse through television but also YouTube, Facebook, and mobile phones I argue that the public sphere is better understood through the prism of “circulation” in which affect and style play decisive roles, rather than through the notion of “dialogue” executed through rational deliberation.

### **Ramez Maluf**

Music, Digital Transport, and Gulf Arab Society

This paper focuses on the way Gulf Arab societies relate to their own music traditions and the way in which they have been affected by digital media. Historically, Gulf music has been seen as non-indigenous and mostly associated with the influx of outside influences through commerce and the African slave trade. Today, “Khaleeje” music has a large following, in concerts, on TV, on the Internet and other NIT. The new sounds and imagery portrayed have contributed to a seismic shift in the bedrock of society. These societal changes are now accentuated by social media. The effect of the revolution in Arab broadcast and internet on Gulf populations has received little attention. Gulf music has been virtually neglected since the modest works of Banning Eyre and Joseph Braude – and this despite its industry becoming a massive popular phenomenon. The paper will examine the development of “Khaleeje” music, as displayed in digital formats, and gauge its relation to the local culture.

### **4A22 Cities, Exhibition, and Cultural Production (ComCom) Room: B.202**

**Chair** Pantelis Vatikiotis

### **Papers**

#### **Josimey Costa da Silva**

Cinema and Social Attachments: Technological Communication as a Kind of Community Relationship

This research approaches cinema by considering film exhibition sessions as a total social fact. The cinematographic fact is a complex event, a pluridimensional media which only takes place in a recursive circuit involving the emission, the means, the reception, the noise, the context, the body and the mind. The conventional cinema session is a public experience which activates the spectators imaginary, demands body presence and presents potential sociality. The study of cinema as a complex multidimensional wholeness demands transdisciplinary investigation as a device for the integration of different disciplines, constituted from the hypothesis of a new and common language among them. It is also multi-methodological, as method works as an operator for opening the mind towards understanding, creation and imagination. The methodological instrumental utilized involved the participant observations, conducting interviews, clipping of news articles and publicity, audio and video recordings, and the survey of historic register documents of the researched events. The subjectivity of the observation is part of the investigative process and an

attempt to conceive the complex unity and the complement of what is heterogeneous or even antagonistic, thus enhancing the possibilities and resources for the proposed goals. This study gathered a significant amount of resources and a saturation of data, allowing for a classification of the cinematographic sessions into four groups: commercial sessions, special sessions, private community sessions and open community sessions. The democratic cinema sessions - the ones in public and civil spaces - intensified the possibility of creating significant social attachments as they contribute to a sense of communion within the village squares and to community relationships. The technological communication directed to a medium man into massive public may also configure a kind of social relationship exactly because of the process of message reception mediated by cinema and video.

**Daniela Zanetti**, Universidade Federal do Espírito Santo, BR  
The Cinema of the Periphery: Narratives of the Everyday Life, Visibility, and Social Recognition

This paper brings the main results of an applied and theoretical research about the cinema of the periphery of Brazilian cities. The work examines cinema in the suburbs as a phenomenon resulting from the increase in the use of audiovisual practices by the local residents of the urban favelas and suburbs in Brazil. This production has expanded in recent years due to the emergence of numerous audiovisual inclusion workshops directed to young people from communities in the suburbs, and has gained some projection through the expansion of the exhibition circuit. It includes, besides the Internet, several short films and video festivals dedicated to this specific type of production. The purpose of analyzing the narratives of these short films was to understand the different strategies adopted by filmmakers to tell their stories (real or fictional) which spoke about their own spaces and experiences of everyday life, and how in this process these spaces become visible and (re)elaborate already recurring social representations. Moreover, considering that kind of cinema is strongly grounded by a speech based on the idea of self-representation - which is evident in institutional texts from festivals and from audiovisual inclusion projects - the analysis was combined with a reflection about social recognition, showing how these audiovisual products are an important tool in the struggle for recognition. Audiovisual products exhibited at these festivals are heterogeneous, both in the thematic and esthetic aspect. But it is possible to note a certain standardization of activated representations and the ways in which the narratives are constructed. French authors as Jacques Aumont contributed to the film analysis, as well Robert Stam and some Brazilian cinema researchers. For the political reflection about cinema of the Brazilian periphery were used authors like Axel Honneth and Nancy Fraser (theory of Social Recognition), Pierre Bourdieu and George Yúdice.

**Nina Gojic**  
**Maria Neicu**  
**Ariadni Lignou**-Tsamantani  
Caroline Santos Rodrigues  
Over-Mapping: Exhausting the City

Being inspired by Deleuze and Guattari's principle of cartography, our article rethinks mapping in subjective terms: what would a city map look like, bearing individual meanings,

memories and stories? Deleuze and Guattari conceive of the map as a rhizomatic construct defined by the state of perpetual modification and incompleteness. This construct comes into being by performance which can be “reworked by an individual, group, or social formation”. We accept this challenge of incompleteness and involve in an analysis that can rely on strategies such as resistance, affection, interaction and openness. For example, this can be explored by examining places like the ghetto and exploring them as alternative starting points for re-creating and re-attributing meaning for the entire map of the city. We imagine cities to be incorporated in a unique multi-layered map - a map designated for the purpose of configurability, accepting different realities and incorporating one’s own aesthetical re-conceptualisation of the urban space. Deeply embedded into the interstice of social meaning, a different mapping of the city can create forays for configuring public participation, holding the strings of collaboration, negotiation, habitation and protest. Opened-up, maps can thus act as a countercultural force to interrupt and reveal the limits of our current cultural habitus. The concept of over-mapping we are trying to introduce will hopefully lead us to a new construct, an imaginary city. This city is supposed to articulate an exploratory environment, but not as something finished, nor definitive. We are interested in mapping as a process of constant rewriting, of postponing its final signification. The concepts like the Open City, Wiki City, New City, Intelligent City nevertheless triggered us to take the challenge of questioning the existing city plans, in ways made available by, for example, Google Maps. Giving up geography, we are embracing other criteria that can be used for creating and delimitating a social territory, comprehended primarily as a space of encounter.

### **Rimi Khan**

#### Creating “Community” in a “Creative City”: Cultural Value and Community-Based Cultural Production in Melbourne

The city of Melbourne, Australia, is increasingly claiming status as a ‘hub’ of urban, artistic activity. However, this raises questions for community-based cultural production, which is positioned within a competitive, and increasingly globalised, placemaking discourse. This paper examines recent community-based arts production in (sub)urban localities in Melbourne with a history of cultural ‘disadvantage’ or marginality. In these contexts, cultural participation is assumed to be inherently empowering. However, it is suggested that prevailing economic discourses for the arts and culture mean that cultural participation is inescapably related to differential forms of cultural value, and offers unequal kinds of advantage to different groups. Specifically, the globalised discourse of ‘creative cities’ is responsible for a renewed emphasis on ‘high quality’ art, and on aestheticised representations of ‘community’ that hold appeal to audiences with specific forms of cultural capital. In Melbourne, this might mean, for example, appealing to middle-class ‘arts festival’ audiences or those who already benefit from existing hierarchies of cultural value. These trends also mean that community-based cultural organisations are increasingly concerned with maintaining their national and international profiles, at the expense of other forms of more localised community engagement. What are the options for community-based cultural production in this context? What kinds of community formation might take place in these encounters between urban (and globalised) cultural economies and programs aimed at addressing social marginality? What sorts of subjects might these forms of cultural activity produce? Cultural institutions working in this environment face a dilemma: between working to cultivate an ethos that might help ‘marginal’ individuals participate in emerging cultural

economies, and perpetuating the regimes of cultural value that exclude these individuals and communities in the first place.

**Soares Mendes**

**Marcelo Ximenes Aguiar Bizerril**

**Eliana Machado dos**

**Leyberson Lelis Pedrosa**

**Jairo Faria**

**Fernando Oliveira Paulino**, University of Brasilia, BR

**Mel Bleil Gallo**

Community Communication and Societal Accountability Actions to Preserve Planaltina Historical Heritage and Cultural Diversity

This paper intends to analyze the social mobilization process (TORO, 2006) and the partnership among NGOs, community associations and university students to demand actions from public institutions (the Brazilian Federal District Government and the National Historical Heritage Institute) aiming at developing community communication activities to preserve Planaltina historical heritage and cultural diversity. Our study is based on a participative research approach (DEMO, 2008) and the societal accountability concept (ROMANO, 2005). It focuses on evaluating actions that took place in Planaltina (Administrative Region of the Federal District), which has 200.000 inhabitants and over 200 years — Planaltina existed even before the transference of the Federal Capital to Brasilia in 1960. Contrasting with the modernist architecture of Oscar Niemeyer and the urban plan of Lucio Costa for Brasilia, the Historical Center of Planaltina displays for its visitors one square embraced by colonial houses and another which holds the Saint Sebastian Church. Acknowledging the importance of the site for Brazilian memory and heritage, University of Brasilia and civil society identified the need to create apparatuses to value history and cultural diversity (since there are no theaters of any kind in the Administrative Region). University of Brasilia performed the role of mediator in a societal accountability process: 1) stimulating the dialogue among NGOs, community associations and the government; 2) creating spaces to expose societies demands for Planaltina's heritage, such as forums and seminars; 3) organizing cultural events and informative material to promote mobilization and advocate in favor of the needed cultural apparatuses. With the partnership of the Association of Friends of the Historic Center and the Community Radio Utopia FM, the following activities were developed within the university mobilization program (FREIRE, 1973): radio shows, musical festival, workshops, museum visitors' guide for children and the idealization of the Multimedia Room in the Planaltina Museum.

## **4A23 Community Media Policy and Spectrum Allocation (ComCom) Room: B.203**

**Chair** Steve Buckley

### **Papers**

#### **Núria Reguero**

Creative Cities, Muted TVs: Civil Society Media and Digitalization in France and Spain

While the role of creative industries have become key in global economy and is promoted by local and international institutions (i.e Unesco's Creative Cities Network), other focus of more informal social resourcefulness are still too under-recognized to carry out their activity. In many countries, it is the case of civil society media, those managed by civil society as a third pillar aside governmental and commercial broadcasting, which academia and institutions like the European Parliament promote as a catalyst of urban creativity. In some European States, for instance France and Spain, the policies and costs of radio and TV digitalization represent a threat to civil society media activity. The situation acquires major relevance considering that these media have been claiming for their rights to broadcast before their national governments for more than three decades ago and in most cases are still underestimated by public policies. This article examines the digital transition of civil society media in two European States where the sector has a deep-rooted activity. On one hand France, which has one of the most appropriate regulations (above all in radio) and where the sector counts with a well established representation before the Administration since the 80ies; on the other, Spain, where the sector is still mobilizing for a regulation and has a young association representing it at the state level. In both countries, civil society media have denounced public policies which leave them behind their digital media landscapes. The article summarizes and updates the results of a previous author's research adopting the communication rights framework. The methodology draws on a regulation overview confronted with civil society media campaigns and public declarations.

#### **Andrew Ó Baoill**

Navigating Radio without Radio: Responding to Spectrum Shortages

Community radio has expanded significantly in recent decades, with many countries licensing such stations for the first time, and other countries increasing the number of outlets operating. One of the challenges for the sector is that as new operators are entering a broadcast landscape that already includes established operators, the quantity of channels available for new entrants (particularly in urban settings) can be significantly constrained. This can also pose challenges for existing stations, as in some situations the shortage of channel availability can give broadcast licenses a market value that tempts sponsoring organizations - such as the universities that often formally hold the licenses under which student radio stations operate - to sell, or otherwise transfer, their broadcast channel, leaving the groups operating those stations without broadcast outlets. This project involves study of a number of organizations, in the United States and Ireland, which would prefer their own over-the-air broadcast outlets, but which are using alternative channels for distribution, as either interim or open-ended replacements for such an outlet. Such choices

are, in one sense, not new. Stations have used cable channels, or leased airtime from licensed outlets, for decades. The use now, however, of web-based distribution and digital sideband channels, is significant due to the distinctive economics and reach of such outlets, in comparison to regular broadcast solutions. This study examines the decision-making employed by stations in choosing to employ such alternative distribution mechanisms, identifying the constraints under which stations operate, and the extent to which these choices function as a form of regulatory arbitrage. I analyze the impacts of such decisions, on access, conformity with station mission, cost, and the nature of the resulting outlet. The paper intersects with broader conversations about how community media practitioners negotiate regulatory, technological, and other constraints, and the impact of such responses.

**Chiara Saez Baeza**, Government and Public Policies Institute, ES

**Javier Garcia Garcia**

Is there Anything New under the Sun? Radio Frequencies Distribution and Discrimination against Community Radios in Spain, 1979 – 2010

The history of the free, cultural and community radios runs parallel to the history of the Spanish democracy. Nevertheless, until today their legal status remains precarious three decades after the recovery of a democratic regime. Just one radio with these characteristics holds an official licence at the present time in the whole of the Spanish State. Several reasons explain this situation: the permanent tension between State and regional administration and the legislative disorder, among others. In 2010, the approval of the General Audiovisual Law and its recognition of the "community communication services" has become a new opportunity for community radio projects already existent in order to obtain a licence and put an end to their current "out-of-law" situation". However the draft of the decree meant to regulate them would not solve the situation of the existing radios and in fact would impose on them new requirements that are difficult to meet. The present communication focuses on three areas: I. the history of spanish radio regulation during the period 1979 – 2010 including the ways free, cultural, and community radios have been conceive into the fight for its recognition, as well as the distribution of responsibilities between state and regional administration; II. A map of frequencies for free, cultural and community radios in the spanish state between 1979 and 2010. Information is provided by regions, comparing the number of projects with license (public and private), the number of projects without license (private and community) and the licenses got in every zone by community radios in the last 30 years; III. Actions taken by the sector at judicial, political and social leves to fight for its legal recognition. The methodology of this research is based on documentary analysis and the author's participant observation within the media networking. The approach is carried out from the perspective of action - research, aiming to integrate the study of the third communication sector's experiences with the commitment to its strength. The communication finishes with a reflection on the future perspectives of the sector, on the basis of the historical precedent and the current legislation in process.

**Kate Coyer**

**Joost van Beek**

What If You Create a Community Radio Policy and Nobody Comes?

In Bosnia and Herzegovina, the development of community broadcasting faces many hurdles that seem almost insurmountable at present, foremost among them the lack of an overall enabling environment. Adding to the challenge is a licensing system for non-profit broadcasting which, while forward-thinking in intention, does not encourage self-sustainability or provide for adequate funding mechanisms. This paper presents the status of community radio in Bosnia and Herzegovina and place it in the context of similar initiatives across Europe. It examines three models of stations that approach the function of community media but operate with commercial licenses, and considers prospects for the development of this sector in the future. In particular, it will review the relationship between local broadcasters and local government authorities, and the challenges that community-oriented broadcasters face in this interaction. The paper raises challenging questions about the hurdles and complexities involved in pursuing community broadcasting in places where there lacks incentives for civic engagement, where local governance is highly politicized, and where broadcasting, politics and community life are highly segmented by ethnicity. The paper draws on interviews with station organizers, policy analysis, and seeks to place the situation in BiH within a wider European context. This research is part of a larger project organized by Mediacentar Sarajevo and includes recommendations as to what might be necessary in establishing a stronger enabling environment for community radio in Bosnia and Herzegovina.

**Salvatore Scifo**, Communication and Media Research Institute, UK

Sustainability of Community Radio in Britain in a Changing Political Landscape

Since its introduction in 2004 Community Radio has grown rapidly in the United Kingdom, outnumbering the 200 units licensed over the last 6 years. Emerging findings from the British media authority Ofcom, as well as other industry and academic research, do confirm that, despite the limited funding sources, the stations are achieving important results in connecting their respective target communities and improving the diversity of voices available in their local areas. The regulation does make this sector very distinct from public service and commercial broadcasters and requires the community radio stations to be filling the spaces not covered by larger and mainstream broadcasters. However, diversity does come at a cost and, in a model strongly influenced, apart from media and cultural policies, also from a very strong social policy background from the New Labour years, when the policy and regulation for the sector took shape, the changing political landscape in Britain and a very different financial outlook do pose a challenge for a relevant number of stations that rely significantly on public sources of funding, including EU grants, national, local and regional authorities, with low levels of income from sources such as advertising or memberships for the majority of stations. Comparing a sample of three stations (ALL FM, Manchester, Forest Radio, Verwood, Canterbury Student Radio, Canterbury) and their funding models based on data collected at two points in time in 2006 and 2011, as well as sector reports and changes in media, cultural and social policy funding at the governmental level, the paper will aim to analyse and debate the main issues in terms of sustainability and funding that characterize the sector and what might be the upcoming challenges for

community radio practice and management in Britain under the new coalition of Conservatives and Liberal Democrats elected in 2010.

**Juan Ramos**, Universidad de Salamanca, ES  
Public Policies and Community Radio in Bolivia

Bolivia is one of the most successful examples of alternative media used for helping to create a "critical citizen movement" that dynamize the "social contract". Through the recovering of the historical Bolivian tradition based on the radio experiences on communication for social change, the works looks for establish the last legal and political changes referring to the community communication, its future lines of work and the role of the alternative media networks on their change or their consolidation, based on the "reticular profit" concept, the study of their increased number of partners and the legal documents analysis. The theoretical framework includes concepts took from the political economy of communication, the critical theory and the communication for social change.

#### **4A24 Media, Politics, and Religion (M&Rel) Room: B.204**

**Chair** Frank Coffey

#### **Papers**

##### **Sholpan Kozhamkulova**

Different Reporting Camps: Cultural Patterns and Agenda-Setting in Newspaper Coverage in Kazakhstan

This study will compare issue agendas and story focus in the two major non-governmental national Kazakhstani newspapers that are published in Russian and Kazakh. A thematic analysis of four weeks of editions should show to which extent the agendas differ in the newspapers published in Kazakh and Russian language. Specifically, the study will compare the overall social constructions in newspaper's coverage. Since many television stories of the Russian and Kazakh editions are very similar, because they share video sources, newspaper editors and reporters enjoy more freedom as they select the news agendas and use their own news sources for newspaper content. The results will be discussed in terms of agenda-setting, gate-keeping and framing theories. The study seems to be the first such analysis in Central Asia.

##### **Karolina Churska-Nowak**

Religious Symbols as a Factor of Political Conflict in Growing Democracy: A Polish Case

Division of political and religious spheres seems to be highly artificial. At the same time we can indicate the analogies between them, and point out where both spheres interfere (religious threads appear, or are purposely used in politics and politics influences the religion). In this article we analyze, in micro scale, at the lower (content) level, a number of religious threads present and used in Polish politics to create political divisions, to fight

political opponents. On this ground a process of profanum sacralization is being performed. Religious trains appear in a current political activity, moral authorities support party campaigns and a religious symbolism is present in, a widely understood, advertising and marketing activity. In Poland Catholicism continues to be important for political system – religious symbols are frequently exploited as efficient instruments of social expectations formation. On the one hand, the exploitation of religious symbols (i.e. cross, funeral) contributes to creation of sociopolitical solidarity (common anguish, national mourning, national community constitution), on the other – it enables political and moral disparagement of political opponents by charging them with sabotaging common good. Thus, religious symbols are exploited to mystify political goals and protect individual interests of certain person or group.

### **Sabyasachi Dasgupta**

Media and Magnification on Religious Isolation in Ayodhya: Question of Democracy and Secular India

Religious solidarity has been a predominant norm in India, a country known to the occident as a land of kings, religions and snake charmers. The country boasts of the diversity of religion and highlights itself as a secular country. Indian political campaigns solicit secularity and democracy to win votes to rule the country. Majority of the media houses telecast how well a particular party wraps itself under the veil of religion and the rhetoric of secularity. In fact, in a country where religious secularity decides who would be in power, we have an incident of Ram Mandir - Babri Masjid debacle, unfortunately none of whom are alive to fight their case. But 'fortunately' the same media which telecasts the secular doctrines of the Indian politicians telecasted the 'crack' that emerged out of the Hindu Muslim divide in Ayodhya, in a big way. A simple land dispute case became one of the greatest religious debates of the present times. Proof had to be given whether the disputed land of Ayodhya where both the temple and the mosque together resides, belongs totally to the Ram Mandir as claimed by the Hindus or to the Babri Masjid as claimed by the Sunni Wakf Board. This meagre dispute became a special case created by a section of people, strongly in liaison with the media, to re-establish the religious divide in the rather 'secular' country. All the front page headlines of the national and local newspapers and the television channels contained the celebration of Hindu victory over the Muslims. This paper meticulously analyses the coded diplomacy of the rhetoric in different newspapers and television channels on the day of the last verdict and tries to understand media's role in religious coherence, the underlying current of Hindutva with the over arching structures of democracy and secularism.

### **Ivan lunes**

Thaïs de Mendonça Jorge

Abortion in Brazilian Presidential Elections of 2010: An Analysis of the Framing in the Diary Folha de San Paulo

Brazil is a constitutionally secular country. Considered a crime - except in two situations: rape and threat to the mother's life - abortion was one of the most important issues of political debate during the presidential elections of 2010. This article examines the effort of Folha de São Paulo, the most important newspaper of São Paulo and the largest in Brazil, to include the subject in the four months of official campaign. The evolution of the number of

publications about abortion grew at rates above 50% in the first three month of campaign, polarized between two candidates, Dilma Rousseff (supported by President Lula), and Jose Serra (linked to the former president Fernando Henrique Cardoso), reaching up to 850% in the last month of the campaign. The controversy was highlighted as an important factor to be taken into account at the second round of the elections. Two hundred fifty nine articles are analysed under the basis of agenda setting and framing theories. The framings tended to the religious side, influencing the electorate, first of the State of São Paulo and then of Brazil as a whole. For example: The Pope Benedict XVI and the priest Luiz Bergonzini were more cited than medicals, scientists and lawyers. For every two religious sources interviewed, Folha de São Paulo presented only one point of view with the perspective of public health policies. Questions on abortion were present in all 20 interviews with politicians during the election campaign.

### **Kishwar Sultana**

#### The Media towards Metamorphosis of Faith from Private to Public Life

When we contemplate on the issue of religion, one cannot deny that religion has come to play a significant role in all aspects, in not only rural areas but now in urbanized cities as well; this shift of religion as an integral part of public life has resurfaced in the midst of the challenges of Faith and its re-evaluation of its role. In the context of Bangladesh, a majority Muslim country (89.7% Muslim, 9.2 % Hindu and 1.1% other religion), where the nation became independent from Pakistan on political, cultural and language grounds rather than its religious commonality, Bangladesh is once again undergoing a transformation of its perception of the role of Faith in both the public and private spheres. It is vital that we understand that religion should be practiced in everyday life and its teachings should be applicable in social, political, economical and cultural processes. Although there has been a trend to shy away from the subject of Religion in urbanized areas, in rural parts of Bangladesh, the case often is otherwise. Although NGO's have made significant progresses in Bangladesh, a large part of the rural people are still skeptical of their motives. In contrast, Faith-based organizations can reach to them with and build a trust-based relationship. Therefore, to deny religion completely in the need for development would work against both Governmental and Non-Governmental Organizations. In essence, if we are to visualize progress, Religion must be in the equation. Therefore, it is necessary that the divide between Religion and Public sphere must be bridged. Here the Media can play a positive and significant role. With growing mobile phone users and televisions in rural parts of Bangladesh, communication through the Media is the most accessible way to reach to people. Younger educated generations in Bangladesh are more conscious of Religion and have come to appreciate it from a broader view than the one that has been traditionally taught. Religion and teachings should be taught and exposed in a new and more innovative manner; its dissemination should not be restricted to Imams or religious leaders only but reachable to all people despite their beliefs. In reference to the stated above, this paper will seek to explore the role of the Media in Bangladesh in terms of bridging this divide between Faith as practiced in private life and its metamorphosis into the public. Moreover it will discuss specifically how the Media can focus on how Religion, Faith and its teachings can be utilized to successfully partake in the social, political, economical, cultural and humanitarian fields in the country. Furthermore, it will elaborate how the Media can curb rising religious extremism by educating urban educated populations and the positive trickle effects of it on

rural areas. In order to fully understand the essence of any Faith, education and awareness is essential; and none other than the Media has that power to do so.

#### **4A25 Cosmopolitanism (PopC) Room: B.205**

**Chair** John Benson

#### **Papers**

##### **Tonny Krijnen**

Cultural Homogenization: New Questions?

Lately, more and more scholars focus their attention on the relationship between morality and television. Within an increasingly globalized world, many emphasize TV's relevance for moral citizenship. Research on TV and morality is not new; Gerbner started the cultural indicators project in the 60's. One of their conclusions focuses on the (fear of) cultural homogenization. In view of the increasing globalization this fear is fuelled by the many 'look-a-like' TV programs: (often American) drama series that are imitated in other countries, though each has unique origins (so not the translations of a format, such as Yo soy Betty, la fea/Ugly Betty). In the Netherlands, for example, we can distinguish a Dutch version of Grey's Anatomy: the Co-Assistant, of Desperate Housewives: Gooische Vrouwen, and of Brothers and Sisters: Bloedverwanten. Both American and Dutch versions receive high ratings. This popularity of both versions raises many questions on the level of audiences, content and production. In this study I will focus on the content of these serials answering the primary research question: 'In which way are moral messages imagined in look-a-like American and Dutch drama serials?' To answer this question a mixed method design is employed. Ten episodes of each drama serial are subjected to both narrative analysis and dramaturgical analysis, covering verbal and visual content. Results show how on a manifest level the serials are mostly identical, while on a latent level (for example humor, subtext, aesthetic features) the differences are large. These results have important consequences for the debate on cultural homogenization. Studies in this field often focus on manifest content such language, dress codes, custom, on profit making, or manifest norms and values. Cultural specificity, however, seems to be found in the latent content, resulting in a demand for new questions on cultural homogenization.

##### **Shai Dromi**

The Boundaries of Cosmopolitanism

The last two decades have seen an explosion of cosmopolitan literature. Writers such as Ulrich Beck, Gerard Delanty, Robert Fine, and Natan Sznaider have claimed (in each a different way) that the salience of the nation-state boundaries has substantially eroded, giving rise to a new consciousness and necessitating new sociological tools for its study. This radical shift has been attributed to new perceptions of global man-made risk factors, as well as the proliferation of transnational communicative, political, and humanitarian organizations. The fact that the nation remains a key element in social identity, as demonstrated by the recent reemergence of nationalism across Europe, remains

unaddressed in this framework. Drawing on Jeffrey Alexander's theory of the civil sphere, as well as on Michèle Lamont's work on the making and maintenance of symbolic boundaries, I claim that while certain elements of traditional nation-state boundaries have indeed diminished, boundaries are still very much a part of constituting identities, both for those who identify themselves as cosmopolitan and those who reject cosmopolitanism. In my talk, I discuss the various implications this understanding of boundaries and identities has for transnational media research.

**Niall Brennan, LSE, UK**

Popularizing the Political, Politicizing the Popular: National Values and the Brazilian Television Mini-Series

This paper examines how Brazilian television mini-series politicize Brazilian popular culture. The mini-series has a unique position in Brazil's media landscape: in-between the widely accessible telenovela and film, inaccessible to many Brazilians. In resulting discourse, the mini-series is aligned with either form textually and institutionally, reinforcing or contesting value-frameworks established by them: in texts, from creators and critics. Despite boundaries, mini-series depict a distinct, political-national, meta-narrative: from colonization and slavery, to totalitarianism and post-regime Brazil, to contemporary reconfigurations of 'race', class, and family, which attempt to penetrate old political divides, but reify Brazil's ongoing, value-structures. One that is continuous in politicizing authority and its oppositions, but changing against institutional, political-historical and sociocultural backdrops. Authority and opposition are also found in creators and critics' discourse: affirming dominant forms or practices in Brazil's popular-media landscape and challenging their conveyed values. Discourse emerges as to what 'legitimately' constitutes opposition to dominant popular television, what 'counter-authoritative' television can accomplish within Brazil's parameters and if aspirations are sincere. This paper's conceptual/analytical approaches to dimensions of politicizing values in the mini-series first consider 'national values' in absolute and relative terms: how dominance and opposition in textual-institutional discourse are required to identify positions in-between. Second, 'authenticity' governs interpreting values represented in the texts, but also informs values around them, implicating institutional politicization of values for Brazil by creator and critics, whose discourse confirms and challenges predominant ones. Third, 'otherness' drives mini-series' stories and creation from family units to national politics. Contrary to conceptualization, however, otherness does not cross from the private to public domain, rather from public to private, deeply embedding value-conflicts and suggesting irreconcilability to them. Analytical material comes from 40 texts over 25-years of mini-series production, interviews with creators and press commentary. In mini-series' popular-politicization of values from both angles, neither decisive counter-authoritative voices, nor neat narrative resolutions are clear. Rather, expressions of counter-authority are ambivalent in realizing change to histories of oppression in the texts, and to changes in Brazil's television making by creators. But if we see challenging authority as an alternate value-system to popular-political paradigms in Brazil, then we can understand it as reflecting parallel dilemmas of irresolution in textual-institutional counter-histories. And if mini-series allow seeing that Brazil's conflicting values do not have conclusive results, then this may reflect how political values have changed through popular culture, if only in small ways.

**Ruma Sen, US**

**Bollywood in the City: The Trans-Cultural Consumption of Indian Cinema**

Bollywood, as Ashok Banker (2001) writes, is “the new cool of international cinema.” Particularly observable in the New York metropolitan area, the consumption of Bollywood music is no longer exclusive to the Indian American community. New York City lounges frequently cater to Bollywood music, the “Masala Bhangra workout” is the hottest item on the global fitness circuit, and Bhangra rap and Bollywood music are now integral to transcultural consumption of entertainment. Similar stories abound in metropolitan spaces across the globe. Bollywood’s new coolness creates the space for what Clifford calls “political struggles to define the local as distinctive community” (Clifford 1994, p.308). This is made possible particularly by the post-globalized Indian film industry that has reconstructed its representations to provide a much more “legitimate” and acceptable image of India, and Indians, for a more welcome consumption and recuperation of these images by the current generations of Indian Americans. Another significant aspect of the Bollywoodization of the New York metropolitan area has been the immense popularity of Bollywood cinematic heartthrobs performing live to stadiums packed with diasporic and mainstream audiences. This marks the visible shift in Bollywood evocative of nostalgia and desire for “home” to a form of consuming “India” by mainstream audiences. Drawing from ethnographic materials collected over a few years, and textual analysis of some recent Bollywood films, this paper addresses questions related to both the consumption of Bollywood within the global media economy, and the evolution of a Bollywood cosmopolitan aesthetic emerging in the West. For instance, this paper explores the recent spate in “Bollywoodization” of global pop culture, specifically that of Hollywood and American popular culture (Slumdog, anyone?). In the process, this paper examines the transnational politics of identity underlying Bollywood’s coming of age in Hollywood/USA. Consequently, it explores the politics of visibility of “Indian” culture in globalized urban spaces given the rapidly growing popularity of Bollywood in America.

**4A26 Poverty, Aid, and Humanitarian Crisis Communication (CrisCom) Room: B.206**

**Chairs** Sigurd Allern, Susan Marie Abott

**Papers**

**Aderogba Adeyemi**

**Media Preference for an Effective Dissemination of Poverty Alleviation Programmes in Nigeria**

Poverty is one the major problems facing African countries. The struggle against the menace has subsequently become major political slogan for politicians and successive governments of the continent. Nigeria, just like most African nations has for the past few decades introduced several programmes aimed at solving the problem of abject poverty which is said to be affecting over 70% of the country’s population who are living below poverty level. This

paper examines the media for effective dissemination of poverty alleviation programmes of the government of the present democratic dispensation in semi-urban setting by studying the situation in Iwo town in Osun State, Nigeria. Survey method was adopted for this study using stratified sampling technique with questionnaire as the instrument for data collection. A total of 367 respondents formed the population of the study. It was discovered that though overwhelming majority of the sampled population (77.8%) were aware of the poverty alleviation programmes of the Federal Government. Radio (with 16.3%) was the single most effective media. A combination of non-conventional media, electronic and print media were preferred by 23.9% of the respondents which constitutes marginal majority over 22.9% of respondents that preferred the combination of both electronic and print media. Preference for print media was however the lowest with just 0.6% respondents. It was therefore recommended that radio programmes of different formats be designed for the purpose of reaching the semi-urban dwellers. Infrastructure facility such as power supply should also be strengthened to further broaden the populace's access to information.

### **Thinking about Humanitarian and Crisis Communication (Sub-session)**

#### **Gregory Asmolov**

Crowdsourcing Platforms as a Tool for Engagement of Citizens in Emergency Response: A Case Study of the Russian Ushahidi Project

#### **Jennifer Mandel**

Audience Research In A Time Of Cholera: Focus Group and Survey On Haiti's Frontline

#### **Imogen Wall**

Haiti 2010: Communications Initiatives during the Time of Disasters

#### **Matt Abud**

Information Ecologies in the Flood Affected Region of Pakistan: Developing a Framework for Rapid Response Research

This panel, represented by a mix of academic and practitioner perspectives, explores the critical role that media plays in times of humanitarian crises, to inform populations about rapidly unfolding events, and to aid their decision making in times of chaos. While this function has been increasingly recognized by relief organizations, research into best practices and impact of such interventions has so far been limited. There is enormous scope for a sector-wide discussion on the role of research, research methodologies, sharing of techniques and results. This panel intends to contribute to such a timely discussion. Humanitarian or Crisis Communication has become paramount in light of recent natural disasters – Haiti's catastrophic 2010 earthquake, Pakistan's floods, and the recent Australian floods to name but a few examples. In these contexts, local media and emergency information systems have played a crucial role. Questions such as what kinds of information affected populations need, how they get it, and what the flows of information are, are starting to be recognized for their importance. Information in crisis contexts can save lives and diffuse potential conflict, the spread of disease, political turmoil and violence. Information can empower people, and help to equip them to make informed, rapid decisions

about their safety, and that of their families and communities. Never before has the importance of knowing about how people get information been so important, yet in terms of researching and understanding information flows, we are in the early stages of developing a critical mass of research methods, approaches to collecting information quickly and working across cultures, and humanitarian contexts. By appearing on this panel, those involved hope to share their own experiences with crisis communication, and to generate interest among attendees to discuss and share ideas on how these concerns may be addressed.

**Rashid Molla**, Ministry of Labour & Employment, BD  
Empowering Women and Men to End Their Hunger

Bangladesh is one of the world's most densely populated countries with 150 million people, 49 percent of whom live below the national poverty line. In addition, child malnutrition rates of 48 percent are the second highest in the world, a condition that is tied to the low social status of women in Bangladeshi society. The Hunger Project has been active in Bangladesh since 1990 and is currently the country's largest volunteer-based organization covering all 64 districts. The centerpiece of The Hunger Project's strategy is the training and ongoing support of more than 114,000 volunteer animators, 40 percent of whom are women, who organize mass action campaigns in their areas. The animators focus their actions in clusters of villages known as unions and work closely with the elected Union Parishad (local government bodies) members to encourage decentralization and increased access to resources. Union Parishads (UPs), which cover a population close to 20,000, are the unit of government closest to the people. UP-based initiatives include ensuring 100 percent sanitary latrine coverage, 100 percent birth and death registration, and open budget meetings to provide transparency and accountability. The Hunger Project conducts trainings focused on gender issues and leadership to local women leaders in each area in which we work. These leaders then proceed to organize local meetings, lead workshops and initiate campaigns against early marriage and dowry, malnutrition, maternal and child mortality, gender discrimination, and inequality, illiteracy and corruption. In conjunction with our core strategies, The Hunger Project also works in the following capacities: The Hunger Project catalyzed the creation of a national alliance committed to ending all forms of discrimination against girls. Each year on September 30, this alliance organizes National Girl Child Day events across the country. A formal alliance of 300 organizations, the Girl Child Forum, also works to address domestic violence and the spread of HIV/AIDS.

#### Strengthening Local Democracy

Shujan (Citizens for Good Governance) is a platform of committed, active and socially conscious citizens, mobilized by The Hunger Project, to strengthen grassroots democracy, ensure transparency and accountability of local government, and carry out advocacy initiatives at the national level. Shujan is also working for political and election reform. In 2007, Shujan expanded to include all 64 districts of the country, and Bangladesh Television telecast eight episodes of a talk show organized by Shujan.

#### Promoting Youth Leadership

Thousands of students participate in the Youth Ending Hunger (YEH) program, which mobilizes students across the country. In 2007, YEH volunteers organized 152 different campaigns, based on such issues as nutrition, education, family planning, tree planting and environmental education. They also arranged debates, math Olympiads, writing

competitions, roundtables and blood donation camps. In December 2007, a National Youth Conference was held, attended by 800 students from all over the country, who shared their accomplishments and created strategies for 2008.

#### Reducing Gender Inequality

The Hunger Project catalyzed the creation of a national alliance committed to ending all forms of discrimination against girls. Each year on September 30, this alliance organizes National Girl Child Day events across the country. A formal alliance of 300 organizations, the Girl Child Forum, also works to address domestic violence and the spread of HIV/AIDS.

**Sumedha Dhani**, Maharshi Dayanand University, IN  
Media and Girl Child in Haryana

In 2004, Joan Holmes, President of The Hunger Project wrote that Ninety-three million women and girls are “missing” from the world population because of sex-selective abortion, female infanticide, malnutrition, abuse and neglect of girl children. She also said that it is nearly equivalent to all the deaths in all the wars of the 20th century which is supposed to be the most violent century in human history. She called it a holocaust many times over. And in India, the situation is no better. According to 2001 Indian census, there are only 489 million women in the Indian Population and according to an estimate some 25 million women are missing from Indian population. Coming to Haryana, a North-Western state of India, the situation became shameful in December 2010, when its 17 districts out of 21, showed a “substantial” decline in sex ratio over the last one year. The number of births of girls for every 1,000 boys fell from 852 births per 1,000 in 2009 to 838 births per 1,000 in 2010. UN’s latest figures show 986 women per 1000 men in the world. The Health Department of Haryana produced district-wise data compiled till October 2010, in which a district called Rewari has the lowest sex ratio at 764/1000 and Ambala district has shown a maximum decline in the ratio over 2010. The figures are alarming and soon more alarm bells are expected when results of Indian census 2011 come out soon, before we meet at the conference. Young men are already finding it difficult to get a bride and they have started buying women from poorer states, causing other human right situations. The time has come for media to intervene and do its role in helping a very important cause – the birth of girls-protecting them from the time when their little heart starts beating in their mothers’ wombs. The Times of India, a leading English daily of India has started a special coverage program to educate the masses on the significance of the girl child, calling it “BETI BACHAO-Save the Girl Child”. My paper deals with it and in contrast to English daily, I have chosen a Hindi newspaper, namely, Dainik Bhaskar for content analysis.

**Susan Marie Abott**, Internews Network, US  
Crowdsourcing Platforms as a Tool for Engagement of Citizens in Emergency Response

The "Help Map" project (Russian-fires.ru) was the first use of the crowdsourcing platform Ushahidi in Russia. "Help Map" was used to coordinate assistance between victims of this summer's wildfires in Russia, and citizens who wished to help them, with a "situation room" set up in Moscow. Shortly after the platform was launched, hundreds of citizens wrote in with appeals for help, hundreds of people wrote in offering help, the site had more than 60,000 unique visitors in the first week, and received extensive coverage in Russia's media. In November, “Help Map” won the Russian National Internet Award as the best project for

2010 in the State and Society category. The case of the "Help Map" project in Russia raises important questions about the role of crowdsourcing and new media in general, demonstrating how information technologies can be not only tools for monitoring emergency situations, increasing transparency and accountability, but also organizing emergency response by the citizens themselves, based on online cooperation. This presentation and discussion will explore how the potential of Ushahidi can be unleashed as a tool for facilitation of mutual aid in emergency situations, development of social accountability among internet users, and as a civil society institution. It also addresses the question of whether crowdsourcing platforms are a tool for citizen-based emergency response and provide an alternative to governments, or if it can offer a tool for coordination of the response and collaboration between the authorities and the citizens.

#### **4A27 Global News Studies (IntCom) Room: B.207**

**Chair** Seon Gi Baek, Sungkyunkwan University, KR

#### **Papers**

**Virgil Hawkins**, Osaka University, KR

**Yasmin Jade Hawkins**, University of Western Sydney, AU

The Use of Conflict Death Tolls in the Media: A Help or a Hindrance to Peace

Although conflict-related death tolls are notoriously unreliable, estimates do exist for most conflicts. There are, however, major differences in how the media choose to use these estimates. In some select cases, the media use death toll estimates to draw attention to the gravity of a conflict and provoke a response and action ('selling' humanitarian indignation in a something-must-be-done style of journalism), whereas in others, the figures are simply stated for the record and glossed over (as part of a distancing frame). Considering that the quantity of conflict-related deaths is usually unrelated to how the figures are used by the media, it can be suggested that death tolls are generally tools that are used to support an existing frame rather than independently serving as a cause for indignation. At the same time as examining this problem of selectivity, this paper considers the paradox that, depending on how they are framed, death toll figures can at times serve as a rallying call to action, but can equally be quickly dismissed without provoking an emotional response. It also examines the implications of these findings for peace journalism: looking at how knowledge of and response to conflict death tolls help or hinder the audience's understanding of a conflict and the development and implementation of peaceful solutions.

**Seon Gi Baek**, Sungkyunkwan University, KR

**Keum Ar Lee**, Sungkyunkwan University, KR

**Sae Rom Yu**, Sungkyunkwan University, KR

Coverage Patterns of Korean Media on Conflicts between South Korea and North Korea, and Their Ideological Implication: A Semiotic Network and Discursive Structure Analysis on Media Coverage of the Sinking of Cheonan Warship in Korea

The purpose of this study was to investigate coverage patterns of Korean media on the sinking of Cheonan Warship in Korea and their ideological implication. The disastrous incident happened to occur in the Yellow Sea of South Korea on March 26, 2009 so that 46 soldiers in the Warship should be dead. This incident made the whole of South Koreans shock and panic for a while. Many kinds of rumors and arguments happened to rise immediately just after it was occurred. The most important concern was whether it would be caused by North Korean sea missiles' attack or not. And many other controversial issues about it were raised continuously. The South Korean society was severely divided into two groups according to its belief on the North Korean's attack or disbelief against it. In this situation, the authors were more interested in what kinds of media coverage were done, what kinds of discourses were initiated by media, and what kinds of effects were turned out through the media coverage in the South Korean society. In order to solve these interests as well as research questions, the authors selected four large circulative newspapers in South Korea on the basis of their ideological preference and favor for or against North Korea. Chosun Ilbo and Dong-A newspapers were conservative and anti-North Korea oriented, while Kyunghang Shinmun and Hankyerae Shinmun were progressive and pro-North Korea oriented. News items of these four papers were collected from March 26, 2010 to September 13, 2010, and divided into headlines and main stories. Each of them was analyzed with Semiotic Network Analysis (SNA) and Discursive Structure Analysis (DSA) which were recently suggested by Seon-Gi Baek. As a result of this study, it was firstly found that there were clearly different position about the North Korean sea missiles' attack against the Cheonan Warship between the conservative newspapers and the progressive ones. The conservative newspapers tended to believe it without any doubts about the South Korean governmental-initiated investigation, while the progressive ones tended to distrust the final report indicated by the South Korean government and postponed to be sure of the North Korean sea missiles' attack. Secondly, there were different perceptions on this incident between them. The conservative newspapers perceived it as a kind of military sudden assault by North Korean military forces, while the progressive ones tended to perceive it as a sort of damage against the national security system of South Korea. Accordingly, the former suggested that the South Korean government should ask North Korean leaders to be responsible for it and their sorry strongly, and revenge against the North Korea. On the other hand, the latter argued that the South Korean government did not prepare against this kind of disastrous incident because of insufficient national security system so that she should be responsible for it. Thirdly, there were different depictions on the dead 46 soldiers between them. The former described them as 'war heroes' because they assumed to be dead in the middle of enemy force's attack, as the latter put them down as 'victims' because they might be dead in the middle of their own military training. In conclusion, there were clear different coverage patterns and discourses about the sinking of Cheonan Warship between the conservative newspapers and the progressive ones so that they could split the South Korean society divide into two groups severely in the respect of polity, ideology, interrelations with North Korea, and international relations with neighboring countries.

**Fernando Oliveira Paulino**, University of Brasilia, BR

**Mariana Haubert Freitas**, University of Brasilia, BR

**Isabela Botelho Horta**, University of Brasilia, BR

WikiLeaks and Press: An Analysis from the 2010 Leaks

The paper “WikiLeaks and press: an analysis from the 2010 leaks” examined the Global influence of the secret documents leaking site WikiLeaks in the Brazilian journalism. The last publication of the site, Cablegate, revealed more than 250,000 United States embassy cables. The case had a great impact worldwide as it involves more than 274 embassies and consulates. In Brazil, where there are no regulations for the right of access to public information, the debate generated from the leak involves issues such as the flow of information on the Internet and the limit of transparency, and provoking questions about changes in journalism. The research proceeds through three stages. We begin by reviewing the journalism studies literature to identify principles of communications that creates a dialogue with the changes suggested by WikiLeaks – from the agenda-setting theory (Shaw, 1979) to the participatory public theory (Kovach; Rosenstiel, 2003) and the technique of Computer Assisted Reporting (CAR). Secondly, we interviewed principal journalists involved with the publications of WikiLeaks in Brazil. Two of them work at Folha de S. Paulo and O Globo, the Brazilian’s newspapers partners of the organization. Finally, considering these previous steps we analyze the relation between the Media and the leaks, taking in account these topics: the partnership with the journalists, the relation between the sources and the journalists, the journalist as a data translator, the journalist as a watchdog, the inevitable leaks in the digital age and the digital information replicated indefinitely. In spite of some criticism, the main Brazilian journalists have a good relation with the site. The professionals interviewed for this study believe that WikiLeaks plays an important role in the global debate about public information.

**Julie Uldam**, Copenhage Business School, DK

**Michael Skey**, University of East London, UK

**Patrick McCurdy**, Erasmus University, NL

**Maria Kyriakidou**, LSE, UK

**Niall Brennan**, LSE, UK

A Flash of Global Joy? A Comparative Study of the Reporting of the Chilean Miners' Disaster

The media coverage of humanitarian disasters has been extensively debated in relation to the promotion of a discourse of global empathy and solidarity, ultimately motivating public action through mediated appeals for aid. In this context, the coverage of the Chilean miners' accident stands out as a unique disaster in two ways: it evokes empathy with distant others without aiming at public action; and its nature as an on-going event with an unknown outcome rendered it a captivating spectacle for audiences around the world. This paper argues that due to these unique characteristics the disaster was rendered a "global media event" covered by global and national media around the world. It illustrates the specific characteristics of this global media event by exploring its framing and contextualisation in different national contexts. Based on a comparative study of different newspapers in Denmark, Australia, Brazil and Canada, the paper examines the reporting of the initial story as well as the miner's subsequent rescue, paying attention to the ways in which the disaster was framed in terms of the local (with a focus on the miners' lives), national (as a distinctly Chilean story) and global (as a human disaster), and the different kinds of empathy and solidarity this framing constructs. The paper presents our initial results from a content analysis of news reports at three key points: (1) the discovery of the miners, (2) the start of the rescue and (3) the end of the rescue. Connecting these to previous research on 'media

events' and cosmopolitan appeals in news reporting, our study shows how calls for empathy and action are cast at different levels and contexts in different humanitarian disasters.

**Andrew Kennis**, Dominican University, US

Covering the Occupation of Iraq: Evaluating Hegemonic News Model Analyses on CNN and CNN en Español's Coverage of Fallujah

This paper applies and also evaluates the effectiveness of several critically inclined media performance models that have been termed by Robert Entman as the "hegemonic" models: the propaganda and indexing models. A synthesis of these models is one of the main foundational theoretical components of the media dependence model, an original model of news analysis authored by myself. Thus, this study applies all of these models as analytical tools and simultaneously evaluates how well each can explain and predict coverage patterns in a comparative media analysis between an English-language news source and a Spanish-language news source pertaining to the same company (CNN and CNN en Español). The study undertook a sophisticated content analysis which included the coding assistance of trained volunteers to account for reliability. CNN's and CNN en Español's respective prime-time news programs, *Newsnight* with Aaron Brown and *Panorama Mundial*, were the sources under evaluation. One of the Iraqi cities that have suffered most during the occupation has been Fallujah. In comparison to other Iraqi cities that have allegedly suffered massacres and incursions as a result of the continued military occupation, Fallujah has garnered a significant amount of news coverage, thus providing plenty of material to critically analyze for both indexing and the propaganda model. Several key military incursions into Fallujah and resulting coverage by CNN and CNN en Español served as the focus of this study. Central questions guiding the study included what the differences and/or similarities are between different language sources operating under the same corporate global media conglomerate and further, whether or not the three news models of analysis are effective in explaining and predicting resulting coverage patterns for several major broadcast news sources that collectively span two continents. Given the growing importance of global broadcast news and its adaptation to the new digital and convergent environment, this study gleans insights that will be useful well into the future.

**Chin-Chuan Lee**, City University of Hong Kong, HK

**Hongtao Li**, City University of Hong Kong, HK

**Charles Chi-Wai Man**, City University of Hong Kong, HK

**Francis Lap-fung Lee**, City University of Hong Kong, HK

Commemorating the Tiananmen as a Public Trauma (I): A Case Study of Two Elite US Press

Among all the civic and political uprisings sweeping across the Communist world in 1989, the pro-democracy movement in China probably received most visible media attention in the U.S. and Western Europe. The sustained media visibility has transformed the movement into a major media event (Dayan and Katz, 1992) and established June 4, the day of final crackdown, as a public trauma (Alexander, 2003; Zelizer, 2002). Over the past two decades, the U.S. press has revisited Tiananmen through commemorative coverage before and after each anniversary of the crackdown. Media commemoration not simply revives collective memories stored in people's minds, but re-creates contemporary social realities by relating

the past to the present in a variety of ways. News media act as a key institution that produces and preserves social memory. But their role in collective remembering has not been fully investigated. Zelizer (2008) suggests that more efforts be put to understand how news media remember and why they remember in a particular way. In China, Tiananmen has been a taboo subject in the public discourse. When "sites of memory" (Nora, 1989) are not available domestically, foreign media play a critical and significant role in sustaining and shaping the collective memory of this trauma. This paper examines how two preeminent U.S. newspapers—New York Times (NYT) and Washington Post (WP)—commemorate this "foreign past" as a public trauma over past twenty years. We used Lexis Nexis to search all news reports, opinion columns and editorials that mentioned the keyword "Tiananmen, as sourced from the New York Times (NYT) and Washington Post (WP), between one week before and one week after June 4 (the day of commemoration) each year in the past two decades (1990-2009). The final sample included 76 articles from NYT and 62 from WP. The paper is part of an evolving case study on how news media transform news stories into mythic history and collective memory. Specifically, the paper addresses the following questions: (1) Why and how does the elite press commemorate Tiananmen as a foreign past as well as a public trauma? (2) How does commemorative journalism relate China's past to U.S. perspectives and its current concerns over China? (3) What major commemorative narratives have emerged in ways that connect the past with the present and provoke debates over the legacy of the past? Most Americans remember Tiananmen not as a direct or personal experience, but as a "secondhand reality" constructed through media "witness" and sustained by subsequent media commemoration of the event. Both elite newspapers used Tiananmen as a metaphor to account for waves of uprisings in the Communist world and state repression by dictatorships elsewhere. The press narratives fit easily into the "enduring values" of the U.S., but were at times critical of the administration policy. Using the constructionist approach to discourse analysis, we find that there were two major "ideological packages" in the commemorative narratives: (a) the process of disremembrance, and (b) Hong Kong's vigil as a site of memory. Many victims have continued to grieve over the loss of their family members and friends; dissidents were denied jobs and opportunities even after they were released from prison. Their plight was contrasted with public silence and disremembrance of Tiananmen as a public trauma. Ten years after the crackdown, to most ordinary Chinese, their sufferings largely refer to sorrow rather than anger. After twenty years, memories of the brutal crackdown, according to press accounts, have not only faded out; young people do not even know what had happened in 1989 because of tight media censorship and the state's imposition of "patriotic education." By focusing on individual families' tragedy, this press discourse may have implicitly and inadvertently weakened the link between public trauma and the movement's goal to seek freedom and democracy. As a result of economic boom, the press discourse shows that the ordinary people have gradually distanced themselves from the trauma, shifting their disillusionment to making a "devil's bargain" with the Communist party. The disconnection is a twofold process, involving disremembrance of the crackdown and a loss of political passion and democratic aspirations of the movement. Although news media began to present some hint of memory fading a few years after the crackdown, the politics of (dis)remembrance only became a prominent theme in the second decade. As a contrast to public silence inside China, however, the U.S. press discourse also focused on the tradition of annual candle-lit vigil in Hong Kong that has continued to date since 1989. What does the Tiananmen crackdown mean to the U.S.? The elite press regards it as "a humbling lesson in

the mysteries of totalitarian rule" ("Massacre in China," WP, June 5, 1989) and a "classic metaphor for late-20th century Communist repression" ("Tiananmen Square," WP, Feb. 6, 1991). American reporters' coverage of Tiananmen was inevitably colored by their own perceptions and memories of the America's civil movement (Calhoun, 1989; Bennett, 1990). The brutal nature of the crackdown embodies all the things that the key US values oppose. Our analysis of the keywords used in the sampled news stories, opinion articles, and editorials reveals that five clusters of values have emerged most prominent: democracy and freedom, communism and Communist Party, dictatorship and authoritarianism, economic development, and Hong Kong as a site of commemoration. These prominent values manifest in the elite press are useful to sustain Americans' memories of the crackdown in view of the vast changes ongoing in China. Moreover, several journalists and columnists, who had witnessed the crackdown, have written commemoration articles romanticizing the heroism of Chinese people who stood up against the angry power of the dictatorial regime. Such recollections have produced "mythic histories" with "moral and emotional meanings" that "reproduce desired identities in the present" (White 1997, p.60). This symbolic representation has important implications for sustaining a national psyche in the U.S. against the rising power of China.

**4A28 Online Media and the Internet: Conceptual, Comparative, and Case Studies (IntCom)  
Room: B.209**

**Chair** Sandra Braman, University of Wisconsin-Milwaukee, US

**Papers**

**Sandra Braman**, University of Wisconsin-Milwaukee, US  
War and the Internet Design Process

It is widely known that national security concerns were an important driver of the US government decision to provide the initial funding for the networking of computers that we have come to know as the Internet. Relatively little is known, however, about how such concerns affected the nature of the network beyond its reliance on the general concept of packet switching. This paper reports on the ways in which those responsible for technical design of the Internet dealt with war in the course of the design process itself. Through an inductive analysis of the first 40 years of the technical document series that records the history of that design process (1969-2009), the Internet Requests for Comments (RFCs), the paper will address such questions as: How were military concerns expressed within a conversation largely comprised of civilian participants who were also focused on facilitating research and serving other social goals as well? What types of social policy issues were raised or affected by concerns about war? How did military matters affect decisions about technology design or network architecture? How did the computer scientists and electrical engineers responsible for designing the Internet think about geopolitical matters? How did geopolitical developments affect the nature of the design process itself? Did the nature of the conversation change once the concept of information warfare was introduced in the late 1970s? Did network designers distinguish between their treatment of human and non-human (daemon) users of the Internet when it came to military matters and, if so, how?

This research is part of a larger project exploring the treatment of legal and policy issues by those responsible for technical design of the Internet, funded by the US National Science Foundation.

**Philippe Viallon**, Université Lyon 2, FR

**Sandrine Henneke-Lange**, University of Geneva, CH

A Comparative Approach for Tourist Websites: Choice of Text, Image, and Language

The Internet has become a major tool for tourism communication (Morand/Mollard 2008). Its advantages are clear: low cost worldwide diffusion (Desmet 2003) for permanently displaying essentially unlimited amounts of information in the form of text, still and video images, and sound (Schmitz 2009; Rouquette 2009). However, these advantages create other problems. Even if the entire world is connected, culture still plays an important role in interpreting the message and the corresponding images. To be present on the Internet, the tourism business faces the following dilemma (Giessen-Viallon 2009): either it presents a single global message in several languages, or it tries to respond more directly to its diverse audiences by leaving the shaping of the website content to its local branches (Kralisch/Berendt 2004). Tourist cities have for the most part chosen the first alternative. This strategy can be explained by the fact, that the “product” can only be consumed local. Tourism websites are generally available in several languages, but do the images change when the language changes, or is only the text translated? If both text and image are revised, how is the new articulation between the two shaped? (Stöckl 2009) And how far can this cultural adaptation be taken? (Smith/Chang 2003) Based on the semiotic analysis (Viallon 1996, Lochar/Soulages 1999, Nöth 2000, Brosius 2009) of five European metropolises (Berlin, Geneva, London, Paris and Zurich) in three languages (German, English and French), this paper will show the different strategies employed, ranging from word-by-word translations with identical images to presentations that change both text and images depending on the audience. Intermediate approaches include changing the images while keeping the same translated text, often leading to problems of comprehension. From an analysis of the sites studied, it does not appear that the advantages of visual and cultural adaptation of websites are yet widely understood.

**Bingchun Meng**, LSE, UK

Underdetermined Globalization: Media Consumption of Chinese Audience in the Age of File Sharing

So far research on media and globalization has mainly focused on the global circulation of media products through legal channels. Few have studied the distribution and consumption of media content via the informal and sometimes illegal routes such as peer-to-peer (P2P) file sharing. Taking Mark Poster’s concept of underdetermination as an entry point, this paper examines the cultural implications of Chinese audience’s consumption of American television shows by way of P2P file sharing. Poster’s (1995, 2001) main argument is that the modernist conception of the instrumental-rational subject is deconstructed in the age of networked digital communication. The previously separate categories such as time/space, subject/object, human/machine, mind/body have now become entangled and their significations fluid. The underdetermination of P2P based media consumption manifests at both institutional and individual levels. At the institutional level, file sharing subverts the

conventional copyright regime, which is fundamental to the production and distribution of media content as commodity. Although the industry's own calculation of revenue loss due to digital piracy is never to be taken at face value, the disturbance that file sharing has brought to the traditional business model of global media companies is real. In the specific Chinese context where formal media channels are heavily regulated, file sharing opens up a third communication space in between the market and the state. Yet this third space is connected with rather than autonomous from the other two, hence the significance of file sharing is constantly negotiated. For audience members who consume American TV shows via P2P networks, they now assume a more participatory role than before. This is not only because audiences take more initiative in seeking the content, but also because many of them participate in the production (For example there are several volunteer-based translation groups that regularly produce Chinese subtitles for a large amount of foreign media content) and redistribution of those content. In the process, the dynamics between global media products and local audiences are contingent upon how participation is mediated through file sharing activities.

**Jin Woo Kim**, University of Pennsylvania, US

**Yong Tae Hwang**, Seoul National University, KR

**Boram Park**, Seoul National University, KR

Countries on YouTube: Participation, Influence, and Information Flows

To what extent do internationally accessible social networking sites, such as YouTube, facilitate conversations across the borderlines of nations, cultures, and languages? Some hold that new information technology will contribute to "global public sphere," where people around the globe exchange diverse perspectives and information, thereby making it possible for the global civil society to collectively work on concerns of various parts of the world (Castells, 2007). Yet a number of theoretical concerns can be raised questioning the optimistic view. First, to the extent the digital divide (Norris, 2001) prevails in terms of participation, global exchanges of information on social networking sites are unlikely. Also, barriers of language (Nye, 2004) and cultural differences (Kim, 2005) hinder those from non-Western/non English speaking parts of the world meaningfully interact with others. Particularly, people may proactively filter out the information or contents that come from other countries or cultures, because they do not find such materials relevant and interesting. In order to empirically examine the hopes and doubts about new social networking sites, we focus on YouTube. Specifically, drawing on a large, systematically gathered sample of YouTube videos (N = 17,538) and comments attached to some of the videos in the sample (N = 598,678), we examine (1) the extent to which YouTube induces participations from the different parts of the world, (2) whether and how the "success" or "influence" of videos differ by their origins, and (3) the extent to which flows of information transcend the national or cultural boundaries on YouTube, and the role played by video genres. To do so, we carried out a crawl of YouTube videos, gathering relevant information including nationality of uploaders, video genres, number of views, comments, and so on. Our finding first suggests that there are substantial gaps in the extent of participation among different regions and differences in the types of videos frequently posted from each region. We also find that generally videos from non Western regions tend to gain greater viewership whereas Western videos exert greater influence on inducing comments. Finally, it is found that videos from the non-Western world have greater tendency to prompt participants in other regions

to respond, compared to videos from the Western regions, especially North America, where most of conversations occur within the regional boundary. Findings are discussed with regard to the potential that new communication platforms such as YouTube hold for global public sphere and cosmopolitan citizenry.

**Peggy Bieber-Roberts**, American University of Sharjah, UAE

Voices that Could not Be Silenced: A Study of Blog Comments during the Pro-Democracy Uprising in Egypt, 2011

During the Egyptian anti-government uprising that began January 25, 2011, millions of pro-democracy protesters gathered in Tahrir Square in Cairo in the upcoming weeks. They called for the removal of President Hosni Mubarak and of his 30-year regime, and many people in Egypt and around the world turned to Al-Jazeera TV: Arabic News Satellite Channel online to keep abreast of unfolding events. When the Egyptian regime shut down the internet, mobile services and satellite connections, official Egypt went dark during the first week of the protests. But news of the uprising was not eliminated. Al-Jazeera provided round-the-clock coverage. It reestablished satellite connection and disseminated news and information daily and hourly through multimedia content on its website <http://english.aljazeera.net>. Al-Jazeera's English language Blog coupled with its interactive comments section served as a forum for reports of events from Tahrir Square in Cairo as well as for expression of Egyptian, regional and global opinion. As of February 7, some 4500 Blog comments and 452 Blog entries were posted on the Al-Jazeera English website, covering the week from Feb 2 to Feb 7. The question addressed in this paper is: What kinds of collective meanings are represented by the comment's section of Al-Jazeera where ordinary people turned citizen journalist and commentators were reporting and assessing the actions of the ongoing anti-government protests in Cairo that began on January 25? The comments are analyzed within the context of the Blog entries where comment writers were responding to Al-Jazeera's entries as well as engaging in discussions with each other. Blogs were often very short, a few words or sentences. Because of the large number of comments, categorizing the intended messages is necessary to identify collections of similar and of oppositional thoughts, attitudes and particular views, that serve as a reservoir of collective meanings. A number of dominant themes are obvious in the blog comments. Most common were the calls for removal of President Mubarak and his regime and support for the pro-democracy movement. Additionally, categories or collections of ideas will be examined that reveal the comment contributors' confusion about the future of governance in Egypt, and expressions of hopelessness or assertions of empowerment. Further themes will address how the pro-democracy movement continued forward despite strong opposition from regime, and what changes were proposed for moving forward, among a host of other issues emanating from this major event. This study hypothesizes that the categorization of comments will reveal additional important frames creating a certain set of collective meanings gleaned from reports and views coming in from Cairo and elsewhere regarding the pro-democracy movement. Relying on frame analysis and collective memory theory, the Blog and comments data will have been organized according to various opinions and facts, such that they provide a clearer perspective of this peaceful path initially taken by the pro-democracy protesters, a path that shortly thereafter was strewn with violence and chaos by an opposing government in power.

## **4A29 Theoretical Developments in International Communication (IntCom) Room: B.209**

**Chair** Silvio Waisbord, George Washington University, US

### **Papers**

**Raúl Magallón-Rosa**, Carlos III University of Madrid, ES

**Guadalupe Aguado-Guadalupe**, Carlos III University of Madrid, ES

**Josep Maria Sanmarti-Roset**, Carlos III University of Madrid, ES

Press-State Relations: A Comparative Analysis of Euro-Mediterranean, Anglo-Saxon, and Nordic Models

The aim of this paper is to analyze the role of the government in the evolution and development of print media in European Mediterranean countries (Spain, France, Italy and Portugal), Anglo-saxons countries (Australia, Ireland, United Kingdom and United States) and Nordic countries (Sweden, Norway, Finland and Denmark). In this study, the State's influence on the development of media companies is approached from different perspectives: censorship of the press, government aid, pluralism of information and its limits on concentration of ownership and digital convergence. Within this framework, we will discuss historic moments that may be considered decisive in the configuration of these systems today, and that have influenced how they came about. Additionally, we will examine legislative measures that have been most noteworthy in the progress of the press market in recent years and we will discuss the legislative proposals that they have taken face to the crisis. In all the models, every country has similarities between them although with its own specifics. These similarities allow speaking of a Nordic model, which some scholars have described as democratic corporatist. For instance, the weight of the partisan press, understood as defenders of interests rather than as an expression of ideology, opposite to the Euro-Mediterranean model, much more ideological or to the Anglo-Saxon model, much more deregulated. Education policy in the media and their support systems are others important distinguishing features. The continuity of its business structure was decisive in the Anglo-Saxon model, as was its democratic framework, uninterrupted at any time. The two world wars, however, meant a major shift in its media policy. In the Euro-Mediterranean model the aim of aid for press distribution is to consolidate the cooperative distribution system, preserve the pluralism of newspapers reporting political and general news, and guarantee the development necessary for the effective exercise of liberty proclaimed in the Declaration of the Rights of Man and the Citizen 1789. The common starting point of the Anglo-Saxon-speaking bloc model is found in the inhibition of public powers, developed in concordance with the North American tradition begun with the First Amendment to the U.S. Constitution (December 15, 1791). This research has been carried out at the Institut Français de Presse (Université Panthéon-Assas- Paris II), the Instituto de Estudos Jornalísticos de la Universidade de Coimbra (Portugal), and the Department of Communication (University of California, San Diego).

**Silvio Waisbord**

## De-Westernization and Cosmopolitan Media Studies

The call for the “De-Westernization” (Curran & Park, 2000) of media studies has attracted much attention in recent years. It is generally associated with the need to give serious considerations to media systems outside the West. This paper critically reviews the meaning of “de-Westernization,” and argues that the main challenge is not simply to broaden the geographic scope by considering cases from the global South. The inclusion of non-Western cases could lead to the consolidation of “area studies”, a balkanized research that may not contribute to a common set of questions and unifying theories. Instead, it is necessary to approach de-Westernization in order to promote cosmopolitan scholarship, an analytical approach that is open to the globalization of problems and academic production. Rather than being constrained by geographical divisions, de-Westernization should help to expand analytical perspectives and brings theoretical and comparative questions to the forefront of media studies.

**Jonathan J. H. Zhu**, City University of Hong Kong, HK

**Fei Chris Shen**, City University of Hong Kong, HK

Temporary Trends and Regional Variations in Internationalization of Communication

While communication is becoming increasingly global, research on communication remains largely local. Based on a content analysis of 40 SSCI-listed communication journals from 1998 to 2002, Lauf (2005) criticized that communication research was not an “international” field because the major publications were dominated by scholars from English-speaking countries in general and the U.S. in particular. The current study reexamines an expanded collection of SSCI communication journals (N = 55 titles) over a longer time span (T = 17 years), with a focus on changing trends and regional variations. We have found that the Anglo-Saxon domination, though still the most salient characteristic of the field, has steadily declined whereas scholars from two regional clusters, one from the non-English-speaking Europe and another from East Asia, have become progressively visible. However, the two clusters of “rising stars” represent quite different paths of internationalization. Nevertheless, they share at least one thing in common – using a foreign language (i.e., English) to compete effectively with native speakers of English. Their experience demonstrates the feasibility of internationalized communication research, although at a considerable price. We have also identified several “sleeping giants” such as China and Japan in internationalized communication research, based on which their different trajectories in the future are forecast. These cases may help shed insights into the intriguing connection (or disjoint) among economic development, media practice, and scholarly research. Another surprising but interesting finding from the study is that, while scholars from the English-speaking countries enjoy advantages in publishing in home-based journals, such privilege may in fact undermine their national competitiveness in the age of globalization. As a whole, the evidence from the study suggests that the internationalization of communication research is a long journey with more fundamental changes to come in the next decade or so.

## **4A32 Behavioural Determinants and Structural Drivers (HCom) Room: B.302**

**Chair** Robin Vincent

### **Papers**

#### **Zhuowen Dong**

After the Games Individual, Environmental, and Social Determinants of Physical Activity

It is reported that the 2010 Asian Games have flamed up the sporting spirit of people in Guangzhou, the host city. An increasing number of residents take part in physical activities, from competitive ones like badminton, to leisure ones like jogging. It seems a normal phenomenon that a mega-sports event would raise the sports participation among the general public, even though actually “no previous Games has employed strategies towards raising physical activity or sport participation.” (Weed et al., 2009) Since China has witnessed deterioration in people’s health quality, which is mainly attributed to physical inactivity, such legacy of a big event is expected to sustain to encourage a healthier and more active lifestyle. There is much debate on the factors that lead to increasing level of participation in physical activity after a mega-sports event. Individual ability, community norms, local sports elites, supplemented health promotion campaigns are shown to have inconsistent influence. However, there is also data implicating an unnoticeable increase in the participation level (Veal & Toohey, 2005). Some researchers argue that the increase only occurs in frequency of existing participants rather than new participation. Different perspectives have been taken to study physical activities. In individual behavioral perspective, such theories as the social cognitive theory, the health belief model, the theory of planned behavior have been applied to show that health-related activities depend on self-efficacy, outcome expectations, subjective norms and perceived behavioral control. In social ecological perspective, it is found that a health-promoting environment, including spatial access to sports facilities, availability of social support network, media messages and so on, is crucial to the promotion of health behaviors. There are also studies taking an interdisciplinary approach, combining the two perspectives above to investigate the predictors of physical activities. The current study, with questionnaire survey as the main research method, aims at exploring the determinants of the physical activities participation of Guangzhou residents after the 2010 Asian Games. The theory of planned behavior, the social ecological model, and the social cognitive theory are adopted to identify the individual, environmental and social factors that predict the widely spread enthusiasm for physical activities. Meanwhile, since the pervasive mass media acts as the delivery channel for information about the Games, I try to examine to what extent the relevant news reports or public announcements can contribute to people’s healthy behaviors.

#### **Sarah Cardey**

#### **Subrata Saha**

Health Communication Challenges and Ethnic Minority Communities in Reading: Taking a Gendered Perspective

Health inequalities can be fuelled by the ability to access the services, opportunities, resources and information that seek to mitigate and prevent health conditions. It is important to understand that community dynamics and identities affect individual and collective access to health information and communication. Factors such as race, gender, and socio-economic status affect how individuals are able to engage with health information and primary care services (Dutt, 2008; Martin et al, 2009). However, mainstream health communication interventions often fail to reach ethnic minority communities (O'Malley et al, 1999) or do not adequately take gender into consideration (Bulman and McCourt, 2002; Bau, 2009). In order to create health communication strategies, these barriers need to be recognized, identified and understood. Moreover, the specific uses of communication methods and the processes through which they are used need to also be understood. This paper presents findings from a pilot study exploring the gendered dynamics of health communication challenges within three ethnic minority communities in Reading, UK. It will discuss community responses to, and engagement with, health communication. It will also explore how health information is communicated within the social networks of these three communities, to understand how communication is already taking place. It will conclude with a discussion of the gendered nature of this communication, and implications for creating more gender-equitable and gender-redistributive health communication interventions.

### **Interpersonal Communication (Sub-Session)**

#### **Kimmy Cheng**

##### Managing Patient Loads: The Use of Interruption in Healthcare Encounters

Many studies have examined how the technique of interruption plays a role in physician-patient communications in the Western medical context. These studies extensively employ the categories of interruption developed by Kennedy and Camden (1983) and Murata (1994). In general, interruptions can be intrusive or cooperative (Murata, 1994). By combining Kennedy and Camden's (1983) and Murata's (1994) categories, intrusive interruptions can be classified into four sub-categories: 1) disagreement, 2) floor taking, 3) topic change (Murata, 1994), and 4) tangentialization (Kennedy & Camden, 1983). Likewise, cooperative interruptions can be divided into three sub-categories: 1) agreement, 2) assistance, and 3) clarification (Kennedy & Camden, 1983). This categorization is based solely on the functionality of interruption, without considering the interrupter's tone. Tone alone, however, can change the meaning of an utterance. To highlight the importance of incorporating the interrupter's tone into the analysis, this study explores the interruption practices physicians adopt in general outpatient clinics of a renowned public hospital in Hong Kong. This paper argues that equal attention should be paid to both the functionality and tone of the interruption. Insofar as physicians in medical encounters tend to use the interruption technique extensively, it will be valuable to understand the interruption practice further and how functionality and tone together shape the message in the unfolding medical interaction. Using conversation analysis, the author analyzed 60 transcribed audio-taped conversations collected during participation observation. This study's results discuss two issues: (1) how interruption practices physicians adopt in the existing medical context help manage patient loads in Hong Kong; (2) the importance of refining the categories of

interruption developed by Kennedy and Camden (1983) and Murata (1994) based on the collected data.

**Usha Raman**

**Virender Sangwan**

**Diana Monteiro**

**Managing Hopes and Expectations: Communicating with Corneal Graft Recipients**

There is a wide and varied literature dealing with communication in terminal care and chronic disease situations that has tended to dominate thinking about clinician-patient communication. Working with individuals who have suffered severe or total vision loss, who have been given the hope of sight recovery with corneal transplantation, presents a whole different set of challenges. While the opportunities and promise offered by advances in regenerative medicine are huge, the actual outcomes of surgery still have a long way to go, often necessitating very long term follow up and lifestyle modifications for the patient. Handling the raised hopes and tempering the optimism of the patient can be difficult, often with psychosocial consequences. The clinical interaction occurs within a larger context of media hype about sight-restorative surgery, with reports often setting up very high expectations among patients—expectations that are too often not met completely. Corneal surgeons therefore need to handle such patients with sensitivity and care. This goes against the standard practice, particularly in India, where ophthalmology has not been seen as a medical specialty that requires much psychosocial support. This paper discusses the results from a preliminary set of observations of clinical interactions between corneal surgeons and corneal transplant recipients, set in a tertiary care eye hospital in India where the clinician's communication with the patient was supplemented with interventions by a counseling team.

**4A33 Media, Deliberation, Participation, and Government (PolComR) Room: B.303**

**Chair** Eva-Maria Lessinger

**Discussant** Dina Matar

**Papers**

**Karen Sanders**

**Maria Jose Canel**

**The Professionalization of Government Communication: A Two Country Comparison of How Governments Communicate with Citizens**

Various studies have attempted to conceptualize and assess professionalization of political communication from different perspectives. This paper examines the professionalization of central government communication in Spain and the United Kingdom, applying a framework developed using indicators derived from the sociology of work and from the strategic planning and quality literature. Results show that formal rules governing the practice of policy or information-related government communication, distinguishing it from more

partisan, politicized communication, have been developed. On the other hand, although mechanisms are being introduced to improve communication processes, practices are still far from being fully systematized. The analysis provides evidence that professionalization as indicated by the establishment of specialist education, of self regulation and of the formal organization of communication processes can be found at varying speeds in the two countries. The authors place the study in the context of a discussion of government communication as an emerging field.

**Leanne Chang**

**Tom Jacobson**

**Weiyu Zhang**

Discourse and Legitimation in Singapore: The Case of Anti-Smoking Policy

Political legitimacy represents the rightfulness of a political order. Various approaches are used to study the grounds of legitimacy, objects to which it applies, and forms of citizen support. In modern times influential analyses of legitimacy include Max Weber's tripartite classification of political authority and David Easton's differentiation between diffuse support and specific support. While both theorists contribute to a systematic understanding of different types of public support, neither addresses the role of government-citizen communication in shaping citizens' attributions of legitimacy to government. From a Habermasian perspective, the legitimation of political domination in modern democratic societies is rooted in citizens' rationally motivated agreement. Good reasons can be examined, criticized, defended, or revised through dialogue, what Habermas calls communicative action. Only when citizens agree with a political authority's proposals or when they perceive opportunities to seek a shared understanding with the authority would they consider a decision-making process legitimate. Habermas's action theory holds that communicative action, i.e., action oriented toward reaching mutual understanding, can be examined by two sets of conditions. "Validity claims" refer to four criteria based on which actors consciously or unconsciously evaluate the validity of each other's statements. These criteria include claims to comprehensibility, truth, appropriateness, and sincerity. "Speech conditions" refer to actors' satisfaction or dissatisfaction with rules of discourse, i.e., the extent to which they believe that they can fully and freely raise propositions, have equal opportunities to engage in dialogue, and receive fair treatment from other actors. Both sets of communicative conditions are based on a normative assumption but also have empirical relevance. At the same time, these two sets of criteria can be used to evaluate legitimacy cross nationally including legitimacy in non-democratic political cultures. Legitimacy in democratic settings will be more reliant on speech conditions, while legitimacy in non-democratic settings will be more reliant on validity conditions. To test the empirical bond between legitimacy and communicative action, this study analyzes citizen perceptions of a government's communicative orientation in a setting in which deliberation is not embedded in local political culture. The selected setting involves Singaporeans' assessments of government action on smoking control. The Singapore government's authoritarian approach to controlling cigarette use and the tendency to demoralize smokers provide a context to examine how citizens feel about government-public communication and whether they approve of the government's use of political power in this way. Contextual indicators of communicative action and legitimacy were developed based on two preliminary survey studies and one in-depth interview study in Singapore. These preliminary studies indicate

that perceived validity and speech conditions predict citizen attributions of legitimacy. However, validity claims play a more influential role than speech conditions. Speech conditions become a concern only when citizens have rejected governmental validity claims they care about. For the current study a random-digit-dial telephone survey of 1,000 adult Singaporeans was conducted to explore citizen assessments of government validity claims and speech conditions. Their favorable or unfavorable attitudes toward the government's action on smoking control were also examined. Data from this national survey will be reported.

### **Kerstin Schulz**

#### Political Communication in the Making of Foreign Policy

Communication is essential for the legitimacy of foreign policy making. In democratic societies public (Öffentlichkeit) takes up a constitutive significance for the democratic quality, whereas the media become its infrastructure and most important forum. There is a broad consensus that the media are the central mediating instance and primary conduit between political decision-makers and the public. Their influence on foreign policy though remains contingent throughout various processes and phases of foreign policy making.

Analyzing framing-effects and in specific assessing generic and issue-specific frames in the German media and political elite discourse on Russia, the aim of the research project is to trace the mutual influence of the media and foreign policy actors in the discourses on the German foreign policy towards Russia. Secondly, a taxonomy of diverse media roles throughout various processes and phases of foreign policy making shall be developed on the basis of the empirical findings. Thereby the research project will combine qualitative content analysis and qualitative guided interviews for analyzing framing and agenda-setting effects. Newspaper articles as well as official political documents, speeches and press releases of political decision-makers are examined. The (I) Georgian-Russian conflict in 2008, (II) energy disputes between Russia and its neighbor states in 2006 and 2009 and the (III) discourse on the Nordstream pipeline serve as case studies, representing the latest impacts in German-Russian relations. The difficulty in tracing the impact on foreign policy making results from conceptualizing its actors with regard to cause and effect. Since foreign policy making remains a complex process with numerous intervening variables, the paper is based on the premise that influences are multidirectional and dynamic. The project thus contributes to the research of the mass media and foreign policy analysis, while combining communication and international relations theories.

### **Nina Springer**

#### **Barbara Rampf**

#### Deliberation 2.0? The Significance of User-Generated Content for German Politicians

Facilitated by the interactive features of the internet, everybody can be part of reality construction today. Every citizen has direct access to the public through sharing knowledge and opinions on blogs, discussing the latest events in forums or posting status updates and pictures on social network sites. By that, user-generated content must have an influence on the structure of the public sphere. The public sphere theory (cf. e.g. Habermas 2006; Ferree/Gamson/Gerhards/Rucht 2002) models the public as an intermediate body between the political system and the citizens, as an arena in which speakers interact on stages under

observation of the citizens on the gallery. But nowadays hypothetically anybody can speak through interactive features on any given topic and therewith participate actively in the generation of public opinion. Thus new topics may evolve and new viewpoints emerge, what creates new chances for deliberation and therewith new input for the political system.

Research Questions:

If we presume that Web 2.0 is an instrument for citizens to participate in democratic processes, we need to know whether there are also decisive recipients that anticipate the ideas circulating within the cyberspace. Is intermediation happening within Web 2.0, and if, how do politicians assess it? To find out, we designed a survey to ask political decision makers in Germany about their usage and evaluations of Web 2.0 features.

Method:

A standardized questionnaire was designed after a first exploration through qualitative expert interviews with politicians. Literature shows that academic research was yet focused on the information sending of politicians (such as campaigning and blogging; cf. e.g. D'Alessio 2000; Döring 2003; Trammell et al. 2006), but the information retrieving and proceeding was uncharted waters. In order to gather this information, an online questionnaire was sent to all German politicians elected for the European parliament, national and federal parliaments (n= 2.567; field time was July to October 2010). 286 completed questionnaires returned.

Findings:

Although the internet is – of all media – evaluated as being the most important medium for opinion building, and although various platforms for voter-representative dialogue are already known, Web 2.0 features are not too enthusiastically used. Though 41% of the respondents approve that the applications are giving cues about topics that gain importance, users are obviously not seen as experts: Only every 4th politician approves that user opinions are valuable background knowledge in discussions while only 28-29% assent that they use Web 2.0 offerings to prepare themselves for discussions and pick up user criticism or comments in their daily work. Every 3rd is positive to learn through interactive features about the climate of opinion. Especially elder politicians are more critical in their assessment. In politicians view, it lacks particularly of source transparency (e. g. on Twitter and private weblogs). We would be happy to provide a more detailed analysis for the IAMCR political communication section in Istanbul.

### **Thomas Leigh Jacobson**

Communicative Action Contributions to Public Policy Decision Acceptance: The North Coast Case of California's Marine Life Protection Act

One of the most salient challenges for democratic societies is to make competent administrative decisions about controversial topics while improving public perceptions of political legitimacy. Because administrative bodies are vulnerable to the political repercussions of activated, disenfranchised stakeholders, they place great emphasis on acquiring public consent. When federal agencies inquired of the United States National Academies of Sciences on how to obtain public consent, the study panel recommended that agencies focus on involving all interested and affected parties in meaningful, open, face-to-face dialogue. However, the Academies lamented the lack of scientific research into public participation process. One fundamental challenge for research in public participation is defining dialog? This paper reports a study using Jurgen Habermas's theory of

communication action to define empirical measures of perceived dialog conditions. These conditions are used to design a survey instrument addressing citizen perceptions that they were given the opportunity to engage in meaningful dialog involving authorities over a matter of public policy. The applied context of the study is the State of California's Marine Wildlife Protection Act, focusing on the North Coast zone. Citizen input was sought from stakeholders in planning the North Coast protection zone. A two phase research model was designed to administer one survey addressing dialog conditions prior to making a zone planning decision. A second survey to be administered after the decision will address whether citizens feel the decision was fair, competent and acceptable to them overall. The time 1 survey has been administered to 201 individuals. The time 2 survey is yet to be fielded. Preliminary examination of the time 1 results indicate a useful data set and a regression model fit to the data indicates that speech validity and symmetry conditions should be strongly associated with measures of decision fairness, competence, and acceptance.

**4A35 Informing Evidence-Based Policy for Children's Online Opportunities and Risks (CPT)  
Room: B.305**

**Chair** Sonia Livingstone

**Discussant** Aphra Kerr

**Papers**

**Brian O'Neill**, Dublin Institute of Technology, IE

Trust, Safety, Security: Framing EU Kids Online Policy Recommendations within the Digital Agenda for Europe

Since 2006, EU Kids Online – a thematic research network funded under the Safer Internet Programme - has sought to extend knowledge and inform policy regarding the opportunities that the internet affords children and young people, the risks they experience online, and the impact on children when they encounter difficulties. This paper seeks to locate EU Kids Online policy recommendations within the overarching European strategy and policy framework known as A Digital Agenda for Europe and to assess gaps in the current provision for internet safety. Originating with the Safer Internet Action Plan (1999-2004), the European Union has for over ten years promoted internet safety as a central element of Information Society policy. The underpinning objective is one of supporting an 'Information Society for all', fostering digital inclusion, better access and skills for all citizens, and crucially encouraging participation of young people in ICT activities. Within the terms of the Digital Agenda, it is recognized that a barrier to further e-inclusion is a lack of trust and confidence in online technologies, requiring on the part of the European Commission and member states reinforced efforts towards security, protection of privacy, and awareness of online safety. European policy in the main addresses adults' (and parents') concerns regarding security. Yet, as revealed in EU Kids Online research, children while mostly very confident in their approach to the online world, also have significant concerns regarding the availability of quality online content, trust, security, misuse of personal data and online support

services. This paper outlines policy implications of research findings on this topic and argues for a child-centred approach towards confidence building.

### **Veronika Kalmus**

#### **Competing or Complementary Agents of Socialisation? Measuring the Effectiveness of Parental, Teacher, and Peer Mediation of EU Kids' Internet Use**

Alongside with the rapid growth of children's Internet use and rising public concern about risks and negative experiences kids may face online, we can witness an increasing research interest in help and guidance that socialising agents (mostly parents, teachers and peers) provide to children to support their online endeavours. Together with rules and restrictions set by parents and teachers, these practices are termed as mediation of children's Internet use. Previous research, by concentrating mainly on mediation by parents, has provided several typologies of parental strategies. Mediation by other socialising agents, however, has seldom been studied simultaneously to that of parents. This paper proceeds from the assumption that children's inclusion in wider networks beyond home, particularly in peer communities being formed offline as well as online, plays an important role in widening the horizon of online opportunities taken up by kids. According to previous comparative research (MEDIAPPRO 2006), peers are the main partners for communicating and learning about the Internet. Also, both formal and informal media education provided by schools presumably enhance children's digital skills. Moreover, with the increasing proportion of two-career families in European countries, more parents may deliberately outsource socialising tasks, including media education, to other agents, especially schools. The paper will focus on three main agents of social mediation (parents, teachers and peers) to find out their relative importance and specific roles in mediating children's Internet use. Based on data collected from 9-16 year-old children and their parents in 25 European countries in summer 2010 by European research network EU Kids Online, the analysis aims to reveal how different types of parental mediation, peer mediation and mediation by teachers are related to the level of children's digital skills, their use of online opportunities, and experience of online risks. Possible effectiveness of mediation will, furthermore, be analysed in the light of socio-demographic variables and across countries. The preliminary findings show that support from peers, followed by mediation by teachers, is more effective in enhancing children's digital skills and their use of online opportunities, while active mediation by parents helps to reduce children's risky online experiences. Thus, different agents of socialisation seem to fulfil different roles in mediating children's Internet use. The paper will also discuss how policy measures could contribute to achieving a better cooperation between the three agents to maximise children's online opportunities while minimising the level of risk and harm.

### **Gitte Stald**

#### **Online on the Mobile: New Challenges for Awareness, Information, and Policies**

European children's access to online media increase, develop and change in an ongoing process that is formed by the changing contexts of integration of information technologies in society and in the everyday life of the individual. New opportunities for digital information and communication constantly occur to European children and this poses new challenges regarding awareness, risk and coping strategies. One of the predominant areas of change is

the rapidly increasing online access from mobile platforms. This paper focuses on three areas of potential risk, harm, and coping strategies which are in particular important subjects for study and discussion. In conclusion the paper points towards potential subjects for awareness and policy recommendations. The data from the EU Kids Online 2010 survey shows a varied pattern of access to and use of online services from mobile devices. Basically, the picture is that mobile phones in some countries are used by those who have many platforms and who were practically born with these, and in other countries by children who do not have private access to personal computers and to whom digital media may be relatively new in the home, at school and in general. In short, to some children the mobile is an additional platform for online access whereas it for others is the default online platform. Generally, new opportunities cause new challenges, but to some European children online access on the mobile has quite suddenly become their first and main online opportunity and hence a specific challenge to master. Second, the data supports other studies that show how children and adolescents across Europe are increasingly always on and always accessible. Online access on the mobile enforces this development and changes the patterns of when and where children can access communication and information. This creates new situations and times when they may encounter risks related to their being online and hence for the situations and times when they have to deal with these. Third, the mobile is per se more personal and less obvious for e.g. parents when it comes to insights in which kind of content and communication is accessed. The mobile is in the hand or the pocket of the child, and even if limitations of use and various filters may be installed the personal quality of the mobile poses new challenges regarding how to advise and inform children about best practices and common sense in relation to their online activities. Personal computers and what may already be named traditional online access have been in the focus for recent years' awareness campaigns to prevent risk and harm. The mobile as a popular, online opportunity is still so new that it hasn't been in the focus for equivalent attention. Based on the findings from the EU Kids Online 2010 data this paper offers an analysis which points in the direction of new areas of attention for policy recommendations at various levels.

**Lelia Green**, ECU, AU

**Catharine Lumby**

**John Hartley**

**Danielle Brady**

Australian Kids Online

In May 2010 researchers from the Australian Research Council's (ARC) Centre of Excellence for Creative Industries and Innovation asked their government to support Australian research into children's and parents' relative experiences of online opportunities and risks, in parallel with the EU Kids Online II research project. The Australian Department of Broadband, Communications and the Digital Economy responded by saying "The Department has already committed its budgeted resources for cybersafety research by commissioning an extensive survey of teachers and parents. This research has been designed specifically to inform policy development in Australia. While not exactly the same, there is considerable overlap between the research we have already commissioned and your proposal." The Centre of Excellence researchers found partial and alternative funding and surveyed 400 families, rather than the 1,000 families per country as was the case in Europe.

The Australian Labor government's policy approach to cybersafety is most recently spelled out in the November 2008 commitment of \$128.5million for cyber safety, including funds for anti-cyber predator policing and mandatory filtering research as well as modest sums for education and the development of family friendly resources. This top-down approach to internet regulation was underlined by \$17million supplementary funding provided in Dec 2009 to enable mandatory content filtering at the level of the Internet Service Provider (ISP), along with grants to support the offering of additional levels of filtering by ISPs and some further support for education, awareness and counselling. This was the policy position when the \$475,000 request to parallel the EU Kids Online II research was rejected in May 2010. In the middle of 2010, in the run up to a general election, the Australia Labor Party restated its policy approach to regulating children's online activities. Although the election produced no overall majority, returning a coalition government between Labor and the Greens, the Communications Minister repeated his support for ISP-level filtering in September 2010. The mandatory nature of the policy makes it almost without parallel among Western democracies. Meanwhile, an Australian version of the EU Kids Online II research, using a smaller sample, has delivered indicative results. These show that the government should have possibly paid less attention to compulsory filtering approaches to online safety and more attention to research which investigated Australian children's perspectives on their risks and opportunities online, instead of focussing on the perspectives of their teachers and parents. This paper examines the current risk and harm profile of 400 representative Australian children aged 9-16 compared with children from EU countries. Both groups of children were surveyed by the international market research company IPSOS (or its affiliates) using the same EU Kids Online II research instrument and protocols, mainly during 2010 although some of the Australian data collection extended into 2011. The presentation draws on the work of the 'EU Kids Online' network funded by the EC (DG Information Society) Safer Internet plus Programme (project code SIP-KEP-321803); see [www.eukidsonline.net](http://www.eukidsonline.net)

#### **4A37 Muslims and the Media: Constructing Muslim Identity (Diaspora) Room: B.307**

**Chair** Gholam Khiabany

#### **Papers**

**Elizabeth Poole**

**Siobhan Holohan**

Muslims in the European Mediascape: The Production Context

Much has been written about changes to media production brought about by a wide range of phenomena including technological developments and processes of globalisation. These have had a significant impact on both professional practices and media content. These trends have taken place against a background of patterns of transnational migration increasing the cultural complexity and diversity of European societies. These populations have increasing consumption choice in terms of the variety of media content available to them with access to media that falls outside the category of 'mainstream' or 'national' European media. That these groups may consume alternative media alongside mainstream forms has raised concerns about their inclusion in society. In particular Muslims have been

targeted for a supposed lack of integration and self segregation leading to what some have called parallel societies reinforced by consumption habits (Metykova, 2010) Our project aims to explore the relationship use and production has on the way we relate to each other in increasingly diverse societies. This paper in particular will focus on the production context. Whilst the representation of Muslims, in particular, in mainstream news media has been well documented (Poole, 2002, Richardson 2003, Moore et al, 2008) little attention has been paid to production. Some of the questions addressed are: Who are the power brokers involved in defining media content? What are the dynamics of decision-making in the newsrooms of various media? What are the relationships between editors and journalists at various levels? How much freedom do individual media organizations enjoy in framing news stories about Muslims? Do minority media promote more diverse representations and understandings of issues relevant to a multi ethnic/ cultural context? This paper aims to answer some of these questions with reference to primary research with both Muslims and non-Muslim practitioners working in a range of media outlets.

**Liesbet van Zoonen**

**Farida Vis**

**Sabina Mihelj**

Fitna, YouTube, and the Enactment of Citizenship

This research project about the responses to Fitna on YouTube derives both its academic and social relevance from the global and local debate around Islam, especially with respect to the question of how relatively voiceless young people perform their political and religious identities in these debates. A premise of the research is that such debate is necessary, relevant and useful for the coexistence of people in multireligious and multicultural democracies. Our studies provided evidence of that in direct and indirect ways:

- the more young people knew about the Fitna debate, the less they were susceptible to its Islamophobic message. This suggests that silence, or a 'cordon sanitaire' around Islamophobia and its proponents is counterproductive;
- otherwise inactive youth, both from Muslim and non-Muslim backgrounds, felt forced by the release of Fitna and its demagogic content to make a video and insert themselves in public debate. First, Fitna and the ensuing debate mobilized young people to act as citizens, including an exceptional case of young Egyptian women claiming their right to speak in both global debate and the Muslim Ummah online, and second, YouTube in particular offers a unique space for young people to express their views in their own multimedially inspired and coded ways
- YouTube also provides a global platform to youth across the globe, whose choice of this medium and videos (mostly done in English) testify of a desire to 'speak' to a global audience. This holds especially for Muslim YouTubers, who on the whole adopt a more open attitude in the debate, than those with a western background, and/or performing a political identity. Nevertheless, our studies also showed that the YouTube debate about Fitna had particular features and limits that need to be articulated with religious and political theory about dialogue and conflict, and identity and citizenship. Our distinction between the performance of political and religious identities, and their theoretical articulation as acts of citizenship in a global context, furthermore invited additional reflections on the relationship of these identities with cosmopolitanism, as a set of both cultural and normative ideals acknowledging in their most basic form that each individual belongs to the worldwide

community of human beings. Contrary to much current theorizing, our videos show that an articulation of a religious identity with such cosmopolitan sensibilities is entirely possible. In sum, the project contributed to social debate by finding that the Fitna video and the ensuing global debate both immunized young people against its vitriolic effect, and mobilized them into acting as citizens themselves, on a platform that suits their cultural frames and expectations and does not require continued investment in the form of debate or dialogue. As such, the YouTube response videos present a quintessential case of pluralistic agonism, rather than one of outright hostile battle, or one of deliberation and dialogue.

### **Milly Williamson**

The British Media, the Veil, and the Limits of Freedom

The British media have targeted immigrants as a burden on national resources, and increasingly, as a security threat. Muslims in particular have been presented as an alien 'other' who refuse to 'integrate' into the British 'way of life', and indeed who 'threaten' it. The nation is often discursively gendered female and therefore it is perhaps no surprise that Muslim women have been pushed to the forefront of the debate about the perceived threat to 'British culture'. The veil has become a symbol of cultural difference; it is seen as an example of a refusal to 'integrate'; an emblem of opposition to British 'cultural values'; and is offered up as a sign of the perceived failures of multiculturalism and the 'problem' of tolerance. The issue of the veil has a long (and complex) history in the cultural imaginary of Western modernity, linked to British colonial encounters with Islam, so it is imperative to consider how current discussions of the veil are framed by that history and are shaped by the contemporary socio-political context. Since the 'War on Terror', the veil has come to symbolize 'threat', and the historically sedimented meanings attached to the veil raise it as an easy symbol of Muslim 'culture' as apparently backward and opposed to 'freedom'. The issue has been explained entirely in cultural terms so that the historically complex issue of veiling has been reduced to a simplistic question of cultural difference. The neo-liberal restructuring of the British economy and welfare state is another important context; for the consequences of this restructuring are explained (and explained away) in cultural terms by reference to the intrusion of an alien and threatening culture (Islam). In order to 'protect' British 'culture', the state has relied upon the anti-Muslim sentiments whipped up in the media to push through a rash of anti-Terror legislation which not only discriminates against the Muslim population of Britain, but curtails the very freedoms that it purports to protect.

### **Deepa Kumar**

Muslims and the Media: Constructing Muslim Identity

This panel examines the construction of Muslim identity in a range of media outlets. It addresses forms of cultural racism and anti-immigrant rhetoric within mainstream media sources as well as attempts by Muslims to talk back to these constructions and to forge new identities. A range of media are discussed from the mainstream press to social media and youtube. The first paper explores constructions of the veil in British society as a source of anxiety, symbol of Muslim 'cultural difference' and threat to security. It explores the historical, economic, political and social context in which this has occurred and argues that it has been used as an easy symbol of 'Otherness' where complex socio-political problems are displaced to issues of 'immigrant culture'. The paper argues that in order to 'protect' British

'culture', the state has relied upon the anti-Muslim sentiments whipped up in the media to push through a rash of anti-Terror legislation which not only discriminates against the Muslim population of Britain, but curtails the very freedoms that it purports to protect. The second paper turns its attention to the production context that allows for Islamophobia in the UK. It elaborates on research with Editors and journalists from mainstream and minority news organizations that examines the factors involved in the construction of news about Muslims. The paper looks at aspects such as production processes, news room dynamics, relational structures and cultural embeddedness. The aim is to show how the relationship between different elements results in different news content. The third paper examines responses to Dutch politician Geert Wilder's film *Fitna*. *Fitna*, a short political film released on the internet in 2008 gives voice to Wilder's distorted views of Islam. It argues that the Quran motivates its followers to hate all who violate its teaching and to carry out acts of violence. While the film focuses on the Netherlands, it was viewed and responded to by young Muslims around the world. The paper studies the debate around this film and about Islam that was articulated on youtube. The study found that otherwise apolitical young people were mobilised by the release of the Islamophobic film to take a stance and intervene as citizens within a larger political debate. While there are positive aspects to such political enactments of global citizenship there were also limits to such engagement. The fourth paper examines the domestic uses of Islamophobia in the US. While the US has articulated a politics of Islamophobia in relation to the "war on terror" the recent "Ground Zero mosque" controversy sheds light on its uses for political actors such as the Tea Party movement and far right wing politicians. The paper studies the ways in which a range of media from television and newspaper to blogs and social media sites were employed by the right. Yet, mainstream media coverage of the "ground zero mosque" was contradictory. Self consciously liberal media articulated an anti-racist politics, albeit one that attempted to recuperate the image of the American nation as multicultural and inclusive society. In this way the panel addresses the construction of Muslim identity through the cycle of communication; its construction within a particular socio-political context, the specific professional production context in which this occurs, counter constructions amongst users of new media before coming back to representations and their political uses.

#### **4A40 Journalism and News Making (PoEcon) Room: D.97**

**Chair** Wayne Hope

#### **Papers**

**Martin Hirst**, AUT University, NZ

Journalism and Class in the Age of YouTube: An Appraisal of Theory

This purpose of this theory-building paper is to develop a framework for examining journalism as a labour process during a period profound change – what Mc Chesney has called a "critical juncture" for radical media scholarship and activism. The author uses a contemporary political economy approach coupled with a critical reflection on Pierre Bourdieu's influential work on journalism as a cultural "field" to examine emerging relations of production in the industrial news media and beyond. If the market works so well—why, in

the Age of YouTube—is the news media’s relationship to the ‘free’ market so problematic? Over the past decade we have witnessed an ongoing loss of public service journalism, the accelerating loss of career paths for reporters, a cynical public thinking that there is less information in the public interest and attempts to co-opt so-called “citizen journalism” in a never-ending drive for profits (Hirst, 2011). Pierre Bourdieu argued that news workers occupy “an ambiguous position” as “influential actors”, but not “full-fledged members” of the “political world” (Bourdieu, 1998, p. 4). It is this ambiguous position—or what we might call a contradictory class location and consciousness—that concerns us here. For Bourdieu the contradictions in the journalist’s class location—position within the relations of production—oscillate around the reporter as “small-time capitalistic entrepreneurs who need to preserve, and increase, their symbolic capital” (p. 5) and “the day laborers of everyday life” (p. 7). In the current climate—in which the political economy of the future of journalism and the news industry is not settled—there is even greater insecurity for the “day laborers of everyday life” in the “mutual constitution” of encroaching technologies and failing news business models.

### **Jack K.J Liu**

Political Economic Communication and Contemporary Australian Chinese Newspapers, Sydney: A City for Diasporic Chinese Newspapers

This paper examines the contemporary Australian Chinese newspapers and their political economic factors with a focus in Sydney’s papers. Australian Chinese newspapers are a significant but under-research topic. The Chinese newspapers (published in Australia) not only occupy 28% (the first position) in Australian diasporic newspapers market, but also rank second in Chinese overseas newspaper market (the US, Australia). However, all academic articles focus on Australian Chinese newspapers before 1957. This paper examines the contemporary Chinese newspapers and their social environments by political economic communication, including Robert Park’s diasporic media theories. First, this paper reviews the contemporary Australian Chinese newspapers with a focus in Sydney. Twenty seven Chinese newspapers are published in Australia. In this case, Sydney’s Chinese newspapers occupy a predominant position. Fifteen of twenty seven papers are published in Sydney, including all four dailies. Sydney’s Chinese papers, especially the dailies, provide detailed homeland information in diverse categories. These encompass social news, Hong Kong and Taiwan news, city news in mainland China, financial news in various industries. In other words, Sydney’s Chinese newspapers play a significant role as a diasporic connectivity between the hostland and the homeland. Second, this paper explores the reason why such large amount Chinese newspapers published in Australia. Four factors provide crucial impacts: expanding Chinese diaspora in Australia, improving SES (social economic status) of Australian Chinese, homeland political economic support, and the positive Australian multicultural policies. Furthermore, the paper investigates the special reasons why Sydney owns the most Chinese papers. Apart from the above four factors, the strong Asian ethnic business environment in Sydney provides a broad advertising market to Chinese newspapers. Korean, Japanese and southeast Asian companies frequently advertise in Sydney’s major Chinese dailies and weeklies. These enable that Sydney becomes a special city for diasporic Chinese newspapers.

**Bella Mody**, University of Colorado, Boulder, US

The Political Economy of News: The Influence of Ownership on the Construction of Foreign News around the World

Foreign news reports are arguably the only means of cross-national surveillance of human abuse. Given this alarming realization about the centrality of journalism for safeguarding human well-being, the consistent research finding that there are major variations in representation of the same event is a major concern. In addition to differences in foci, timing, length, and details, foreign news has also been found wanting in historical and geographical context. The *Geopolitics of Representation in Foreign News* (Lexington 2010) assumes an informed citizenry is essential, irrespective of whether the system of political governance is an electoral democracy or a military dictatorship. Drawing from this larger work, this paper argues for more journalism research that is global in scope and includes state-owned news media. News organizations with state involvement serve more countries and people than privately owned news organizations (Freedom House 2009). A 2004 World Bank study showed government ownership of media is widespread and is particularly prevalent in poorer countries with lower school enrolments. The government of Sweden subsidizes newspapers in small communities to ensure they have a voice. France offers subsidies to newspapers with low circulation. The world's most respected broadcaster the BBC World Service is financed by the UK government's foreign office. The first part of the paper is conceptual with sections on a context-analytical framework that shows the relationship between social, political and cultural forces and other components of the press. The point is made that serious nuanced study of relations under varying ownership conditions has been neglected and possible reasons for the scholarly neglect of the state-owned press are included. The second part focuses on the design of the research and the preferential construction of a timeliness and comprehensiveness index of coverage rather than attempting to measure the mythical criterion of objectivity. The third part discusses the findings. The paper compares coverage of the same event (genocide by the state of Sudan against its western region of Darfur from 2003-2005) constructed by ten news organizations, five state-owned (Al-Ahram Egypt, People's Daily and China Daily, Qatar's English AlJazeera.net and BBC.Co.uk) and five privately owned (New York Times, Washington Post, Le Monde, Guardian, Mail and Guardian Online). Over 3,000 news articles in four languages from seven countries were analyzed. Ownership, geopolitical location of the news organization, the current national interest in the crisis state, and the intended audience significantly impacted comprehensiveness of coverage. On the average, privately owned news organizations scored significantly higher than state owned news organizations on comprehensiveness of coverage of state-perpetrated genocide. Future research needs to build on the differences within the group of five state-owned news organizations to identify strengths to build on. Going beyond frequently asked questions about a business model for printed news in the internet era, the larger book (of which this is part) begs the question: how should both print and online news organizations be owned, financed, and operated if they are to provide undistorted universal public education on human rights and social justice in a more timely and comprehensive manner?

## **Halliki Harro-Loit**

### Future of Professional Journalism in Small Media Market under Economic Recession

Traditional economic base for professional news media is eroded and journalism needs a new business model that supports public interest. Citizen journalism and personal bloggers do not substitute the role of professional journalism community because of their financial uncertainty. Concurrently information stream in the Internet, open access to different sources and the PR sector which has more resources to provide the media with 'already journalistically wrapped' news makes the society's need for professional (ideologically suspicious) information processing more vital than before. On the one hand, this entails that there must be enough citizens prepared to pay for such (quality) information; On the other hand, these citizens need to be literate enough to be able to critically assess the information they receive and under the circumstances of modern 'public journalism' also contribute to the information flow. Estonian market (total population of 1.36 million of whom 0.9 million consume Estonian language media) tends not to possess enough resources to keep professional journalism alive, as the number of citizens ready to pay for quality news is limited to sustain quality media. The aim of the paper is to discuss how reciprocal action and reaction of different factors (media literacy, professional education, professional job market; professional ideology and motivations of different stakeholders) would influence the future of professional journalism in such a small nation state as Estonia. The empirical analysis is based on different interviews with media professionals as well as public discussions concerning the functions of professional journalism.

## **Bruno Lima Rocha**

### **Valério Cruz Brittos**

#### The Economical Journalism as Financial Capital's Spokesperson

We recognize not to be something new when a researcher or a scholar, makes the critic of the media performance supposedly specialized in economy. It's also recognizable that the theme is something redundant and exactly for that we see this importance. Neither is treated as an innovation the use of euphemisms and the "technical" jargon as form of disguising the economical agents' factual situations and maneuvers. It goes worse when we talk about great investors – big shots in speculation - buying, selling and reviewing financial products, many of the times corporate media hides the occurrence of criminal actions. In this paper, we approached that crossing variables: when the sense production generated through the economy news section, it naturalizes or chews the lethality of the speculators' in different orders of greatness premeditated actions and the effects that cause in the day by day of entire populations. At the present time, the fight among the effects of that complicity between the financial casino players and media industry, and, on the other side, the class struggle is materialized in a battlefield in streets and squares of Greece. The hypothesis that here get up is simple. We affirm that most of the journalistic covering in economy officiates more as spokesperson of the financial capital and, obviously, not as specialized reporters under covering the real no-rules game. And, for choosing that angle of complicity, the specialists, columnists and sources of the industry of the communication hardly ever narrate the "game" as a casino of addicted roulette. Unlike exaggerating, we too are also here using here an outline of euphemisms to reduce this text's offensive potential. Any operator or

analyst knows that, when there is perfect information, it is impossible to occur a misunderstanding. If a mistake happens, it is not by chance but a deliberated move.

#### **4A41 Theoretical and Methodological Debates (PolEcon) Room: D.98**

**Chair** John Sinclair

#### **Papers**

Carlos Enrique Guzman, Instituto de Investigaciones de la Comunicación, VE  
The Value of the Culture and the Creation in the Economic Development Contribution of the Economy of the Culture and the Communication in Latin America

In the last decade of the century XX and principles of the 21st century, an increasing affirmation has been generated on the importance that have Cultural and Creative Industries (ICCs) and of Digital Contents (ICD) like emergent sectors keys of the cultural and economic development of the regions or countries. The notable strategic contribution that the industries of cultural and creative content (extended concept more for the intention of this work of investigation) generate in the gross internal product (in future, the GIP) of the national economies as well as in the international trade, in the promotion and creation of new enterprise initiatives, original models of businesses, incubation of uses and cultural diversity (preservation and reproduction of the local cultures), are indicated and exposed every time with greater notoriety by different experts in the matter of economy and culture, political mass media and leaders worldwide. As well, as a result of impact economic of industries cultural and communicational, and insofar as they indicated some pioneering studies to us in Latin America that we are against a reliable and productive sector, began to be examined the economy of the culture and the creation, according to the conceptual frame orients that it, by organisms of multilateral, bilateral, regional cooperation and in diverse national and academic spaces. In the case of the Latin American countries, the data available suggest them strongly industries of cultural content and creative they constitute an important element of the contemporary economic systems. Therefore, this article must like objective contribute to explore the different diagnostic casts of it in national and supranational contexts from a comparative perspective; and the specificity on the Politic and Economy of Culture is recognized.

**Ruth Elizabeth Teer-Tomaselli**, University of KwaZulu-Natal, ZA

**Lauren Eva Dyll-Myklebust**

Finding Yourself in the Past, the Present, the Local, and the Global: Potentialities of Mediated Cosmopolitanism as a Research Methodology

This paper explores the concept and practical implications of mediated cosmopolitanism as is evident within a group of South African graduate students. As part of their assessment, graduate students undertake individual research projects that seek to explore mediated globalization which, through the choice in topics, can be more appropriately expressed as mediated cosmopolitanism. This term extends beyond the common use of the term 'cosmopolitan' as familiar with or representative of many different countries, cultures and

cities, to the development of such an identity vis a vis the exposure to different 'zones' of everyday cosmopolitanism, facilitated by media and communications. Graduate students interpreted Terhi Rantanen's concept of global mediagraphy in different ways according to their own global connections and creativity. The objectives are to provide exercises in creating 'dialogues' between the theoretical tenets of mediated globalisation ('time-space distantization', 'cosmopolitanism', 'global identity', 'cultural imperialism', 'cultural homogenization' and the concurrent 'cultural heterogeneity', 'digital divide' among others) and real-world sets of examples (collected empirical data via interviews, observation, recording, coding and cataloguing). Our paper, does not offer insights into globalization per se but aims to expand the range of working methodologies in graduate instruction. From these projects this paper elucidates how different forms of media and communications are instruments that are employed to communicate and connect to; the past, present and future, the local and the global, and the rural and the urban. The connectivity and creativity by which people 'make sense' of themselves and their heritage is possible through media and communications in the network society. Thus, mediagraphies are useful in exploring not only how individual family members in different locations are affected by globalization, but also how they contribute to it. This paper offers insight into three areas of mediated cosmopolitanism based on; i) foreign cultural consumption in a local setting, ii) de-territorialization within diasporic communities and iii) how the local life-worlds of the University of KwaZulu-Natal students are circumscribed to a large extent by their location within the city of Durban.

### **Dwayne Roy Winseck**

#### **Toward a Critique of the Political Economies of Network Media**

This paper introduces the idea of the 'network media industries', a concept that includes the ten largest media and internet industries, ranked by size and total worldwide revenues: television, internet access, newspapers, books, film, music, radio, magazines, internet advertising and video games. Drawing on an extensive body of original, primary data, and a critical appropriation of ideas from key schools in the political economies of media tradition, I examine the structure, development and divergent crosscutting forces that have reshaped the network media industries worldwide since the late 1990s. Four questions are posed: First, do new digital media, especially the Internet, pose grave threats to well-established media players or create a larger media economy within which they can expand? Second, have media markets become more concentrated, or less? Third, are the media "in crisis"? Fourth, how do trends differ by medium and region of the world? By and large, all media industries have thrived over the period from 1998 until the present. Some industry players have successfully adapted to the fundamental changes that are taking place, others have not. The daily press sector since, roughly, 2005 in the U.K., U.S., Japan and the Netherlands has been in dire straits, but even in these cases it is premature to declare the 'death of journalism'. The music industry is the poster-child of a medium supposedly imperiled by digitization and p2p file sharing, but is in fact doing very well, once all of its component parts (recording, publishing, concerts, internet) are accounted for. In emerging economies (Brazil, India, Russia, China, Indonesia, Turkey), all media sectors are growing fast and newspapers are experiencing a 'golden age'. All-in-all, the total size of the network media economy has expanded greatly, and 'new media' have not cannibalized the economic base of traditional media. The economic base of media, however, is shifting from the logic of 'indirect

commodification' (advertising revenues, public subsidies) to one of 'direct commodification', where users possess and pay directly for communication and media goods. Advertising is rising in absolute terms, but is in relative decline across most media. The current woes facing some sectors and specific players mainly reflect a short-term, cyclical drop in advertising revenue caused by the economic down-turn since 2008, the accumulated results of media consolidation, failure to adapt to the changes taking place and the financialization of the media. The latter process saw enormous sums of capital investment in the creation of massive media conglomerates in the late-1990s and again from roughly, 2003 to 2007 based on wildly optimistic projections that future profits would grow faster than growth in the network media economy and exceed the high profits that have characterized the media in the past. When this rosy scenario failed to materialize, some media firms were indeed in trouble and saddled with unsustainable debts, but there has been no crisis of the media per se. Another argument in all this is that the political economy of media needs to diversify its horizons and tighten its focus on a more clearly specified set of objects of analysis, i.e. the network media industries. We should drop the pretense that the political economy of media comes mainly in one flavour and draw more ecumenically, yet critically, from the following four schools of thought: (1) Conservative and Liberal Neoclassical Economics; (2) Radical Media Political Economy, with its two versions, the Monopoly Capital and Digital Capitalism schools; (3) Schumpeterian Institutional Political Economy, with two recent offshoots, the Creative Industries and Network Political Economy schools; and (4) the Cultural Industries School. Of course, neither communication and media studies, nor specific scholars, can be so neatly pigeon-holed, but these schools constitute a reasonably comprehensive and coherent view of the field and a useful foil against which other views can be understood. Given the changes taking place, and the stakes involved, we must be more open to theoretical revision than ever. This paper discusses and hopes to exemplify some of the ways in which that might be accomplished.

### **Bogdan Fabian Dragos**

#### Economies of Contribution and Schumpeter's Creative Destruction

The aim of this paper is to explore the applicability of the concept of 'creative destruction' to the contemporary economies of contribution. In the climate of mass collaboration over the Internet, new forms of invention, innovation and (self)organization are emerging. Open-access, peer-to-peer, sharing and networking embody new forms of socio-economic organization that differ in many ways from the old hierarchical/bureaucratic structures. This complex process of change can be explained by making use of Schumpeter's notion of creative destruction, as a 'competitive destruction of the old'. Following this view, new tendencies will gradually 'crystallize' into forms of organization, production and consumption, not emerging from the old established structure but from its margins. What these new 'structuring germs' do is to continually disrupt the equilibrium of society and push towards more accelerated rates change. It is in the context of contemporary communication and information technologies that this tendency is most visible. A new form of 'horizontal' organization is competing with vertical corporate hierarchies, as the same time as new forms of file-sharing and open-access blur the difference between consumers and producers. For Schumpeter, technological inventions and the human groups that structure around them where the driving force of society. This paper will attempt to understand the new economies

of contribution as a process of 'creative destruction' that is at the center of the current evolution of capitalism.

### **César Bárcenas Curtis**

#### The Convergence of Cultural Forms

The Political Economy of Communication and Culture allows the analysis to emphasize that digital convergence not only involves changes in corporate structures of cultural and telecommunications industries (Murdock y Golding, 1999: 122), also has political implications in economic, legal, technological and cultural terms (Sánchez Ruiz y Gómez, 2009: 53). In general, digital convergence is a multidimensional process that affects the cultural practices of society. In this case, the objective is analyze what are some of the features of this convergence of cultural forms. We will need to rethink the political economy of communication to integrate some methodological strategies of cultural studies in order to develop a holistic approach to the study of culture and communication (Meehan, Mosco and Wasko, 1993: 106). Especially, because in a period of transformation and technological innovations, the Political Economy of Communication must analyze the new cultural practices that occur as well as developments and changes within the media (Kellner, 2009: 101). Participatory culture is one of the drivers of the convergence of cultural forms, therefore, to discuss its essential features we will use four levels of analysis proposed by Jenkins (in Navarro, 2010: 2):

- 1.This convergence potentially has an impact on aesthetics (through grassroots expression and transmedia storytelling)
- 2.Knowledge and education (through collective intelligence and new media literacy)
- 3.Politics (through new forms of public participation)
- 4.Economics (through the web 2.0 business model)

### **Janet Wasko**

#### **Eileen Meehan**

#### Critical Crossroads or Parallel Routes? Political Economy and New Approaches to Studying Media Industries and Cultural Products

In the fields of mass communication and media arts, political economists have consistently taken a critical approach, using theories and methods associated with historical materialism to investigate and explicate the structures and outputs of media industries. This focus has, in part, spurred quasi-formal debates between political economists and cultural scholars that generate much heated rhetoric and only rarely yielded synthesis and insight. In the interims, critical cultural scholars as well as political economists like ourselves have pursued a mix of cultural studies and political economy in order to contextualize and co-relate mediated expression, media products, economic structures, corporate entities, and governmental supports for and constraints on culture industries and cultural products. The contrast between dramatic debates and ongoing scholarship has been noted, which suggests that engagement rather than debate may be a more productive approach to understanding different positions that converge given the empirical dynamics of the phenomenon under study. Towards that goal, we offer a brief consideration of redefining "culture" to include people's everyday work of creating and communicating understandings as well as the formal texts produced by media workers within the specific material and historical contexts for

these processes. This definition might be acceptable to many of the new approaches that have emerged recently in the study of media and culture, including (critical) media industry studies, creative industries, cultural economy, and production studies. While we can appreciate the increased attention to issues and problems that move beyond texts and reception, these various “new” frameworks most often reject much of the theoretical foundations of the study of political economy, and argue for a “new” and “improved” approach. The assumptions made in these discussions, however, are sometimes unformed and based on a limited awareness of the wide range of work offered within a political economic perspective, as well as by those who pursue the mix of political economy and cultural studies, as noted above. The paper will consider one of these approaches, media industry studies, to exemplify this critique.

#### **4A42 Beyond Concepts (PolEcon) Room: D.100**

**Chair** Peichi Chung, National University of Singapore, SG

#### **Papers**

**Anamik Saha**, University of Leeds, UK

The Political Economy of Hybridity and the Commodification of Race

Political economy approaches to culture have often been criticised for an apparent lack of interest in textual analysis and meaning. This has limited its appeal to those scholars studying race and the politics of representation in particular. However, this paper argues that a critical political economy approach has a lot to offer to this field of study, by focusing us on the conditions of cultural production and the creative work behind the construction of representations of difference. To present this argument I will draw from an ethnographic study I conducted on British South Asian cultural production in the publishing, theatre and television industries. My research questions why, despite the greater participation of South Asians in the UK media, negative representations of Asianness still persist – often made by Asian symbol creators themselves. According to radical cultural studies accounts, it is the process of commodification that transforms the aesthetic strategies of Asian cultural producers in constructing new progressive forms of multiculturalism, into Orientalist and reified images of difference. However, this perspective lacks empirical engagement where it is unable to explain how the commodification of race actually occurs. It is in this way that I argue that critical political economy – specifically what has been labelled the ‘cultural industries’ approach - has value, in focusing us more on the creative work of Asian cultural producers set against the structures of global capitalism, unravelling the connections between micro processes of cultural production, its broader economic, political and cultural context, and in turn, imperialism and neo-colonialism. Conversely, the paper suggests new theoretical and methodological avenues for how political economy approaches can more effectively incorporate important questions of text and epistemology into its analysis.

### **Peter A. Thompson**

Communication, Connectivity, and Capital: The Political Economy of Information Networks in Financial Markets

Communication processes and information flows are an intrinsic dimension of financial markets. However, the neoclassical/positivist notions of market efficiency and informational representation conceive of prices in terms of a more-or-less accurate reflection of objective market conditions. Recent re-regulatory initiatives such as Basel III have focused on capital reserves, informational transparency and supervisory risk management. However, such policy frameworks typically overlook the reflexive, constitutive dimension of financial communication and the performative ontology of so-called fundamentals and risk. These conceptions have implications for the scope and direction of policy responses to events such as the credit crunch. This paper intends to critique the global financial policy trajectory that has emerged in the wake of the credit crunch from two angles. Firstly, drawing on the works of Robert Babe, Jacqueline Best, Dick Bryan & Michael Rafferty, and Karen Knorr-Cetina & Urs Bruegger, (as well as the author's own previous papers) it will discuss conceptions of market representation, transparency and risk, and highlight the reflexive/constitutive aspects of financial communication. Secondly, it will present the author's own empirical data on institutional investor media usage and identify functional differences between publicly-available financial media and high-end sources and institutional networks. The paper will also highlight the potential for capital flows and market volatility to be shaped by information circuits that are not representative of any objective market condition, e.g. financial trading models and schemata may performatively generate, rather than describe, correlations between financial securities that have no referent in the industrial economy. The findings broadly confirm the inadequacy of the neoclassical framework. However, the evidence suggests a need for nuanced argumentation about the extent to which information flows within investor networks might support a more radical account of financial system reflexivity or self-referential autopoietic closure. Such arguments have potentially significant implications for regulatory/policy responses to financial crises.

### **Wayne Hope**

Pluralities of Time, Conflicts of Time: Toward a New Understanding of Contemporary Globalization and Global Capitalism

Contemporary understandings of globalization and global capitalism have usually relied upon geo-spatial, cyber-spatial, or time-space nomenclatures. Examples include 'space of places/space of flows', 'place-space dialectics', 'time-space compression', 'time-space distanciation', 'cyber-capitalism', 'virtual capitalism', 'fast capitalism' and 'turbo-capitalism'. In contradistinction to such formulations my paper has three explanatory objectives. Firstly, to provide a time matrix for an explication of contemporary globalization. Here, four epistemes of time (epochality, temporality, time reckoning, coequality) are cross-related with three materializations of time, (power, crisis, rupture). The categorizations are overlapping, internally contestable yet analytically distinct. Secondly, I will argue, this matrix allows us to identify fundamental time conflicts in the operations of global capitalism. These include the time-based contradictions of financialization and financial crisis, the discrepant time worlds of capitalist-worker exploitation and the time-grounded dimensions of poverty and social exclusion. Thirdly, in light of the preceding observations, I will address the difficulties

involved in representing the 'global' as a social totality. Progress, in this regard, requires the identification of apposite global events which demonstrably encapsulate the epistemes, materializations and conflicts of time.

### **César Bolaño**

Industry and Creativity: A Latin American Perspective / Industria y Creatividad: Una Perspectiva Latino-Americana

Es evidente que vivimos en un momento de grandes cambios en el capitalismo en nivel mundial, iniciadas con la crisis estructural de los años 1970. Fenómeno bien conocido y con importantes impactos sobre los sistemas de comunicación, se trata de un cambio de orden económica y cultural profundo. La corriente principal del pensamiento comunicacional – pieza clave en la construcción de la hegemonía, aunque siempre subordinada al mainstream de la Economía – tratará de agarrarse a diferentes explicaciones, buscando explicar todo como fruto de una revolución tecnológica. La EPC ha sido muy eficiente en la crítica a los conceptos de sociedad de la información, sociedad del conocimiento, post-industrialismo, post-modernismo etc. Pero hay que tener claro que por detrás de todas esas falsas ilusiones hay un elemento de realidad que es necesario aclarar, puesto que las ideas no brotan de la nada. Tomemos un ejemplo reciente: la idea e economía creativa. Es cierto que, a lo largo del proceso en examen, hubo un momento de creatividad e innovación fundamental, que marca una ruptura con todo lo anterior: la implantación en nivel social del paradigma digital, fruto de la revolución micro-electrónica, en beneficio de ciertos actores sociales, en particular, el gran capital internacional y el Estado norte-americano. Una vez aceptados los nuevos parámetros, el nuevo entorno cultural exigirá de cada participante ‘innovación’, ‘creatividad’, para impulsar los derechos de propiedad intelectual, el copyright, la expansión de la cultura digital a servicio de los oligopolios que dominan los diferentes sectores de la comunicación, las telecomunicaciones, la informática, etc. Mi pregunta es sobre el fundamento concreto, la base material de esa ideología que la torna tan interesante, a punto de, segundo Garnham (2005), lograr un hecho notable: unir, bajo el mismo paraguas ideológico, a los grandes industriales, productores informáticos y mediáticos y los pequeños productores y creadores independientes. Esto es hegemonía en el sentido propio del término. La base empírica para el desarrollo del concepto es el proceso de subsunción del trabajo intelectual y de intelectualización general de los procesos de trabajo convencionales y del propio consumo (Bolaño, 1995, 2002). Por otra parte, hay que pensar el tema de la cultura y de la creatividad bajo otro enfoque, superior, como el de Celso Furtado, cuya perspectiva es más general que todas las demás en el campo de la Economía porque tiene la capacidad de explicar el desarrollo, pero también el subdesarrollo, Europa, pero también el resto del mundo, entendiendo, muy claramente, la forma como la Cultura y la Historia determinan a la Economía. Así, por ejemplo, la defensa del concepto de industrias creativas está vinculado, en Inglaterra, al intento de explorar ventajas comparativas para mejor posicionarse en el actual tránsito de hegemonía, teniendo por supuesta la des-industrialización. Una opción criticable, pero imaginable en esa situación. Para Brasil, por su parte, una opción segmentada de industrias creativas es impensable, pues no se trata del viejo imperio a vueltas con su larguísimo proceso de decadencia, sino que de una de las BRIC, que pretende llegar a ser la quinta mayor economía del mundo en las próximas décadas. Para tal, hay que hacer política industrial (incluso en el campo de la comunicación) subordinada a un proyecto nacional que entienda claramente la importancia central de la

comunicación y la cultura en la construcción de la hegemonía. En ese sentido, es fundamental retomar los conceptos de cultura, innovación y creatividad de Furtado.

**Christian Fuchs**, Uppsala University, SE

**Thomas Allmer**

**Verena Kreiling**

**Sebastian Sevignani**

Critique of the Political Economy of Privacy on Facebook

The task of this paper is to give a critical political economy analysis of privacy on Facebook. Such an approach is especially interested in uncovering the role of surplus value, exploitation and class in the studied phenomena. First, the philosophical notion of privacy is discussed. Then, the dominant kind of analysis of Facebook privacy is criticized by characterizing it as a form of privacy fetishism. Based on this critique, an alternative approach is outlined that positions privacy on Facebook by conducting an ideology analysis of the Facebook privacy policy. This policy is the legal mechanism enabling and guaranteeing the exploitation of surplus value. The specific way of surplus value generation and appropriation of Facebook is discussed. Finally, some conclusions are drawn and strategies for alternative online privacy politics are outlined. Privacy scholars tend to conceive privacy as universal and as inherently benefiting humans. Privacy is in modern societies an ideal rooted in the Enlightenment. Capitalism is grounded in the idea that the private sphere should be separated from the public sphere, should not be accessible for the public, and that therefore autonomy and anonymity of the individual are needed in the private sphere. The rise of the idea of privacy in modern society is connected to the rise of the central ideal of the freedom of private ownership. Liberal privacy philosophy ignores the political economy of privacy in capitalism that can mask socio-economic inequality and protect capital and the rich from public accountability. Facebook is therefore in this paper analyzed with the help of a differentiated privacy concept, in which privacy for dominant groups in regard to the secrecy of wealth and power is seen as problematic, whereas privacy at the bottom of the power pyramid for consumers and normal citizens is seen as a protection from dominant interests. The authors of this paper call for an alternative concept of privacy that is focused on consumer and prosumer protection from corporate power. A critical discourse analysis of Facebook's privacy policy is presented in this paper. The dominant form of analysis of privacy on Facebook is individualistic and fetishistic. It is strongly influenced by a liberal concept of privacy. It ignores the political economy of privacy. In contrast to Facebook privacy fetishism, it is the task for Critical Internet Studies to analyze Facebook privacy in the context of the political economy of capitalism. The theories of Marx, Arendt and Habermas have quite different political implications, but the three authors have in common that they stress the importance of addressing the notions of privacy, the private sphere, and the public by analyzing their inherent connection to the political economy of capitalism. The analysis of prosumer privacy on Facebook is in this paper connected to the theories of Marx, Arendt and Habermas. The analysis in the paper shows that Facebook's privacy strategy is a self-regulatory privacy policy mechanism that advances an individualistic privacy conception. Facebook tries to manipulate the perception of privacy by Facebook users and the public by complexifying the understanding of targeted advertising in its privacy policy, minimizing advertising control settings, implementing a complex usability for the few available advertising opt-outs, and reducing privacy to an individual and interpersonal issue.

Facebook's manipulative and individualistic privacy strategy serves the goal of enabling the exploitation of users, who generate personal user data, user-generated data, and user-behaviour data that is commodified and sold to advertising companies that use the data for targeting advertising. The notion of Internet prosumer commodification/labour that is based on Dallas Smythe's concept of the audience commodification is introduced. Facebook's business model is based on the exploitation of prosumer labour and selling prosumers as Internet prosumer commodity to advertising clients. The political economy of privacy on Facebook can also be analyzed with the help of a theory of drives that is grounded in Herbert Marcuse's interpretation of Sigmund Freud. Play and labour have to a certain extent become indistinguishable. Eros has become fully subsumed under the repressive reality principle. Play is largely commodified, there is no longer free time or spaces that are not exploited by capital. Play is today productive, surplus value generating labour that is exploited by capital. All human activities and therefore also all play tends under the contemporary conditions to become subsumed under and exploited by capital. Play as an expression of Eros is thereby destroyed, human freedom and human capacities are crippled. On Facebook, play and labour converge into play labour that is exploited for capital accumulation. Facebook therefore stands for the total commodification and exploitation of time – all human time tends to become surplus-value generating time that is exploited by capital. Facebook is characteristic for the convergence of play and labour that is exploited by capital. Three strategies for driving back the commodification of Internet prosumers are: the legal advancement of opt-in online advertising requirements, civil society surveillance of Internet companies and the establishment and support of alternative platforms.

#### **4A43 Queer Theory in Media Studies (Gender) Room: D.105**

**Chair** Jan Pinseler

#### **Papers**

**Sander De Ridder**  
**Frederik Dhaenens**  
**Sofie van Bauwel**

Queer Theory and Change: Towards a Pragmatic Approach of Resistance and Subversion in Media Research

Youth studies on popular cultures and school communities have extensively demonstrated the importance of heteronormativity. They have exposed a strong binary discourse on gender and sexuality in everyday dialogues that repeatedly others 'the Other' (see Dewaele et al., 2009; Ferjola, 2007; Pascoe, 2007). However, as the geography of the global youth cultures has now expanded to online communities such as social network sites, this raises the question whether the online stage increases empowerment, democratization and diversity, or, on the other hand, reinforces the representation of the self within the binary oppositions of heteronormativity. Departing from this concern, this paper will elaborate on media representations of youngsters between 14 and 18 years old in popular social network sites. By means of an online content analysis of the most popular social network site among youngsters in Northern Belgium ([www.netlog.com](http://www.netlog.com)), this contribution inquires how

heteronormative discourses are articulated in an online medium by exposing the relationships between online cultural production, belief and meaning, social processes and heteronormative institutions. The emphasis here is on possible transgressions and interplays between non-normative gender and sexual identities. The aim of this paper is to endorse an online project which opens up a diverse online space where self-representations can be free and fluid, without the constraints of normative values and technical affordances.

**Michele Aaron**

Deathly Silence: The Queer Ethics of Spectatorship and the Disavowal of Race

**Irmi Karl**, University of Brighton, UK

Developing Queer Ethics in Media Research: Critique, Activism, and Other Dilemmas

This paper proposes and develops a series of questions or acts that help us develop what could be deemed a queer ethics of media research. Such ethics would foster a particular form of engagement and mode of operation (an attitude or sensibility even) that does not simply locate queer theory/ies and practices in media and cultural studies (as in being merely added to the list of interdisciplinary influences and possibilities). Rather, it seeks to develop it as a *modus operandi* – a set of ethical (if not moral) guidelines and practices that aim to critically inform and shape media practices and research more fully to work towards more inclusive, diverse and reflexive media futures. As such, this effort may be deemed political and practical in as much as it aims to inform and contribute towards a transformation of the academy itself. In order to explore how the academy can be transformed by a queer ethics, this paper will also investigate how research can be made meaningful beyond the academy by deliberating different modes of activism. However, activism is not self-generating simply by what we study – as in (new) media and technologies now often so casually referred to as ‘participatory’ or ‘interactive’ media. Rather, this paper envisages a form of academic activism that is more deliberately responsive to difference. Therefore what is being proposed as a queer ethics of media research can also be understood as an ethics of difference, diversity and differentiation, but a kind that deliberately works towards an undoing of hierarchies within and beyond the academy. As such the paper offers deliberations that include a move from queer theory to anarchist queer; from queer studies to queer study-ing and, more specifically, from forms of queer ethnography that research queer lives to queer-ing ethnography as ‘a philosophical commitment to contesting the logics of normativity’ (Rooke, 2010: 29).

**Skadi Loist**

**Jan Pinseler**

Queering Media Studies: Potentials and Consequences of Applying a Queer Perspective to the Study of Media

Media as central agents of representation both influence and are influenced by social ideas and beliefs. This is especially true for ideas of identities and identity constructs. Therefore, a discussion of how media help to shape our ideas of seemingly natural identities must be a central part of media studies. Since studies within the area of Queer Theory have produced quite a large body of work with regard to identities as social constructions it proves useful to

employ Queer Theory for Media Studies. This paper aims to chart the work that has been done in this field and to describe Queer Theory as a research programme for Media Studies. The body of research produced by scholars of Queer Theory in the area of Media Studies differs enormously in relation to different countries and different research areas. While Queer Theory no longer seems to be strange to the academia in Great Britain and the U.S. and therefore is accepted as a bona fide theoretical framework, in other parts of the academic world it still has to earn a reputation. Furthermore, there is quite a large body of work produced with regard to queer representations, especially using queer readings, while in other areas of media research queer perspectives are still rare. Queer Theory, we would like to argue, is especially useful for Media Studies since it points to the entanglement of identity constructs with constructions not only of sexuality, but also of class, 'race', gender and other categories. Loosely following Arlene Stein and Ken Plummer (1996), we can identify three main principles of research within the framework of Queer Theory. First, sexuality and sexual power are seen as subject to discursive negotiation processes which play a role in several areas of social life. Second, the most important question is that of the origin of identity constructs. And third, researchers should take a closer look at those areas of life that are usually not considered sexualised or seen as especially heterosexual in order to unravel ordinary everyday constructions of sexuality and how these constructions penetrate every aspect of social life. To do this, the concepts of hetero- and homonormativity are especially useful. Employing these concepts, a queer perspective in Media Studies does not only need to look at media representations but also at processes of media production and media reception as well as their historical contexts. Here, recent conceptualizations, such as Lisa Henderson's "Queer Relay" (2008) or Michele Aaron's "New Queer Spectator" (2004) can be developed further. Queering Media Studies therefore means, we will argue, to analyse representations of specific images of identities in media texts as well as how media production processes manufacture these images, what actual audiences make of these images and how this has developed historically. Doing this, Queer Media Studies will be able to analyse not only how the media take part in the production of heterosexuality as a social norm but also how specific ways of living homosexuality are increasingly normalised while identity constructs that deviate from these normative forms of (hetero- and homo)sexuality are excluded from the realm of social life.

#### **4A44 International Inclusion Policies and Approaches (CPT) Room: D.106**

**Chair** Hopeton Dunn

**Discussant** Sharon Strover, University of Texas, US

#### **Papers**

**Leo van Audenhove**

**Ntombizandile Lesame**

**Dorien Baelden**

Fifteen Years of Universal Access Policies in South Africa: A Genealogy of the Telecentre Concept and Its Related Policies

Telecentres, defined as public spaces where citizens can access ICTs at the community level, were fashionable in the mid-nineties in many developing countries. As one of the pioneering countries South Africa has clung onto the concept of telecentres—and has kept experimenting with different versions of them—for over 15 years now. In the academic literature the interest for telecentres has dwindled. This paper provides an insight into past and current discussions. To do so, the paper has a triple goal. First, it outlines the theoretical discussion on the digital divide and its move towards e-inclusion and digital literacies. Second, it analyzes the genealogy of the concept of telecentres as conceptualized in policy documents and actual practice. Third, it analyzes the institutional setup in which policies are formulated and implemented. These goals are explained more in depth in the following paragraphs. The first telecentres were set up in 1996 as a direct result of the then new Telecommunications Act. The concept of telecentres was inspired by the discussion on the digital divide. Theoretically that discussion has moved away from the dichotomous thinking of haves versus have not's. Current research and theories focus more on barriers to actual use, actual practices and capabilities. Lack of access is only seen as one element in the explanation of digital exclusion. The paper discusses recent theoretical insights on these issues. Although the concept of telecentres has been in constant use in South Africa two evolutions have taken place. First, the concept has evolved due to institutional learning and best practices on the one hand, and due to the above sketched theoretical learning on the other hand. Second, other concepts have emerged. Whereas the concept of telecentres is still grounded in ideas of access to ICTs, new concepts such as Multi Purpose Community Centres and Thusong centres are based on broader concepts of service and information delivery. Access to services in remote areas is the main underlying goal of these centres. Access to ICTs and/or information is a subsidiary goal. Nevertheless, experience with these types of centres has been promising and can help our understanding of providing citizens' access to services and ICTs in a more integrated way. The paper discusses these evolutions analyzing policy documents such as the Telecommunications Act (1996), the Electronic Communications Act (2003) and the recent e-Skills Initiative, and internal documents by involved institutions such as the Universal Service Agency (USA), later renamed in the Universal Service and Access Agency of South Africa (USAASA), the Government Communications and Information Service (GCIS), etc. The rising complexity of the concepts of both telecentres, MPCCs and Thusong Centres has resulted in much more complex initiatives and support systems. Current practice tries to set up and support initiatives taking into account multiple aspects of digital inclusion. Thusong Centres for example are the result of a combined effort of multiple public administrations, private companies, international donors, etc. In this paper we analyze how this institutional setup works, what the advantages and possible challenges are.

**Jeremiah Spence**

**Stuart Davis**

**Joseph Straubhaar**

**Nadie Machado Spence**

Mapping the Public Policies of ICT Developments in Brazil

This paper examines Brazilian policy actions from roughly the turn of the millennium to the present that have taken place across multiple levels of social actors - global NGOs, global / international organizations, national government, national NGOs, states, cities and local

NGO - to create and finance networks of telecenters, public access centers to computers and the Internet, and programs that promote the acquisition of computers. Adopting a macro-level analysis supplemented by a brief discussion of specific case studies, we begin to formulate a map of how Brazil has adopted a profoundly unique course of action for ICT diffusion and integration. Arguing that the process is neither wholly government-centric nor privately-run, we claim that Brazil is creating a hybrid strategy of implementation that balances forces at the local, national, and global level. While many policy analyses of international ICT implementation privilege a single actor in the process whether it be the nation state or transnational NGOs (Braman, 2007, Hudson, 2006, Dean, Anderson, Lovink, 2002), we look at how the Brazilian government has consistently developed policies that encourage multi-level partnership between NGOs, educational institutions, and community centers in specific geographical and cultural locales to focus ICT projects on addressing projects unique to certain areas. In this way, policy has enabled a flexibility of project design that addresses both national concerns and the particularities of local environments.

### **Melanie Stiliz**

#### **200 Laptops for a School: A Pilot Evaluation of OLPC Afghanistan**

The field of Information Communication Technology (ICT) in Education has over the past decades experienced an increased level of funding to deliver technology to primary school classrooms and educational settings throughout the world. This trend has also had an impact on educational measures in developing countries and gained wide public attention with the One Laptop Per Child (OLPC) project introduced in 2005 at the World Summit on the Information Society (WSIS) in Tunis by Nicholas Negroponte. In 2007 the distribution of the first 100 000 XO Laptops started in Uruguay and as of 2011 OLPC announced more than 2 million children and teachers around the world own an XO Laptop, most of them in the developing world. Despite such a large investment it is surprising that OLPC laptop programs in the developing world have attracted only a small amount of research overall and are still lacking quantitative evaluation of the educational impact, particularly academic achievement and other desired learning outcomes. This paper will examine the OLPC programme in a particular setting in contemporary Afghanistan, drawing on a first pilot evaluation process of OLPC in the province Paktika. This primarily aims to compare the learning outcomes at schools with OLPC projects in remote rural areas to those of schools with conventional interventions such as teacher training. The author will draw on interviews with representatives of international organizations and the Afghan government who have been involved in the program in the last two years. The relevant research resources also draw from a visit of two schools that previously participated in an OLPC project and currently receive no support. Furthermore through meetings with the provincial governor, parents and village elders, the role and meanings of the OLPC outside the school walls will be captured and discussed in this paper. Finally, the paper will briefly reflect on some key methodological issues. These include the evaluation priorities which are meant to form government recommendations for further laptop/ alternative projects, and the relevant principles for any comparisons to conventional interventions and conventional schools.

## **Stijn Bannier**

### The Rise of the Silver Surfer: Web 2.0 Participation by Seniors

Web 2.0, the current phase of the World Wide Web and online applications, is characterized by user-generated, interactive and dynamic content (O'Reilly, 2005; Evans, 2007; Rollett, 2007; Anderson, 2004). There are many indicators that seniors (50+) use these opportunities only partially and underestimate the opportunities that ICT has in store for them. In this paper we examine the changing role of the user in view of the transformation from user to 'produser' (Bruns, 2006) by Web 2.0 and to what extent elderly people are participating in online communities and producing content on the emerged Web 2.0 platforms, such as Wikipedia. Therefore we use the findings from the research project TAO (Third Age Online), which started in October 2010. In this research project several partners will search for innovative ways to develop effective methods and measures for motivating older persons to participate in online communities. Firstly, the outcomes of a literature study on the key concepts of Web 2.0 will be used to discuss the shift to user-generated content. Secondly, we will elaborate on the participation of elderly people on the World Wide Web in general and more specific on Web 2.0 platforms. In our paper we will use the quantitative analysis of the member database from the Dutch project partner Seniorweb, an organisation that wants to stimulate participation and self-development of all seniors in the information society. In addition, the data of two existing online surveys of the world's largest online collaboration communities will be re-analysed. The FLOSSPOLs Developer Survey provides information on Free/Libre and Open Source Software (FLOSS) developers. The general Wikipedia survey provides deep insights in usage and contribution patterns of Wikipedia. In both surveys, the share of seniors is between 4% and 5%.

## **Rasyida Samsudin**

**Tasneem Ali**

**Angela Han**

**Yiting Lian**

**Arul Chib**

### Breaking Barriers: Mobile Phone Usage by the Disabled in Singapore

Around 10 percent of the world's population, or 650 million people, live with a disability, and this number is expected to increase as the global population ages. The Medical Model and the Social Model are two main theoretical models that study disability. However, the former fails to acknowledge the social aspect of disability, while the latter fails to recognize the wide range of disabilities. Goggins (2006) has acknowledged that the current studies of disability lack substantial interaction with technology. Given that Information and Communication Technologies (ICTs) are increasing in importance and use among the disabled, the potential of such technologies needs to be further explored. Hence, this paper seeks to bridge these gaps by using the ICT for Healthcare Development model (Chib, Lwin, Ang, Lin & Santoso, 2008) to examine the roles that ICTs play in empowering the lives of people with disabilities. In-depth interviews were conducted over a 6-week period with 25 mobility-impaired respondents, aged between 19 to 64 years old, in Singapore. ICT usage was examined by understanding their interaction with their mobile phones. Benefits of ICT usage and barriers to empowerment that continue to exist were studied. Findings show that people with disabilities use mobile phones in a significantly different way as compared to able-bodied

individuals. The use of mobile phones improves the quality of their lives by providing them with the ability to gain independence. It also helps them achieve security in emergencies as well as include them into mainstream society. Moreover, mobile phones help overcome certain constraints of their conditions by helping them negotiate time and space (Campbell & Ling, 2009). However, many barriers are still in place, which are discussed along with recommendations to improve the situation by overcoming them.

#### **4A45 Visual Art and Cultural Meaning (VisualC) Room: D.107**

**Chair** Ana Serrano Telleria, Basque Country University, ES

#### **Papers**

##### **Fernando Gonçalves**

Impure Images: The Construction of Otherness in Video Artworks of Riedweg and Dias

Rooted in Rio de Janeiro, Brazil, Brazilian artist Mauricio Dias and Swiss Walter Riedweg are known worldwide for producing video installations based on documentary images of otherness. Their work is mainly about the mediated presence of alterity in socio-political urban contexts, such as immigration, exclusion, prostitution, and children at risk, among others. The duo's work has been the focus of discussions in the fields of art, film and politics in Brazil and abroad (David, 2003; Rolnik, 2007; Lins, 2007, 2009). Curiously, the uniqueness of their work does not lie in the exhibition of images of the Other. It lies in the network of relationships that involve these records. In the artists' work documentary images are collected through a long interaction process whose aim is not to approach the Other to better capture what he/she is supposed to be. Rather, the goal is to escape from representation through a dislocation mechanism that detaches the Other from the stereotypes that would assign to him/her an essential truth. What they create is a domain where alterity is evident as a discursive practice and a social construction. We believe that part of the strength of their work can be understood through a process of mediation called "translation", by French Sociologist and Science Philosopher Bruno Latour (2005). "Translation" transforms discourses and practices through their recombination as they are connected into a kind of network. Latour calls "hybrids" the result of this process. Hybrids emerge as intermediate figures made of heterogeneous elements. Hybrids are objective and subjective, individual and collective, human and nonhuman. We believe that the artwork of Dias & Riedweg is of such a nature. So the aim of this paper is to demonstrate how their artwork corresponds to such a translation operation, as people, places, words, beliefs and images are remediated in order to compose video artworks in a way that they either deconstruct stereotypes of the Other and produce impure images of otherness. An artwork where the images produced are negotiated and worked with the Other. So in this case, the result of translation is therefore not pure. It is a hybrid that does not give us an essentialist discourse of truth, but a place where the discursive construction of the Other is discussed and where the rules of such a construction are exposed. But the negotiation of otherness production in the form of visual artwork is only possible because the work constitutes itself as a kind of "relational device" (Lins, 2007) and not only as an artwork displayed in a video installation. On the one hand, it is through this "device" that Dias & Riedweg give their

artwork a critical approach as it questions the relationships of knowledge and power that mediate the production of the Other in our societies (Rolnik, 2007). But, on the other hand, it is also this same device that make these artworks critical without being openly political and that keep their poetic conditions and their aesthesis. So this paper intends to analyze 1) how artistic uses of video documentary in this case can be seen as a device that investigates the process of otherness production and 2) how the production of images of the Other in these artists' work can assume a role of connecting and translating social experiences and images without, however, reducing them to simple, flat representations. So we suggest that images of the Other in the artwork of Dias & Riedweg are impure as they do not constitute neither an essential truth about the Other, nor only an artistic creation. Yet, it is to be seen as a social material which is lived and narrated, constructed and transformed by the mediating process of artistic production.

### **Bianca Predoi**

Kitsch: An Old Bluff for the Art of 21century?

Kitsch is not a bankrupt occurrence, but it is a phenomenon that will not disappear spontaneously, as it has not occurred spontaneously. It tends to refine not only in cultural contexts that have verified, detached trivial and raised it to the rank of art, but it is especially justified by social and cultural dynamics and especially the economic one of the contemporaneity. Thus appears the invariable need of deciphering the "issues" and a theoretical approach to a speech or/and a face of a cultural paradigm, which, although apparently controlled, escapes immediate making and specific definitions, once the point of view is changed. In the context of the hypermodernity, in the space of the current "culture-world" (G. Lipovetsky), globalisation's prerogative, liberalisation and far barriers of interdependence in which the "goods" move, this concept means every time some theoretical definitions, and the capacity of adaptation based on a duplicitous and ambiguous principle. Kitsch is the protagonist of polemics for a product, which is both paradoxical and natural at the same time, of the human mind. Above all art must affect the viewer, the kitsch object should speak about his human condition. But in which way? Not by reflecting a childish dream of happiness, but by admitting its part of shadow, not by showing a perfect world of lightness like a blissful redemption, but by carrying our "unsustainable sin" (Ch. Genin). On one hand this approach is distinctly critical and has to do more with working across art boundaries and being effective away from the discourse than with the acculturation of a culturally antielitistic hysteria. On the other hand it is about the straightforward method of the contemporary language of art of borrowing the lexicon of cross-cultural contemporary events like culture shock, values and beliefs. But handling all these through exposing them, bringing them out in an anecdotal, ironic or childish way, in fact it is leading to ephemeral, emptiness and eventually nothingness.

Well, is kitsch finally a boom or a bluff? The art market, permanently challenged by its management of values, transforms it into a boom of a bluff.

**Jose Mauricio Silva**

**Alexandre Guimaraes**

**Marcos Nepomuceno**

## The Images of Musical Videoclips as Cultural Translators: Communication and Complexity in the Visual Language of Musical Videoclips and Their Possibility of Understanding by Different Audiences

This work aims to discuss the language of contemporary musical videoclips. As a communicative process, the videoclip is fundamental to promote bands and artists. However, aside the images shown in the video clips there is a communication issue expressed, for example, in the way some artists and record companies combine the lyrics meaning and the video images themselves. This relationship between lyrics and images in the videoclips seems to work as a kind of “translation process” if we consider that nowadays we all, in different levels, take part in the globalized culture. In this context a band from an english speaking country, for example, may use the videoclip to do its work better known in non speaking english countries using images and visual references in the work. This is the most relevant about the “videoclip culture”, the possibility and the necessity, by the sender (artist or record company), to do communication in a globalized world for different receivers. In the particular case of the videoclips as cultural texts, the images perform as a kind of “universal language” promoting some understanding or calling the attention of most audiences as possible. There are lots of examples about the way some videoclips use and combine signs and symbols, many times from different places, literature, paintings, etc., trying to mix the meaning of the lyrics with images giving to the musical videoclip itself an intercultural approach. This article will analyze a work from the artist Madonna, called “Four Minutes”. The method used for the research does an association of some concepts from communication theories and an interview with non english speaking Brazilians. The interview asks them what they understand and feel about the images and if the videoclip work as a way to represent the song and make it consumable. The results indicate the understanding that some videoclips can create a level of memorization and certain affection to the receivers even if the audience doesn't understand completely the meaning of the lyrics proving that the language of videoclip is complex and full of communication possibilities.

### **Carmen Llorente**

#### Rhetoric of Visual Corporate Simbology

This project is contextualized in today's societies, completely linked to the essentially visual information that forms the basis of highly persuasive corporate symbols.

The purpose of this research is to discover the rhetorical procedures that appear in a logo-symbol to help corporate communication professionals in the configuration of visual effective symbols. From this approach two hypotheses were formulated:

a) If the logo-symbol is the visual expression of the brand identity and has a persuasive and appealing purpose, it must demonstrate a discursive structure of rhetorical sort.

b) If the logo-symbols are rhetorical representations of the brands that express their identity globally and in the time:

b.1. Form a comprehensive Corporate Visual Culture that allows the configuration of a language with its own identity.

b.2. Form a particular Corporate Visual Culture for each brand, reflecting its evolution.

The development of this research resorts to a discursive analysis. This method uses an essentially qualitative analytic record but based on the implementation of a closed model that has been built from recognized previous theories and that is consistently applied to a sample of s

everal units (logo-symbols). This allows a organized accumulation of data, in which resides the quantitative dimension of this technique.

The application and registration model is orientated to the rhetorical analysis of each one of the logo-symbols that shape the selected sample and is based on three theoretical perspectives of the rhetoric along its history:

- The principles are developed by the classical authors (Aristotle, Cicero and Quintilian).
- The conceptual renovation of the rhetoric that occurs in the middle of last century (Perelman).
- The most recent contributions on visual rhetoric provided by the Group m and the Group R14 of Icon 14

The obtained results confirmed the two hypotheses proposed.

#### **4A46 Understanding and Predicting ICT Preferences and User Adoption (CPT) Room: D.113**

**Chair** Ann Hollifield

**Discussant** Thilo von Pape

#### **Papers**

**Younbo Jung**, Wee Kim Wee School of Communication & Information, SG

**Trisha Lin**

**Clarice Sim**

**Namkee Park**

Impression Management via New Mobile Phones: Integrating Multi-Level Factors to the Theory of Planned Behavior Model

With the rapid growth of mobile technologies, mobile-phone users tend to replace their existing handsets with new ones for better functionality, services, or simply better designs. Worldwide mobile phone sales grew 17% in the first quarter of 2010, compared to the same period last year (Gartner, 2010). Given that the penetration rate of mobile phone has surpassed the 100% mark in developed countries (ITC World Telecommunication, 2010), the recent growth in global mobile-phone sales is likely to be driven by a new trend of mobile-phone replacement among current mobile-phone users. Therefore, the purpose of this study is to investigate factors that influence individuals' intention and behavior to replace their existing mobile phones and to develop a parsimonious model based on the theoretical framework of Theory of Planned Behavior (TPB), social norms, and impression management. A national telephone survey was conducted with a representative sample of 503 Singapore residents, aged 18 years and older. The response rate was 38.6%. We used a path analysis to test the hypothesized relationships among the variables. The results showed that both individual level factors such as impression management and social comparison and a societal level factor such as perceived government facilitation were significantly associated with the two major elements of TPB: attitudes and subjective norm. Attitudes and subjective norm were also significant predictors for people's intention. Finally, intention was significantly associated with the actual behavior of mobile-phone replacement. Interestingly, injunctive and descriptive norms at the collective level were not associated with intention but had a

significant direct relationship with behavior. These results imply that the multi-level approach to integrate the constructs of the TPB, social norms, as well as impression management, social comparison, and perceived government facilitation can be a fruitful theoretical endeavor for understanding the new phenomenon of mobile-phone replacement.

**Katrien De Moor**

**Jeroen Vanattenhoven**

**Kris Naessens**

**Karen Torben-Nielsen**

**Adrian Juan Verdejo**

**An Jacobs**

**David Geerts**

**Lieven de Marez**

**Wout Joseph**

Luc Martens

Grasping Users' Quality of Experience of a Location-Based Mobile MMORPG Played in a City Context: A Multi-Method Approach

Quality of Experience (QoE) has become an important research topic in the contemporary ICT environment (Reichl, 2007, De Moor and De Marez, 2008, Kilkki, 2008). It is embedded in research traditions (e.g., Telecommunications) that tend to approach QoE and its measurement from a narrow, service and performance-oriented perspective. Influenced by the strong emphasis on user involvement in ICT innovation and the increased interest in the (quality of) users' experiences in other fields (e.g. Human-Computer Interaction, Social Sciences) however, this narrow interpretation has been broadened over the last years. Various authors have pointed to the multi-dimensional character of human experiences when interacting with technology (e.g., Forlizzi and Ford, 2000), thus emphasizing the importance of e.g., expectations, previous experiences, contextual aspects. In Geerts et al. (2010), an integrated, multi-disciplinary framework was linked with relevant methods for QoE-measurement. This paper discusses the results of an empirical study in which this framework was used as a conceptual ground to investigate users' perceived Quality of Experience when playing 'Parallel Kingdom' (PK) on an Android Smartphone. PK is a location-based, mobile real-time massively multiplayer online role-playing game (MMORPG) that links users' real world physical locations to actions and challenges in a parallel, virtual world. The aims of the study were (1) to refine the conceptual framework by identifying overlaps/gaps, (2) to grasp the aspects that influence the test users' QoE and (3) to evaluate the methodological approach (i.e., a combination of objective and subjective methods). In the full paper, the outcomes of the study are discussed, with an emphasis on the relation between the empirical findings and the theoretical model. The field trials were conducted in a city context at three different locations (Ghent, Etterbeek and Leuven) with 28 test users (with no experience with the game nor the device). The study consisted of 3 successive stages. During the first phase (pre-usage), the participants were briefed in small groups and asked to fill out a general questionnaire inquiring their socio-demographics and their previous smartphone and gaming experiences. Finally, every user was provided with an Android device and asked to wear a Sensewear body monitoring bracelet. Thereupon, the players went outdoors to play the game for 1 hour in a city context (second phase). During

the gaming session, objective and subjective data were collected through the Sensewear bracelet and a QoE monitoring agent (installed on the Android mobile devices). Additionally, 2 short questionnaires were displayed on the device when playing PK. During the third phase (post-usage) a final questionnaire probed the test users' actual experiences and emotions, perceptions of the game, device and context. To finalize, 6 semi-structured focus group discussions were organized. The results show that the overall QoE of the participants was negatively influenced by the lack of a clear goal and story, slow gameplay, low sensitivity of the touch screen and bad synchronization between the physical and virtual world. Despite reported feelings of frustration, most participants perceived the experience as pleasurable and immersive, mainly due to the multiplayer aspect and the context of use.

**Trisha T. C. Lin**

**Yah-Huei Hong**

Mobile TV Adoption and Content Preferences: Perceptions of Internet Users in Singapore

Mobile TV is the wireless transmission and reception of audiovisual content on a range of wireless devices, such as mobile phones, iphone, PDAs, and tablet computers (Lin, 2011). It can be broadcast with a scheduled timetable over broadcast networks, or delivered by downloading or streaming over the cellular networks (Kumar, 2007). Since 2005, Singapore's telcos have started to offer mobile video services, yet the rollout grows steadily but slowly. Two DVB-H trials took place in 2008. Even though iphone and 3G mobile phone users can watch some free live TV channels via mobile devices currently, the mobile broadcasting TV services are not yet available in the market (Lin & Liu, 2011). In September 2009, a web survey was conducted to investigate Singapore's Internet users' perceived adoption of mobile TV and content preferences. An email invitation with a web questionnaire was sent to randomly-selected adult internet users (aged 21 yrs and above) from Nielsen's online panel. This survey obtained 607 respondents who fit the set quotas on key demographic variables (gender, age, and race) of Singapore Internet users. The survey aimed to find out: How likely will Singapore's Internet users adopt mobile TV? What kinds of mobile TV content are more popular? How do demographics variables affect perceived mobile TV adoption? Besides, two focus groups of young college students and internet users in September 2009 and March 2010 further investigated their perceptions of mobile TV, favorite mobile TV content/service, killer applications, payment, and occasions to watch. The results of quantitative data analysis showed that 34.1% of the respondents were likely to use mobile TV if it became commercially available, but 33.1% of them were not interested. With respect to content preferences on mobile TV, 80.9% of the respondents selected "Information (i.e. weather, traffic, stock market, etc.)" as the favorable content and 78.9% choose "Live broadcasting content (terrestrial/ satellite/ cable TV programming). Even though more than one-third of respondents preferred to have "downloadable mobile videos" (41.7%), "professionally made-for-mobile TV content" (38.9%), "user generated content" (46.6%), and "interactive content/services" (39.5%), the ranking results showed these were not killer applications for mobile TV. Moreover, the findings revealed that younger and higher educated people were more likely to use commercialized mobile TV, while income and gender were not related to their future adoption of mobile TV. In terms of the focus group results, the young college students who had some mobile video experiences regarded "mobile TV" as video content/service on portable mobile devices. The reasons for their adopting mobile TV include mobility, convenience, interactivity, killing time, and keeping

informed. More than two-thirds of participants would like to use mobile TV on the go and one-third during waiting. The major obstacles for diffusion commercialize mobile TV in Singapore will be consumers' less willingness to pay for this new service and their mistaking mobile TV with "TVMobile," the digital video broadcasting service on bus. Hence, this study suggests future commercialized mobile TV launch in Singapore should provide a combination of free and premium paid content and services to attract critical mass for subscription as well as make effort to educate and cultivate consumers about mobile TV.

**Isabelle Stevens**

**Katrien De Moor**

**Tom Evens**

**Nicolas Rombaut**

**Gino Verleye**

**Lieven Demarez**

**Pieter Verdegem**

Innovative and Inclusive Public Services in Smart Cities: A Multi-Method Approach

Today's 'smart' and 'creative' cities are characterized by their rapidly evolving strategies to develop a sustainable and participatory community. The role of cities massively evolves in the networked society as they constitute as the communicating system between the local and the global (Castells, 1996). Within this changing environment we need to explore how we can develop innovative and inclusive services that enable the community members to use internet technologies and applications to connect to their real-life or virtual peers, public organizations or other stakeholders. As a result, these services could facilitate the participation in democratic decision making processes at various levels. Secondly, these inclusive and accessible services should be developed from a user-oriented and sustainable perspective to ensure that they are customized to the specific needs of the users/citizens (e.g. facilitating optimal user experiences). This paper is based on a larger research project that crystallizes the co-evolutionist perspective on the mutual shaping between society and communication technology (Lievrouw, 2006). More specifically, we will report on the results of a research track in the 'opportunity identification' phase. One of the main goals of this research is to transcend the innovation ideas in today's visions on connected environments and to gather more disruptive short and long term opportunities for innovative and inclusive services. In order to achieve this and to stimulate creative idea generation, the methodology for the opportunity identification phase needs to comprise a multi-phased funnel approach (De Moor et al., 2010). The primary user and market exploration phase includes the development of a set of personas and persona based scenarios that are constructed and validated by means of extensive literature research and stakeholder input. Personas have become an established technique in user-centered design (Johansson & Messeter, 2005; Massanari, 2010). They represent a research tool that aims to overcome the limited imaginative capacity of people in 'more traditional' qualitative research designs (e.g. focus groups). The developed personas are used in creative brainstorm sessions for gathering input from demand side (user research) as well as from supply side (technology developers, content providers) for the generation of a long list of opportunities within the context of future generations of wireless connected environments. This long list provides a valuable input of 'wild ideas' for the next, quantitative phase of the research project. This study will include parameters that can provide us with an estimation of interest, potential and

willingness (drivers and barriers) of the citizens. Quantitative analyses will result in a thematic clustering of ideas/opportunities as well as a validated user segmentation proposing typical user profiles and personas for the in-depth and targeted Quality of Experience-focused research that will be performed later in the project. Some examples of application clusters are 'easily accessible' (e-government, public information), 'location based' (touristic information, environmental monitoring) and 'mobility and parking' (traffic guidance) applications.

The full paper will commence with an overview of literature related to networked societies and creative connectivity applications. Subsequently, it will present the key methodology and the primary results of the opportunity identification research phase.

**Lynn De Vlieger**

**Elke Boudry**

**Tom Evens**

**Pieter Verdegem**

**Lieven De Marez**

**It's the Services, Stupid: Identifying Killer Applications for Next-Generation Networks**

Because broadband-enabled services are becoming ever more important, future broadband demand is anticipated to skyrocket. In combination with an anticipated new and bandwidth-intensive generation of broadband services, this results in current network infrastructure being unable to meet this mushrooming demand. Moreover, many cities increasingly abandon traditional value creation via manufacturing and instead invest in a 'creative city' in which value creation is derived from creative ideas and innovative thinking. Since a well-developed ICT-infrastructure is a prerequisite, broadband is deemed the new leitmotiv. Hence, countries and cities all over the world are currently in the process of rolling out large-scale Next Generation Networks (NGNs). These are often Public-Private Partnerships (PPPs) in which public actors aim at bridging the digital divide, while private actors seize business opportunities in being pioneers in meeting the increased (future) bandwidth demand. This is a very ICT-centric approach, in which all actors involved assume that providing high-end infrastructure will automatically result in both supply and consumption of bandwidth-intensive applications. Similar past technology-push introductions, however, have revealed the erroneous nature of this mode of thought, since they have proven that user adoption is mainly a result of the perceived added value and benefits of the services and content, instead of an outcome of the infrastructure's mere technological dominion. Hence, Noam (2008: 2) postulates "it is common to rush into [...] rollout strategy without first considering the utility to users". This paper explicitly renounces the aforementioned ICT-centric idea and tries to fill this void by adopting a user-oriented approach to study users' requirements and the utility of Next-Generation Networks, in this case optical fiber network infrastructure. This paper focuses specifically on both novel and enhanced services that might offer end-users added value and that benefit from fiber's technological advantages in terms of high speed, symmetrical bandwidth and low delay. An extensive list of such services was drawn up from relevant literature and was subsequently limited to a manageable set of ten use cases that benefit most from fiber's technological excellence. Since a broad scope instead of representativeness was pursued, these were presented to an international expert panel, comprised of twenty-one experts in the field of ultra-broadband services. In order to draw a picture of the persuasiveness and market potential of use cases, experts were presented

with questions concerning overall user satisfaction of fiber services, optical fiber's most important benefits and its killer applications. With regard to each use case specifically, experts were asked to list pros and cons and potential pitfalls. Furthermore, experts were asked to judge each use case's technological feasibility and potential to reach the mass market. The results from this expert consultation indicate that especially online content storage and management and teleworking are deemed having high market potential. The latter are also considered more market-ready in terms of time horizons than remote health monitoring applications. Moreover, video applications are considered very interesting, albeit only if they represent an added value over basic video-applications such as video calling.

#### **4A47 The Profession of Journalism: Journalism and the Information Environment: Connecting the Global and the Local (JRE) Room: D.114**

**Chair** Howard Tumber, City University London, UK

#### **Papers**

**Howard Tumber**, City University London, UK  
Data Journalism

The advent of new media technologies and the accelerating pace of globalization flows are forcing professional journalists and theorists alike to re-think the future of journalism. While we can still claim that journalism is very much shaped by the national media systems in which it operates and that specific journalistic practices are close to the political and cultural context in which journalists operate, we cannot but accept that something has changed for journalism too. The erosion of the role of the nation-state sets anew the geographical limits within which journalism operates. The increasing blurring between politics and entertainment, although more prominent in the West, challenges established journalistic practices worldwide. Although the concept of 'global journalism' is not yet fully fleshed, it is hard to ignore that progressively, a new transnational environment is taking shape that exceeds the scope of traditional professional journalism. The understanding of social reality has a more global character; the news content is globalized with emerging themes that have a transnational character such as terrorism, environmental crisis, and health epidemics; new media technologies bring in to the forefront practices that revolutionise the communication of information from Twitter to citizen journalism. The panel provides contributions that will help us rethink the role of traditional journalism, its norms and principles and at the same time reflect on the need for a new, ethos, culture and practices that will shape our expectations of connectivity between 'global journalism' and 'local journalism'.

**Barbie Zelizer**, University of Pennsylvania, US  
Playing to the Familiar When the Local No Longer Connects

As journalism incorporates an ever-increasing number of instantaneous relays grounded in no specific location, how do the news media create a sense of the familiar for their

audiences? The combined effect of new media technologies and accelerated globalization, which decreases a longstanding emphasis on local news and makes it less compelling than in the past, drives a focus in its stead on thematic familiarity in news content. Perhaps nowhere is this as obvious as with images, which force easy recognition on the part of audiences, regardless of what is being depicted, by playing to visual tropes that extend across dissimilar circumstances. This paper discusses how contemporary news images of war, terrorism, natural disaster and accidents bear more similarity to each other than ever before; raising questions as to how the singularity of local circumstances, events and issues is being obscured by the mandates of contemporary journalism.

**Rod Tiffen**, University of Sydney, AU  
International Media and National Political Crises

The capacity of the news media to flow unfiltered across national borders has been increasing over the last generation. News agencies, satellite television, the internet and mobile telephones are not respecters of national boundaries, and they make the work of national censors ever more difficult. In some situations the development of national political crises continues as it always did without significant international media intervention. The Myanmar regime has proved largely immune to international coverage, as did the Chinese regime in 1989, even though the Tiananmen demonstrators deliberately pitched their message to an international audience. On other occasions, perhaps firstly with the overthrow of the Marcos regime in 1986; then with the various peoples' risings in Eastern Europe in 1989 and 1990, international media coverage has been crucial to the success of the dissidents. Sometimes it may embolden those opposing the regime, but not be sufficient to change the balance of power, as in Iran in 2009. It is difficult to specify all the factors affecting the interaction of international media and national political crises. Sometimes the crucial factors are domestic, so that international coverage played a pivotal role in the Thai political crisis of 1991, but not with the red shirts versus yellow shirts of 2010. It also varies with the intensity of international coverage, and the degree to which critical participants pay attention, as they seem to in the Pakistani capital, but not outside.

**Marina Prentoulis**, University of East Anglia, UK  
"Global" Journalism within the Nation-State

Much has been said and written about the globalization of mass communication channels, the potential impact on professional journalism and the 'democratization' of contemporary information. All assertions are to a larger or lesser extent associated with developments in the field of new media technologies, and the new journalistic 'genres' emerging in this environment: from citizens journalism to blogging, all contribute to a usually optimistic narrative of a fascinating new media environment. These developments, although rarely explicitly stated, are usually measured against and within the framework of the Western Liberal paradigm of professional journalism and media systems. Outside this framework however, the scope and objectives of the celebrated new media environment vary immensely. Taking as a case study the contemporary media environment in Greece this paper argues that the impact of new media technologies is still very much associated with the historical and structural parameters of the nation-state. Historically, the Greek mainstream media structure had limited power to expose abuses of power even if in the last

thirty years the relationship between media and political elites has been occasionally adversarial. In this context, the new media environment rather than challenging established journalistic norms advances a criticism of the 'Mediterranean model' of media, demanding the re-enforcement of the traditional journalistic values of the Anglo-American framework.

**Silvio Waisbord**, George Washington University, US

The Globalization of Professional Journalism: Bounded Rationality and News Performance

Media globalization raises questions about whether similar journalistic practices and norms are becoming common around the world. Is the ideal of professional journalism, associated with the "Anglo-American" model, becoming prevalent worldwide? Is there a transnational professional culture of journalism? What components of professional journalism travel better around the world? What factors drive the adoption of common norms and practices? This paper tackles these questions. Professionalization is understood as a permanent process by which journalism defines specific knowledge and skills to gain jurisdiction over its field of practice. Recent research suggests that professionalization has made strides worldwide. Globally, news is increasingly defined as the field of expertise of journalism characterized by similar norms and practices. These processes need to be understood amidst the consolidation of global networks shaping a common professional culture. Yet journalistic cultures still present significant differences, particularly in terms of professional ethics. The ability of journalism to claim complete jurisdiction remains compromised by perennial difficulties to set up clear and long-lasting boundaries vis-à-vis other fields (primarily, the state and the market). These simultaneous dynamics of homogenization and difference reflect the ambiguities of the notion of professional journalism as well as the force of "bounded rationality" in organizational cultures.

**Michael Bromley**, University of Queensland, AU

From World News to World News Australia: The Limited Glocalism of Australian Journalism

Australia has been prominent in the establishment of global (news) media networks as both an exporter and an importer of ownership, control, personnel, formats and content. Yet at the same time Australian journalism has progressively retreated from the world stage. Investment in global coverage has declined significantly, with some practitioners estimating that as much as 75 per cent of available news content originates from third-party media located outside Australia. Little of it is published or broadcast, however. The country's (until recently) only 24/7 news channel, Sky News Australia, is grossly underfunded and under-resourced, and the national public service broadcaster, the ABC, began its own News 24 channel as recently as July 2010. There is only one general interest national newspaper. Most mainstream media news is regionally based within a hierarchical constellation of conurbations, ranging from 'international cities' (Sydney, Melbourne) to quite remote rural centers, and consists chiefly of routine accidents and political spats. What constitutes 'world news' in Australia is ordinarily determined by the institutional interests of the media (for example, News Limited's status as a subsidiary of News Corp). For the most part, this lacuna has not been filled with hyper-localized community, alternative or citizen journalism, none of which has found much traction. The modification of the title of the news bulletins broadcast by the statutorily-established multicultural SBS television channel in 2005 from World News to World News Australia is symbolic of the situation in which Australian journalism finds

itself. The change resulted from a marketing research project undertaken by the broadcaster which indicated 'how ready modern Australians are to integrate into the world's diversity and to adopt an expansive perspective', but SBS chose to implement it through an inward focus away from bringing the world into Australian homes in favor of 'reflecting back to us the increasingly multicultural spirit of our own community'. Taken together, these factors suggest that Australian journalism's engagement with the global and the local is primarily shaped by a long historical condition of narrow corporate media dominance by a handful of politically protected, patriarchal dynasties, which limits the mutuality inherent in glocalization.

#### **4A48 Innovations in Journalism: Journalism and the Digital Revolution (JRE) Room: D.115**

**Chair** Richard J. Schaefer, University of New Mexico, US

#### **Papers**

**Andrey Korotkov**, Moscow State Institute of International Relations, RU  
On the Subject of International Journalism at the Century of Digital Revolution

Digital revolution and formation of global communication network through internet and mobile penetration and social media modified the face and the main mechanisms of journalism. A professional or civil journalist can become a participant of global information exchange system by means of media or information sharing networks. Access to this global information exchange can be obtained by simple procedure of placing text in the natural language, photographic, graphical, audio or video format at one of social or sharing networks. However systematic or professional creation of texts aimed at international auditory requires enforcement of some rules and norms of international interaction. Moreover the author should have specific skills based on profound knowledge and understanding of social, ethical, linguistic, semiotic, religious, cultural, civilizational and other features of the addresser. Such requirements let us speak about special training and educational programmes of cross-cultural communications for professional and civic actors of information exchange process. The Faculty of International Journalism of Moscow State University of Foreign Affairs (MGIMO) was founded in 1968. Master Programme of International Journalism was opened within the Faculty in 2008. In the process of working out mission and strategy of development of the Faculty of International Journalism, which is specialized in training for international departments of newspapers, magazines, radio, television and new media, relied on the following assumptions: üSpecialist or Master Programme graduate should have a working knowledge of one or more foreign languages in addition to the native, one of which should be English and language of specialization. In addition to the basic course, which is standardized under the Bologna System, students are offered special training and practical courses on cross-cultural communications, semiotics, social psychology and anthropology, international law in the collection and spread of information. The graduates of the Faculty of International Journalism quickly adapt to the international professional community. Many of them find work abroad as correspondents of the leading Russian mass media. Besides graduates of the Faculty make a successful career in the transnational media industry. International journalism academic programmes or even

courses should include modules of cross-cultural communications along with specific journalistic subjects.

**Steen Steensen**, Oslo University College, NO

Online Journalism and the Promises of New Technology: A Critical Review and Look ahead

The research on online journalism has been dominated by a discourse of technological innovation. The “success” of online journalism is often measured by to what degree it utilizes technological assets like interactivity, multimedia and hypertext. This paper critically examines the technologically oriented research on online journalism in the second decade of its existence. The aim is twofold: First, to investigate to what degree online journalism, as it is portrayed in empirical research, utilizes new technology to a greater extent than before. Second, the paper points to the limitations of the technologically oriented research and suggests alternative research approaches that to a greater extent might explain why online journalism develops as it does.

**Lucas Graves**, Columbia University, US

From Free Software to Fact-Checking: A Genealogy of Annotative Journalism

The last decade has seen the emergence of an organized and self-conscious fact-checking movement in U.S. journalism, operating as both a critique of and a supplement to traditional journalistic practice. What began with one conservative blogger’s now-famous 2001 declaration that “We can fact-check your ass,” has grown to encompass a number of dedicated and well-funded fact-checking organizations operating across the political spectrum. At the same time, fact-checking routines which undergird the “annotative journalism” practiced by bloggers have been increasingly deployed by well-established journalistic and political actors. Relying on Kelty’s (2005, 2008) notion of a “recursive public,” this paper employs historical and content analysis to trace the roots of the contemporary fact-checking movement in earlier discourse around Free Software and Internet activism — discourse which in turn echoes long-standing cybernetic themes. Historical ties between Free Software and emerging journalistic forms have been hinted at previously (see Bruns, 2005); this research broadens and deepens those links by pushing past formalistic proposals for “open-source journalism” or “open publishing” to study the wider discourse of self-identified blogger-journalists as it took shape in formative texts including conferences, interviews, essay collections, and the first “how-to” manuals for bloggers. In doing so it also locates novel fact-checking practices, gathered under the rubric of journalistic “transparency,” at the center of these new forms of news and their implied critique of traditional journalism.

**Natalia Vasilendiuc**, University of Bucharest, RO

How Does Internet Influence the Professional Practices of the Gatekeepers? Evidence from a National Survey of the Romanian Journalists

The fact that the Internet has disrupted the traditionalist system of functioning of the media is not a piece of news anymore. It has been shaped in the last decade by new business models, consequently developing new journalism practices and permitting to the public to participate and even produce news (citizen journalism, participatory publishing) (Scott 2005,

Nguyen 2006, Nip 2006). Thus, Internet is not a simple source of information or space for public debate. It has become a place where a number of media interweave, creating the premises for the production of a global newsroom where the main actors are not so much journalists, as the consumers who have the power to interchange information (the Content generation, Jarvis 2006) In this context, a number of questions are necessary. How have these evolutions influenced the professional practices of the journalists in general, but especially of the gatekeepers from the newsrooms? What role does the public have today in the production of the news in the traditional media and in the online media? How do journalists see the future of the traditional media? In my presentation for this conference, I will try to give an answer to all these questions, by using the results of a qualitative study carried out during December 2010 – January 2011 on a sample of 75 Romanian journalists, with roles of gatekeepers in the newsrooms, which represent 50 national and local media institutions (tv, radio, written press, news agencies and online media). The preliminary results of the research prove that Romanian journalism outlets do not allow a significant amount of participation from the public, while media organizations engage in multimedia adoption in a different manner depending upon the organizational structures, work practices, and the users' representations.

**Mark Brewin**, The University of Tulsa, US

Responsibility without Objectivity: Rethinking the Goals of Journalism in the 21st Century

The traditional goal of the ethical journalist in the twentieth century, at least in the western world, was to report events in a manner that distanced itself from any pre-set ideological or political agenda. Accurate, fair journalism aimed for a certain studied disinterest on the part both of the journalist him or herself, and on the part of the institution which sponsored the report. This norm of objectivity came under increasing attack in the post-war period. Much work in the area of phenomenology began to throw epistemological doubt on the claim to speak from a position of complete objectivity. Poststructuralist and postmodern theories of truth, which denied the possibility of pure, objective knowledge, continued the assault. Along with this, changes in media technologies seemed to shrink the space for objective journalism, as first cable news and then blogging reached out to ever narrower market niches, the audiences for which did not want or perhaps even trust so-called "objective news." In this paper I draw on the arguments of Maurice Merleau-Ponty and Michael Polanyi to suggest that there remains a rigorous, ethical journalism that can still be plausibly defended, although it may require that we give up the term objectivity, or at least radically redefine it. On the one hand, this project would require that journalists own up to the fact that they exist in a social context, and that attempts to ignore this fact will necessarily create the very sort of ideological project that their critics have accused them of conducting (whether consciously or unconsciously). On the other hand, it would also allow us to see that concepts like accuracy and fairness, which are often associated with objectivity, remain important and even essential goals for any journalism worthy of the name.

**David Weaver**, Indiana University, US

**Lars Willnat**, Indiana University, US

The Global Journalist in the 21 Century: A Comparative Look at the Backgrounds, Characteristics, Norms, and Values of Journalists Around the World

This paper is based on a forthcoming book titled “The Global Journalist in the 21st Century,” which includes a collection of articles that describe the demographics backgrounds and role perceptions of journalists in more than 30 nations. The data for each chapter come from representative surveys that have been conducted in the various nations during the past 10 years. Overall, the various national surveys include responses from more than 30,000 journalists who work in Asia, Europe, South and North America, and the Middle East. We propose to present a summary of the findings we have collected in the book. We are primarily interested in providing an overview of who the global journalists are and what kind of role perceptions and values they might share. Based on our findings, we will compare the basic demographic characteristics (age, gender, education, etc.) of journalists from 30 nations as well as their role perceptions (watchdog, objective, active, analysis, etc.) and their views about controversial reporting methods (such as paying for information, harassing news sources, etc.). One of the main findings of our paper is that journalists across the world share very few common perceptions of who they are and what they believe in. After reviewing some of the main findings, we will turn to some recommendations for future studies based on our perceptions of gaps in our knowledge about journalists and their work, as well as the changing roles of journalists in the new media environment of this turbulent first decade of the 21st century.

**Qin Guo**, Macquarie University, AU

Perceptions of News Values: A Comparative Research between China and United States

The 20th century saw the denouncement of propagandising news media and the elevation of public expectations for truthfulness of journalism. Issues around the making of news have since attracted increasing academic attention. Based on their research about the presentation of three foreign crises in Norwegian Newspapers (Galtung and Ruge 1965), Galtung and Ruge produced one of the most cited theories of news values. Their theory of 12 factors of news values, as declared clearly by them, was by no means a completed inventory (Galtung and Ruge 1965). What is most important is that their work has inspired further and diverse research seeking for criteria of news values under various contexts, and led to the emerging of scores of thoughts about the essence and values of news. The impact of globalisation is one of the central focuses of journalism research in the past five decades. It is claimed by some scholars that globalisation means dissolving of some old borderlines and developing of new ones (Loffelholz and Weaver 2008). There are a range of complex questions to be answered for journalism to cope with the changes accompanying globalisation. This article explores perceptions of news values in China and United States. It is concerned with two questions: What are the factors determining news worthiness in the two countries? Are there (and what are the) differences between these two countries’ news values? Harcup and O’Neill’s model of news values (Harcup and O’Neil 2001) is used as analysis framework to examine the annual ranking results of Top-10 World News between 2006 and 2010 in China (Chinese Online Media) and the United States (New York Times). Considerable discrepancies are found consecutively in the two countries’ Top-10 World News of the selected five-year period. Examination of these discrepancies demonstrated that while similar news value items could be identified in the Top-10 World News of the two countries, the meaning and threshold attached to each of the items vary in China and United States. The article concludes that the tips of cultural icebergs might dissolve as the result of

globalisation, cultural icebergs remains underwater. It is these “underwater icebergs” that determines the essential and meaningful borderlines.

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## **SOCIAL EVENT**

**DAY 4 16.07.2011 SATURDAY**

Sessions B 11:00-12:30

**PLENARY SESSION: URBAN CULTURES, CREATIVITY, AND POPULAR COMMUNICATION AT THE CROSSROADS** **Conference Hall**  
**(Overflow Rooms Cinema A and B)**

**Chair** Hopeton S. Dunn

### **Presenters**

**Sonia Virginia Moreira**

Cities, Media Inclusion, and Internet Connectivity in Brazil

**Sonjah Stanley-Niaah**

“Prime Time” Geographies: Dancehall Performance, Visual Communication, and the Philosophy of “Boundarylessness”

**Nicholas Carah**

Popular Music Festivals: Brands, Young Creatives, and Urban Space

**Deniz Bayrakdar**

**Melis Oğuz**

Shared Borders of Poverty and Hope: Cinematic Urbanism in Istanbul

**Sessions C 14:30 – 16:00**

### **SPECIAL SESSION:**

**THE UNIVERSITY IN CRISIS: TRADITION, INNOVATION, AND EMPLOYMENT IN COMMUNICATIONS DEPARTMENTS** **Cibali Hall**

**Chair** Stefania Milan

### **Presenters**

**Alberta Giorgi**, University of Milano-Bicocca

**Alice Mattoni**, University of Pittsburgh

**Omid Firouzi Tabar**, Urbino University

**Caterina Peroni**, State University of Milan

Precarious Knowledge: Notes from a Study on Flexibility in Italian Universities

**Sandra Jeppesen**, Lakehead University

**Holly Nazar**, Concordia University

Beyond Academic Freedom: Critical Discourses and Practices in the Canadian Context

**Bilge Narin**, Ankara University

Communication Graduates' Employment Issues on Social Media in Turkey: Complaints and Suggestions

**Luchino Sívori**, Independent Scholar

How Scholarly Initiatives Influence Media Agendas: A Comparative Study between Nordic and Mediterranean Academic Networks

**4C05 Conversations with Elihu Katz (Diaspora) Fener Hall**

**4C11 Emotional Involvement in the Media (Aud) Room: B.101**

**Chair** Pille Pruulmann-Vengerfeldt

## **Papers**

**Peter Vorderer**

**Christoph Klimmt**

**Christian Roth**

**Ivar Vermeulen**

The Audience Embedded in the Narrative: An Experiment in Interactive Storytelling

Research on audience experiences and responses to media entertainment has made remarkable progress over the past decade. Innovations in media content and technology continue to rise new challenges to entertainment studies, both in theoretical and empirical dimensions. One 'hot' innovation in entertainment technology is the co-evolution of digital games, artificial intelligence, and other facets of advanced computer systems into "Interactive Storytelling" (Cavazza, Lugin, Pizzi & Charles, 2007). The synthesis of elaborated story, multimedia presentation and rich interactivity is envisioned to result in a radically new audience experience in which users make meaningful decisions on the progress of the narrative and thus co-narrate the story. To use such an "Interactive Story" may be compared to the experience of 'being' in a novel's world, of especially immersive video gaming or of participating in a virtual improvisation theatre. The present research aims to theorize and examine the audience's entertainment experience in 'Interactive Stories' before this new type of media technology enters mass markets. Based on existing models of media entertainment, the video game experience in particular (Vorderer & Bryant, 2006), an experiment was conducted with a widely recognized prototype of Interactive Storytelling, "Façade" (Dow et al., 2007). This system involves users in a dialogue with two autonomous characters whose intimate relationship is going through a crisis, which results in interesting affective dynamics. The study (N = 68 students, 44 females) focused on the importance of interactivity for the story experience. Therefore, participants were randomly assigned to either use "Façade" interactively or merely watch a prerecorded video of another person's

interaction with the system. Interactivity was thus manipulated experimentally (on / off). After 15 minutes of exposure, participants completed a questionnaire and rated their experience on various dimensions relevant to entertainment, including presence, suspense, and enjoyment. Results show that audience experiences do not differ between interactive and non-interactive use of the story on very many dimensions. Most importantly, no significant group differences emerged for key dimensions such as curiosity and suspense. However, users displayed more overall enjoyment in the interactive condition ( $p = .07$ ), more positive and less negative affect than users in the non-interactive condition ( $p$ 's  $< .05$ ). Two experiential processes seem to drive this difference in emotional response, namely a higher degree of presence and of efficacy experience (effectance) that come along with interactive story exposure ( $p$ 's  $< .01$ ). Findings suggest that Interactive Storytelling combines known aspects of narrative experiences (such as suspense) with action-based audience responses (effectance and presence). In this sense, Interactive Storytelling is indeed distinct from prior types of media entertainment, also from an audience perspective. On the other hand, the fact that the interactive "Façade" experience displays substantial similarities with the non-interactive version also suggests that interactive stories are no 'radically' new type of entertainment. Implications for entertainment theory and future trends of the entertainment industry need to be considered accordingly.

### **Hi Omid Ali Masoudi**

Study of Benefiting and Satisfaction Rate from and with Mass Communicative Multimedia among the Students Studying at Tehran's Universities

Knowing the audiences of messages and their expectations is one of the most important mass communication. And this issue is not only regarded very important sociologically but it plays a significant role in managing the mass communication devices and in forecasting its future too. The present research was conducted with the aim of studying the benefiting rate from mass communication devices and satisfaction with them which are used by the students studying at Tehran's universities. This study is of descriptive post-occurrence type under the qualitative and survey research method. The tool to gather information was questionnaire. The statistical population of this research was the students studying at state and Azad universities throughout Tehran city, totally they were about 250,000 students and among them 550 students were chosen as sample size who were selected by quota random sampling method. Based on the present research, among the existing mass communication devices, the very mostly used device was Internet and for searching for the worldwide news and information. Also, their lowest rate use was attributed to listening to domestic and international radios. The highest rate of satisfaction was with using internet. Also, they preferred internet to spend free time, amusement, increasing their levels of knowledge as well as learning various concepts comparing other mass multimedia. Their lowest satisfaction rate with relevant to the national TV channels due to having no confidence with their contents and programs as well as inconsistency with their viewpoints. And on contrary, the international TV channels were regarded as the best and suitable way to find out the news and events.

**Irene Neverla**

**Monika Taddicken**

The (Resistant) Audience Perspective on Climate Change: A Dynamic-Transactional Concept and Empirical Findings from a National Survey

Climate change has become a global meta-issue in the public discourse. So far, communication research in this field has mostly focused on media content, while the audience perspective was rather neglected. In this paper we will focus on the audience perspective on climate change presenting both, a theoretical concept on the construction of knowledge, belief and behaviour in the public discourse as well as empirical findings from two recent surveys in Germany. The results shed light to the question how and to what extent media consumption influences people's climate-change-related attitudes and their daily climate-friendly behavior. The findings indicate a resistant, critical and networked audience. The knowledge on climate change was originally generated by sciences and has disseminated into the broader public during the past decades. Climate change is a social construct based on statistical data which - other than weather phenomena like temperature, rain etc. - cannot be sensed by individuals. Media play a crucial role in the process of agenda setting and framing of this basically scientific topic. The audiences' processes of perception and interpretation of mediated information regarding this topic are highly important for understanding the public discourse. In our research project we have developed a multidimensional impact model of media use and attitudes to climate change (which may be applied to any other field of knowledge deriving from sciences). This model is based on the theoretical traditions of the dynamic-transactional approach, blended with the socio-psychological concepts on attitudes and involvement. Our concept provides a dynamic (time dimension) and transactional (considering the audience as sometimes more active, sometimes more passive) overall perspective with regard to individual media use and its impact, as well as to individual and social circumstances of this media use and its impact. For the empirical validation of this model, two surveys were conducted in Germany that we are going to present. Firstly, an online survey with an internet-user representative sample (n=1.500, March 2010), secondly a telephone based survey with a population representative sample (n=1.000, October 2010). The data show that media use (whether embedded in the everyday routines or as a process of actively searching climate-related information) does have some impact on knowledge, but only limited impact (if at all) on belief and behaviour. Other variables like more deep-seated general social values (e.g. on ecology) as well as other communicative procedures like face-to-face communications seem to have a deeper impact on belief and behaviour. Moreover, our findings indicate an audience which is interpreting the climate change topic as science-driven and thus highly rationale but still fragile and conflicting. In this sense the audience is quite resistant and critical against premature and hasty decisions in the climate policy field.

**Walter Chikwendu Ihejireka**, University of Port Harcourt, NG

**Cristie U. Omega**

Illicit Pleasures: Uses and Gratification of Pirated Media Products by Urban Dwellers in Port Harcourt, Nigeria

Piracy is a major bane of the media industry, as the fruits of intellectual and financial investments are denied the rightful owners. Nigeria, as other countries in the world has

witnessed a steady rise in the incident of media products piracy. The nation's intellectual property watchdog, the Nigeria Copyright Commission reports that piracy is making an exponential growth in the country. According to it, ten years back, there was not much of a market for CDs in Nigeria. Popular local music came out on cassettes and foreign content on CDs that few could afford. There were one or two CD production plants. Today there are 15 plants and a distorted distribution network that cannot keep up with market demands. The daily output of 100,000 legitimate CDs is easily absorbed by Nigeria's 140,000,000 plus population, leaving a lot of room for pirates. Nine out of every ten CDs, VCDs, DVDs, software, book and other copyright work is pirated, accounting for a huge loss in income to right owners, revenue to government and the economy. The Business Software Alliance (BSA) estimates that the PC software piracy rate in Nigeria is 83%. The social problem of media product piracy has attracted a lot of scientific research attention. A recent trend in this effort focuses more attention on the consumers of the pirated products. In line with this current trend, this paper, working from the theoretical basis of uses and gratification seeks to discover the motivations and justifications that lead consumers in Nigeria to patronize pirated products. A cross-sectional social survey using questionnaire and interviews was carried out in the southern Nigerian city of Port Harcourt. Some of the key questions explored in the field work are: what proportion of consumers in Port Harcourt city patronizes pirated media products? Is this a conscious patronage? What are the major motivations underlying this patronage? Analysis of the data is still on-going. The results are expected to shed some scientific light on the complex process of media piracy and at the end provide realistic information for adequate media policy and education in the country.

### **Oksana Lychkovska**

Adaptive Opportunities of Communicative Practices in Contemporary Urban Audiences in the Situation of Socio-Cultural Crisis: On the Example of Odessa Urban Communities

The aim of the paper – 1) to propose new theoretical understandings of communicative practices 2) to reveal some new trends which appear in interpersonal and mediated communications and to analyze their adaptive and protective opportunities in the situation when real social connections are failed.

I propose to declare “communicative practices” in 3 interconnected aspects:

1. As a version of “background social practices”, representing hidden from the observer, frequently unconscious, but quite obvious for interconnecting participants, the rules of communication in a particular situation.
2. as principles and mechanisms of interaction with various sources of information and communication, first of all with mass media. The consumption and the use of information are carried out due to specific mechanism and effects: a mechanism of symbolical compensation of action, an effect of presence, a mechanism of every day life regulation, a ritual mechanism, an effect of emotional and psychological compensation. These mechanisms meet existential needs of an audience for safety, stability, structurization of the everyday life that is rather significant in conditions of institutional instability and lacks values that allow audience to form the strategy of adaptive behaviour.
3. as the features of communication process at a social macro level. The practice of interaction in the public space is meant. Communicative practices structuralized the public sphere and produce different types of public identities such as a public, an audience, interests groups, virtual communities, finally, “vagrants” (TV-audience), “tourists” (giving

colour to everyday existence), “actors” (change communicative experience and sense). The changes in social communications can be considered as a search of possible ways out from social crisis at a micro level of everyday interactions in a situation when institutional ways of a crisis overcoming are impossible and/or are not accessible to the usual person. When analyzing Odessa audiences activities, the following adaptive strategies of communicative practices have been displayed 1) return to non-formal communications in different spheres and situations, including official and public situations, transition to horizontal, network, partnership interrelations, 2) appearance of 2 different types of communications (postmodern and traditional) in private and public spheres: at time of difficulties people rely on themselves or on the nearest environment as the private sphere is characterized by individualism and activity. In official and public spheres, people are “passive” applicants or passive consumers of mass media, 3) inclination to non-reflexive, traditional, ritualized rules of communication. Communicative practices as well as any background social ones or as “background expectations” enable an individual to structure his everyday existence, to normalize it, to preserve ontological safety, to overcome crisis situations, to isolate himself from external social world, 4) appearance of “mobile” identity, depending on interaction with either source of mass communication. Mass media produce division of the audience according to its tastes and ways of life and also give opportunity for the audience to change its identities or create virtual identities.

### **Maria Kyriakidou**

#### **What Is There to Do? Distant Suffering and the Mediation of Agency**

Discussions on the coverage of humanitarian crises and disasters have been underlined by normative assumptions about the moralising potential of the media to motivate viewers’ active engagement with the suffering of distant others. The transformation of the viewer from spectator to a public actor and the conditions for the possibility of humanitarian action at-a-distance have been the ultimate concern of the relevant debates. These conditions have been connected to the mode of media coverage, the nature and geographical significance of the crisis, the number and identity of the affected victims. This paper will address these issues by empirically exploring the mediated construction of the viewers’ agency in relation to distant crises. Empirically based on a study of Greek audiences discussing distant disasters and action at-a-distance, the paper explores the ways viewers themselves articulate their sense of agency vis-à-vis the suffering of distant others. Focusing on the possibilities of action viewers regard to be available to them and the kind of actions they undertake, the paper will argue that action at-a-distance is fragmentary, circumstantial and often independent of the viewer’s emotional engagement. These limitations of mediated action are related to the audience’s lack of trust in the mediators of action at-a-distance but also a generalised culture of mistrust in authorities, institutions and the media. They are also due to an expressed sense of powerlessness of the viewers both in relation to the events witnessed as well as to public action in the global arena. Overall, the paper will highlight the viewers’ limited sense of agency in relation to distant suffering. This is not merely to be attributed to the inherent limitations of mediation and the practices of media coverage; it is also a limitation embedded in broader cultural and political discourses.

## **4C12 From Banking Crisis To Gender Issues in Retrospective (Hist) Room: B.102**

**Chair Epp Lauk**

### **Papers**

#### **Jürgen Wilke**

Financial Crises in the German Press: A Historical Retrospective

When the recent financial crisis began in 2008 the public and the media (at least in Germany) felt motivated to look eighty years back to the world economic crisis at the end of the 1920s. This was an important episode in modern history because the crisis aggravated the economic situation in Germany and gave the extremists from the right the chance to come to power. The intention of the paper is twofold. On the one hand an analysis will be given how the media covered the earlier financial crisis. There were two phases, the first the collapse of the stock market at the Wall Street in New York on "Black Tuesday" October 29, 1928. The second phase happened two and a half years later with the bank crisis in July 1931 with the increasing inability to stop to a run on the banks on July 13 which were closed for several days. A massive deflation began and the number of insolvencies increased. Both phases were covered differently in the German newspapers. While the New York stock market crash did get rather little attention, the bank crisis in the country itself got a lot of coverage. The question raises if this coverage contributed to make the crisis more worse because of the ambivalence of journalism in such situation: Highlighting certain facts may make things public and elicit reactions that worsen the situation. The second intention of the paper is to check the media's retrospective in 2008/09 to the crisis eighty years before and if they reflect a process of learning from earlier experiences.

#### **Sandra Gonçalves Tuna**

##### **Jorge Pedro Sousa**

Pioneers of Journalism in Portugal: The Gazeta as a Case in Point

It may be rather challenging to track down and describe the first Portuguese news publications identifiable as the first newspapers, since such news books presented different characteristics from today's papers, making it difficult to find consensual analyses on general features, as well as traces of text type, discourse, genre, authorship, among other. Notwithstanding, the printing of news letters and news items, first occasionally and then periodically, laid the path for newspapers, as we know them today. This study attempts to analyse the *Gazeta da Restauração* (Restoration Gazette), the first Portuguese periodical paper, regarded by many as the first Portuguese periodical. Even though it did not maintain a regular periodicity, the *Gazeta* may be considered a periodical publication as at least 37 issues came out successively for six years, between November 1641 and September 1647, which made it possible for its public to get news on a fairly regular basis. It also seeks to identify and describe the writers of this publication, who could be regarded as the first Portuguese journalists. By means of bibliographic research and documental examination, as well as detailed speech and content analysis (qualitative and quantitative), this study aims to answer some overriding questions such as: Who were the Portuguese "journalists", or

gazetteers, that, in the first half of the 17th century, began journalistic practice in Portugal? What did they write about? Who were their sources? What kind of routines did they have? What kind of constraints did they face? This reflection seems to reveal that the first Portuguese "journalists" were educated priests, for whom writing news gazettes, was more of an "occupation", than a profession.

**Kyung Han You**

**Irkwon Jeong**

Exploring the Circular Paper in Late 19th Century South Korea as a Forerunner of the Modern Newspaper

The current study explores the role of the circular paper as a forerunner of the modern newspaper in late-19th-century South Korea. The study highlights the modernization of the communication system as a crucial factor in explaining the distribution of information/knowledge resources to the masses.

As is well-known, given its colonization by Japan, late-19th-century Korea was neither an independent nor a modernized country. However, many Korean historians have explored the ways in which Korea could be seen as engaging in spontaneous modernization, and for doing so they refer to Barrington Moore's three paths of modernization: (a) bourgeois revolution, (b) revolution by the national power elite, and (c) revolution by mass struggle. Of these three paths, Korean historians have paid most attention to revolution as effected by the national power elite and revolution as achieved by mass struggle, as the Korea of this period did not have a bourgeois class. Undoubtedly, media development is a crucial factor in accounting for how a society transitions from premodern to modern. That is, wide dissemination of information is crucial, as is the expansion of productive forces through the development of the means of production and the associated labor force. The national power elite of late-19th-century Korea recognized the pivotal importance of developing a modern communication system that would distribute information to the masses, In fact, they created the country's first official gazette, *hansungsunbo*, which was published every ten days. *Hansungsunbo* is considered the first modern newspaper in Korea, though it was of very little use for providing information to the masses as it was printed in Chinese characters, not Korean. This made it accessible only to those could read this language: the elite and the bureaucrats. Given this significant limitation, there is a need to explore more publicly accessible media in order to better understand how Korea's communication system began its journey toward modernization. Thus, as an alternative, researchers have explored the third path, that of revolution by mass struggle, specifically the *donghak* peasant struggle. During the *donghak* peasant struggle period, *sabaltongmun*, a circular paper had been used as propaganda medium, and historians have discussed the possibility that it played a role in distributing information to the masses. The researchers conducted a content-analysis of 28 circular papers and found that *sabaltongmun* in late-19th-century South Korea was a distinctive kind of round robin. Specifically, this study finds the following distinctive aspects to be characteristic of *sabaltongmun*: (a) an explicit statement designating the publishers, (b) political and societal messages together with notification of a rally, and (c) distribution to many unspecified people through an organized network. The researchers argue that these characteristics are associated with the journalistic characteristics that at least some modern newspapers strive for, such as publicity, universality, and trustworthiness. Underlining such characteristics, the current study argues that *sabaltongmun* was a forerunner of modern

newspapers, even though its primary role was that of promoting and encouraging participation in protests.

**Eliza Bachega Casadei**, University of São Paulo, BR

Obituaries for Dead Journalists: Between Biographematic *Écriture* of History and Representations of Journalistic Matrices of Presumed Truth

Assuming that journalists biographies are important documents of historical research since they explain the symbolic elements that constitute the journalistic imaginary in different times, this work aims to study the obituaries published in Brazilian newspapers written in tribute of dead journalists in different historical circumstances. We will try to explicit how these obituaries, in departing from a biographematic *écriture* of the life history of journalists, refer to the representations of the matrices of presumed truth in journalism from different historical periods. The construction of biographies, confronts us with a tension between a fictional element (presupposed in the notion of “character construction”) and a pretension of reality (present in the journalistic discourse and in its discursive strategies of legitimation through testimony). The theoretical object of the present study, therefore, is on the convergence between the notion that the obituary constitutes a biographematic writing (*écriture*) of history and that the testimony contributes for the construction of the witness as a matrix of presumed truth in journalism. Under the rubric of biographematic *écriture*, Barthes refers to a certain type of creative treatment with reality where the boundaries between reality and fiction are smoky or lose prominence (since that fiction is no longer opposed the reality, but constitutes it). The biographematic *écriture* is constructed from a writing that emphasizes details that are outside of the facts commonly considered to describe an event. The traits (*grammé*) empty of meaning becomes triggers of this writing, from an inventive approach, providing meanings to the text. The hypothesis that the obituaries for dead journalists may be regarded as biographematic narratives finds support in the fact that the minor details in them that are transformed into signs of *écriture*, configuring as elements which inaugurate and dispartate the text. Details entice the reader to compose with fragments, forming a new text from certain discursive positions linked to a specific image representation around journalism. More than that, the fact that the obituary are constituted as a kind of testimony also refers to a construction of a matrix of presumable truth, since, as Derrida reminds us, there is an reliability that establish all the relationship with the other in the testimony. Since there is no response without a principle of responsibility this can not be conceived out of a field that involves a faith juror in terms of an action or, in other words, a promise of truth even in the perjury. It is this social function that puts the witness as a matrix of presumed truth in journalism. Based on these assumptions, this paper seeks to map the representations about journalism contained in these obituaries for dead journalists (especially regarding the separation between good and bad journalism) published in Brazilian newspapers from different historical periods. And in consonance with the theme “Cities, Creativity and Connectivity”, we will investigate how online journalism changes the sharing between these two poles in recent obituaries.

**Carla Maria Baptista**, FCSH-UNL, PT

Media Coverage of Gender Issues During the PREC period in Portugal, 1975–1976

This paper is part of the research project “Feminine Politics – Gender policies and strategies oriented toward the visibility of female members of Parliament”, focusing on women’s political representation and gender issues, spanning from 1975 to 2002. Our research includes a content analysis of press articles related to media coverage of gender issues, during four historical cycles deemed to have brought significant developments regarding the participation of women in the political institutions: the Ongoing Revolutionary Process or PREC (1975-76); Soarismo (1976-1984); Cavaquismo (1985-1995); and Guterrismo (1995-2002). The intersection between politics and media is essential to understand how female parliamentary tried to highlight their specific agendas. We will focus in the PREC period, a phase of consolidation of the Portuguese democracy and ideological distancing from the previous right-wing dictatorship period. The discussion of gender issues, within the context of the newly acquired equal rights, democracy and freedom, flourished throughout the years that followed the Revolution of the 25th April and women were empowered by the newly enacted Constitution of 1976. Despite the new political and social environment, the old media frames regarding the representation of women, prevailed. Media approaches to gender issues were scarce and not a relevant part of the political discussion. Limited happenings of positive news coverage of female MPs initiatives contrasted vividly with an overall journalistic indifference. Our results show a very slow construction of a gender issues agenda, limited to the constitutional discussion around fundamental rights like equality among all citizens, regardless of their race, religion or...gender. It helps us to reflect about the role of the press during revolutionary periods, where the journalistic productive routines relying in a relatively stable range of professional practices and news values are interrupted by history itself, with the newspapers becoming an active social actor in the political struggle.

#### **4C13 Political Economy (ESN) Room: B.103**

**Chair** Francesca Musiani

**Discussant** Dwayne Winseck

#### **Papers**

##### **Qiaolei Jiang**

Techno-Nationalism and Creative Industries: The Development of Chinese Online Game Industry in a Globalized Economy

As a promising creative industry, online games emerged eleven years ago in China. This paper examines how China responds to the dominant force of cultural globalization with a case study of its development of online game industry. Based on multiple methodologies, including the analysis of archive documents, in-depth interviews, and ethnographic data, this paper explores the political economic dimensions of the online game industry at multiple levels within Chinese context vis-à-vis the global game industry. The study elucidates an emerging strategy of China’s national strategy, namely, techno-nationalism, with the development trajectory of online games in China. In the Chinese context, such a national strategy manipulates technology to create a version of popular nationalism that is

acceptable and readily to be censored by the authorities. The paper argues that the Chinese nation-state still imposes great influence on this burgeoning industry through technonationalism, regulation and self-regulation, while Chinese online game companies as the national player manage the risks and creativity within the specific socio-cultural milieu. As a consequence, cultural industries, including the Korean game industry that pitches in with the strategies could prevail in the Chinese market. This explains why the regional competitors of Chinese online games—Korean games—are more successful than most Western counterparts in China. It also argues that a regional market of online games within East Asian area has come into being with South Korean as the major exporter. By providing a snapshot of the current ecology of Chinese online game industry, this paper also discussed the role of cultural regionalization and globalization in China, and argues that the development of online game industry in China depends more on political factor than economic factors. The role of nation-state and regionalization are rediscovered as crucial within the media globalization, and the study also provides a partial response to the issue of cultural homogenization.

**Jernej Prodnik**, University of Ljubljana, SI

Structural Transformations of Capitalism and Political Economy of Communication:  
Audiences, Immaterial Work, and the Commons

The aim of this paper is to rethink the role of political economy of communication (PEC) in current historical epoch. This is achieved through contextualization of political, economic, cultural, and technological aspects, the result of which are five corresponding and interconnected transformations, namely: neoliberal governance; financialization of the global capitalism; post-Fordist flexible production; 'postmodernization' of consumption and culture; and world-wide social connectedness through networks, which was instigated by the rise of the Internet. It is claimed that communication has gained a paradigmatic role in current historical phase of capitalism which consequently enabled capital to fully colonize most aspects of not only material but also social life. However, these long-developing perturbations also fully reinstated (critique of) political economy of communication as the main basis and source for analyzing current historical stage of capitalism; because communication permeates all social life and spills over formerly distinct boundaries, interconnectedness on all possible levels has become more obvious than ever. Author develops his main thesis on this groundwork, stating that "the structural tendency of capitalism, which has developed into a world-integrated economic system, is not only to commodify and valorize the material and social aspects of life, but also to incorporate human life as such (i.e. species-being) into this economistic circuit." Historical outline developed in the first part of this paper offers a suitable context for a more detailed examination of three intertwined concepts: audiences, immaterial work and the commons, which aids to additionally substantiate the thesis. Current phase of capitalism and its practical influence on human beings can only be understood by fully acknowledging these theoretical starting points. Author bases his arguments especially on neo-Marxist perspective and mainly draws conclusions from theoretical outlines of the Italian post-operaismo (autonomia) movement that successfully rethought critique of (post-Fordist) political economy; this approach to critical theory should be seen today as a crucial resource for investigations of PEC. Paper represents a rough and condensed outline of an ongoing doctoral dissertation and aims to clarify and rethink main research questions and theses that

will be considered in this work. It should be seen as fully open to new ideas, comments, and critiques.

### **ShinJoung Yeo**

From Paper Mill to Google Data Center: The Role of Network Infrastructure and Digital Capitalism

Google processes 34,000 searches per second or 88 billion searches per month (McGee, 2010). These globally generated data are stored, indexed, exchanged and transformed into commodities. This process is emblematic of the “network economy.” However, the questions that are rarely asked -- where and how are these bits and bites actually traveling around the globe, processed and exchanged as commodities? There have been many studies on the role of ICTs in this “network economy” but less attention on changes of physical infrastructure behind it and its’ relationship to the development of capitalism. Borrowing from the concept of digital capitalism (Schiller, 1999, 2007), political economy approaches to network infrastructure (Graham & Marvin, 2001), and critical geography (Harvey, 2001), this working paper addresses how physical IT infrastructures have been reconfigured to transcend territorial boundaries and to deepen global market economy. I will examine how Google data centers -- those large facilities that house thousands of servers which manage, process and store data, monitor Internet traffic, etc.-- are developed as strategic sites of digital capitalism. Currently, Google operates 36 data centers globally --19 in the US, 12 in Europe, 3 in Asia, and one each in Russia and South America. One of Google’s recent investments was the purchase and conversion of a paper mill in Hamina, Finland. Though common perception is that the network economy defies geographical boundaries, the building of data centers is tightly connected to geographically dispersed markets, fiber trunks for network connectivity, IT labor supply, access to cheap energy etc. On the surface, this seems contradictory, yet I argue that it allies with capitalist logics and accumulation strategies of the ICT industry. This research seeks to expand the analysis of Google data centers beyond their technical infrastructure to examine their implications within political economy of network infrastructure.

**Trina Joyce Sajo**, University of Western Ontario, CA  
Call Girls: The Unruly Subjects of Outsourcing

For a country where close to 90 percent of the population live in poverty, outsourced “knowledge production”, more popularly known as the call center industry, is a welcome boost to the developing economy. In the regard, the Philippines boasts of being the call center of the world, superseding India in terms of the number of contact centers in operation. As further proof of the success of the call centers, industry leaders report revenues amounting to over \$6 billion and creation of 65,000 jobs in 2010 alone. Quite recently the call center industry has been beleaguered by the intrusion of a different kind of call center. More and more illicit businesses offering cybersex and prostitutions dress up as call centers, perhaps to obtain business permits and enable their operations. Because of this, industry groups have strongly denounced cybersex dens, urging the public that BPOs have nothing to do with these illegal activities. Meanwhile, media has touted cybersex as the underbelly of the BPO (business process outsourcing), a sad side effect of what is supposed to be a booming success story. To be sure, this is not the only occasion that cybersex has

been demonized as one of the evils of the Internet age. The ill consequences of cybersex has been documented in academic and popular discourse, and rightly so given empirical evidence where children and unwilling/unwitting women in poor countries are employed as cyber-prostitutes. In these situations, cyber-prostitutes are constructed as victims whose impoverished social circumstances are being exploited by greedy business operators and middlemen. This discourse, so focused on the subject, has been quite prevalent, but does little to carefully study how these subjects—and this issue in general—are cast against a bigger economic system. This paper, a work in progress, attempts to analyze the discourse of cybersex in a developing economy. I approach cybersex as a political and economic problem whereby cyber-prostitutes are not simply victims of exploitative agents, but are subjects of a larger economic system whose sustainability depends on outsourced labor. Building upon the premise that cybersex is the underbelly of the BPO industry, I explore the argument that cyber-prostitutes are comparable to call center agents. They are, however, unruly subjects, whose victimization and disruptive presence should perhaps be also thought of as ruptures that bear the conditions, politics, and effects of labor outsourcing in a developing economy.

### **Hyunwoo Lee**

The Determinant Factors of International Film Festivals' Success: Focused on Perceived Value, Satisfaction, and Future Behavioral Intention

Despite of the cultural, industrial importance of international film festivals, empirical studies regarding the formation process of participants' satisfaction and behavioral intention which determine the success of the events are relatively few. Furthermore, these studies mainly focused on service quality as a predicting variable. In order to evaluate international film festivals, participants would consider the price they paid off as well as the service quality. In this vein, this study tried to examine the relations among perceived value, satisfaction, and future behavioral intention. For empirical analysis, survey data were collected from 534 PIFF(Pusan International Film Festival) participants. This study used hierarchical regression and structural equation modeling in order to verify research hypothesis. The major findings of this study are as follows. First, regarding the relationship between perceived value and satisfaction of the participants, among sub-dimensions of perceived value, quality and price have positive effects upon satisfaction. However, convenience does not have significant effects. The standardized regression coefficients of the two significant factors are  $\beta=.379$  (quality) and  $\beta=.381$ (price) respectively, this means those factors have similar influences on participants' satisfaction. Second, regarding the relationship between perceived value and future behavioral intention, the quality and price have positive effects on behavioral intention. Nonetheless, convenience does not reveal significant effects. The standardized regression coefficient of the quality is  $\beta=.295$  and that of the price is  $\beta=.372$ . This finding suggests that price has more strong effects than service quality to determine participants' behavioral intentions. Third, regarding the relationship between satisfaction and behavioral intention, the satisfaction of participants positively affects future behavioral intention. Fourth, the result of structural equation modeling which include perceived value, satisfaction, and behavioral intention reveals that all of the path coefficients (perceived value-satisfaction, perceived value-behavioral intention, satisfaction-behavioral intention) are significant. These findings suggest that perceived value could be a important determinant of the participants' satisfaction and behavioral intention. The findings of this study could provide certain implications on theoretical and practical domains. In theoretical

perspective, this study could contribute to expand the way of explanation regarding the formation process of the participants' satisfaction and behavioral intention. Thus, the results of this study might provide some clues to predict and specify the characteristics of the international film festivals' participants. In practical perspective, the success of international film festival largely depends on the participants' evaluations. Therefore, this study suggests that effective marketing strategies which enhance the perceived value of the participants are essential factors for the development of international film festivals.

#### **4C14 Intellectual Property Rights II (Law) Room: B.104**

**Chair** Brian Bowe, Michigan State University, US

**Discussant** Jeremy Shtern, Ryerson University, CA

#### **Papers**

**Alice Halsdorfer**, Cultural Affairs Berlin, DE

The Impact of the Internet on the UNESCO Convention 2003: Only a Media for the Safeguarding of Traditional Intangible Cultural Heritage or an Important Source of Virtual Cultural Heritage in Future?

1) The Intangible Heritage Lists presently focus on traditional intangible cultural heritage – typical examples are Mongolian music, Chinese wooden movable-type printing, carnival in Belgium and collective fishing rites in Mali. It has been widely acknowledged that the Internet is a perfect platform for safeguarding and sharing such traditional intangible cultural heritage, e.g. by distributing videos of performances. 2) However, the Internet itself may be creating and facilitating the creation of new forms of intangible cultural heritage thinking of: - the development of virtual cultures which allow e.g. new forms of social networks, identity-switching, storytelling and interactive experiences, - the creation of immaterial heritage such as web-based artworks, cyber-museums, internet publications and databases, and - the changes to existing cultures and traditional immaterial cultural heritage by speeding up globalisation processes. The UNESCO has conducted a year's observation and analysis of the worldwide evolution of digital society to discover initiatives that will impact the way of communication and living, the major underlying trends and the orientations of tomorrow's society (The Netexplorateur Forum 2011). 3) Therefore, it is about time to discuss whether or not the UNESCO Convention 2003 is ready for the safeguarding of all forms of intangible cultural heritage including virtual cultural heritage and how to modify its definitions. Article 2 Section 1 requires a constant recreation of practices by communities and groups. Since Internet practices tend to change very quickly and are unlikely to be transmitted from generation to generation, it is important to find a more flexible approach. Also, new examples referring to virtual cultural heritage should be added to the list in Article 2 Section 2 which mentions oral traditions and expressions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe and traditional craftsmanship.

**Sara Bannerman**, Australian National University, AU

### International Copyright, Access to Knowledge, and Smaller Countries: A History

Various actors and movements have recently stepped forward over the several years seeking a significant overhaul of the international copyright system. In 2004 developing countries formed a movement for the reform of the World Intellectual Property Organization and its norm-setting activities. The Access to Knowledge (A2K) movement, beginning in 2005, called for a new treaty on access to knowledge, which would radically change the international intellectual property landscape. This has been followed, more recently, by a movement seeking more a treaty that would improve access to copyright works for the visually impaired. These movements to improve the mechanisms for access in international copyright are not new, but have roots in a long history of preceding initiatives and efforts towards a different international intellectual property system from the one in place today. Most histories of international copyright focus on countries like the UK, France, Germany, and the United States, and on the progressive extension of rights to authors under the banner 'copyright'. My research, however, focuses on those less powerful countries and groups that have fought for the principles of access that are now fundamental to that system. At the IAMCR, I propose to outline a section of this work in progress, focusing on small countries' roles at the formation of the Berne Convention in 1886, and on the points in time where small countries have disrupted the continuity of the Berne Convention's history by denouncing the regime. There have, in its entire history, been six denunciations of the Berne Convention: Montenegro in 1900, Liberia in 1930, Haiti in 1943, Indonesia in 1960, Syria in 1962, and Upper Volta in 1970. I will use these points of joining and leaving to show that the history of the Berne Convention is, from the perspective of smaller countries, a history of constant contestation. In many copyright histories, countries that have not conformed precisely to the dominant framework of international copyright have been classed as "pirates", "backwards," "outlaws" among the copyright nations of the world, "underdeveloped," and "outsiders" from the general community of nations. I reject these categorizations, asking whether these acts of contesting the Berne Convention, its direction or its particularities, were not rational, developed, and civilized moves toward alternate systems of copyright, alternate visions of the Berne Convention, or alternate systems for governing the circulation and ownership of works viewed in a the context of a longer history of efforts at access to knowledge.

**Brisa Ferrao**, University of Sao Paulo, BR

### The Collective Right to Reply in Brazil

This paper aims at demonstrating the lawfulness of the applicability of collective right to reply to cases of collective image rights violation. I first explain the legal framework of right to reply in Brazil focusing on the misinterpretation of its criminal nature. Second, I present the leading case that recognized the collective dimension of the right. Judges here made an analogy with the counter advertisement penalty to grant the right to reply. Third, I show the compatibility between collective dimension of right to reply and image rights as the legal fundament for their simultaneous applicability.

## **4C15 Campaigning, Political and Government Communication in Post Socialist Countries (PolComR, PostS) Room: B.105**

**Chairs** Philippe J. Maarek, Yassen N. Zassoursky

**Discussant** Eva-Maria Lessinger

### **Papers**

**Gabriella Szabó**

**Balázs Kiss**

Trends in Political Communication: A Post-socialist Experience in 20 Years after the Fall of Dictatorship in Hungary

The paper will highlight the trends of political communication (PC) which have arisen in Hungary after the collapse of communist regime (1989). It is widely accepted that PC is essential to maintain political community and democratic citizenship and it plays a crucial role in the innovation of politics. Our aim is to theoretically and empirically evaluate that normative standpoint as identifying four trends in the field of PC, namely:

1. Fragmentation: multiplication of PC channels and means, endless amount of PC arenas, internet, web 2.0., fragmentation of content (sound bites), amateurism in PC.
2. Popularization: the convergence of popular culture and politics, fan democracy, entertaining politics, involvement of layman.
3. Post objectivism: end of the requirement of objectivity and balanced coverage, media as community focal point rather than window to the objective reality.
4. Performative turn: representation of self, strong focus on act, dramaturgy and aesthetics of PC.

The paper will be based on our previous research on campaign communications (European Parliamentary: 2004, 2009, General elections: 2002, 2006, 2010). We also want to demonstrate the trends defined above analysing the political debate on the Hungarian Media Law which came into force on January 1st 2011. We will examine the actors, the channels and the key arguments of the critical as well as the pro-government standpoints in order to see how fragmented, popularized, post objectivist and performative the communication on the Media Law has been.

**Anastasia Grusha**

**Natalia Skripkina**

Glamour Politics: Political Spin in Russia on the Eve of the Electoral Cycle 2011/2012

Recent trends in political communication make new demands to politicians and to the ways they communicate with electorate. Has changed not only an interaction format, but also the meaning and content of communication. The era of mediated politics draw distinctions to them not on ideological, and on image basis. The content "is emasculated", the political discourse is simplified, style plays crucial role. The success of a politician frequently is based on creation of "favorable publicity" measured by a rating. In a pursuit of ratings, politicians and their PR-teams operate according to the "logic of media". As a bright example for that can serve well-known "British spin" - the phenomenon in British political culture reached its peak during the premiership of Tony Blair and his press secretary Alistair Campbell.

Traditions of spin communication studied by political scientists, are characterized "by not dialectic approach to the information but prevalence in it intentions over the actual content and totalirization of information flow management with use of manipulative discourse and governing practices, destroying ethical canons and valuable complexes of society". (Bodrunova, 2010). The Russian political culture, along with cultures of the western countries, also has substantially undergone a transformation though maintains its peculiarity. The phenomenon defined by the western political scientists as "tandemocracy" has marked a stage in modern Russian mediated politics that visually illustrate formats of media presence of the first persons of the state and as a whole the Russian political elite, and also introduction populist practice in domestic political communication that causes inexhaustible interest of mass media itselfes. The lack in Russia really competing parties, variety of political programs, the mechanisms providing expression of valid interests in state policy, is obvious. Reduced public participation allows to the glamour politics become dominating style of media presentation of policy and politics. According to the well-known Russian sociologist Boris Dubin, nowadays Russian politics is not real, secret and trickery rather defining what's happening in the country, but aiming the people. What they see, hear and stand ratings to - is, of course, the politics of glamour". The Russian politicians, including the state leaders, willingly adopt experience of the western colleagues. This research is an attempt to investigate communicative strategies of Russian political establishment on the eve of elections to the State Duma of 2011 year and presidential election of 2012 in the context of modern trends of spin communication.

### **Dorina Gutu**

Microblogging Meets Politics: The Influence of Communication in 140 Characters on 2009 Romanian Presidential Election

The Internet has become an important medium for various forms of political communication and participation in recent years. There is broad agreement that new technologies such as blogs, social networks and microblogging platforms gave citizens an unimagined ability to filter and personalize the information to which they are exposed, while at the same time dramatically increasing the amount and range of information which is available to them. In USA, Iran or Republic of Moldova, the microblogging, especially through Twitter, proved to be an efficient communication tool in the past two years. Therefore the aim of this paper is to explore whether communication in 140 characters has had any influence on the Romanian presidential elections in 2009. The paper was facilitated by the online project Elections in 140 characters developed on the microblogging platform Cirip.eu by creating at the beginning of the campaign a group dedicated to the presidential elections. Messages on this topic reflecting the debate about elections of the Romanian Internet users were sent in this group and were also imported both from Twitter and blogs. They were analyzed on three coordinates according to Jungherr's (2010) recommendations: community, communication and conversation. Despite the limited impact, the authors believe that if used effectively, microblogging has the potential to do more than facilitate interaction of users or between users and candidates

**Marina Mikhailovna Pavlikova**

**Tamara Sergeevna Yakova**

Political Communication via the Net: Twitter, Blogs, and Social Networks as a Competitive Instrument of Current Politicians: Russian Case

The paper presents preliminary results of the research conducted in 2006-2011. The aim of the research is to estimate the potential of the Russian blogosphere and social networks as a specialized arena where one has a possibility to shape (govern) public opinion and influence on politics and economy. The authors consider the arena as a medium for forming a positive image of officials and politicians. There have been analyzed the President's blogs (vlog, twitter), an official site of the Prime-Minister, Presidential aide's activity on the Net, the State Duma members and governors' blogs, Russian politicians' profiles on social networking sites, opposition's and fake accounts as well. How current politicians use new online services, what purposes they pursue, if they have (and to what extent) presence in social networks and if they openly participate in online discussions - all these issues are being raised in the paper. Many Russian politicians use interactive opportunities for intended purpose (mature PR scheme), do not feel the nature of blogs (a blog as a narrative form of action reports, statements or plans for the future), blogging and net activity is "order of the day" for majority of the Russian politicians. Nevertheless, there are good examples of what we call the Russian public sphere development, where interaction between citizens and authorities takes place. One of the conclusions the authors come to is that a competitiveness of a politician, his popularity and ability to be in power can be successfully mirrored by intensity of exploitation of different online areas.

**Ilona Joanna Biernacka-Ligieza**, University of Opole, PL

Mediatisation of Local Election? New Media in the Process of Shaping Local Democracy in Poland

The analysis of the situation on the national political scene creates the impression that all boundaries of positive marketing are transgressed and politicians' actions remind a brutal, full of venom campaign for power, rather than an honest competition between ideas on election issues. Therefore, it is difficult to talk about the rule of competition, which is a prerequisite for marketing. Still, let us take a look at marketing activities pursued at a slightly different level of political sophistication, which is the local parliament. The proposed paper is going to be an analysis of activities pursued by politicians in Poland before and after the local elections in 2002, 2006 and 2010. The choice of the 2002 elections as the starting date for the analysis was not random. It was dictated by the following facts: first of all, those were the first direct local elections for mayors/municipality heads; secondly, the number of council members was reduced by law (both municipal and poviats) all of which heralded an interesting competition and thirdly we can observe the impact of the new communication technologies especially during the election campaign which seems to be prepared more professionally each local election. Due to all those reasons it is worth to analyse the condition of local democracy in Poland twenty years after the great political changes. As the author of this paper is also interested in shaping the e-democracy on the local level so among other she asks voters question about their preferences towards voting process itself: traditional or e-voting system. Candidates in all levels of government have always tried to reach voters in order to win elections. We can notice that the day when election campaigns

were conducted solely in public halls and by personal contacts in meeting places is changing towards media business. The use of the media is starting to be the principal means by which candidates try to convey their message to the voters. The high turnover rate of candidates for councillors across different regions of Poland in 2002, 2006 and 2010 local government elections has been attributed in part to the volatility caused by greater media and public interest in council issues. Candidates in all levels of government have always tried to reach voters in order to win elections. Many see the media as the most effective way to get voters' attention. Voters also treat media information about candidates as a very important source of knowledge about the candidate which helps them to vote. However, it is important to check which communication channel is the most popular and effective source of information for local public debate; what is the quality of information being published before and after the local election period etc. For the author of this paper it seems worth to check if the "politician activity" and "society response" is only clearly visible during the election time or maybe "local debate" develops after the election time. It is also interesting to check how important are new communication technologies for local politicians and local communities in creating local public sphere that is why the author is trying to analyse the way of using ICT by local society in Poland.

The paper is based on the qualitative and quantitative research. For making comparison survey was carried out in: 2002, 2006 and 2010.

#### **4C16 Portrayals of Non-Muslim in Muslim Media (Islam) Room: B.106**

**Chair** Christine L. Ogan

#### **Papers**

**Hina Ayaz**, Albert-Ludwigs University, PK

Portrayal of Non-Muslims in Islamic Media: An Analysis of Christian-Muslim Riots in Mainstream Print Media of Pakistan

A substantial body of literature deals with portrayal and participation of minorities in media. One major prospect of research relates with how media gives coverage to the issues of violence in relation to minorities. This study aims to examine the media coverage of riots in the mainstream print media in Pakistan. Using the 2009 'riots between Muslims and Christians' as case study this study investigates different sets of ideological premises framed by four mainstream newspapers of Pakistan (i.e. The Dawn, The News, Jang, and Nawaiwaqat). In August, 2009 riots erupted (triggered by reports of desecration of Quran) between Muslims and Christians in Gojra, a district in Punjab province of Pakistan which led 10 people dead and 18 injured including both Muslims and Christians. The objective of this study is to explore how and the extent to which these selected newspapers represent ethnic minorities in Pakistan. Do these selected newspapers report on underlying cause and effects behind the riots? Do they give coverage to Muslim's view point? Do they give coverage to Christian's view point? Are the selected newspapers biased in the coverage of rioting? Is the bias based on racial stereotyping? Do the selected newspapers create stereotypical heroes and villains? How do they construct identity of Christians in relation to Islam? Do they give sensational news coverage of rioting to instigate more violence? Do they harmonize

relations between Muslims and Christians? These questions will be addressed by employing content analysis (both quantitative and qualitative) as research method. The quantitative data will help to measure frequencies of coverage, which will identify the importance given by these selected newspapers to the view point of both Christians and Muslims. The qualitative analysis will further indicate as to how these newspapers set the discourse for the portrayal of minorities in relation to violent incidents.

### **Syahrul Fithri Musa**

The Islamic Thoughts in Contemporary Style in Malaysia

This paper describes the creative process of 'Gugurnya Kopiah Putih' theater performance that exposed Islamic issues in contemporary style. In Malaysia, Islamic issues or thought would commonly discuss in forum and seminar rather than in performing arts. Islamic issues and thought should be looked widely like others issues consecutively to avoid misunderstandings or prejudice toward Islam (Islamophobia). However, people in Malaysia leisurely accept different traditions of this culture by looking forward for something contemporary through music, film and theater. In addition, they can emotionally get involve with entertainment and indirectly respond with the issues discussed. Gugurnya Kopiah Putih could be an example of contemporary theatre, which content Islamic philosophy. The play was successfully performed at KL Fringe Festival 2008 in Stor DBP Kuala Lumpur. This Islamic and politic satirical play combined the contemporary elements of performance in order to attract modern spectators. In this paper, we probably could discover a possibility of; "How the Islamic issues or thoughts could be conveyed by application of contemporary style in performance?". Therefore, some of important spectacular elements in performance have been analysed in this paper. The elements are acting, music, and costume. Besides the elements of performance, the contents of the performance would also be analysed.

### **Hao Xiaoming,**

The Impact of 9/11 on Media Portrayal of Muslims

The terrorist attacks on the twin towers of the World Trade Center in New York City in 2001 signaled an important shift in the world's general perception of Muslims. The event brought Muslims into the agenda of the news media. As a major source for information about world affairs, news media, through the way they frame news events and news makers, have the power to increase the prominence of an event in public life and create stereotypes of people that persist in the mind of the audience. The choice of words used (words are symbolic and may have secondary connotations), and relations between words and concepts play a key role in the framing involved in the news-writing process. This study compares how Muslims have been portrayed by the media before and after the terrorist attacks on the World Trade Centre by using text mining tools to analyze the semantic relations in articles published in major international newspapers around the world. A notable change in the media coverage of Muslims after 9/11 is that there has been a significant increase in the news coverage of Muslims, who are often associated with terrorism. News articles related to Muslims published in these major newspapers increased by four folds since 9/11, drawing world attention to Muslims. Changes in news coverage of Muslims, however, are not limited to quantity. Textual analysis allows us to plot a comprehensive visual map of words to show

differences in semantic relations that have led to a change in the portrayal of Muslims in news media after the 9/11 incident. There have been significant changes in the descriptive words usually associated with the word "Muslim". Results of this study and their implications are discussed.

### **Kelly K Davis**

Why Campaigns Fail: Lessons Learned from U.S. State Department's Strategic Communication to Enhance America's Image in the Arab and Muslim World

In the aftermath of the September 11, 2001 terrorist attacks, the United States State Department adopted strategic communication initiatives to enhance America's image in the Arab and Muslim World. By intent and design, strategic communication initiatives rely on "the purposeful use of communication by deliberate communication practice on behalf of organizations, causes, and social movements" (Hallahan, Holtzhausen, Van Ruler, Verčič, & Sriramesh, 2007, p. 3-4). To this end, the U.S. renewed its interest in public diplomacy, hoping to mitigate the threats to national security by using soft power to influence public opinion worldwide (Matwiczak, 2010). The U.S. Department of State launched the Shared Values Initiative (SVI), in November 2002 to improve the U.S. image in predominately Muslim countries. The campaign consisted of five mini-documentaries and print materials that depicted American Muslims in a variety of settings, reflecting on the freedoms and opportunities they enjoyed in the U.S. (Alsultany, 2007). Like many other public diplomacy efforts at the time, the SVI was widely considered a failure, (Hayden, 2007). Shortly after its launch, the campaign was discontinued, and the SVI's chief architect, Charlotte Beers, left her post as Under Secretary of State after only 17 months. By theorizing strategic communication research within a larger intellectual context of persuasion (Habermas, 2006) and strategic intent (Foucault, 1984; Lyotard & Thébaud, 1985), this study examines the SVI material with a particular focus on the compatibility of the created messages. This study also analyzes the SVI campaign based on Hofstede's cultural dimensions (Hofstede, 1980). According to Hofstede one group distinguishes from another by five major dimensions - avoidance of uncertainty, power distance, individualism-collectivism, and masculinity-femininity (Hofstede, 1980). Congruence between cultural norms of a message and the audience can be a factor in its acceptance. This study analyzes the SVI campaign items for representation of the cultural dimensions by comparing them to the cultures of the intended audience and explores implications for their apparent lack of efficacy. In its strategic communication initiative to convince Arabs and Muslims of America's positive relationship with Islam, the SVI campaign ads were released at a difficult time when the United States was occupying one Muslim nation (Afghanistan) and suggesting to invade another (Iraq). Even so, several scholars have pointed out that the SVI campaign ads were based on premises that may have limited their effectiveness, regardless of U.S. foreign policy at the time. Mary Casper (2007) suggested that the very act of focusing on Muslims in America sets them apart from other American citizens, emphasizing their "otherness." Alsultany (2007) added that, as well as suggesting a binary relationship between Americans and Arabs or Muslims, the ads relied on underlying conventional ideas that distinguish the West as free and democratic and the Middle East as "primitive, barbaric and oppressive." Hayden (2007) pointed out that the one-sided nature of the U.S.' public diplomacy efforts belied the purported openness to dialogue, and that, by focusing on promoting American values, they

may have created a sense of defensiveness regarding the audience's own values. Based on strategic communication concepts (Hallahan, Holtzhausen, Van Ruler, Verčič, & Sriramesh, 2007), this study derives lessons from U.S. State Department's failed communication campaigns as an extension of 20th century mass media strategies to enhance America's image in the Arab and Muslim World and the surging significance of computer mediated communication in the 21st century digital age. This study fills a much-needed gap in the strategic communication research literature.

#### **4C17 Media and Climate Change and the Environment (MCPO&S) Room: B.107**

**Chair and Discussant** Irene Neverla, Hamburg University, DE

#### **Papers**

**Irene Neverla**, Hamburg University, DE

**Judith Lohner**, Hamburg University, DE

**Corinna Luethje**, Hamburg University, DE

How to Explain the Mediatized Dissemination of Scientific Knowledge? A Theoretical Concept Based on Empirical Findings Referring to the Climate Change Topic

In modern societies individual decisions as well as political decisions are often based on scientific knowledge. Knowledge about climate change was originally generated by natural scientists. Since the 1980s, though, this issue has gained growing attention in politics and the public domain, and not only so in the industrial world but also in the public discourse of emerging nations and developing countries. But how does scientific knowledge get from its original field into a broader arena? How did climate change turn into an issue facing such a broad and long-lasting public attention? Here the media come into play, and again we may ask: What is the role of the media in the processes of transferring scientific knowledge into society and thus transforming it? And which implications are connected with this transfer? The classical concept of diffusion developed mainly by Everett M. Rogers would describe the dissemination of scientific invention or any other knowledge into society as a rather linear transfer process. In contrast to this we favour a circular and dialectical model of 'Invention – Adaptation – Transformation'. The basic idea of this concept would be: While knowledge disseminates from a limited social field (like natural sciences) to other social fields (like politics and economy) and thus to a greater number of societal members in the social space, it is adapted according both to the logic and rules of each of these social fields as well as according to specific geo-cultural conditions governing the respective society. Moreover, the knowledge might also undergo a process of profound, ideologically marked transformation as it might serve as a layer for social negotiation processes on current values and norms. Thus, in this process of dissemination in the course of time central terms and concepts of this science-based knowledge (like climate change) are undergoing modifications in the meaning. This process of adaptation and transformation is necessary to elicit involvement and interest in various social fields and among a minimum number of people which is necessary for further creative concepts to solve problems, for political decisions and individual changes of behaviour. In this sense, in this theoretical model we distinguish three

levels, that are a) the temporal level of diffusion, b) the spatial level of adapting the topic to conditions that are historically grown from the respective geo-cultural framework as well as from specific rules within the involved social fields, and c) the ideological level of transforming the topic in the course of social negotiation processes. In our presentation we will point out the model's capacity to systematize and re-interpret empirical data from given content analyses as well as from our own set of empirical studies dealing with the media coverage on climate change since the 1960's until today and in different countries.

**Ines Pereira Crespo**

**Angela Guimaraes**

Climate Change Movies: Why Are They Appealing?

This paper is a contribution to explore alternative tools for science communication, in particular for controversial issues such as climate change (CC), where high stakes, diverse values and politics intertwine with the science produced and communicated to the publics. The perceptions generated and appropriation of the issue by the publics becomes strongly dependent on the content and format of the communication. Given that movies reach millions of people, we find important to explore what publics become formed through these types of mass media entertainment. Movies tend to call for the publics' emotional side, and often develop their scenes around well-known cities for that purpose. This paper explores three CC movies: *An Inconvenient Truth* (Al Gore, 2006) regarding scientific evidence for anthropogenic CC that foresees NYC's Manhattan under water, as well as other cities in the world; *Home* (Yann Arthus-Bertrand, 2009) a photo-documentary with aerial pictures of several places on Earth, questioning the impacts of CC refugees in major coastal cities like, for instance, Tokyo; and on the science fiction movie *The Day After Tomorrow* (Emmerich, 2004) where we can see famous icons in New York being frozen by a sudden ice-age. These movies not only belong to different genres but also have different approaches to present the CC consequences. We evaluate the message they contain, and the image codes they have used. As method we perform a news analysis for the years of these movies releases of online newspapers from Portugal (the project case study), France (an European country where CC movies with a broad reach have been produced in 2009), and UK (that has been presenting the CC problem with impartiality). The content analysis of the media coverage of these movies helped us to unveil different channels through which these movies were distributed and presented to the publics as well as to explore the perceptions evoked by each genre and message presented. Furthermore, we review the filmmaking processes and their distribution. From the results of this first phase of our analysis emerge that these movies were actually used to introduce debate within the political, public and scientific spheres, efforts being made by some governments of their wide distribution, including events with free movie screenings. So, the function of these movies was well beyond entertainment. We have looked at online press articles, finding differences on how the message was presented in the news with regards to how the movies present CC and how dependent that was on the movie genre. These facts lead us to reflect on the role CC movies have as tools for information and awareness raising, and for the appropriation of the issue by the publics. The fact that the scientific and political spheres use these movies to debate CC, together with the producers' efforts to widely distribute them, makes movies a potential powerful tool to influence publics' attitudes towards CC.

**Tets Kimura**, University of Adelaide, AU

Japan Isn't Australia: Comparing Whaling Articles by a Content Analysis

The ongoing dispute over Japan's whaling in the Southern Ocean is currently the most significant international conflict between Australia and Japan. A cursory survey indicates that print media in each country support the dominant opinion; anti-whaling in Australia, and pro-whaling in Japan.

The simple depiction of the whaling issue in polarised terms underrates the complexity of the cultural and linguistic frameworks operating behind the reportage of the whaling issue – particularly for Australians why Japanese newspaper articles are published against the international trend of anti-whaling. The examination of Japanese reporting practice, including the reporter's club system, is conducted in this study. To investigate media perspectives, this study reviews newspaper coverage of a "whaling season" (15/12/07 – 24/3/08), analysing 48 articles from Australian newspapers (in English) and 51 articles from Japanese newspapers (in Japanese). To maximise the validity and generality of the analysis, newspapers which best reflect the landscape of both Australian and Japanese trends were chosen, namely *The Australian*, *The Age*, *The Advertiser*, *Asahi*, and *Yomiuri*. Content analysis was employed to identify the characteristics of newspaper articles. The following four codes, such as objectivity, balance, angle, and overall tone, were examined in considerable depth, and the results reflect the cursory survey. A criticism is made on the existing of Japan reporting styles especially the reporters' club system – making it difficult to morally justify the Japanese journalism, because Japanese journalists act as if they are public relations of their government. Japan offers journalists to access the reporters' club (known as *kisha club*), where they receive news information from official authorities, but the access to the club is limited to Japanese journalists and corporate media. This explains why Japanese articles are carrying the strong pro-whaling stance – not reflecting the international trend of anti-whaling.

**Somnath Batabyal**, University of Heidelberg, DE

Middle Class Environmentalism: Indian Media and Activism

This paper looks at present day urban environmental politics in India and argues that a middle class media with middle class concerns have taken over the environmental agenda in metropolitan cities. I look at Delhi as a case study and compare media campaigns on air pollution, specifically vehicular pollution, in two separate but interrelated cases. The first concerns the case made for clean fuel or Combustible Natural Gas in the late 1990s and the enormous support it garnered in the national press and the recent rejection of the Bus Rapid Transit (BRT) by the same media. I argue that while the first case struck a chord with the media because of an inherently recognisable narrative in the form of death and disease, the rejection of BRT was a class based issue where private vehicle owners were marginalised to make way for public transport. Through participant observation in NGOs, interviews with journalists and policy makers, I set out the case that the recent awareness of environmental issues because of increased media campaigns is changing the nature of environmental advocacy in India which Ram Guha has argued was, till recently, an "environmentalism of the poor". This shift, I argue, has vital ramifications for how the nation is articulated and by whom. The second part of this paper examines how NGOs, who till recently found it hard to get a mention of their environmental campaigns in the media, are finding that their niche

positions are being increasingly encroached on by mainstream media's obtrusive gaze. I seek to understand through interviews and participant observation how the NGOs adapt and change their policies and campaigns and how this affects the environmental movement in India, especially in the cities where the media's presence is more prominent.

**Juliana Mello Souza**, University of Coimbra, PT

The Media Discourse and the Metaphor of the Crisis in the Global Financial System

The media has transformed, every day and fast, the communication processes and raised new communicative interactions between the "social partners" as well as new forms of reading and assimilation of information transmitted. A diathesis-changing. Such processes produce signs and specific languages effects of perception, reception and social behaviors. In journalistic articles that discuss the latest crisis in the global financial system, we found marks of enunciation and language tags that allow evidence in the sense of words, within their social contexts, previously made a speech, in which the culture of each individual transpires through the speeches that are intended. This study will try to identify how the crisis in the United States mortgage system, which culminated in the current process of global economic recession, was the subject of visibility in the media discourse. In a huge number of publications, we will analyze reports, articles and chronicles of some Portuguese newspapers - editorial lines of different national and movement - these issues in the second halves of 2007 and 2008, during which the issue erupted and gained notoriety in public opinion, respectively.

We conducted a content analysis in order to understand how the media works important language devices, in our case the metaphors and layout configuration, in order to fulfill its performative function, to persuade and convince an ever more integrated with the terms discursive. It was found, with the aid of tools Communication/Media and Semiolinguistic such as media discourse can be effective in representing a model of behavior, building a picture of reality.

#### **4C18 Advances in the Research and Theorising of Participatory Communications (PCR)**

**Room: B.201**

**Chair and Discussant** Lauren Dyll

#### **Papers**

**Judy Burnside Lawry**

**Thomas Jacobson**

The Social Environment of Stakeholder Consultation: A New Advance in Qualitative Research Methodology

A perennial issue in Participatory Communication Research has been the persistence of the 'old' and a seeming lack of new theory and methods, and/or critical takes on existing ones. This paper presents an innovative, multi-disciplinary methodology designed to evaluate the quality of participation and listening between an organisation (government, private or civil society) and its stakeholders during consultation events. The qualitative methodology

combines Burnside-Lawry's (2010) listening competency questionnaire with additional qualitative data sources (interviews, observation, archival records and document analysis), to provide a rich basis for case study analysis. The methodology examines whether stakeholders believe the organisation listened to them, and the extent to which stakeholders believe their views were represented, during organisation-stakeholder consultation. If the presence of gaps between stakeholder listening expectations and perceptions are found, the methodology provides an opportunity to explore actions to improve organisation listening competency. The article commences with a description of the theoretical framework that contributed to the methodology's development. Presentation of Burnside-Lawry's (2010) listening competency questionnaire follows. The article concludes with a discussion of the methodology's contribution to future research in the areas of multi-stakeholder collaboration and community development. Burnside-Lawry's (2010) questionnaire, grounded in Jacobson's (2007a, 2007b) model of participatory communication, Wolvin & Coakley's (1994) work in listening competency and Zeithaml et al's (1990) service quality model, is an exciting new management tool designed to assess the listening competency of an organisation involved in stakeholder consultation. The questionnaire comprises two separate interview instruments- one questionnaire to elicit stakeholder expectations of the organisation's listening competence and actual perceptions of managers' listening competence, and a second questionnaire designed to explore managers' understanding of stakeholders' expectations and self-perceptions of their listening behaviour during the consultation. The paper explains incorporation of concepts from Jacobson's (2007b) model, comprising an extension of Habermas's theory of communicative action, in Burnside-Lawry's (2010) questionnaire, and the contribution additional qualitative data sources (observation, documents and archival records) bring to the methodology. Burnside-Lawry's (2010) questionnaire includes concepts of 'ideal speech conditions', derived from Habermas's (1984) theory of communicative action, as criteria to examine whether genuine dialogue is practiced during organisation-stakeholder consultation (Jacobson, 2007a, 2007b). The questionnaire enables identification of communication strategies and organisation procedures that stakeholders perceive as barriers to genuine organisation-stakeholder dialogue. In addition, the qualitative methodology explores whether stakeholder descriptions of asymmetrical communicative exchanges are examples of power imbalances due to an organisation practicing conscious deception (manipulation) or unconscious deception (systematically distorted communication) during stakeholder consultation (Deetz, 1992, 2001; Jacobson, 2007a, 2007b). This paper describes a unique methodology that is applicable in a range of international communicative contexts. The multi-disciplinary method builds on previous organisational communication, listening and participatory communication research and contributes valuable insights to organisations struggling to ensure that the policies, protocols and procedures used for stakeholder consultation enhance, rather than inhibit, competent organisation listening.

**Elske van de Fliert**

**Amanda Lugg**

It's all in the Game: Communicating the Consequences of Change through Simulation

Communicating the perceived benefits of innovations in development requires a thorough understanding of the implications and consequences of the expected change in people's lives. In agricultural research and development, new technologies tend to be transferred to

rural communities through simple media messages or hand-out of free samples, increasingly so with the privatisation of agricultural extension services. Such communication strategies involve little consideration of the suitability and effects of these technologies within the prevailing farming systems and the changes required in farmers' current knowledge and skill base to effectively reap the benefits. As a result, sustained uptake of innovations often leaves much to be desired and the ones that do benefit are often the better off farmers. More successful initiatives tend to apply a holistic approach that involves a systems' change with interdependent innovations rather than the introduction of a single innovation. Communicating the itinerary and benefits of such change processes in order to motivate people to participate, however, is even more difficult, as we deal with complex and variable realities. In an agricultural Research for Development project in West Timor, Indonesia, farmers were involved in the intensification of their maize-cattle system to achieve both food security and commercialisation of agriculture. As part of the engagement process a simulation game was designed to assist farmers in identifying the benefits of the proposed innovations in their current livelihoods. While awareness raising and enhanced motivation of farmers to participate in a training program were the primary objectives of the simulation game, it also served several other functions that facilitated the follow-up activities. These included immediate learning of basic farm management and decision making skills by the farmers, enhanced group dynamics, and increased understanding of the facilitators relating to farmers' needs, perceptions and conditions, which benefits better targeted delivery of the planned training program. This paper will elaborate on the functions and benefits of simulation games as a communication method in participatory change processes, illustrated through the West Timor case.

### **Sujatha Sosale**

#### **Appreciative Enquiry and Communication for Development: Assessment and Applicability**

First proposed by Cooperrider and Srivastava in 1987 for studying Organizational Behavior, appreciative inquiry (AI) presents intriguing possibilities for productive combinations of research methods for development and social change. A research ethos that is humanistic in its goal and ethical in its appeal, this approach has found a place in applications for areas such as sustainable development and educational policy analysis in developing regions. AI is seen as producing solutions to problems primarily from within communities, empowering them with the knowledge of the unique human resources they possess, rather than relying heavily on exogenous sources that tend to use more standardized approaches to tackle problems related to social change. In this paper, I sketch AI as a research approach and compare it to other approaches to development such as the more social science-oriented formative, process, and evaluative research, and variations of participatory research. Finally, I explore implications for the adoption of this method in a specific domain – media and communication for development and social change. It is hoped this paper will be useful to several constituencies – for practitioners engaging in AI, it may serve as a reminder of the origins and ethos that inspired the projects; for others, it may present a new consideration to integrate in development projects; and for students, it could potentially expand the methodological repertoire.

**Venu Arora**, Ideosync Media Combine, IN

Participatory Communication: Towards Evolving Theory through Practice of Evaluation

A lot of how social change programs are supported is guided by how they measure against the currently established evaluation parameters. The evaluation paradigm for development programs still informs a majority of the measurement parameters that are used for assessing communication for social change efforts including 'participatory communication' initiatives at the community level. This paper explores 'participation' as a process through the dynamics of sharing that happens on radio in general and community radio in particular. The paper argues that there is need to evolve more robust and 'participatory' evaluation methodologies which reflect the realities of the processes that take place in any community driven and owned communication process using community radio in India as a case in point. Evaluation needs also to take into account content creation processes - not just how content is received but also how it is interacted with and in fact how it is created. Evaluation methodologies and evaluation theory need to incorporate the dynamics of power, social structures including gender equations (or non equations), spatial negotiations and 'voice' and move beyond its preoccupation with impact. The paper also argues that the practice of articulation and 'voice' - and how 'local' the local voices are - influences the kinds of engagement and 'feedback' or 'listening' that content is able to generate; and that this should also influence evaluation methodologies. Some of the other issues that need reflection for incorporation within evaluation methodologies and theories of evaluation include Quality;, Networking; and the perception of the Other and the New. The paper discusses the process of evolution of an evaluation practice in partnership with a content producing community at the beginning of its broadcast cycle; and juxtaposes it with a discussion of how such an evaluation practice is different from other processes used within the dominant development paradigm.

**Edith Manosevitch**

**Yaron Ariel**

Conceptualising UGC in the Context of Participatory Journalism

User generated content (UGC) is an emerging concept that has been applied in reference to a variety of platforms and contexts (Leung, 2008). In recent years, scholars have begun looking specifically at the exploitation of UGC within the context of professional journalism (Vujnovic et al., 2009; Ornebring, 2008; Paulussen & Ugille, 2008). Theoretically, these scholars have placed the concept in the broad terms of participatory journalism. One of the prevalent definitions in this context holds UGC as "a process whereby ordinary people have an opportunity to participate with or contribute to professionally edited publications" (Hermida & Thurman, 2008: 344). Consequently, the concept incorporates an array of user content—from user comments, blogs and forums, to user ratings and hierarchical lists of most read or shared sections. As UGC becomes an integral component of online journalism, with scholars and practitioners exploring ways to enhance its utility to democracy, it is essential to further conceptualize UGC, making distinctions that illuminate varying facets of UGC and their effects. In this research we offer an elaborate conceptualization of UGC, which reflects three distinctive assessments: (1) user-initiated UGC versus editorial-initiated UGC. Whilst the user-initiated requires intentional and active contribution and/or participation by the user; the editorial-initiated could be based mainly or solely on users'

activities that can be aggregated and exhibited (2) open-ended UGC versus closed-ended UGC. Open-ended refers to content which users generate by using their personal choice of expression. Closed ended refers to content provided by users in response to close-ended questions. (3) Enabled UGC versus realized UGC. Whereas 'Enabled' refers to features that provide the opportunities to contribute content, actual users' contribution could be realized in various intensities. The paper provides a detailed discussion of these distinctions along with a variety of examples in which these continuums are been implemented in leading online newspapers.

### **Katherine Allen**

#### The Role of Contemporary Media in Political Transitions: Searching for a New Paradigm

The research provides a survey of international communications literature vis-à-vis the role of the media in political transitions. While theories and models abound, and are properly explored, traditional political communications paradigms are not so easily mapped upon today's mediascape. The Internet and social media technologies have altered the dynamics of international communications.

Today's media are different. The Internet is interactive and participatory. Consumers of news are also producers of news. Technological innovations such as camera and videophones and the dissemination of information through social media sites and blogs have created an entire set of socially conscious individual journalists. These activists broadcast news events globally, through their own lens and with their own agendas. This research posits that the individual can become their own media outlet, create individual political movements and network with like individuals and organizations for the purposes of influencing the public and leveraging for political institutional change.

The research begins with an explication of political transition and follows with a brief review of traditional communications theories in order to illustrate their nonconformity to new media dynamics. The review presents a glimpse at Castell's network society and corresponding theory the global public sphere. Van dijk's network analysis theory is then offered as a framework for analyzing the role of contemporary media in political change. In this section "digiactivism" and transnational advocacy networks are suggested as possible units of analysis. In each there is the virtual communicative practice of political activism. Within each, citizens interact with and participate in a global public sphere through which they might exercise international political influence.

### **Alejandro Barranquero**

#### The Unsustainable Nature for Communication and Social Change: Towards Communication for Eco Social Change

Within the context of economic, cultural and civilization's crisis in the beginnings of the 21st century, the current paradigm of "communication for social change" (Rockefeller Foundation/CFSC, 1999), coined at the end of the 90s and resulting in an essential driving force for the epistemological legitimation of the discipline (Gumucio-Dagron & Tufté, 2006), seems to have lost part of its original meaning and validity if we consider that it paradoxically aims at the some of the goals of the past model of "communication for development": the search for an unlimited and teleological development, a communitarianist bias -that forgets the individual and its relation with nature-, an excessive

micro and local focus, and, finally, an instrumental conception of communication, still considered a simple tool or instrument “at the service” of social change. Nevertheless, from the late 20th century, radical/critical communication criticism embarked on the review of its theoretical frameworks in order to escape from this dilemma through the incorporation of new proposals in the field of critical ecology and post-development theories (Escobar, 2005; Georgescu-Roegen, 1971; Latouche, 1993; Leff, 2002). These approaches helped us understand that the present couple “communication/social change” remains unsatisfactory when we conceive it as an answer to face and to resolve the global crisis, since it rises from the former and failed historical project of “communication for development”, as well as from its irresolvable human and ecologic damages. The paper tries to date back the beginnings of the reflection of communication for social change from a critical-ecological perspective in order to shed new light and examine the new notion of “communication for sustainable development” with the support of recent research areas such as political ecology, ecological economy, environmental communication/education and post-development criticism. On the other hand, we will try to connect some theoretical proposals which still remain disarticulated and fragmented: “communication for sustainable development / social change” (Servaes, 2008; Servaes & Malikhao, 2004; Mefalopulos, 2005; Miguel de Bustos, FAO; UNESCO), “communication for eco-social empowerment” (Chaparro, 2009); “criticism to interventionist reason” (Cimadevilla, 2004), “communication for sustainable innovation” (Díaz Nosty, 2009; Filho, 2006) or “environmental communication for sustainable development” (Oepen & Hamacher, 2000). Our final aim is to delimit the outlines of a new “communication/social change/sustainability” paradigm based on natural balance, respect to human diversity and economic and cultural decrease. This study is based on an in-depth literature review on the topic as well as on a Delphi questionnaire answered by ten key-experts and aiming at reinterpreting the current communication for social change perspectives from a new ecological view.

**Derrick L. CoUkurn**, American University, US

**Taria Thomas**

**Nanette Levinson**

**Consuelo Nelson**

Participatory Mixed Methods Curriculum Design for the ASEAN Institute on Disability and Public Policy

The ASEAN Institute on Disability and Public Policy (IDPP) is a new virtual graduate institute whose goal is to provide high quality educational opportunities in the field of disability and public policy focused on the Southeast Asian region. A major facet of implementing the Institute was developing a curriculum that takes advantage of its unique virtual and networked organizational structure. The creation of the curriculum for the IDPP was based on an innovative multistakeholder participatory process using both inductive and deductive research methods. This paper presents a detailed description of that process and describes the resulting curriculum. The deductive approach focused on a regional and global benchmarking study, which collected specific data on the curricula from leading programs in disability and public policy in the ASEAN region and around the world. This data was used to drive a modified Delphi process, in which web-based surveys were administered to an expert global panel to begin the Delphi, which was punctuated by virtual focus groups to discuss, debate, and narrow the range of possible choices for the curriculum. However,

before beginning the Delphi, we took an inductive approach, convening an initial virtual focus group to probe our expert panel on their recommended curriculum elements and innovative classes that would fit with the institute's goals. The implementation stage of this project included identifying faculty from the region and around the world, creating course descriptions and classes to encapsulate specific policy issues in the ASEAN region and internationally as well as classes blended with themes of disability, human rights for people with disabilities and the societal and cultural problems which people with disabilities deal with on a regular basis. The result is an innovative curriculum unique virtual institution that is highly accessible for people with disabilities within the entire ASEAN community.

#### **4C21 Participatory Media: Theory and Practice (PCR) Room: B.201**

**Chair and Discussant** Karin Wilkins

#### **Papers**

**Annika Sehl**

**Michael Steinbrecher**

nrwision: A Television Model of the Future? How a New and Unique Participatory Television Channel in Germany Complements the Media Landscape

Audience participation in journalism has been the focus of research in recent years, but studies have mainly concentrated on online journalism (e.g. Domingo et al., 2008), while television journalism has been neglected. This paper partially fills this gap by presenting data collected during a study of a unique participatory television channel that was recently introduced by media politics in North Rhine-Westphalia, Germany's most populous federal state. The channel, nrwision, takes a path between the totally autonomous citizen journalism approach and unilateral traditional journalism, as the television organises and guides the participation process. Beyond adding to the diversity of producers and reporting, a central aim of the project is to strengthen the media competence of its producers. While these are mainly ordinary citizens, some are students from many diverse backgrounds and others are emerging media professionals. The normative theories in which this project is embedded are the concept of diversity (e.g. McQuail, 1992) and the public sphere theory of deliberation (Habermas, 1992). Central to both is the transparency function of communication on the input side, meaning the openness to speakers, information, and opinions (Neidhardt, 1994). Against this theoretical background, this paper addresses the question: How does this channel add to the diversity of the producers and their media competence? Furthermore, the paper reveals the first data about the content delivered by these producers. The data for this empirical study are based on an analysis of nrwision's program lists for all of 2010, with information on producers, topics, etc. One central finding is that the producers tend to focus on niche topics generally neglected by professional television journalism. The study about nrwision, a kind of "participatory lab," gives an insight into the relationship between professional and citizen television journalism and can give indices for the future development of both.

## **Maureen Taylor**

### **Evolving Rural Radio in Liberia: Challenges and Opportunities for Participatory Empowerment**

In many parts of Africa, community radio provides an invaluable service bringing news, information, culture and entertainment to rural residents. Community radio stations face enormous challenges to meet the needs of their listeners. This paper provides an analysis of community radio in Liberia. The modern Liberian state was founded in 1821 by “Americo-Liberians,” black freemen and former slaves from the United States. Many Liberians have American citizenship and travel easily back and forth between the two nations. The United States has a long-term relationship with Liberia and has devoted millions of dollars in assistance to the nation throughout the last 30 years. This research paper is built upon and extends previous research by Spurk, Lopata, and Keel (2010) that studied how urban stations in the capital, Monrovia, were contributing to democracy. Their research examined who was being cited (government, political leaders, CSO groups, military), diversity sources, transparency, reporting style, and perspectives on the news. Spurk et al. found that certain stations provided higher quality and more useful information for democracy building than others. Although urban radio is key to peace building and democracy in Liberia, rural radio is also key, perhaps even more important, to promoting participation and civil society. Spurk et al. reported that there are 35-45 community radio stations in rural Liberia serving rural regions that have little economic or political power. People live in small villages of 10-20 families or live in small towns with minimal essential services. There is wide diversity in tribal affiliations and tensions are often reported between groups. Many of the people living in the rural regions left Liberia during the conflict (1999-2005) for neighboring countries and some have only recently returned in the last two-three years. Community radio provides a lifeline of information and, in some cases, eases tribal tensions in rural areas. The United Nations Mission in Liberia (UNMIL) has supported both urban and rural media since it started operations in 2003. It pays stations small amounts of money to run peace building programming. It also creates daily news summaries. The United States government recently created a five-year, \$11 million USAID civil society and media support program run by the International Research and Exchanges Council (IREX) to enhance urban and rural media development. This paper examines community radio in rural five counties of Liberia (River Gee, Bong, Lofa, Grand Gedeh, and Nimba). Using the theoretical lens of participatory communication theory which reflects UNESCO’s vision of community media enacting self-management, facilitating access and encouraging participation from the community, the paper explores some of the opportunities and challenges for rural radio stations. The methodology includes interviews with radio station employees, news directors, members of the local board of directors, and listeners. The qualitative data provide insight into how small, under resourced stations are contributing to community dialogue, decreasing tribal tensions, and building a sense of community in rural Liberia. The findings suggest that small investments into community radio have large payoffs for the community members. Yet, the benefits are threatened when donors have poor exit strategies and other parts of Liberian society focus on divisions rather the cooperation.

**Sonia De La Cruz**, University of Oregon, US  
Re-articulating Mexican Indigenuity through Radio

Drawing from theories of globalization and transnationalism, I study the intersections between transnational communities and participatory communication. My current work looks at KPCUN-Radio Movimiento (Movement Radio), a radio station born out of the farm labor movement in the state of Oregon, and its work in providing spaces where Mexican indigenous people produce radio programming that broadcasts simultaneously across the U.S.-Mexico border. This discussion is concerned with a few intersecting themes, such as the role of radio as a tool for articulating identity, ethnicity, race and place. This work looks at the transborder experiences of migrants, which includes experiences that go beyond that of their relationship to the nation-state. In other words, I also take into account migrants experiences of crossing cultural, ethnic and colonial borders in addition to the geographical ones. In this context, the role of radio is significant in understanding how identity is reshaped in multiple ways and spaces. As a community-based radio serving the community of Woodburn (Oregon), Radio Movimiento is run using a participatory model in which youth, indigenous people (speaking in their own dialects), women, workers, and progressive leaders from Latino communities are involved in running the station and producing the content. I discuss how radio creates spaces of cultural production and information where people engage long distance with their communities back in their homeland; and where notions of nation, culture, and ethnic identity, are transformed and rearticulated. Therefore, this work focuses on how radio is reshaping cultural and ethnic identity, and to a degree, transforming Mexican indigenous identity.

**John Steel**, University of Sheffield, UK  
Connecting Communities: Local News Media and Deliberative Democracy

The role and function of local news media in reflecting and reporting on the interests and concerns of the local community are well established in Britain. In principle, local news media should provide distinctive and focused regional news which not only speaks to the concerns of the community, but also provides a space through which members of the community can articulate their concerns and viewpoints. In this regard local news media contribute to the construction of a localized public sphere which should be reflective of that locale. This paper explores the extent to which local news media contributes to the construction and maintenance of the local public sphere by analyzing its contribution to facilitating democratic deliberation in areas of local controversy. The news media's capacity to function as a facilitator of democratic debate and deliberation is one that has generated significant debate and discussion in recent years. However, developments within the theories of democratic deliberation (Festenstein, 2005; Haas, 2007; Elstub, 2010) and the changing role and function of journalism (Conboy and Steel 2008) are giving a new impetus to the practicalities achieving forms of democratic deliberation. This research looks to build upon these recent theoretical developments and explore the factors which impact upon the news media's functioning as a facilitator of democratic deliberation and debate by exploring the effectiveness of the local news media's contribution to democratic deliberation. The focus is on the deliberative dynamics within local media coverage of the very public debate surrounding the decision to close two secondary schools in Sheffield and the creation of a new city academy. By analyzing media coverage of the debate and subsequent decision

making process, the paper assess the deliberative democratic capacity of local media within one inner-city context.

### **Laura Dixon**

#### **Brave New Films: Designing Documentaries for Instant Impact**

Brave New Films, a leftist film organization headed by Robert Greenwald, produces and distributes its political videos on online platforms such as Facebook. Christian Christensen presented on Brave New Films' use of the "coalition model" of impact, as detailed by David Whiteman, who asserts that the ideal model for understanding impact "must consider the full range of potential impacts on producers, participants, activist organizations, and decision makers (in addition to the typical focus on citizens)." But even more, Brave New Films is restructuring the way time is being perceived with regards to the impact of documentaries on social change. According to their website, "Brave New Films has created a quick-strike capability that informs the public, challenges corporate media with the truth, and motivates people to take action on social issues nationwide." By distributing their videos to large numbers of people and creating a "video ask," a small gesture that they want their viewers to do (such as singing a petition or donating a small amount of money), they can quickly create a following around a certain political issue. Responding to the "video ask" creates an "instant impact," in which followers are recognized to support a cause. Data gleaned from the "video ask" is also being used in combination with a more sustained approach that appeals to larger funders by demonstrating that large numbers of people support a cause. The instant reactions of a multitude of people are causing more influential donors to express significant financial commitment to an issue. Analysis of Brave New Films in particular can contribute to the existing literature on critically understanding documentary impact because it draws attention to the element of time as an important criterion in impact studies.

### **4C22 Community Media Approaches to Disability, Health, and Wellbeing (ComCom)**

**Room: B.202**

**Chair Salvatore Scifo**

#### **Papers**

**Michael Hugo Meadows**, Griffith University in Brisbane, AU

**Kerrie Foxwell-Norton**

Community Radio and Mental Health

This paper sets out explore the role of community radio in enhancing the emotional and social wellbeing of its diverse audiences. Evidence from a national audience study of Australian community radio sector supports our assertion that community-based broadcasting is having a positive impact on the state of mental health of its audiences. This outcome seems particularly relevant for ethnic and Indigenous audiences although it is evident across the generalist community radio sector. We will argue that as a result, the Australian community radio sector, in particular, is making a significant contribution to managing community mental health by empowering audiences to better understand and

control issues that impact on their emotional and social wellbeing. This suggests opportunities for health care agencies to consider the potential of enlisting community broadcasting in future mental health campaigns. The study reinforces a claim that mainstream media need to be more aware of a growing dissatisfaction with their inability to 'connect' with their diverse audiences on such issues.

### **Maria Amparo Cadavid**

#### Researching with Teenagers

This paper presents a study carried out with young people (13 to 18 years old), which investigated the imaginaries of sexuality; particularly, its relationship with the media, and other communication processes. Young people from three different working class neighborhoods of Bogotá participated in the research through communication-ethnographic workshops, in which they obtained tools to expose, analyze and conclude about their "sexual education process" and the ways they now feel and act towards it. They proved how messages and information received through the media in the context of their families, schools, neighborhoods and the city are defined, produced and broadcasted by adults, and from young people's point of view, these messages are contradictory. As a result, they are just in the middle of these contradictions that confuse their feelings and decisions. It was an interactive research that showed up the need of the young people to be part of the design and implementation of the communication processes through which institutions and the society give information and try to educate in sexual and reproductive health. The theoretical and methodological perspective of this research is supported in Downing concepts of radical alternative media as part of society's need for participation (2001, *Radical Media*); Riaño ethnographic approach to youth studies (2005- *The New Traffic(king) of Memory: Youth, Violence and Peace Processes in Colombia*); and Rodríguez perspectives of how youth can change society through communication work (2005 *Lo que le vamos quitando a la guerra*). Its relevance and contribution holds in the alternative, participative and new flanged features of the study, and it doesn't sacrifice the rigor or depth because of the participation of teenagers. Its main effort was to explore other ways of working in communication research aimed to feed social and educative processes in key subjects for societies such as sexuality of new generations

TB Dinesh

### **Suzan Uskudarli**

#### Re-narration Web

The theme of our work is Web-accessibility for the print-impaired. In the Web 2.0+ era user generated content has become very significant both in volume and in value. However, the production and consumption of this content has been limited to the "literate" or, we may say, print enabled. Those who are print-impaired are left out of the loop. By print-impaired, we refer to those who are not able to read Web content. This group happens to be very large, covering not only the illiterate, but also those who are disabled or dislocated (in foreign contexts). The widespread availability of Internet enabled mobile devices have brought the Web to the palms of a much wider population in comparison to personal computers. This increase of the physical accessibility to the Web (hardware and services such as 3G) has made the issue of accessibility all the more important. This work focuses on

approaches for enabling Web access for the print-impaired. Although, Web pages are multimedia, they are dominated by text, which is to be interpreted by its reader. “Web-accessibility” has traditionally focused on access for physically disabled. However, in countries like India, majority of people are uncomfortable with text, either because they are not literate or because they are literate only in their localized language. On the one hand, we need to look at how authoring of Web-pages – the structure, appropriate tags and meta-tags, can help and on the other, how the world of Web 2.0 can nurture a community around a Web-page so that the content becomes accessible to a wider group of people than what the capacity of the original author can address. Our work addresses this issue by developing a Web-framework, where people can contribute re-narratives on their sites and the page rendition tool can dynamically re-render the page based on user profile and available alternative narratives out there on the Web. In our work, we have these as our objectives:

1. Understand the scope, extent and well formedness of Web content re-narration and dynamic rendition based on user profile of the visitor.
2. Provide an open source Web 2.0 development platform for authoring narratives and re-rendition as a browser extension,
3. Develop a specification that helps address the various Web data types, that can be used by standards committees, and
4. Demonstrate the Web framework model in various contexts such as the delivery of a governments’ policy document for its citizens in a country like India.

**Derrick L. Cogburn**, American University, US

**Timothy Foley**

**Clyde White**

Exploring the Cyberinfrastructure to Support Distributed Collaborative Learning Communities in Disability and Public Policy in Southeast Asia

The Asia-Pacific region has one of the highest levels of persons with disabilities in the world. Within the Association of Southeast Asian Nations (ASEAN) there is a recognition of the need to strengthen the development of a cadre of leaders who can address the international and regional policy issues related to persons with disabilities, and to strengthen the ASEAN Socio-Cultural Community. Advanced academic training at the intersection of disability and public policy is seen as one possible answer. However, the ASEAN region is highly geographically distributed, comprised of ten countries with tremendous racial/ethnic, religious, and economic diversity. This paper describes the initial results of a project aimed at designing, developing, and testing the cyberinfrastructure required to support the delivery and administration of the ASEAN Institute on Disability and Public Policy (IDPP), a new virtual masters program in disability and public policy that would contribute to the vision of an ASEAN region that is inclusive, barrier free, and rights-based. The paper asks two primary research questions: (1) can a mix of open source and commercial collaboration tools be used to create the infrastructure required to support the IDPP?; (2) to what degree can this infrastructure be made accessible to the broadest spectrum of potential candidates, regardless of disability, impairment, special need, or location. Our findings include a description of the synchronous and asynchronous tools used to develop the cyberinfrastructure, including: Elluminate Live! webconferencing, an Atutor-based learning management system, instant messaging and social media tools, all integrated with a Drupal7 content management system. The paper also includes the results of our

community-based accessibility and usability testing strategy with recommendations for related projects in ASEAN and around the world.

#### **4C24 Media, Culture, and Religion (M&Rel) Room: B.204**

**Chair** Guy Marchessault

#### **Papers**

##### **Dominica Dipio**

Media and Changes in Male Circumcision Rituals

This paper focuses on the male ritual circumcision, imbalu, among the Bagisu in Uganda. Traditionally, it is mandatory for young men from the age of maturity – eighteen years and above – to undergo the ritual as an initiation into adulthood and social recognition. The ritual emphasizes courage as a significant indicator of masculinity and therefore responsibility to defend the patrimony of the community. It prepared the young man for two principle community roles for which he had to be physically and psychologically prepared: defense of the community and marriage. The test for this readiness was imbalu which culminates into the initiate courageously submitting to the surgeon who cuts three layers of the foreskin from his penis without sedatives. The courage to withstand this pain without wincing is what the entire community celebrated. In a way, the community was involved in ensuing that the process is not botched, for the family and extended family's honour depend on it. In the past, there was a degree of unanimity in the community. Today, such an accord is not a given. Influx of new ideas through education, and exposure to the media has made the creed of a single identity untenable. Often, the initiates who today must present themselves for the biannual ritual are persons on the margin in relation to mainstream Bamasaba identity. They inhabit layers of identities as Christians/Muslims and educated youth; and some of these values clash with their traditional identity. This paper examines the interface between these values and the role of the media in the performance of this ritual. In the presence circumstance, what remains the essential feature of this ritual, and what implication does this have for the continued practice of the ritual? I will use documented data, interviews and observation in my analysis.

**Rana Ahmad**, University of the Punjab, PK

Globalization and Cultural Cohesion in the Developing World

Individuals are always prone to live in a social milieu that was why Aristotle called "man as a social animal." Living together and sharing certain values, norms, rituals, customs, languages and beliefs or ideologies can be considered as culture. It is also considered that cultural values give a social cohesion in a political system. In the age of globalization, cultural diversity in different countries gives different reactions. For example, the developed world has been successful in merging cultural diversities in a befitting manner while the developing world remained unsuccessful in doing so. The time factor is a real source of pacifying in the

case of developed world that has resolved its certain horizontal and vertical cleavages, regarding language, religion and parochialism and lacuna between haves and have-nots respectively. Social cohesion is a direct corollary of cultural globalization that is an ideal for the modern sovereign state system in the prevailing circumstances. The developing world can also achieve that social cohesion through its cultural diversity that has been predominant in its history. It is only possible through enlightened leadership that always emerged through enlightened main stream of the country. This paper is based on comparative method with inductive and deductive approaches.

**Einav Behar**, Tel Aviv University, IL

Between the Rabbi and the Cyberspace: Aspects of Pluralism in the Ultra-Orthodox Jewish Forum

This study examines the tension between the Ultra-Orthodox Jewish society in Israel (henceforth- UO) and the Cyberspace, through a systematic analysis of an UO virtual Forum called Aguda Ahat (One Union). The Cyberspace's architecture constitutes a contradiction to the closed hierarchical structure of the UO society, being a cultural societal factor which bypasses seclusion strategies. However, the Internet has found its way into this community, where it fulfils various needs. The study, sited in the theoretical context of the "Information Society", examines whether a trend can be seen in the UO Forum, which testifies to a "virtual enclave", or perhaps an opening to the outside world. In the "Information Society", power (and lack of it) are functions of accessibility to networks and control of the type of information which is transferred through them. This study examines whether and how aspects of power and centralization in the UO world are expressed in the UO Forum, and discusses the question of the Forum members control/lack of control over the information which passes through it.

The UO Internet network can be seen as a system of "Cultured Technology". This term relates to Internet applications which undergo cultural modification processes and localization by the community, whereby at the same time the community is re-modified within their framework and becomes part of the global world. The research question is: Can aspects of pluralism within the online community of Aguda Ahat Forum be identified, and if so, how are they expressed? Three parameters of religious fundamentalism were examined: Hierarchy; Seclusion; Discipline. Aguda Ahat Forum is located in a Portal which is not subject to the supervision of any rabbinical authority. Under such conditions, there is a potential for creation of new norms and adoption of global contents into the local space. The Forum participants are young Yeshiva students from the Lithuanian faction, considered to be one of the more enclosed factions in the UO society. From this aspect, the tension between the religious-fundamentalist character of the group offline, and the aspects of pluralism within the Forum in which it is active, receives greater significance. If indeed there is a trend of pluralism in the Forum, it can be attributed more easily to the Cyberspace. A methodical discourse analysis was carried out, during which central themes were identified, which were repeated throughout the cyberspace history in the Forum. Hereinafter is a brief description of the findings: the hierarchical parameter was partially maintained; the seclusion parameter was also maintained partially; the disciplinary parameter, however, was completely undermined. The Forum participants created new norms which deviate from the discourse boundaries of their offline community, and succeeded in dealing critically with subjects that are considered a taboo. The common issue in all the findings is that the criticism expressed

in the Forum discussions, is not against the textual authority, but rather against concrete authorities (such as various rabbinical committees, a certain community leader who had transgressed, etc). According to the findings, aspects of pluralism can indeed be identified within the online community of Aguda Ahat. However, the pluralism trend is not total, and some reservations can be observed. From this respect, it can be said that Aguda Ahat Forum correlates with the "Cultured Technology" model.

**Viktor Khroul**, Moscow State University, RU  
God in a Big City: "Public Confession" of Russian Internet Users

The religious in the life of urban population in Russia has more and more chances to be explicitly fixed and analyzed with the development of new media technologies in the cities. According to statistical and sociological data, the penetration of the Internet in Russian rural areas is still poor, therefore researchers have a valid reason for the extrapolation of Internet-based research results to urban audience of the country. The possibilities of free and theoretically unlimited "self-expression" of mass consciousness in the Internet sites gives us other very promising opportunity for clarifying religiosity of urban mass media audience "from first hands". After famous Russian philosopher Boris Grushin we call the such a self-expression the "autotexts" of mass. which are spontaneous and have substantial characteristics not "swept out" or corrupted by external influence. The survey conducted in 2009-2010 in Journalism Faculty of Moscow State University was focused on "self-expression" texts of the visitors of [www.lovehate.ru](http://www.lovehate.ru) web-portal. Preliminary results of the "public confession" of Russian urban audience are as following: 1. New media became channels and public forums for bringing back the interest towards religiosity in Russia ("God" as a subject of discussion draws big attention, comparable with pop-stars). 2. Despite of new channels, the broken tradition of transmitting faith has not been re-established (only 13% of visitors mention tradition and/or history as the arguments to confirm their position towards religion). 3. Romantic hopes of fast and successful de-atheization of Russian society with the help of media were overestimated (736 visitors of [lovehate.ru](http://lovehate.ru) portal wrote "I love God", but 502 visitors do not trust in God - and this proportion is very close to sociological public opinion polls data). The results of deeper analysis will be presented in the final paper for Istanbul IAMCR 2011 conference if the abstract is accepted.

**Anna Paluszek**, Nicolaus Copernicus University in Torun, PL  
Muslim Citizens in Europe and Dynamics of "Integrations Debatte": Case of Germany

The aim of the paper is to present dynamics of discussion about Muslim citizens and migrants in German society. Currently, we can say that Media and German cities are main framework for the German debate about Muslim minority and its integration. The Author of the paper attempts to present some main aspects of the role of Media on different levels of the debate and diversity of the approaches. The main forum for the dialogue between state and Muslim community is the German Islamic Conference (GIC). On the one hand GIC has a great coverage in German media and is presented as a miles stone in relations between Muslim communities and German society. On the other hand, the forum is recognized by some organization and experts as a failure of dialogue and example of the pressure from the state. Recognition of Islam as a core of Muslim identity is a main assumption of the debate and has a significant role for level of subjectivity of Muslim community or on the picture of

Islam and Muslims in German media. The Author of the paper attempts to present some examples of the wiliness of dialogue on both sides and its critics. The focal point of the debate in last half of year were thesis presented by Thilo Sarrazin in his bestseller "Deutschland schafft sich ab", where he claims that the benefit from immigration for Germany were illusion, because of less educated new generations with a migrant background. The publicity of the book and author himself appeared a complexity and difficulty of the discussion. Arguments of the both sides seem to have some followers and critics. The different aspects and approaches in German debate appear a complexity of the issue of dialogue. According to the diversity and heterogeneity of Muslim community in German as well the multiplicity of perspectives can be consider as a useful approach or lesson learned for similar debates in other European countries.

**Presley Ifukor**, University of Osnabrueck, DE

The Linguistics of Invocations in Selected Nigerian Internet and SMS Discourse

Religion is both a private and public affair for the majority of Nigerians. It is therefore not surprising that private textual interactions will be replete with religious vocabulary, and this is one aspect of Nigerian informal discourse where a correlation can be rightly established between offline and virtual interactions. Invocations constitute one of the liturgical acts of religious language produced by individuals as monologues, dialogues (Crystal, 1987:385) and virtual polylogues. In invocations, appeal is made to invisible interlocutors because religious language operates with strong underlying assumptions about the human subject, divine beings, and how their capacities and agencies differ (Keane, 1997). Human limited capacities are construed to be dependent on the supreme agency of divinity. Hence the appeal to divinity. In the present study, selected Nigerian digital discourse shall be examined in terms of the liturgical act of invocation by appeal to divine agency as well as the personal wishes of good fortunes. The following linguistic phenomena are explored: anaphora, liturgical modals, repetition, parallelism, language mixing and intertextuality. Intertextuality will be central to the examination of the selected data because the theory of intertextuality in the Bakhtinian sense holds that discourse and individual texts are an intersection of multiple textual surfaces and constitute a dialogue among various texts, genres, and voices: the writer's, the character's, the readers'/audiences', and the socio-historical cultural context (Agger, 1995; Kristeva, 1969). That is, each statement in a discourse, each expression in a text, is an intersection of words or texts where at least one other word or text can be read. This therefore assumes that every text is a mosaic of references to other texts, genres, and discourses. The data analysed in this paper are selected from a million-word corpus of Informal Nigerian Electronic Communication (INEC) with a sub-corpus of it called Purposeful Language Alternation in Nigerian Electronic Texts (PLANET) collected by the author over a period of six years (since 2004). INEC with PLANET comprises systematically but intermittently culled synchronous and asynchronous data from several Nigerian personal emails, listservs, online discussion forums, instant messaging, Twitter, Facebook and SMS text messages. The web-based component of the corpus is built by manual browsing and web crawling while the SMS data are sourced from the author's network of Nigerian friends and colleagues in Nigeria, Germany, the US and the UK. The data that meet the specification of hybridity are manually extracted after perusing thousands of sites, links and texts. The social and religious impulses of the texts shall be discussed.

## **4C25 Glocal Disjunctures (PopC) Room B.205**

**Chair** Sandor de Ridder

### **Papers**

**Avsar Gurpinar**, Sabanci University, TR

Local Toys in the Global Market: An Evaluation of Toys in the Istanbul Toy Market

Turkey has a long and complicated past of its toys and toy design. First instances of systematic production of toys can be dated back to as early as eighteenth century. In Istanbul, in the district of Eyüp, handmade toys were produced from waste and excess materials and sold in small shops. Also related to the imperial importance of the district, Eyüp became an important gathering and socialization place. Toys produced here were also bought and sold by street vendors at other regions, thus diffusing to a wider geography during the Ottoman empire. Today, Tahtakale district in Eminönü possesses a similar function with being not the only but one unique center for display and marketing of various kinds of toys. Different from big toy companies in Turkey, toys here are designed by non-designers by giving more importance to recent trends of popular culture rather than psychological or pedagogical concerns, while being produced in cheap labour overseas countries like China or Hong Kong, displayed on and sold in streets of Tahtakale. This paper looks at different type of toys which are sold in Tahtakale in means of carriers of cultural meanings and examples of product differentiation. A contextual mapping of the area regarding a new categorization of toys is structured for a better understanding of the toy network here and its design, manufacturing, marketing and consumption characteristics.

**Sara Mourad**

Triumph of Concealment: The Politics of Murals in Post Revolutionary Iran and Mexico

Unlike most studies on revolutions, this paper does not seek to explain why they happen; rather, it concerns itself with the question of what happens afterwards. This study compares murals in post-revolutionary urban settings: Iran (Tehran) of 1979-1988 and Mexico (Mexico City) of 1917-1940. I treat murals as a medium, a monumental apparatus of popular communication. Murals are “telling technologies”, to borrow Toby Miller’s term, and I am interested in what it is they are saying. The main question I attempt to answer is twofold: First, how and by whom are murals, a form of pop culture, used in a post-revolutionary setting? And second, what is it that they serve to accomplish? Although the Iranian and Mexican societies are different and their respective revolutions were shaped by particular histories, I found common patterns in their murals. By studying these patterns, I attempt to shed light on the use of pop culture to make official political claims. Iranian and Mexican murals were both sanctioned by the state; they both flourished after bloody national revolutions. Any post-revolutionary project thus becomes an exercise in governance and hegemony by the winner. Therein lies the paradox of the post-revolutionary state: institutionalizing the revolution. The question becomes how to navigate this transitional phase without losing the populist appeal of the revolution. In my analysis of Iranian and Mexican murals, I draw on literatures of public art and social movements as well as the

specific literature on Mexican Muralism. For the purpose of the study I conducted a textual analysis of a selection of murals in Mexico and Iran and identified three key patterns: (1) A redefinition of the relationship with an imperial West (Spain, U.S, Great Britain), (2) A search for cultural authenticity (in Mexican indigenismo or Iranian Shi'ite nativism), and (3) The reification of the people. By expressing these themes in a visual language accessible to all, murals became a medium to diffuse both an official narrative of the revolution and a populist image of the newly-born state. Following Foucault, I argue that murals enable us to see the creative – as opposed to the repressive- nature of power. It is through murals that the new regime turns the once oppositional revolutionary discourse into an official dominant one. Ultimately, there is nothing revolutionary about post-revolutionary murals. They are discursive monuments of the state: defining what the revolution is and setting in motion a new regime of truth. The state-building process in post-revolution Mexico and Iran relied on storytelling through murals. Replete with iconography of cultural authenticities, glorious pasts, and heroic masses, murals turned the new state into an embodiment of popular will. By making the popular hyper-visible, murals conceal state hegemony at work. By doing so, murals, as forms of pop culture, cease to be an embodiment of popular masses and become an embodiment of the state. Murals provide us with a vantage point to look at the politics of pop culture, the power relations invoked and negotiated in and through cultural forms. As a medium for public communication, post-revolutionary murals are one way to understand how states, by invoking the past through pop culture, seek to create new modernities.

### **Adam Hupt**

Wavering the Flag: Parody at the Margins of the Soccer World Cup in South Africa

### **Le Han**

Aftershock of Aftershock: Voices from a Chinese Social Networking Site on a Blockbuster

This paper analyzes a Chinese social networking site (douban.com) as a space generating alternative discourse on collective memory through examining the reviews of the movie Aftershock, a major summer release in 2010 in China, posted on douban.com. Douban.com is an interest-based social networking site, in which people are connected by their interested books, films, music, and other cultural activities, and it is very popular for its reviews. In this case, I analyzed the most popular reviews of the movie Aftershock on douban.com, a movie about a national disaster, Tangshan Earthquake, in 1976. I argue that the social networking site provided a discursive space in which the version of earthquake memory projected by the commercial and state forces was questioned, debated, and sometimes rejected. The douban.com reviewers (most of them as ordinary audience) rejected the movie as a proper agent for a national commemoration of such a huge disaster, arguing for various entry points looking at the earthquake as collective memory, as well as more deeply questioning of the state system.

### **Christian Schwarzenegger**

Of Cities that Never Sleep and Other Towns: The Impact of Popular Culture on How We Make Sense of Space

You have heard about Paris – the city of love and probably of Venice as a city of romance. You might have strolled through the gothic alleys of Prague or have inhaled the morbidity of

Viennese cemeteries. As an Indie-Rock lover you have heard about the sensations of Brighton or Hamburg. You are most likely to know Milan as a city of fashion and even though you might never have been there, you are aware that you can do some fancy shopping when in London or Barcelona. You are a European gay traveller and your budget won't take you to San Francisco – Amsterdam or Cologne might be your cities to choose. “A telephone call from Istanbul” might resemble you of something. Moscow? Berlin? Bruges? Naples? You surely have some associations with these cities too. But why do we have that “knowledge”? It was the historian Karl Schlögel (2006) who described Karl Baedekers’ classical travel guidebook, first published in the early 19th century as an essential tool in the construction of the idea of „Central-Europe“. He argues that a guidebook is a tool in the construction of cultural spaces: It offers overview, shows networks of meaning, fabricates relations, and allocates certain expectations of social interaction to certain places; thereby, it leads to experiences. In doing so, it also influences the perception of the described: It does not just guide, but constructs meaning as well. Today we can assume that it is also and notably popular culture that provides such a reservoir of references and meanings for such construction and (spatial as well as cultural and social) orientation and knowledge in everyday life: Estimated meanings (where to expect good or evil, well-being or discomfort, entertainment or boredom, shopper’s paradise or nightmare, culinary delight or tasteless broth, gay pride rainbows or Gothic dungeons, high voltage electronic music or garage rock, others sharing my interests, pleasures, and desires?) are allocated to certain spatial constellations, networks, places or: cities. Based on the common place that people do - despite of transformations of our sense of locality induced by communication technologies (Joshua Meyrowitz; David Morley) – not live elsewhere but in the concrete places of somewhere we will firstly discuss why space – as a social category (de Certeau, Foucault) constructed by communication, perception and connectivity – still matters. We will then argue that while the concept of the nation has lost some of its bindingness other forms of “imagined communities” (Benedict Anderson) or “post-traditional” (Ronald Hitzler) and “translocal” (Andreas Hepp) communities gain relevance and that it might actually be cities instead of nations that they perceive as their “spaces of identity”(David Morley/ Kevin Robins). This theoretical reflections will finally be complemented with the findings from group discussions and qualitative interviews conducted with members of selected post-traditional communities to unravel and reconstruct how they make sense of and implement popular culture int their individual and collective spatial orientation and their sense of place: how people gain “knowledge” about cities.

#### **4C26 New Media and Social Media in Crisis Communication (1) (CrisCom) Room: B.206**

**Chair** Ester Pollack

**Discussants** Nicola Harford, Alexa Robertson, Andreas Schwarz, Eva-Karin Olsson, Sigurd Allern

#### **Papers**

**Marina Ghersetti**, University of Gothenburg, SE

## Crisis Communication in a Diversified Media Landscape

The paper aims to analyze how and why Swedish people choose media and information channels from a partly new and diversified media environment in connection with different types of national and international crises and disasters. The conditions for crisis communication have changed radically over the last 15 years in large parts of the world. The media structure and products on both international and national levels have undergone fundamental changes in at least four aspects: First, the number of possible channels of mass communication have multiplied and diversified. People no longer get information only from the traditional news media - and their online editions - but also from social media like Facebook, Twitter and YouTube. Second, the former publication patterns for press, radio and television news are forever obsolete. The media on the Internet have no fixed release times or editions, news flows in a constantly updated supply (Deuze 2006, 2008). A third change, and partly a consequence of the previous, is that online media are constantly upgraded (Karlsson and Strömbäck 2009, Deuze 2003, Massey & Levy, 1999, Pavlik 2000). The news is increasingly presented with shorter delay compared to the actual event, reporting in both news media and social media on the web is more and more made in real time. A fourth change is that the communication is interactive in a completely different way than before. Internet enables a more direct participation from, and communication with, the news audience than traditional media ever did (Boczkowski 2004, Cover 2006, Deuze 2005). One effect of the rapid changes is that the communication channels today are more diversified in terms of mobility, formats and audiences that they reach. Another effect is that people's media consumption patterns are more individualized and unpredictable (Bergstrom 2005). A third effect is that almost anyone can communicate about anything to any number of people. For example, the Swedish Vaccine Commission (SOU 2010:39) showed that out of 100 hits on Google for the search terms "swine flue" and "vaccine" made in October 2009, only 5 were from responsible authorities and 37 from the news media. The rest were from various private persons on Facebook, blogs and personal web sites who commented on the pandemic, mainly by questioning the government vaccination campaign and expressing concerns about the vaccine side effects. Questions about crisis communication in the new media landscape are of international interest, but Sweden and Swedish conditions are well suited for this type of research. The country is in the absolute front position of access to, and use of, cell phones, computers and other technological means of communication (Leckner & Facht, 2010). Internet penetration and broadband connectivity are among the highest in the world (Findahl 2010). In addition, information officers at central Swedish authorities have expressed ambitions to exploit the new media platforms (Ghersetti and Oden, 2010). The paper is based on a survey study with a random sample of 3 000 Swedes conducted by the SOM-institute at the university of Gothenburg during autumn 2010.

**Emrys Schoemaker**

**Abaceen Nasimi**

**Nicola Harford**

The Mobile Challenge: Using Mobile Phones as a Media Platform in Southern Afganistan

Mobile phone technology has been an undisputed success in the economic reconstruction of Afghanistan, with over 12 million subscribers. Its rapid expansion to 80% of the country, and the relatively slow growth of electronic broadcasting and internet coverage, has spawned

new and innovative uses of mobile phone technology to spread news and information. For example, in “Cellphone Voter,” information on Parliamentary elections was sent to subscribers of the country’s largest mobile phone company, Roshan: an audio menu allowed recipients to make further selections on topics of their choice. This paper explores the potential and limitations of mobile phones to supply audio news and local information to users in Helmand Province. It draws on small-scale research conducted by iMedia Associates to inform a new donor-financed initiative that extends audio news content to areas where radio and television cannot penetrate, through a phone-based news service. We assess current consumption patterns and barriers to mobile phone use, users’ experience of and attitudes towards accessing audio media through mobile phones, and their willingness to pay for content. A mobile media platform has the potential to create a unique public sphere – one defined by individual and anonymous consumption and the ability to comment and interact with other content. It may provide amplification for moderate voices, yet without mediation could become a vehicle for rumour and disinformation. We examine users’ experience of and demand for opportunities to become ‘Citizen Journalists’ by contributing messages and stories relevant to their local area over the phone, which can then be disseminated via phone or radio. Usage, access and attitudes among rural and urban dwellers are compared and contrasted, as are gender differences. Mobile companies are reaching out to Afghan women with strategies to increase ownership and use: it is important that phone-based services also address their specific needs.

**Debbie Yichen Wu**

**Mei-Hsuan Yeh**

Employing Social Media Networks in Crisis Communication: A Taiwan Example

Purpose: Social media refers to the online social tools such as blogs, social networks and video-sharing platforms. The emergence of social media provides effective platforms for dialogue between an organization and its public during the crisis events. Unfortunately, according to a 2009 national survey, only 13 percent of American companies employed social media in their organization’s crisis communications plans. It is urgent for academic research to explore more about the integration of social media into the mix of communication tactics in prompt information dissemination and dialogue communication in crisis situations. Using Taiwan as a context, the study raised three questions: 1. To what extent do the organizations in Taiwan employ social media in their response to crisis? 2. Which social media tools and how are they used in crisis response? 3. Is social media use related to crisis type (chronic or acute), industry category, and crisis outcome? Method: The sample of crises was collected by daily monitoring news summary pages of the top three news sites in Taiwan: [www.udn.com](http://www.udn.com), [www.nownews.com](http://www.nownews.com), and [www.nextmedia.com](http://www.nextmedia.com). Only those crises having sufficient magnitude to be reported were regarded as effective sample cases. When a crisis news was showed on the summary page, the researcher and the assistant executed the three steps: 1. Read and code the whole news story content; 2. Review the home pages of the organization in crisis for official response; 3. Browse the internet to check whether any organization’s response were posted on any social media networks. Each crisis response was monitored for 24-hour, as the time period being regarded as “the golden 24 hours” for organizational response to online public concern. Social media use refers to the four features of new media tactics defined by Perry, Taylor & Doerfel’s (2003) study: interactive communication, use of links, timely monitoring, and

video/audio sharing. Data were collected for six months, from April 1st to September 30th 2010. Results: In total, 836 crises were collected. However, only 10% (n=84) of the sample employed social media for crisis response within 24 hours. The most frequently used social media function was interactive communication, followed by hypertext and multimedia. Real-time monitoring was the least used function in social media. Art, entertainment and consumer service organizations used social media more frequently than did the other types of organizations. Social media tended to be used more in acute crises rather than in chronic crises. Further analyses will be conducted. It is expected that those organizations using social media for sharing and caring within the crises would be more effective in crisis outcome. Discussion, implications and suggestions for future studies will be provided.

### **Alexa Robertson** **Connecting in Crisis**

When political unrest spread from Tunisia to Egypt early in 2011, established global broadcasters were quick to provide commentary on the part played by social media in mobilizing dissent, exploiting the same technology in their own reporting of the protests as they did so. The aim of this paper is to explore the relation of 'old' to 'new' media in crisis reporting by analysing televised coverage of the unrest in Al Jazeera English (AJE), Russia Today (RT), Chinese CCTV, CNN International and BBC World news. The exploration will be twofold. The first part of the paper will build on notions of mediapolis and connectivity (Silverstone), mediatized crisis (Cottle) and media witnessing (Frosh and Pinchevsky) to discuss the role played by global television in connecting viewers to distant events, and to the people experiencing them directly. In the second, empirical part of the paper, depictions in these channels of the role of social media in the political turbulence in North Africa in January 2011 will be compared. While all serve global audiences, they have roots in different media systems. Did broadcasters based in countries with contested media-politics relationships (like RT) or where governments have been reluctant to relinquish control to civil societies calling for democratic reforms (like CCTV) frame the issue differently from broadcasters based in Western democratic settings (like CNNI and BBC World)? And how did AJE, with roots in the affected region, connect the world to the crisis? Taken together, the theoretical and empirical analyses will contribute to scholarship that seeks to map the shared communicative space opened up by global broadcasters, as well as that which concerns how established media actors are adapting to new media ecologies, and to comparative research on crisis communication in a connected world.

### **Rasha El Ibiary**

Egyptian Youth as Demonstrators and Citizen Journalists: Role of Facebook in Incurring and Communicating Egypt's Demonstrations Jan. 2011

The on-going demonstrations taking place in Egypt since January 25 for the sake of regime change as well as a multitude of missing human rights has been organized via Egyptian youth on facebook. The multiple demonstrations across Egyptian cities are mainly covered by citizen journalists who post news, photos, and videos on Facebook, Twitter, Youtube and other social networking sites. Tackling the issue of connectivity and the role of new media in crisis communication, this research argues that social networking websites are nowadays a vital tool for political change in authoritarian countries, due to the state control of

conventional media and the lack of credibility that they suffer as a result, as well as the unprecedented level of free media expression that new media offers. Egyptian youth, acting as demonstrators, citizen journalists and witnesses in the meantime, have reflected, in my accounts, a high level of political consciousness, professional journalistic skill and responsibility, in terms of identifying and verifying their resources every time they post news, photos or videos, and a strong willingness to incur change in the most civilized way possible. This research aims at verifying those remarks by conducting a large scale survey amongst facebook users in Egypt, as well as consulting the multitude of news, photos and videos posted throughout the demonstrations and finding out what they entail.

#### **4C27 International Policy Trends and Emerging Community Media (ComCom) Room: B.207**

**Chair** Kate Coyer

#### **Papers**

**DeeDee Halleck**, University of California, San Diego, US  
Waves of Change: Mapping Community Media Projects

For the past four years, Deep Dish's DeeDee Halleck, Victoria Maldonado, Nicole Hummel and Eva Lewis have been collecting examples of a variety of community media: best practice examples, regulatory initiatives to protect community media, problems with sustaining projects and collaborative structures. We have created a global map and would like to present this at the conference with discussion and screening of examples.

#### **Steve Buckley**

Normalisation and Its Discontents: Policy, Legal, and Regulatory Standards for Community Broadcasting

Community broadcasting has gained an increasing profile in international discourse on media freedom and diversity including explicit recognition and support in various international declarations and statements. This paper situates community broadcasting policies in the broader social and economic framework of media policy making and international standard setting. It traces recommendations on community broadcasting policy, law and regulation in key policy statements and legal texts since 2000 at regional and world level. Particular attention is given to references to community media and community broadcasting within the UN system and by regional intergovernmental bodies. Identifying key common characteristics, it asks to what extent these indicate the emergence of an international normative standard and whether there are significant regional variations. Considering this trend as also representing a process of 'normalisation' or 'mainstreaming' of the community broadcasting sector it examines, with case examples, the relevance to policy implementation and media landscapes at country level. It proposes a critical analysis of the implications for popular access to communications.

## **Arul Selvan**

### Emergence of Community Media in India as a Sector as well as a Discipline

India is emerging as a powerful economic super power, it may achieve that status in the coming decades. That position is clearly substantiate the power of mass media in India and its reach and influence. Though the nation is racing towards competing with the developed nations, however majority its people still unconnected to the mainstream institutions in many levels, which includes mass media. There is a mismatch between the mass media's target group and expectations of people who has no capacity of the so called purchasing power. This tension between the service provider of mass media and ordinary common people leads to the communication divide between the powerful and rich mass media of India and neglected and disadvantaged people of India. However, taking cue from neighbouring countries, the civil society groups have taken initiatives to brought a system change in the communication paradigm. Community Radio, community newspaper and community video are some of the manifestations of those changes. In the past ten years, government too has taken many steps to strengthen this sector, as a result it came with many policy decisions to provide support to community media initiatives, particularly for community radio. Though the community media is in the nascent stage, the author this paper involved in this sector for the past two decades as an activist, still there are many questions and tension arises out of the ways in which this field is moving forward:

1. Will Indian community media have its own distinctive characteristics?
2. The sustainability of the different forms of community media?
3. Will there be a clash/overlap between community media and mass media?
4. How the human resources would be generated/trained, the role of Universities?
5. Government's support of proliferation of different forms of community media?

By the way of answering these questions and potentially others, the author would like to trace the Indian experiences of community media so far and challenges ahead.

## **Claudia Magallanes-Blanco**

**Alfredo Atala-Layun**

**Daniela Parra-Hinojosa**

**Teresa Flores-Solana**

### Connecting Urban and Indigenous Experiences with Community Media: The Experience of Ojo de Agua Comunicación in Oaxaca Mexico

In 2006 Ojo de Agua, an NGO devoted to indigenous video production in Oaxaca Mexico, became the host for the VIII Festival of Indian Cinema and Video. The festival was organized simultaneously in the city of Oaxaca as in several indigenous communities in the State of Oaxaca in an attempt to bring the productions close to the people. According to members of Ojo de Agua the Festival was a catalyst to encourage other community communication projects. Thus in 2008 with the financial support of the government of the Basque Country, Ojo de Agua fostered the creation of four Indigenous community communication projects named Espacios de Comunicación Comunitaria (henceforth ECCI for its initials in Spanish). This paper examines the trajectory of Ojo de Agua focusing in particular in the period 2005-2010 when they organized the Indian Film Festival and developed the ECCI. It argues that Ojo de Agua an NGO located in the capital city of the State, Oaxaca, became a connecting node between different communities in diverse areas of the State of Oaxaca and Puebla,

with the aim to develop creative communication projects oriented to attend to community needs. Based on interviews and participatory working sessions with members of Ojo de Agua and participants of each of the ECCI we have foreseen that the experience has been successful in many aspects such as contributing to raise awareness about community media as a basic human right; teaching indigenous peoples to use video and radio as effective communication tools that respond to their needs and wants and promote their culture and language; developing strategic alliances with local, regional, national and international partners for the development, operation and evaluation of indigenous media, amongst others. On the other hand, there have also been downfalls that have faced both Ojo de Agua and the ECCI with financial constrains, organizational problems, lack of motivation and have even put the projects at risk or have caused them to close down. We believe it is important to register and analyze the role of Ojo de Agua as promoter of community communication projects.

#### **4C28 The “MacBride Report” at 31: The Politics of Connectivity, Creativity, and Democratization (IntCom) Room: B.208**

**Chair** Richard Vincent, Indiana State University, US

#### **Papers**

**Kaarle Nordenstreng**, University of Tampere, FI  
MacBride Legacy Then and Now

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.

**Katharine Sarikakis**, University of Vienna, AT  
The Shaping of Communicative Spaces: The Impact of Proprietary Policy Geographies

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.

**Robin Mansell**, LSE, UK

Whose Knowledge Counts? Power and ICTs

This presentation will focus on the narratives and counter-narratives about the role of ICTs in development contexts, giving specific attention to similarities and differences that have emerged in the post-McBride era and the differences that implies for who influences policy and practice.

**Wolfgang Kleinwächter**, University of Aarhus, DK

Comparing the MacBride Movement with the WGIG Report and Its Aftermath

As a member of WGIG and as a new member of the UN IGF Improvement Working Group I, this author offers a perspective as a long-time member of the MacBride Round Table. Kleinwächter also comments on various events and perspectives regarding the continuing leadership debate on Internet Governance.

**Richard C. Vincent**, Indiana State University, US

Justice and Communication: Looking Beyond WSIS for a New Community Ecology

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 therefore propose a new way to look at our communication ecology in order to foster a communication system that allows inclusion for all.

#### **4C29 Contemporary Developments in Media in Asia (IntCom) Room: B.209**

**Chair** Joseph Man Chan, The Chinese University of Hong Kong, HK

#### **Papers**

**Latiffah Pawanteh**, Universiti Kebangsaan Malaysia, MY

Young People and Cultural Citizenship in Multiethnic Malaysia

Our intercultural experiences have bearings on our daily cultural practices and beliefs. These time-aged cultural norms and values have often been contested and challenged by changes in both the local and global economic, political, and social conditions. It is without a doubt that interactions with “others” either locally or abroad have the potential to generate new cultural practices. Added to that is the massive supply of global media products in any developing society today including Malaysia. These media content bear cultural themes and practices that may or may not complement the local cultural framework. In spite of the strong existence of social and governmental institutions whose sole aim is the preservation of local cultural patterns, today’s young Malaysians have exhibited new cultural practices and seemed to have neglected some of the time-honoured ways of their elders. Hence,

these “new or differing” ways have found their place and is now part of our cultural identities. The question now is, how do young people negotiate their sense of cultural being while in the presence of the “other”? How do they engage as active cultural citizens in a multiethnic society given the context of local policies that underscore an ascribed national identity? These are the primary concerns that frame an on-going research on young people and their role as cultural citizens in Malaysia. This paper presents data from a focus group study with 30 young men and women of Malay, Chinese and Indian descent between the ages of 21 to 25. The findings delve into the current cultural practices among young people including daily routines, language, cultural rituals, the display of cultural artifacts, level of involvement in the culture of others, and their participation in the new “One Malaysia” policy.

**Joseph Man Chan**, Chinese University of Hong Kong, HK

**Baohua Zhou**, Fudan University, CN

Cultural Proximity, Aspiration for Modernity and Program Quality: Choosing between Local and Transborder TV in Guangzhou, China

Although how audience chooses between local and transborder and local TV is a key issue in international communication, it is rarely studied empirically. We seek to examine the issue with a survey of Guangzhou residents in China. For a long time since the 1980s, local television in socialist Guangzhou had been overwhelmed by television programs from capitalist Hong Kong. The war over TV ratings began to tilt in favor of Guangzhou in recent years as local TV was commercialized. Our theoretical concern over the receding domination of transborder TV has led us to ask these questions: (1) How does the Guangzhou audience choose between local TV and transborder TV from Hong Kong? (2) How to account for the preferences Guangzhou residents attach to local and transborder TV? We will explore these questions with three key factors. The first is cultural proximity which explains audience’s preference for local television programs by attributing to their cultural and linguistic relevance. In general, we expect the residents who value cultural proximity more will more likely prefer local TV programs. The second factor is aspiration for modernity. Scholars argue that US TV programs owe their popularity to that they invoke an imagination of a modernized future for the audience. The once wide modernity gap between Guangzhou and Hong Kong is narrowing in recent years as China makes great developmental leaps. We expect that residents who attach higher modernity to Hong Kong will be more inclined toward transborder TV. The third factor is the quality of TV programs. We argue that the quality of local programs will have to meet a minimum before they can withstand the competition from transborder TV. It is therefore expected that local programs will stand a chance only if they are perceived to measure up to transborder TV in quality. We will test the afore-mentioned general hypotheses with a random sample of Guangzhou residents - sized 760, registering a response rate of 38.2%, and done with face-to-face interviews. In addition to evaluating the impact of the three factors, we will explore how they interact in shaping people’s viewing preferences as the genres vary (news vs. entertainment). This study is theoretically significant in that it will add to our knowledge of how local audiovisual products compete against foreign ones. This enhanced understanding will in turn shed light on the enduring concern over cultural imperialism and homogenization in this age of globalized communication.

**Eric Ma**, Chinese University of Hong Kong, HK

Desiring Hong Kong, Consuming South China: Transborder Cultural Politics 1990s-2010

This paper tells the story of the Hong Kong/Mainland border and the cultural politics it brings to the people on both sides of the border. I ask the questions of how transborder urban imaginations are produced and their implications in social practices, focusing on how new migrants learn to become a competent modern urbanite in Hong Kong. The major argument is that transborder cultural imaginations were much inflated in the 1980s and the 1990s when the socio-cultural differentials were high, drawing mainland migrants to the dream life of Hong Kong's colonial modernity. As the differentials have been lowered in recent years, the once colorful modern imaginations have been tarnished and the general categorizations of them and us are replaced by much more complicated transborder collaborations infused with excitements and apprehensions. Hong Kong, no longer a British colony after 1997, has been increasingly drawn into the discourse of a rising Chinese nation. However, whenever controversies arise, whether it is human right violations or political scandals, the deep seat image of an authoritarian and ruthless China—Hong Kong's ultimate "Other", revives in the hearts and minds of the people. The dialectics of affinity/antagonism and integration/ differentiation have transformed HK/Mainland cultural politics into dense networks of fear and desires. Empirically, the cases examined in this project include life histories of more than 50 migrants, young professionals, wedding couples, visual producers, travelers, and rural migrant workers. They travel back and forth the border, bringing with them their imaginations and apprehensions of the 'other side', and the difficulties they encountered in their everyday life. Theoretically, the case of Hong Kong and South China is intriguing in the sense that it does not only illustrate the dialectics of transborder cultural struggles and exchanges of lifestyles and cultural values, moving people and images can also shed light on the general patterns of transborder cultural politics in this age of globalization, in which boundaries collapse and are re-imagined in almost every parts of the networked world.

**David Kurt Herold**, Hong Kong Polytechnic University, HK

Creating China: Expatriates Online and Perceptions of "The Other"

Perceptions of China differ enormously. The majority of Chinese assume that China and Chinese people are well liked by other countries, while people in other countries overwhelmingly indicate that they do not like or trust China and Chinese people. This perceptual gap is one of the sources for frequent misunderstandings between China and other countries at all levels, which have become increasingly noticeable since the Beijing Olympics in 2008, and the 'rise of China' in the aftermath of the global financial crisis of the past few years. By focussing on a group of non-Chinese who know China better than the average person in Europe or America, this paper aims to identify some of the key issues causing the gap of understanding between the PRC and non-Chinese countries. A research project was conducted in early 2011 to collect, catalogue, and analyse all comments left on one of the most popular English language websites in China, Chinasmack (<http://www.chinasmack.com/>), in 2009. This paper wants to illustrate some of the misperceptions both sides have of the other, by presenting data from the over 550 articles posted to the site by its editorial team in 2009, some of which attracted over a thousand comments from a relatively stable group of commentators. The commentators on the

Chinasmack site represent a cross-section of non-Chinese with an interest in China, and include journalists, lawyers, business people, language teachers, students, etc. They have different levels of fluency in Chinese; include people who have just arrived in or are planning to go to China; those who have lived in China for many years, and those who have left China to return 'home'. Through their interactions they are creating a community of self-defined 'expatriates', i.e. non-Chinese who set themselves apart both from Chinese, as well as from the people of their 'home countries'. They claim detachment from, and superior knowledge to and of both, ordinary Chinese and non-Chinese citizens, media, government officials, etc. This paper will demonstrate how the users of the site Chinasmack are creating an image of China in their comments that differs from Chinese self-images, as well as from non-Chinese perceptions of China, while criticising both of those 'groups' for their 'mistakes'. The contrasting images of China and the Chinese people and their relationship with the rest of the world their comments offer, provide an intriguing starting point for a deconstruction of images of China in e.g. the European and American media.

**Zhou He**, City University of Hong Kong, HK  
Chinese Attitudes toward Globalization: A "Third-place" Perspective

This study examines the Chinese people's attitudes toward globalization from the perspective of "third-place" effect. Using data a random-sample survey of 2000 respondents in four major cities in China, it analyzes how the Chinese people thinks of the impact of globalization on the country and on their own city; and such an impact on others and on themselves. It finds a clear pattern of Chinese citizens attributing a stronger positive impact of globalization on the nation and on others and a stronger negative impact on their own cities and themselves. The findings support a modified version of the "third-person" effect model and offers insight into the development of the global consciousness and attitudes toward globalization.

**Daya Thussu**, University of Westminster, UK  
India as a "Soft Power?"

The notion of the soft power, associated with the work of Harvard political scientist Joseph Nye, has been adopted or adapted by countries around the world. Defined simply, as 'the ability to attract people to our side without coercion', Nye's conception, whose focus is primarily on the United States, has generated much academic and policy discourse within the field of international communication about the capacity of nations to make themselves attractive in a globalizing marketplace for ideas and images. The focus of this paper will be whether and how India's soft power – its mass media, popular culture, cuisine and communication outlets – influences ideas and institutions outside India and beyond the diasporic constituency. The paper will explore the strategies that the Indian government and creative and cultural industry are adopting to raise its international profile and make it an attractive destination for investment. The role of the mass media, the paper will argue, in such an enterprise is crucial. In an age of mediated international relations, the perception of a country and its culture often becomes nearly as important as its social reality. Unlike in the Western world, the media are booming in India: newspaper circulation is rising; almost every month a new community radio or an FM station is launched; India has more dedicated television news channels – 81 on the last count - than the whole of Europe put together; it is

also home to the world's largest film industry. From mobile telephony to on-line communication, India has witnessed a revolution in production, distribution and consumption of images and ideas. Will such a revolution ensure that Indian media will reach all corners of the globe, largely through its increasingly vocal and visible English-fluent diaspora, contributing to India's soft power?

#### **4C32 Business Meeting (HCom) Room: B.302**

**Chairs** Marjan de Bruin, Kate Holland

#### **4C33 Social Media Use in Political Campaigns (PolComR) Room: B.303**

**Chair** Jürgen Wilke

**Discussant** Rod Tiffen, University of Sydney, AU

#### **Papers**

**Rajalakshmi Kanagavel**, Anna University Chennai, IN  
Chandrasekaran Velayutham

Social Networking, Political Participation, and Young Adults: An Empirical Study with Special Reference to Tamil Nadu Elections 2011

While social media enable the users to communicate with other users, they also allow them to influence each other. This user control of social media has important implications in the facet of politics. According to many researchers, with the advent of these interactive new technologies the pattern of political engagement has experienced a tremendous change in the last decade. The usage of Internet, social media in particular by citizens, political parties and organizations may facilitate wide spread of political information, introduce new modes of online political participation and also change users' political attitudes and involvement. This research will examine whether and how the increasing use of social media by young adults is related to changing attitudes and participation patterns in politics. With Tamil Nadu (eleventh largest state in India) assembly elections coming up in the month of May 2011, the political uses of social networking sites by young adults will be analyzed. In this study, a group of young adults will be interviewed and their political content sharing practices in social media in the context of social networking sites, Facebook and Twitter in particular will be examined using content analysis and survey methods to get a deep understanding of how social media participation works.

**João Carlos Correia**, University of Beira Interior, PT

Social Networks, Blogosphere, and Critical Reception: The Portuguese Legislative Elections

In the last two Portuguese electoral legislative campaigns the main issues followed by the media were the alleged attempt of media control by governments. Those accusations turned into scandals that hurted seriously the image of two prime-ministers. Most of the

discussion around those events occurred in the blogosphere and social networks. The aim of this paper is to discuss the structural change of public communication through the emergence of spontaneous phenomena of media criticism developed in online environments, such as blogs and social networks. From different theoretical approaches, the Internet appeared as a pretext to renew a participative and pluralist outlook of audiences activity. Consequently the cognitive effects model, which brought back the centrality of media effects is, once again, faced with the need to think about the conflict of interpretations, the active reception, the multiplicity of audiences and the differential decoding.

Not surprisingly, the agenda, the frames and the editorial guidelines from mass media are being increasingly criticized, discussed and challenged in online discussions in Facebook pages and blogs. However, in spite of some approaches that emphasize concepts such as "interactivity" and "participation", there are some important doubts: will the strong criticism against media elites be a way of resistance against hegemonic agenda and frames expressing the ideology of primary definers and powerful sources or it can be, instead, a populist strategy that weakens the role of politically independent mediators? Will these phenomena express a genuinely critical activity on the part of audiences or it could also be a manifestation of new and sophisticated ways of producing political influence? Using the examples from Portugal we will try to discuss if those phenomena meant the emergence of a new paradigm where the media manipulation is challenged by phenomena such as blogosphere and social networks, and in general, by the increasing segmentation of audience activities.

### **Rui Alexane Novais**

Back to the Past or Sticking to the Present? Internet and the 2011 Presidential Elections in Portugal

### **Marie Grusell**

Small Talk, Huge Impact? The Role of Twitter in the National Election Campaign in Sweden in 2010

In mature democracies, the use of digital media and social media in particular, has been a distinctive feature of contemporary election campaign strategies (Panagopoulos 2009; Johnson 2011). However, the importance and effectiveness of social media as a political force remains disputed among media scholars. The theoretical discussion of digital media potentials still revolves around the well-known argumentation between cyber 'optimists' and 'pessimists'. The former argue that social media actually brings new opportunities to vitalize public discourse and political participation (Perlmutter 2008). The latter claim that social media mainly attracts the citizens already interested in politics and maintain existing gaps and, at the same time guarantees political control over the on-line messages (Chadwick 2006). This paper relates to this ongoing discussion of the political power of social media by exploring political party usage of Twitter during the latest National Election Campaign in Sweden in 2010. The study focuses both on the degree of Twitter usage among parties and prominent party members, and on the character of their tweets with regard to one-way or interactive messages. The communication strategies behind the use of Twitter in the campaign are analyzed and compared. Methodologically, the paper is based on quantitative content analysis of all party tweets and personal interviews with all party

secretaries/campaign managers. The results show that all political parties officially declare a considerable interest in using social media as twitter for campaign purposes. However, the content analysis confirms only a modest use of twitter messages and twitter patterns where messages are most often related to current news media activities and are of a one-way character. Possible reasons for the observed differences between campaign principles and practices are discussed and related to existing theories of digital media mobilization.

**Habibe Ongoren**

**Simla Leventoğlu**

**Yasemin Ereke**

Social Media Usage Forms of Politicians and Voters in 2011 Turkey Parliamentary General Elections

As the content available in the social media is formed by the user, the creativity has started to gain importance and the involvement age has been born. The solid discrimination between the one producing the media's content and the one following the media has removed. Depending on this formation, the speed of change has increased. The ideas have become important not the realities, being objective has become important not being sincere. Even if at the beginning it appears as dialogues realizing between the individuals or small groups, the number of persons dealing with the shared information or content is increasing in a pretty fast way and more. Knowing, contacting of internet users with each other, sharing contents, forming debate platform and forming groups in which the persons having the same interest fields can come together, sharing negative and positive experiences, interpretations regarding the issues in the agenda by the internet users in the internet environment bring along the opportunities and threats for the addressees of the issue. Proliferation of the social media networks in every passing day has caused the persons dealing with the politics whose target group is very wide to tend towards this issue. Moreover, future attitudes of the young people who have not taken active roles in the political life yet but have had the opportunities for getting acquainted with the internet early and the environment and conditions which will play roles in the formation of these attitudes also have become important. It is observed that this effective mean, usage of social media, which has the potential to strengthen the interaction between the political representatives and citizens, has become a part of democratic process together with the 1990's in a gradually evident manner. As in the social media usage every individual who adds content is equal, appropriate environment for putting the idea of democracy into the people's minds has been formed. By this way, people have had the opportunity to transmit their ideas freely and the information flow has been ensured. This situation has caused the birth of a new public space idea. Many political leaders in many countries together with Barack Obama who succeeded in the 2008 elections and showed that the social media can be used in the elections successfully have also started to take place in the social media and use the social media actively. When the social media means are combined with the right campaigns, it meets with its target group by forming a transparent and close contact. In terms of being a relatively new communication environment, politicians are required to pay attention to certain points while using the social media networks. We can rank these points as follows: The usage frequency of the social media should neither be rare to be lost in the social media, nor be too much to annoy. It is required not to think social media within itself, but also to make it interact with the traditional media channels such as newspaper, TV. Even though the

social media activities have been executed in a digital world, it is required to interact with the people in the real world and organize activities. Responding to these in an environment in which you can get rapid and too many feedbacks and evaluating what it is said are as difficult as it is, especially getting negative feedbacks and making early interventions shall increase the success. The selection of the target groups is one of the factors affecting the success of the whole social media strategy. Especially when the social media and mobile internet usage of young people are considered, it is important to focus on this target group and speak in their languages. Especially in the communications formed with the real world, reflecting this in the social media in a positive manner and making it being spoken is a way to raise the success. In this study, how “social media” will be used by the politicians and voters, its usage fields, usage forms in the 12th June 2011 parliamentary general election realized in Turkey will be examined comparatively by considering the above-mentioned points and by making content analysis in the social media means whose usages are preferred most.

#### **4C35 Socio-technological Trajectories in ICT Design (CPT) Room: B.305**

**Chair** Jo Pierson

**Discussant** Pieter Verdegem

#### **Papers**

**Sandra Braman**

Designing for Instability: Internet Architecture and Constant Change

The Internet is inherently unstable in at least three senses: The technologies of which it is comprised undergo constant change as a result of technological innovation. The uses the network is expected to support themselves unceasingly mutate in response to a variety of legal, economic, technological, cultural, and social factors. And the network itself is required to serve as an experimental testbed in addition to serving as fundamental infrastructure. Those responsible for technical design of what we now call the Internet initially believed that the protocols (technical standards) they were designing would remain unchanged once put in place, but quickly realized that the crux of their design problem was establishing technological structures that not only tolerated but would actually facilitate change. This paper will examine the various techniques developed by network designers to deal with this problem as discussed in the first 40 years (1969-2009) of the technical document series that records the design conversation, the Internet Requests for Comments (RFCs). The paper will open with examining the ways in which change and stability themselves were conceptualized by Internet designers. Among the approaches developed to deal with instability were the self-reflexive design of the design conversation itself, complex sustained sensitivity to the question of where in network structure or uses decision-making on specific matters should lie, attempting to maximize the range of uses to which any given protocol could be put, explicit efforts to culturally and socially shape uses and users, differential treatment of human and non-human (daemon) users, and development of net-specific ways of thinking about error, default, and disaster. Because the Internet RFCs has become a model of decision-making for other types of large-scale socio-technical infrastructures,

research on design of the Internet for instability provides insight not only into the Internet itself, but also into socio-technical relations with other information and communication technologies. This research is part of a larger NSF-funded project involving a comprehensive inductive reading of the entire RFC corpus through 2009 for ways in which those responsible for technical design of the Internet understood and engaged with legal and policy issues.

### **Guillaume Latzko-Toth**

#### The Appropriation of “Real-Time”: The Role of Users in the Co-construction of Internet Relay Chat (IRC)

Recent theoretical developments have suggested that the role of users in the design of communication technology has been underrated, particularly in the case of digital artifacts, which seem to offer more ‘plasticity’ in response to usage. Some works have shown “bottom-up” innovations (Von Hippel, 2005), while the co-construction approach proposed by Oudshoorn and Pinch (2003) was an attempt at going beyond the social construction of technology (SCOT) model which tended to neglect the user as an individual actor, and the extent of her power. But while the notion of a user being not only an actor of, but also a contributor to communication devices is becoming widely accepted today, it is important to note that the nature of this contribution is generally limited to the “contents”. However, the way an interactive media is structured and configured greatly affects its social affordances, enabling and encouraging certain usage patterns while hindering others. The case of Internet Relay Chat (IRC) is interesting in that it shows how users can contribute to the design of the device itself. IRC is an Internet application born in Finland in the late 80s. Before ICQ, MSN Messenger, Google Talk, etc., this synchronous computer-mediated communication protocol allowed millions of Internet users to have real-time written conversations. An interesting aspect of IRC is that it is a sociotechnical device resulting from an ongoing process of co-construction. The technical infrastructure is distributed in a number of independent networks of servers. Each “IRC network” is a distinct entity with a specific sociotechnical configuration enabling some chat practices and preventing others. This configuration is negotiated between various actors interested in the device. Drawing upon an in-depth case study of the creation and evolution of the first two major IRC networks (EFnet and Undernet), this paper shows how “ordinary users” (called such by founders) managed to invite themselves as co-designers of the communication device, regardless of the denial of power and legitimacy they were facing from the co-opted group of operators. The research relies on a conceptual framework based on three theoretical approaches: social construction of technology, actor-network theory and the “ecological” model of social worlds. These three approaches are combined to provide elements of a co-construction theory which, compared with classical innovation models, redistributes agency among the actors of the development of a sociotechnical device. Thus, even the roles of user and designer appear to be co-constructed in the process. The main methods mobilized are content analysis and online ethnography. Concretely, the inquiry protocol consisted of three components: a) online observation; b) content and discourse analysis of a corpus of documents available online and the archives of four mailing lists and two Usenet newsgroups; c) synchronous and asynchronous online interviews with twelve key actors of IRC development.

**Katrien De Moor**  
**Dimitri Schuurman**  
**Juho Salminen**  
**Pirjo Näkki**

User Involvement in Living Labs: A Critical Reflection

User involvement is one of the key concepts of Living Labs that are systemic instruments for co-creation in real-life context with different stakeholders. During the last decades, an avalanche of literature on the questions of ‘why’ and ‘how’ to involve (future) users as key stakeholders in ICT innovation processes, has been generated from different paradigms and research traditions. However, there is no common understanding about how Living Labs should actually interact with users. This paper reassesses the assumptions related to the envisioned vs. actual roles of users in Living Labs by means of a thorough literature review. We reflect on the following questions 1) ‘Which roles do users actually play in Living Lab research?’, 2) ‘What motivates them to participate?’ and 3) ‘What are the envisioned vs. actual outcomes of user involvement?’. This bottom-up approach (in line with Følstad’s work on Living Lab characteristics from 2008), may help to critically evaluate the current practices related to one of the ultimate goals of the Living Lab concept, i.e. to stimulate bottom-up and social innovation. It has been argued that the dynamic interaction with users can influence and co-construct the development, forms and (future) uses of innovations (Williams & Edge, 1996; Oudshoorn & Pinch, 2003) and stimulate processes of knowledge sharing, mutual learning and visioning (Warnke and Heimeriks, 2008; Jørgensen et al., 2009). This interaction with users (and other stakeholders) is seen as an important strategy for coping with the uncertainty inherent to innovation, for orienting innovation towards societal needs and for preventing market and system failures (den Hertog & Smits, 2004). From a more action-oriented perspective, a continuous challenge deals with the question ‘How can such interaction be supported and facilitated in a way that it enables long-term, participatory and sustainable innovation?’ In this paper we focus on the involvement of users within Living Labs. Although there is not one commonly accepted definition and the term ‘Living Lab’ itself is often used as a ‘passe-partout’ label, the real-life context (as opposed to the controlled lab setting) and the co-creative nature of user involvement in Living Labs are seen as key aspects (see e.g. Ballon et al., 2007). Interestingly, a lot of emphasis in the literature on Living Labs is put on the positive effects and the assumed advantages for democratizing and opening up the innovation process. Living Labs are expected to have a catalyzing and empowering effect on users, to change mindsets and support proactive user roles in driving the innovation process, to stimulate the discovery of future innovation opportunities etc. At the same time however, several issues related to the integration of users need to be further discussed. These are e.g. concerned with strategies to deal with the heterogeneity of users (see e.g. Schuurman et al., 2010), the (lack of) motivation of people to participate, the search for (new) co-creation tools, etc. Additionally, this relates to the power relations between users and other key stakeholders and to the envisioned outcomes of user involvement, which are addressed in this paper.

## **Jay McKinnon**

### What Teletex Can Teach Us

Through much of the 1980s, governments and corporations invested hundreds of millions of hours and dollars developing three technologies now generally considered extinct: teletex, videotext and Minitel. The technologies which now define the history of the Internet were relatively ignored, though known to exist as obscure academic experiments. Most curiously, BBSes and Fidonet – popular technologies which defined the digital world for millions – were, and remain, largely ignored by scholars. This paper quantitatively explores the scholarly output regarding four ICT paradigms extant in the 1980s, reports on their current state of development, and theoretically interrogates the institutional lessons to be learned from three failed research projects.

## **Teodor Mitew, University of Wollongong, AU**

### Do Objects Dream of an Internet of Things: Re-locating the Social in Ambient Socio-Digital Systems?

This paper engages the notion of an internet of things and its implications for conceptualizations of the social, as exemplified by issues such as network identity, privacy, and surveillance. The internet of things can be roughly defined as object networks linking physical and virtual objects into an assemblage with ambient data-capture capabilities. The evolution of the human-centered internet into an internet of things entails the emergence of socio-digital assemblages, with ambient connectivity 'gelling' the practices of humans and nonhumans into an augmented, hybrid space. This hybrid space offers two sets of problems - from the perspective of its human users it questions fundamental notions of privacy and identity, while from the perspective of objects it demands for a yet-to-be developed taxonomy of hitherto black-boxed data. The paper argues that this problematic is fundamentally a function of a social projection ill-equipped to maneuver in hybrid space, and suggests an examination of mobile socio-digital assemblages with a conceptual apparatus borrowed from actor-network theory (ANT) and the work of Gabriel Tarde. Key to this reasoning is the specific delineation of the social emerging from these approaches. For ANT, distinctions between entities appear as an effect of the relations between them, while for Tarde the elementary social fact consists of the forms of relations through which difference is produced. The main strength of this conceptual apparatus lies in its capacity to encounter the hybrid complexity of socio-digital assemblages without assigning a priori subject-object relationalities - spatial relations are performed simultaneously with the construction of (hybrid) objects. The paper's argument is illustrated with case-studies of the internet of things. The paper suggests that while the internet of things profoundly undermines human-centric projections of network sociality, it also makes the semantics of circulating objects readable for, and visible to, humans. As projects such as talesofthings, itizen, and pachube already demonstrate, making object-semantics explicit and mobile renders their human interlocutors in a hitherto unknown terrain. The enfolding of objects into socio-digital assemblages portends a rearrangement of the rules of occupancy and patterns of mobility within the physical world, because when objects are enrolled as explicit actors their circulations become explicit too. Examining this research problematic can provide a theoretical understanding of the arguably fundamental shifts in sociality and subjectivity entailed by the proliferation of ambient socio-digital assemblages. Such an understanding is

crucial if we are to formulate a stable and coherent approach to the challenges posed by an internet of things.

**4C37 Business Meeting (GMP) Room: B.307**

Chair Claudia Padovani

**4C41 Business Meeting (PolEcon) Room: D.36**

Chair Helena Souza

**4C42 Citizenship via Media Literacy: Connectivity, Identity, and Creativity (MER)  
Room: D.100**

Chair and Discussant Manuel Pinto, University Minho, PT

## **Papers**

**Rosana Soares**

**Mayra Rodrigues Gomes**

**Rosana de Lima Soares**

Connectivity and Creativity: A Pedagogical Approach

In this paper we present a pedagogical project, sponsored by CNPq (National Council for Scientific and Technological Development), conceived to propitiate connectivity and incentive creativity, within language studies conducted for under graduated level. We work with the supposition that both process are related and represent the condition to freedom of speech. Freedom of speech is seen here as related to access to different media, therefore as a counterpoint to Louis Hjelmslev e Marshall McLuhan observations about the form and medium of expression role in directing messages and its content nature. As educators, we understand the importance of creativity for knowledge acquisition, fixation and development in the apprenticeship process. We comprehend, as well, that connectivity between students is an enriching exchange and that connectivity between students and media, as access to what comes to light by human practices, is fundamental for the building up of knowledge.

Accordingly to this pedagogical standers and corresponding to our goals – the opening to diverse expression forms, the combination of theory and practices, the production and the circulating products analysis - the digital technologies were taken as the adequate answer, since they provide tools to the convergence and integration of different media, combining image, sound and writing as is the nature of the hypermedia. Thus, since 2005 we have invested in a pedagogical project, always in step with innovation, in the shape above described. We started, then, with proceedings now well established in educational institutions, such as the creation of sites to each class, that include the work's chronogram and the digitalizing of the studied texts. Nevertheless, concomitantly, we created media wiki pages for each class, in order to build a working space of interlocution and of text production

related to the semester's final dissertation. As is common knowledge, the wiki is a free software, conceived to text/content administration that allows collaborative production (per se connectivity), is of hypertext nature, by the absorption of different languages (verbal, iconic and acoustic) and through a linkage inclination that permits the transit between diverse internet locations and information – connectivity itself. We have been inspired, in this first application, by the proposals of experts in digital media, such as Ward Cunningham, the media wiki creator. Following the steps of the new tools, we promoted the convergence of Blogs, Face Book, the institutional network offered by the University of São Paulo, and of collective production with another social tool: Prezi. Recently, we have enlarged our particular in class wiki production to attend request of collaboration with the Wikipedia aim for better and refined informational input. This paper presents the project's constitution and integration trajectory, thus imparting the challenges we faced, as well as the way we dealt with them and the results obtained.

**Raquel Paiva Soares**

**Muniz Sodre Araújo Cabral**

Education, Media, and Community

The great increase of media technology within range of information and education should not hold back the fact that knowledge and learning stem from interactions, therefore from language games and community links. Community arises thus as a theoretical and practical issue due to its prospects on human communications required by the arising knowledge society. There is some evidence as for the assessment that school teachers are no longer the unmatched sources of knowledge and information. In Brazilian suburbs or slums undertrained youth use now to put the traditional school interaction behind Internet. That may suggest that media technology is adjustable to low income communities and might even take precedence of formal schooling in peculiar circumstances. On the other hand the digital controlled keying of cultural communication holders enhances disentangling between schooling and material knowledge bearers whatsoever, which gives rise to education on times and places. Schooling is more and more a heterotopical manner of proceeding, meaning the place for learning may be everywhere (a corporation, a hospital, Internet and so on). It is also transgenerational, meaning it is never out of season, so it can be accomplished in any age of a lifetime. Thus knowledge society asks for a close connection between citizenship and the new public ways of culture, which implies a thoroughgoing renovation of training methods in order to put together education and communication.

**Stuart R. Poyntz**

Neoliberalism, Creative Cities, and Urban Youth Media Production Ecologies in Canada

Subject: Production-based media education programs in Canada; youth urban ecologies; class, communities and democratic life. Overview: This paper reports on the first year of a three-year study (Youth Digital Media Ecologies – Mapping Media Production Affordances in Canadian Media Education Contexts) examining urban youth media production ecologies in Canada. While setting out a taxonomy of production-oriented media education programs operating in community-based settings in Canada's four largest cities (Vancouver, Toronto, Montreal, and Calgary), this research project is particularly concerned to address how and to what extent such programs foster networks of social capital (Bourdieu) for participating

youth. In reporting on the first year of the study, this paper examines the creative urban youth ecologies constituted around and through more than 100 media programs/initiatives working in the aforementioned cities. A program taxonomy, including key media literacy objectives, target demographics, and geographical reach is addressed using a detailed interactive map (<https://sites.google.com/site/youthmediaproductionecology/Home>) constructed through webscans and telephone interviews with relevant organizations. These results in turn are linked to recent data that reveal the changing socio-economic demographics of Canadian urban centres. Together, this research offers a novel frame for interrogating the spatial tensions shaping the development of urban youth media production ecologies in a time of neoliberalism. In particular, the paper argues that while production-oriented media education programs have fostered a vital field of creative youth work in Canada, much of this work – and its associated ecologies – is concentrated in inner-city urban centres. This is the case because at-risk, multi-barriered youth have been the overwhelming target of such programs. The challenge today, however, is that the reconstitution of urban geographies in a time of neoliberalism is pushing at-risk and otherwise marginalized groups of young people (and their families) to suburban peripheries. Consequently, new issues of class come to the fore in considering the future development of youth media ecologies, not only because cities in Canada are being reconstituted along shifting class trajectories, but also because community-based youth media programs draw on the cultural capital of artists, educators and community activists who have long been concentrated in urban cores. Mapping these class tensions in conjunction with a taxonomy of programs will thus be crucial for understanding how and to what extent production-oriented media education programs can foster networks of social capital for participating youth.

**Gabriel Alejandro Medina**

**Miriam Herrera**

Communication Logics at Adult's Literacy Process on Rural Contexts

In Mexico, around three decades ago, there's been performing public policies directed for introducing new technologies of information and communication on different school levels, looking for a "digital literacy". However, at the same time, the country faces an educative lag of basic instruction and traditional illiteracy, essentially at rural and aboriginal zones. In this troublesome emerge literacy campaigns from institutions and independent projects. An example of these is the "Sí Podemos" project, developed by the Universidad Autónoma de Querétaro in remote rural zones of the state. This one proposes a dialogic educative task constructed by the social actors immersed. The purpose of this study was to analyze the communicational models generated in the "Sí Podemos" project, taking into account the difference between information and communication, between unidirectional interactions and dialogue. From the troublesome we could unpin the following research questions:

-How are the social interactions developed in the teaching-learning process inside the "Sí Podemos" project?

-Which communications logics are generated by the social actors in the educative process and what pedagogic model is concreted through these?

-Can we find, in the social interactions, communicational models that facilitate a dialogic teaching-learning process? Talking about theory framework, we propose take in the education-communication tendency. In the methodological side, we consider the qualitative

perspective as the pertinent for this class of study, and the research techniques used were participating and not-participating observation, beside the interview and questionnaire. We can find, in the results of this research, that conceiving and practicing communicational process as a dialogic phenomenon is not only a teacher's responsibility, in fact, the communicational models are submitted by the students and them context. In this kind of contexts, students conceive the educative process as a vertical relationship, which should be guided and powered only by the teacher. Although the teachers try to set up a horizontal and dialogic interaction, the relationships would be conditioned also by the confidence level and other agents like coherence in the teacher's praxis inside the class. We developed an analysis implement for reviewing educative processes over communicative aspect, which allow us to watch the communication models and its pertinence in search for a looking-for-dialogue literacy process in rural remote contexts.

### **Joy Y. Pierce**

#### **Reimagining the Digital Native: Mexican Children Define Connectivity, Identity, and Creativity**

Social science and humanities scholars (Fox, 2006; Haythornthwaite, 2007) suggest that many undereducated, poor and working class individuals have an interest in using new technologies to improve their everyday lives. Yet they are unable to articulate – without a technophilic vocabulary – how emerging hardware and software may better serve their interests or needs (Pierce, 2006). More specifically, new media research points to Cyberculture (Jenkins, 2006), online identity and social networks (Johns et. al., 2004; Monge and Contractor, 2003) or the economic and policy implications (Benkler, 2006) of the Internet on individuals, public and private industry. These research trajectories assume membership in the digital network society. Scholars agree that access is not limited to computer ownership, but extends to knowledge – one's ability to use Information and Communication Technologies (ICTs). They also recognize the importance of participation in online network communities. Mainstream membership in an ever-increasing digital network society presumes participation as a producer/consumer, yet minority populations – particularly Mexican youth – are merely passive users. While some of us live seamlessly in a state of post-global network, others struggle to understand how and why new and emerging technologies are important to their everyday lives. The most utopian notion of the digital age asserts that new and emerging technologies dislodge hierarchy and distribute power while creating social and economic opportunities for all. Underrepresented children, particularly those whose parents do not speak English fluently, are at a greater disadvantage than United States born racial minorities. Barillas and MacGillivray (2008) found that often immigrant children take on a parental role as language translator and financial bookkeeper. Digital literacy activities serve the family first by bridging cultural knowledge and household responsibilities. Such tasks put immigrant children at a disadvantage compared to their native English speaking peers who are using digital technologies to learn, play, create, socialize and participate civically. This paper outlines a case study from 18 months of participant observation with Mexican immigrant children and their families. Using critical cultural studies and qualitative research methods, I articulate how this minority population's experiences converge or conflict with the ways in which digital network gatekeepers inscribe membership. One of the primary research questions was: how might the use of technology for a parent's purpose stunt a child's possibility to see beyond homework and house work? Conducting a digital literacy program for 4th and 5th grade Mexican children posed several

pedagogical challenges. Ethnic, racial, social, national and linguistic [mis/under]representation may magnify the level of expectation, boundary, and judgment among participants, instructor and community leaders. This paper addresses these issues as well as why speaking of and to an underrepresented population coming to new technologies requires an appreciable level of exploration without expectation. Ultimately, communication instruction with a community-centered, public awareness focus forced children to examine their digital nativeness.

#### **4C43 Representations of Women in the Public Sphere (Gender) Room: D.105**

**Chair** Aimée Vega Montiel

#### **Papers**

**Carla Martins**

**Maria de Lourdes Pintasilgo**

Pioneering through the Portuguese Political Field and the Journalistic Representation of Female Politicians

This paper is part of an ongoing research project funded by the Portuguese State, called “Female Politics – Gender policies and strategies oriented toward the visibility of female members of Parliament in Portugal”, focused on women’s representation throughout three political cycles of the Portuguese democracy (1975 to 2002). Researchers had highlighted the fact that women’s participation in politics enriches democracy and makes it more diverse, in spite of the obstacles they must overcome to be elected and to have a “voice” in the public sphere (see Ballington and Karam 2005; Sawer, Marian et al. 2006; Paxton and Hughes 2007; Norris and Inglehart 2001). On the other hand, women’s progressive awareness of the political and social power of representation has encouraged the study of the articulation between media discourses and the construction of gendered social identities (e.g. the foundational studies of Tuchman, Daniels and Benet). The country’s recent history features interesting and even contradictory signs: between 1979 and 1980, for a six-month period, a woman, Maria de Lourdes Pintasilgo, held the office of prime minister. She was the first and only woman that has ever held such functions in Portugal and the second in Europe, as she rose to power only two months after Margaret Thatcher’s appointment. We perform a content and discursive analysis in order to understand how the press has covered Pintasilgo’s performance as prime minister and her public image strategy. One must bear in mind that by the time she held the office she was already a public figure, with a high media profile. Leadership is the key concept within this empirical analysis. The outcome should allow us to identify a particular political leadership style as well as to establish a link between this profile and gender-oriented ideological frameworks as regards the pursuit of political power.

### **Ana Santos Cabrera**

Media Visibility of the Portuguese Parliamentary Deputies during the Guterrismo Period (1999/2002): The Case of the Parity Bill

This paper is part of an ongoing research project funded by the Portuguese State, called “Feminine Politics – Gender policies and strategies oriented toward the visibility of female members of Parliament in Portugal”, focuses on women’s representation and gender issues in the parliament throughout three political cycles of the Portuguese democracy, spanning from 1975 to 2002. Researchers had highlighted that women's participation in politics enriches and makes democracy more diverse, in spite the fact that women have to overcome obstacles to be elected and to have a “voice” in the public sphere (cfr. Ballington and Karam 2005; Sawer, Marian et al. 2006; Paxton and Hughes 2007; Norris and Inglehart 2001). In order to grasp how the press covered the female parliamentary initiatives and the success of their strategies for public visibility, we propose to focus on several relevant happenings, with media repercussion, related to women’s universe and interests, that took place during the timeframe of research. We use the category epiphenomena to designate such happenings. We focus on one epiphenomena which took place at the end of the nineties, during the second term of socialist António Guterres as head of Government: the parliamentary debate sparked by the first parity bill. The socialists contended that the introduction of an affirmative action policy as regards the gender composition of parliamentary candidates’ lists was required by the underrepresentation of women in politics and particularly in the legislative house. As the issue has received major press coverage, we shall focus on the female MPs media strategies in relation to the parity law, as well as in the portrayal of those actors and of the issue itself by the national press. We conclude that the initiative had a successful outcome, although its results only became apparent after the approval of the second parity bill, in 2006.

### **Carolina Pacheco Luna**

Equidad de Género en Elecciones Mexicanas? Un Acercamiento a la Mediatización de la Democracia Genérica

Esta ponencia retoma elementos de una investigación en proceso. Se divide en tres partes. La primera expone, desde la perspectiva de género y la comunicación política, el contexto sociohistórico y político de las mujeres en la democracia mediática; así como los alcances y límites de la normatividad aplicable a los contenidos de la propaganda en el proceso electoral 2008-2009. La segunda presenta los resultados del análisis de contenido de 913 spots difundidos en la televisión mexicana por los tres principales partidos políticos (PRI, PAN y PRD). La tercera parte evidencia la discriminación prevaleciente –estereotipos, roles, posición y condición- resultado de la selección de una muestra, correspondiente a los spots de las candidatas para renovar la Cámara Baja (Diputadas y Diputados).

### **Josefina Elvira Hernandez**

Género, Injurias y Comunicación: Xochitl Gálvez, Candidata a Gobernadora en Hidalgo, México

Pregunta de investigación ¿Cómo interpretar el uso y abuso de la injuria en el discurso de los medios de comunicación en el caso de Xochitl Gálvez?

Marco teórico: La injuria en los medios de comunicación representa un acto del lenguaje que agrede de palabra u obra, y asigna a su destinatario un lugar en el mundo. En este sentido se cumple la consigna de la Teoría de la Relevancia respecto de que ninguna información es intrascendente y origina cambios en el contexto. La injuria minimiza la valía y el valor de las mujeres en el compromiso social y el pensamiento, independiente de sus congéneres, por lo que la respuesta se reduce a la réplica en algunas situaciones individuales y de una minoría. La perspectiva de género advierte este proceso sociolingüístico y la manera con que se refuerzan los valores ancestrales sobre las “incapacidades” femeninas para moverse en el ámbito público, político y de poder, en suma refuerza y reitera estereotipos y clichés del ser y hacer de las mujeres en el ámbito público.

Estrategia metodológica: El análisis crítico del discurso permite develar desde la perspectiva de género uno de los actos del lenguaje que impone a los sujetos estructuras cognitivas que contribuyen a reproducir el orden social. Se aplicarán las estrategias discursivas de réplica, como la resemantización o la visibilización de aquello que se injuria.

Hallazgos: La injuria contra Xochitl Gálvez representa el poder patriarcal en toda su extensión y fuerza. La coyuntura sienta bases para que se abran resquicios respecto del futuro lugar y papel público de las mujeres.

Discusión: Las injurias contra Xochitl Gálvez se explican desde los valores prevalecientes y aceptados sobre el lugar que “deben” guardar mujeres y hombres en la sociedad contemporánea. Las injurias tienen un doble sentido, uno efectivo en su finalidad de acotar la participación de las mujeres en general, y el otro relativo, porque lejos de acallar o aplacar, mueven a cierta interpelación, a la argumentación razonada e inteligente, pero no tiene eco social porque la injuria es tal y en tales condiciones en las que se encuentran la mayoría de las mujeres que las apacigua ante la fuerza social de la desacreditación.

## **Swati Chintala**

### **Ravikant Kisana**

Public Women in Patriarchal Spaces: Undercurrents in Urban India

The success story of contemporary India is fueled by a worldwide obsession with GDP growth rate and suppresses several narratives effectively. The appalling condition of women in the country is often sought to be camouflaged by the presence of women in positions of power within historically male bastions such as politics. Patriarchy is seen as a weakening social construct – a perception bolstered largely by the purported responses (support, encouragement, cooperation etc.) of urban centers to women in non-traditional roles. Cities bring with them a certain complacency that homogenizes perception of reality far beyond their physical boundaries. The study aims to delve into the underlying reactions to public women wielding immense power, from seemingly non-patriarchal spaces, through print and the internet. The study shall focus on four influential, contemporary Indian women- Sonia Gandhi (president of the ruling Congress party, widely seen as the de facto Prime Minister, her image as the puppet-master evokes a groundswell of resentment which manifests in snide references in popular discourse), Mayawati (Chief Minister of India’s most populous state, a Dalit woman periodically maligned with corruption charges and disproportionately negative media coverage), Arundhati Roy (Booker Prize winning author and activist, her statements on the Maoist movement in India and the issue of Kashmiri independence unleashed viciously sexist invective, especially in the digital space), and Nira Radia (PR consultant and lobbyist at the center of a debate on behind the scenes lobbying in national

politics, resentment of her identity as a woman was rife in media coverage and popular response to the same). These case studies shall be based on critical discourse analysis of coverage received by the subjects in mainstream print and online media. The study seeks to understand attempts at pigeonholing and labeling these women whenever possible and maligning them insidiously as well as openly (depending on the media in use for the communication) - all in an attempt to justify their dominance over men and to neutralize the threat they constitute to male authority. The study finds that patriarchy continues to be a constant and critical factor in the response of urban populations to public women. The prevalence of this phenomenon in the nerve centers of India's growth story – its cities – does not bode well for the emancipation of women in the rest of the country.

#### **4C44 National and Global Information Infrastructure Policies (CPT) Room: D.106**

**Chair** Nanette Levinson

**Discussant** Graham Murdock

#### **Papers**

**Diolia Graziano**

IPTV Technology, Policy, and Net Neutrality

This study examines the IPTV technology, placing it within the process of technological convergence, comparing it to other audio-visual products and digital television. The article also tries to bring its subject matter from the perspective of communication theories can explain the phenomenon. Based on the contextualization of the media processes, approaching the status quo of advertising, the consumer, the business world, this dissertation is fixed in the audiovisual transformations, and its growing importance of social presence. The survey carries a retrospective and audiovisual regulatory in Brazil and around the globe at the time the cable TV companies aim to launch new products, appears to Broadband TV and discussions about network neutrality.

**Dong-Hee Shin**, Sungkyunkwan University, KR

Tae-yang Kim

Evaluation of Korean, Information Infrastructure Policy 2000-2010

South Korea has been very active in broadband development for the last decade, which has made major strides in the development. This study evaluates the evolution of Korea's broadband development from the year 2000 to the present day. Historic and archival data related to Korean broadband projects are reviewed in this paper, drawing on broadband ecosystem as a framework for assessment. The purpose of this study is to provide insight into challenges and create a prospectus by offering a socio-technical analysis of broadband development. This will involve the in-depth investigation of the social dynamics, political discourse, and technological choices inherent in the design and development of the next generation of networks. Despite active investment and proactive drive, uncertainty still remains surrounding the evolution of broadband and what impact it may have on the new

broadband milieu in Korea. This study will offer an effective adoption/diffusion strategy as well as a viable information policy model for more advanced infrastructure in other countries.

## Introduction

For the last decade, broadband development has been pursued by governments around the world. As the development of information infrastructure has provided means by which information economies may develop, creating a pervasive broadband infrastructure has been a key goal of many nations at local, national, regional, and global levels. Since government initiatives form the foundations for creating broadband infrastructure, numerous projects meant to improve infrastructure and to construct new channels that are more advanced and accessible have recently been initiated. Such projects include the United Kingdom's Digital Britain, France's France Numerique 2010, Japan's eJapan Strategy, Sweden's Broadband Strategy for Sweden, and the United States' National Broadband Plan (Connecting America). These broadband networks provide an essential channel for market competition, consumer choice, economic development, and universal, affordable Internet access nationwide. South Korea (hereafter Korea) has been the global leader in broadband deployment since 2000 (OECD, 2009; ITU, 2010). The landscape of broadband development in Korea is complex, and includes a vast territory of policy approaches, programs, and political agendas. Korea's high level of telecom development, and the degree to which high-speed Internet has penetrated Korean society, has led to major strides in information and communication technology (ICT) over the last decade, with broadband playing a significant role. Despite exorbitant financial investments in and high hopes for broadband technology, fundamental concerns about the development of the next generation of ubiquitous networks have remained. Korean broadband discussion has been focused on the technical aspect of design for the last few years (Shin, 2007). For the last decade, ICT has been the primary national agenda, with broadband being recognized as a key aspect, enabling advancements in the technological infrastructure (Kim, Choi, & Kim, 2007). Most recent efforts have been focused on the development and integration of broadband technologies and resources. Fewer efforts have focused on the immense repercussions of social dynamics and organizational, political, and managerial decisions inherent in developing broadband networks. Such choices, in addition to the social, cultural, and behavioral impacts of how broadband develops and is managed, will be critical to success. This study argues that broadband is part of a larger ecosystem, and that its policy and development should be focused on the way in which successful implementation of broadband can change the social and cultural milieu. This argument is consonant with socio-technical theory, which states that an analysis of infrastructure should be based on socio-technical system theory (Ramirez, 2007; Shin, 2007) and analyzes the technology development process, offers heuristics to improve problem formulation, and equates better designs with improved problem formulation, understanding, and communication. Such approaches are contextual in the sense that they scrutinize local features of the decision situation. This idea is aligned with the concept of broadband as an interconnected, multilayered ecosystem of high-capacity communications networks, services, applications, and users. This study assesses the design, development, prospectus, and limitations embedded in Korea's broadband development in an ecological context. By evaluating objectively, this study outlines strategic options for broadband development that take into account regulation, industry dynamics, and market receptiveness. These options address how broadband should be developed and introduced in Korea, in addition to social and regulatory issues. The analytical framework used here is

intended to drive a wedge between the technical and social understanding of broadband. The relationship between technology and society, and between technical artifacts and the discourse that surrounds them, provide essential insights into the way infrastructure is designed, deployed, and developed. In particular, the Korean broadband case offers excellent examples of such dynamic interplays. The Korean government was heavily involved in fostering the adoption of broadband, and so the Korean case provides several key lessons with respect to regulatory regimes, infrastructure supply, demand promotion, and institutional configurations conducive to policy execution. At the same time, Korea's unique broadband development produces fundamental questions about its broadband plan and design in terms of socio-technical perspectives. Through contextual inquiries and assessments, the goal of this research is to highlight neglected aspects of Korean broadband strategy in order to produce suggestions for better development in the future. Indeed, extensive research has been conducted to compliment existing technological accomplishments (Kim, Kelly & Raja, 2010; Lau, Kim, & Atkin, 2005), but very little research has been performed from a critical or objective perspectives. In addition, the role of government in the development of information infrastructure has remained an under-researched area (Choudrie et al., 2003). It has normally been assumed that governments should duly perform a major role in the development of national information infrastructure (NII), based on the trends that have been seen in infrastructure from a pro-innovation perspective. Therefore, questions about the specific roles of governments remain unanswered, as the discussion tends to address policy more than specific action plans. By reviewing the role of government in broadband past and present, an implication for the next generation of information infrastructure can be drawn. The resulting findings may provide alternative paradigms based on ecological models that will improve future broadband development.

## **Sevda Ünal**

### Internet Governance: Actors, Issues, and Differences

The Internet which has been used by civilian society since 1990s has caused social, cultural, technological, economic change at a global scale and has become an effective communication tool. Internet, globalizes trade, have become a new era for civil society movements and enable us to organize at a global scale. Internet can influence political movements, mobilize the masses, it has a global, decentralized, and the borderless nature. This feature of internet makes states impossible to make effective legal regulations. Because of being a most powerful tool in the spreading of capitalist forms of social relationship, Internet causes very large transformation, provides opportunities to transnational capital flows and also has a strategic importance. These features of Internet have caused widespread view of certain organs about the regulation and supervision of the Internet. Various proposals concerning the organization and management of the Internet has started to be formed. In this framework, the approach is called "Internet Governance" and the arrangements within the framework of this approach, as a new management way, today has gained an intense activity. As a result of WSIS meetings in partnership with the United Nations, Working Group on Internet Governance (WGIG) was created and WGIG has started to work on the regulation of Internet. The main problematic of this study actors, main argument of internet governance, approaches to "governance" by developing countries and developed countries, in particular the position of Turkey in these discussions is The subject

of this study is the concept of “Internet governance” and analysis of studies conducted by the WSIS as a result of the management structures and in this context current situation in Turkey. The concept of governance, in the policy-making processes and implementation of these policies reflects a radical change about what is and what should be the role of government.

**Nanette Levinson**

**Derrick Cogburn**

Improvising Internet Governance: Emerging Trends in The Internet Governance Forum

From the simple government agency policy space of one nation in 1998 to a complex and messy international policy space today, internet technology and related governance issues are increasingly taking center stage both in multidisciplinary research and in policy debates. No longer seen merely as the purview of government policymakers, internet governance also involves institutions, private sector actors, and today civil society actors from developed and to some extent developing countries. Reporting on a five year mixed methods study of one portion of the global internet governance policy space, the Internet Governance Forum, this paper looks at cross-sector and cross-institutional improvisation and interorganizational learning with regard to major themes in internet policymaking. Particular attention is paid to civil society actors both from developed and developing nations in this institutional innovation, currently undergoing a five-year review by the United Nations. Also reviewing findings from work in related governance sectors and especially governance at the city level, the paper reports on and critiques emerging trends including multistakeholder models and involvement in complex global technology policy arenas. It also provides findings related to the roles of developing nations and civil society actors from city, state and national levels in these vital global technology policy-related spaces.

**Ibrahim Saleh**

ICT Contours in Africa's Development: Prospects and Concerns

One of the most important features of the digital age is the use of new communications technologies to build digital citizenships. Cultures could be a source of conflict that affect the use of new media to make powerful collaborations among online communities across societies, and within the same society, however, there are still altercation between digital citizens, groups and nations. New media could help citizens in many directions such as appreciating their diversities; solving their problems, sharing experiences and voicing out their salient issues without worries and shame. The research goal is to analyze the influence of socioeconomic, governmental, and accessibility factors on ICT usage, expenditure, and infrastructure in three African countries. Overall results indicate primary importance of scientific and technical capacity and government prioritization of ICT. For developing countries, technology attributes are strongly associated with foreign direct investment, government prioritization of IT, and education variables. The cases of ICT development and growth in Egypt, Ghana and South Africa are examined and found to be consistent with the regression results for developing nations. The article suggests policy steps that can be taken by national governments to narrow the digital divide. ICT in Africa could be the refuge for development, participatory governance principles and a platform for deliberation. There is indeed an urgency to be responsive to the populations needs in harmony with the

environment, will allow governments to better channel development actions in order to obtain a positive and sustainable impact and address the challenges faced by African countries. There is urgency for this research to help update data base to improve the current media governance and address vital issues of conflict and violence in Africa that are permanently on record, which might be occasionally contested in some African countries but almost impossible to erase or block. The research paper attempts to assess the prospects and concerns of ICT in stipulating Africa's development. Three countries have been identified to be investigated and were chosen specifically so as to obtain information about the broadest possible spectrum of instances where ICT infiltration and usage vary from very high to very low: Egypt, Ghana and South Africa. The focus of this study will be the internet dependent on ICT equipment and facilities.

#### **4C45 Digitalization and Visual Image (VisualC) Room: D.107**

**Chair** Denize Araujo, Universidade Tuiuti do Parana, BR

#### **Papers**

**Ana Serrano Telleria**, Basque Country University, ES

The Use of Graphics, Picture, and Video on Informatics Landscape

The use of graphics, pictures and videos on an informative landscape is stated to be wasted by mainly online newspapers on their daily journalistic routines, except when treating particular information in depth, the so-called specials mostly represented by infographics. During our Doctoral Thesis, dedicated to analyzing front pages of Elpais.com, El mundo.es, Elcorreo.com, Elperiodico.com, Lavanguardia.es, Lemonde.fr, Guardian.co.uk, Bild.de, Nytimes.com, Clarin.com, Oglabo.oglobo.com, Reforma.com, Emol.com and Asahi.com, we could appreciate a clearly predominance of text over these genres and also the use of them as dependent-secondary ones with accompaniment function. Deeping into the growth of these genres, we expanded the field of study to African and more Asian media. We also included a look at the approach accomplished by online magazines –or webzines, ezines, cyberzines, hyperzines-, where we appreciated a wider development of internet potentialities as well as cultural differences and perspectives. Taking into account the various informative purposes between online newspapers and magazines, we considered an interesting point of view to analyze both ways of employment. In this paper, we explained conclusions reached in our Doctoral Thesis (PhD Cum Laude, Basque Country University) adding media belonging to continents mentioned, as well as the ones achieved in this new study where we made a comparison with magazines production through an empirical method of content.

**Soochul Kim**

Visualizing the Cause: Visual Politics of Evidence in South Korea

This paper is concerned with a visual politics involving the Chonan South Korean naval ship sinking in South Korea. On March 26th, 2010, a South Korean naval ship Chonan has sunk in the West Sea. Right after the sinking of the ship, rescue operations and investigation

immediately started. The government-appointed investigation team, after having a few press conferences, concluded that the Chonan ship was sunk as the result of an external underwater explosion caused by a torpedo that was fired by a North Korean submarine. Many South Koreans, while persuaded by the investigation report saying the attack was made by North Korea, were angry with North Korea's evil attack taking 46 lives of South Korean navy men. However, the investigation report did not completely resolve doubts and questions raised by some South Korean scientists and journalists. What makes this accident an attention-worthy event is a particular form of visual politics that has unfolded during the investigation and controversy. Recent studies on visuality and politics have dealt with technological developments in technologies of visualization and their corresponding visual grammar of persuasion. As they note, contemporary techno-science increasingly relies on the visual capability of machines linked over computer networks as anticipatory and cyborgized sensor systems. The evidence presentation and scientific reasoning on the cause of the ship sinking provide us with an opportunity to examine political effects and consequences that technologically enhanced perception and tracking make possible. This paper, thus, investigates the scientific reasoning and evidence presentation, - including CCTV video analytics and simulation test - by the investigation team using enhanced technologies of visualization. By doing so, this paper will demonstrate what kinds of visual politics comes into view in South Korea, while it is intertwining with the South Korean government's other governing practices.

### **Ergin Bulut**

Raising Awareness through Philanthropy: Solve Hunger, Eradicate Malaria, and Have Fun

This paper attempts to understand emergent forms and implications of a particular form of global governance, subjectivity and representation through two digital games. The games dealt with in this paper, Free Rice and Deliver the Nets, allow one to perform charitable acts and raise awareness about grim situations within the Third World. Hereby, I seek to uncover the ways in which digital games are used to mobilize a particular segment of global population to get involved in digital philanthropy. Free Rice, an educational game designed by UN and Harvard University to help eradicate hunger, will be analyzed in terms of its content and will be subjected to discourse analysis. As far as Free Rice is concerned, I will focus on how the game is presented by its developers. What is the discourse of the game? How are we, as engaged global citizens, convinced to play the game? In a second step, I will also analyze Deliver the Nets in terms of how it is presented. Additionally, I will employ visual methodologies to interrogate what kind of an absolute truth and picture of Africa is being produced in this game. What meanings do the images convey? What is being included and what is left out? And more importantly, what kind of subjectivity and representation is being produced in both of these games?

**Illija Tomanic Trivundza**, University of Ljubljana, SI  
Flaneur 2.0

The article is addressing the changes within the field of amateur photography that were spurred by digitalization of photography and development of Web 2.0 and connects them with a distinctive social phenomenon – flâneurism. Following the digitalization of photography, the development of tools for user-generated content, social networking

services and image sharing sites acted as enabling technologies for new social practices that resulted in major paradigmatic changes for vernacular photography – its migration from private to public sphere and establishment of new thematic and aesthetic canons for image production and consumption. The author uses the example of photo blogs to connect the early 21st century vernacular visual culture with the late 19th/early 20th century social practice of flâneurism. Photo blogs are seen as a communication practice that establish a different perception of the urban world, of “imagi(ni)ng the city by focusing on the mundane, the banal, and the everyday, through their ability to locate beauty in small and fleeting moments of urban individual’s everyday existence. As such, photo blogs are a practice of observation, aesthetisation and interpretation of everyday life which can best be understood as postmodern flâneury. The article provides a typology of the characteristics of contemporary flâneury and the socio-historical changes the category of a flâneur has underwent in its postmodern incarnation, particularly in terms of public communication of visual observations, extension of flâneury into private sphere, and democratization in terms of gender and class.

### **Thaer Zuabi**

#### Aesthetics of Remediating the Self through Interactive Walking

As the indigenous population of the land, and as citizens of the state, Palestinian Israelis were born under the shadow of ambiguity. We discovered early on that real civil equality and collective rights for the Palestinians in Israel cannot be achieved within the framework of a state that defines itself as the state of the Jewish people. In the six decades to follow, Israel has confiscated more than two-thirds of the land of its Palestinian citizens. Today, there are approximately 450,000 displaced Palestinians in Israel banned from returning to their homes. Thus, we, the Palestinians inside Israel, experience what I would call a spatial continuity, as we stayed put in our land and were not displaced as other diasporas, but simultaneously we experience temporal discontinuity, as different aspects of our selfhood stopped coexisting or corresponding with each other during these six decades. As a non-fiction filmmaker and new media practitioner, my paper proposal aims to present my practice-based research project, which explores how, within a national-political-ethnic context of conflict, namely the conflictual status of the Palestinians inside Israel, identity can be reconstructed, using different forms of interactivity (visual and audible) as a domain of possible transformation. The project examines the possibilities of a virtual embodiment affecting and transforming the actual body within spatial and temporal divisions, by taking the territory and the body constructions and relocating them in the virtual domain, and questioning whether these conflicting aspects (indigenous/citizens, spatial/temporal) of ourselves are reconcilable. Simultaneously, I will try to argue why designing an interactive experience is the best methodology to remediate [Bolter & Grusin (2000)] our narrative, that stopped being only ambiguous, but that conveys the impossibility of a determinate position of power, the impossibility of a determinate position of narrative; A ‘hyper-narrative’ [Manovich, Lev. (2001)], that documentary filmmaking aesthetics, as the dominant media usually utilised to represent our unique experience, can fall behind in remediating it.

#### **4C47 Generic Studies: The Role of Journals in Journalism Research and Education: Core-Periphery Relations (JRE) Room: D.114**

**Chair** Joe Foote, University of Oklahoma, US

**Discussant** Arnold S. de Beer

#### **Panelists**

**Bob Franklin**

**Keyan Tomaselli**

**Winston Mano**

**Anthea Garman**

**Herman Wasserman**

#### **4C48 Innovations in Journalism: New Media Ecosystem (JRE) Room: D.115**

**Chair** Mustafa Al-Ezzi Naji Al-Harazi, the American University in Cairo, EG

#### **Papers**

**João Canavilhas**, Universidade da Beira Interior, PT  
News Filtering: Social Networks Role in the New Media Ecosystem

The evolution of journalism is directly linked to the emergence of new technologies. Gutenberg's press, the telegraph or the computer are just three examples of technologies that have helped journalism update to a new level. In this century, the major changes in the journalistic field are related to the World Wide Web. Created in the early 90s, at CERN, the Web seemed at the time to be just another Internet service such as email and FTP, however only five years after its appearance, the number of web users grew at a rate exceeding 100%. The exponential growth of contents available, the development of intuitive browsers and the appearance of better search engines, Blogger (1999), Facebook (2004), YouTube (2005) and Twitter (2006) transformed the Web in the most successful Internet service. From 16 millions users, in December 1995, the Web expanded to more than 2 billion users in December 2010. The applications that support the success of the Web are also the most frequently used by journalists, and some of them, such as social networks and blogs, have profoundly altered journalistic routines, especially in two crucial stages: collecting data and distribution.

Beyond the most popular function as sources, blogs and social networks were transformed into personal and immediate distribution channels. Apart from the actual use of these media channels, readers took upon themselves this activity, functioning as a kind of new gatekeepers who comment and select the most interesting news to their friends (Facebook)

or followers (Twitter). "The people formerly known as the audience," in Jay Rosen words, stand in the center of a new media ecosystem, working as personal gatekeepers with power to communicate, exchange and redistribute information. This kind of selection called "gatewathing" (Bruns, 2003) publicises news posting links and sometimes compiles other available sources about the subject. In the news media ecosystem, where media fragmentation driven by the proliferation of source information forces the media to fight for the readers attention, the gatewacher emerges as a central element. Linking news, the gatewacher seems to have power to increase webtraffic and engage readers with news. To check the role of this new element on the media ecosystem we have prepared an experiment in which news published in previous days have been promoted by three of the most important Portuguese gatewatchers on their Facebook page or Twitter. In the first part of the empirical work we intend to measure the impact of a gatewacher publication in the news traffic. In the second part, we will evaluate the dynamic communication generated around gatewatchers, observing the changes in the number of comments in the news, comparing users activity in newspapers comments and social networks comments. If it confirms the significant increase in the site's traffic due to the recommendations of the informational gatekeepers, as well as building communities around them, this can lead to the possible capitalization of social networks as key channels for distributing news and engage consumers in the news process.

**Vinzenz Wyss**, Zurich University of Applied Science, CH

**Annina Stoffel**, Zurich University of Applied Science, CH

The Impact of the Internet on Diversity in Newsroom Production

Over the last ten years, the Internet has been a key factor in the change of journalism (Bivens 2008, O'Sullivan/Heinonen 2008, Plesner 2009). New technologies and journalistic practices have led to new norms and a different understanding of journalistic roles; and media content is increasingly produced for converging news channels (Pavlik 2000). This change in journalism can be seen as a recursive process, where new technology, journalistic practice, norms, principles and journalistic identity is mutually influencing each other (Giddens 1984, Preston 2009). It can further be assumed that the change manifests itself mostly in four areas:

- 1) forms of editorial organization
- 2) use of and access to news sources
- 3) interaction with the audience, including the use of user-generated content
- 4) the co-orientation with other (online) media.

The combination of structuration theory and a model around these four aspects formed the approach for an empirical research project which aims at describing how the internet is changing journalism and how journalists and news organizations deal with and react to this change. The mentioned research project was carried out in two language areas in 12 Swiss newsrooms of different kinds. Journalistic practice, newsroom routines and processes were observed and roughly 50 qualitative interviews with editors were carried out to find out how online technology is being used and how it has changed not only everyday practice, but also editorial organization and journalistic norms. The focus has been laid on the editorial organization, because it was assumed that this is where journalistic norms and principles mostly manifest themselves. Findings show that the internet has significantly altered not only everyday practice, but also the way how journalists see their own role in the creation of

the public discourse. First findings also show that this change has both the potential to help journalism to extent its performance in society, as well as to harm the quality of journalistic work and products. In the presentation we will focus on the following findings: The free and instant availability of breaking news on the internet has led to two opposing strategies in the newsrooms: On the one hand, newsrooms feel an increasing pressure to copy news which have been published on other news websites in order to keep up in the news competition. This leads to the publishing of “more of the same”, and a loss of diversity and pluralism in the media. On the other hand, the ubiquity of breaking news on all kinds of journalistic and non-journalistic websites, plus in free daily newspapers, has forced newsrooms producing paid newspapers to concentrate on exclusive content, thereby increasing the variety and pluralism in a media landscape. Similar ambivalent developments can be found for the other three aspects as well, for example when analyzing how clickrates affect editorial decisions. Finally the Internet has an strong impact on the relationship between journalists and there audience. With the use of social media this interchange became easier as well as faster. Journalits think that the contributions and hints from the public are getting more and more important. Furthermore the public plays its role as a controlling broad of journalistic content. Despite of this development the editors take a critical look at this new possibilities of interaction with their audience. However the dialogue with the public often fails because of a lack of time and distrust of the quality of user generated content. Overall, it can be said that how the internet as a new technology is changing journalism and journalistic practice is depending on factors other than technology as well and must thus be understood and analyzed in relation to the framework of norms, resources, existing journalistic culture and other factors.

**Sandra Lynn Mardenfeld**, C.W. Post University, US

Editorials, Reporter’s Privilege, and Public Perception: A Qualitative Look on How to Better Educate Student, Baby-Boomer, and Senior Populations on American Shield Law

Throughout history, American journalists and the governments they cover often have engaged in contentious relationships. One point of conflict comes when the government insists that journalists reveal their sources in U.S. court cases. For the media, maintaining promises to confidential sources, a term used by reporters to describe unidentified individuals from whom they get information for stories, are paramount since they believe violating such trust not only breaks basic journalistic tenets, but could potentially prevent sources from coming forward in the future. When secrecy and obfuscation hinder fact-finding, some journalists contend the only way to uncover certain information is through such confidential sources. As Elrod (2003) frames it, “The difficulty is that ordinary citizens are limited to the information that the media makes available” (pp. 122). Without access to whistleblowers (insiders who give information about their institution), a reporter’s ability is hampered, sometimes to the extent where the truth cannot surface. Because of this belief in their value, some journalists will often go to great lengths to protect them—including serving jail time in lieu of exposing their source. In recent years, though, as the jailing of journalists for protecting sources’ anonymity has garnered media attention, the importance of privilege and a federal shield law has circulated through the U.S. Congress. Since 2004, five federal shield bills have floated around without making much progress. The purpose of this paper is to gain insight on what the public knows about the issue of reporter’s privilege,

where they get their information from, and what their feelings are regarding the pursuit of federal shield law, as well as to generate ideas on how the media can better inform the public on issues that are important to the communications industry. Generally, in academic literature on shield law and reporter's privilege, the human narrative of the subject is minimal, contained mainly in quotes taken from consumer newspaper and magazine articles to illustrate points. Whether the American public understands or cares about the topic is unknown and needs more exploration as several important questions, such as "Does the general public support shield laws?" and "Do they think reporter's privilege is necessary to maintain the free flow of information?," have not yet been addressed in this respect. For this study, three focus groups were conducted from 2009-2010 using specific demographic categories: students, baby boomers and seniors. The paper ultimately suggests how these three separate demographic groups understand the issues of shield law and reporter's privilege through the media they consume. The findings provide insight into how the public may perceive and misinterpret such issues, and how the media establishment can better frame their narratives to educate the public on such concerns.

**Manuel Pinto**, CECS - University of Minho, PT  
The Statute of Citizens' Co-Production in Journalism

Surrounding the redefinition of the role of journalists today, a debate and a struggle for citizenship is unfolding. Technical possibilities to edit information and to share it in the public sphere - albeit very unevenly distributed in socio-cultural terms - has created the idea (and the illusion) that everyone can be a journalist. Even the mainstream media fed this rhetoric and this illusion, by means of two contradictory and complementary processes: a) the disqualification of the citizen's contribution as (pretended) journalism, by shifting that contribution to the status of source material, and b) the creation of niches for "citizen reporters" or "citizen journalists" to accommodate those same contributions. The experiences that have been implemented in the first decade of this century vary widely as to the consistency and the degree of involvement of citizens in the journalistic production: citizen journalism, crowd-sourced journalism, collaborative journalism, for instance, are not all the same from a theoretical point of view. Essentially, all these categories are characterized by: a) a recognition of the centrality of journalism as a radar, compass and barometer of public life; b) an assumption of the journalists' function as the 'core business' of journalism itself; and c) an assertion of the value of citizen and social groups' participation in public space. In this regard, this paper aims to clarify three critical aspects: 1) what is the statute of the citizens' production in the new editing and publishing digital platforms, in terms of current affairs information of public interest; 2) conceived as a game between different levels of involvement of social actors (with journalists at its epicenter) what potential and what questions do this new stage of journalism raise; and 3) defining journalism through an ethical attitude and praxis in the enunciation of social life, what challenges does this new framework of participation pose from the point of view of information and media literacy. This approach, based on analysis of recent work by authors such as Jarvis, Bradshaw, Gillmor, Rosen, Wardle & Williams, Deuze, Hermida & Thurman, aims to show how citizen involvement as co-producers of news does not compromise the canons of journalism and, conversely, makes it more connected with society, participatory and accountable.

**Brian O'Neill**, Dublin Institute of Technology, IE

**Michael Foley**, Dublin Institute of Technology, IE

Journalism Educations and Child Rights: Exploring a New Model of Collaboration in Rights-Based Journalism Education

This paper presents an overview and discussion of a unique approach to journalism education in the Central, East European and CIS region. In 2008, a group of universities initially in Turkey, and later joined by Romania, Georgia, Macedonia, Serbia, Azerbaijan and Kyrgyzstan joined with UNICEF to introduce a new child rights syllabus into their respective journalism programmes. For years, the approach to training journalists in children's rights in the CEE/CIS region had been quantitative – 30 journalists here, 30 there. This has produced limited results in terms of the representation of children or children's issues in the media. From point of view of media development, integrating a rights-based approach towards journalism practice has the objective of embedding the concept of children's rights at source with a view to enhancing overall standards in journalism. In the paper, we discuss the challenges and opportunities such an approach presents. The media in the CEE/CIS region have a very different history to other parts of the world, and very little consideration has been given to a critically-informed approach or rights-based approach to representation of children or reporting children's issues in the media. Journalism ethics, central to the curriculum of journalism education in modern western societies, do not feature in the curriculum of most journalism schools in CEE/CIS and the tradition of an independent, responsible media as a fourth pillar of democracy is virtually non-existent. The paper examines case studies from the countries involved and evaluates how the theoretical orientation of rights-based communication has impacted on trainee journalism experience. We offer a theoretical discussion of the project's significance, locating it within approaches to media assistance more generally as well as within broader international attempts towards fostering greater awareness of human and children's rights among professional media workers.

**Irina Negreyeva**, Internews Network in Ukraine, UA

**Revati Prasad**, Internews Network in Ukraine, UA

Developing Media Literacy by Teaching Citizens the Standards of Professional Journalism

The lifeblood of developing democracies is a well-informed and engaged electorate, which requires a free and vibrant press. However, where journalistic standards are lax, and media often face pressure from government and business, a lack of media literacy hampers a citizen's access to accurate and independent media. Citizens become accustomed to the poor journalistic standards and lose all trust in the fourth estate including any independent media. Just as a more informed electorate demands better governance, Internews Network, an international media development NGO, hypothesized that a more media literate audience demands higher journalistic standards. Since 2003, Internews has implemented a comprehensive media development program in Ukraine, U-Media. Drawing on the work of experts like Renee Hobbs, Chris Worsnop, Neil Andersen, Jeff Share and Scott Sullivan, Internews focused on journalistic standards and their relationship with media literacy. In 2009, Internews began monitoring eight national TV channels and 30 local newspapers, in order to understand which commonly held standards were violated most frequently. Simultaneously, U-Media began a media literacy education campaign aimed at Ukrainian

citizens. Through public events, video and print PSAs and media content, U-Media encouraged Ukrainians to apply critical thinking when consuming news and information. Using surveys and focus groups across the country, U-Media estimated the effectiveness of the program by measuring people's critical consumption of media content and their ability to identify quality of media information. The research also uncovered issues central to media literacy: media education for youth, moral and ideological protection, alternative media production, digital literacy to name a few. Presenting the practitioner's perspective, the paper will cover the research framework, findings, their impact on program activities as well as an overall evaluation of the media literacy program.

#### **4CH1 Poster Session (PolComR) 14:30-18:00 (Hallway B1)**

##### **Presenters**

**Mohamed Ahmed Khalifa**

**Wolfgang Donsbach**

The Use of Online Political News among Youth and their Political Awareness and Civic Activities: Comparison between Egypt and Germany

**Naveed Iqbal Chahudhry**, Punjab University, PK

**Amna Ashraf**

Agenda Setting and Framing of Elections during Musharraf Period in Pakistani Print Media, 1999-2008

This paper presents a content analysis of editorials published by the elite English press of Pakistan during Prevaiz Musharraf's regime (1999-2008). It examines the trends of editorial agenda, policies of the selected press and diversity of issues regarding dictator led elections in Pakistan. In Pakistan, likewise other countries, elections involve a large number of people having varied attributes of political culture and the press connects them altogether with reference to the issues and events of the electoral process. The era of General Pervaiz Musharraf is of vast historical importance in the political system of Pakistan due to the changing issues and situations at both national and international level. The dictator follows the tradition set by the ancestor Generals to prolong the rule by using various types of elections (Referendum, Local Bodies and General Elections) as tactics. Each time these elections are claimed as the 'process of restoration of democracy'. This epoch is also said as the germination of 'freedom of press' and the 'birth of electronic media' in Pakistan. The study considers the postulates of agenda setting and framing to examine the editorial coverage of elections by English dailies Dawn, the News and the Nation. For each election of that regime, it considers the time period starting from the election announcement till government formation so that the entire course of the electoral process be examined through editorials. The time against each election under study is divided into 'pre-poll', 'polling' and 'post-poll' periods. The analysis deals with six categories of the contents; constitutional amendments, Accountability/eligibility of nominees, election campaign, election arrangements and code of conduct, polling process, election results and government formation. It explores that what are the major issues and events regarding

elections that got attention of the press. How media gives priorities to cover electoral issues. It further investigates the consistency of editorial policy and the watchdog role playing by the selected press through their editorials. It unpacks the frames being used in the editorials to picture a certain image regarding these electoral issues.

### **Nidzara Ahmetasevic**

Media as Tool of Democratisation: Promoting Free Media in Post Conflict Society  
(Theoretical Framework)

Existing studies on media assistance do acknowledge that it is a concept used in some post conflict countries as a tool of democratisation in the last 20 years, but do not agree if it is a successful or not, or if it should be used at all. My intention is to measure impact media assistance had on professionalization of the media in Bosnia and Herzegovina, one of the countries where it has been deployed, in order to establish if and how media assistance can help democratisation. Starting point is that free media and democratisation depends on each other, but does not create each other, and that neither can be imposed from the outside, but has to be developed from the inside. Democracy needs professional and self sustainable media. According to many authors, media assistance does not create this type of media, but often makes them donor dependant and in service of those who are assisting them. Still, media assistance is indeed needed after the war, when media are seriously damaged in every way, but the whole concept has to be more carefully researched in order to develop sustainable model for the future. Existing studies define media but also democracy in a different ways. Exact definition of the media assistance concept is still not determined, but I will compare existing once and try to come out with one that will be used for the purpose of my research. Through establishing connections between these different concepts, I will search for the answer about efficacy of the media assistance on democratisation, and finally on state building in post conflict societies. One of the questions my research will try to answer is can free media, as well as democracy, be imposed, like it has been done in Bosnia, Rwanda, Iraq, Afghanistan and many other post conflict countries in the recent past? It is important also to understand the impact of external imposition and limited sovereignty on the establishment of a free media and democracy, and it will be also one of the aspects of my project. The thesis should give an overview of the approach used in Bosnia, strategies and results, and points of benefits for the media and society, but also toward possible mistakes. Literature on the specific topic, media assistance and democratisation in post conflict countries, exist, though not many, but the approach I am planning to use is different. Most of the authors observed the whole process from outside, while the biggest part of my research will be fieldwork, in Bosnia. I will interview those who were part of this still ongoing process, representatives of IC, media, different foundations and donor organisations, as well as journalists and media professionals, representatives of different organisations, national and international, that are working with media.

### **Ruth Sanz Sabido**

We Were All on Those Trains: Press Coverage of the Madrid Train Bombings in 2004

The Madrid train bombings of March 11th occurred within the context of the 'war on terror' launched by George W. Bush in the aftermath of September 11th (Álvarez de Toledo, 2004). Apart from the international background, two main national aspects characterized the

development of events in the aftermath of the bombings as well as its media treatment and representation. First, Spain's historical connection with terrorism and ETA was a core element in the political actions that followed. Secondly, and more importantly, the special national context in which the events took place, three days before the General Elections, also determined the strategies adopted by political parties and the media (Gil Calvo, 2005). This paper is based on the analysis of Spanish national newspapers published in the immediate aftermath of the bombings, in order to understand Spain's national response to terrorism from political and social perspectives, as well as the media representation of the perpetrators of the attacks. The methodology consists of a combination of Content Analysis and Critical Discourse Analysis (Fairclough, 1995; Leiss et al, 1997). The main themes identified in the press analysis are discussed in the paper: representation of the tragedy and human suffering, mediation of terrorism, creation of a temporary sense of Spanish unity, as well as the political and media treatment of the events. The study concludes that the Spanish representation of Islam in the aftermath of March 11th was significantly different from that of British media after July 7th. Whereas British newspapers presented an Islamophobic discourse, based on a strong patriotic reaction and the division between 'us' and the 'enemy within' (Sanz Sabido, 2009), Spanish newspapers offered a different view. It is argued that, despite the initial efforts not to politicise the events, the bombings became the focus of politicians, the media and the Spanish society. The Spanish people protested in the largest demonstrations in the history of the country to demand the truth from the Government before the polls opened, eventually leading to the decision of the Spanish electorate to change the party ruling the country, due to the renewed rejection against the participation in the war in Iraq and the management of the crisis by the Government of the time. The paper also analyses the mediation of these elements during those three days, and highlights its importance in mobilising the population.

**Shivaun Corry**, Simon Fraser University, CA

The Government Apology as National-Unity Building Exercise

Both intra- and inter-national migration due to globalization and urbanization have led to increased concentrations of diasporic communities within cities. This can increase civic tension and weaken feelings of national unity as members of groups with unresolved historical conflicts become neighbors. The theories of religious scholar Celermejer (2009) show how the government apology such as those issued in France and Australian can be used as a form of "recovenenting". In "recovenenting" the nation rhetorically and symbolically splits itself from its former sinning state by referring to politically regretful periods as mere aberrations in juxtaposition to otherwise glorious pasts. Combining these theories with neo-Durkheimians Marvin and Ingles (1999) notions of totem regeneration and Girard's (2001) theories of the single victim mechanism, sheds light on the hidden religious roots of the government apology as contemporary national-unity building exercise. This paper uses the combination of these theories with critical media discourse analysis to explore both mainstream Canadian and First Nations media coverage of Canadian Prime Minister Stephen Harper's 2008 apology to survivors of the Canadian residential school system. It contends that by dividing the totem-word Canada into Canada-past and Canada-present, members of the totem domain were able to scapegoat the totem Canada-past as the sole agent responsible for the harm done to indigenous people at the residential schools. In sacrificing the totem of Canada-past through the humiliation of the confession of sin and

the political apology process, members of the totem domain were able to regenerate the unpolluted totem as Canada-present. This paper contends that while scapegoating previous governments and administrations has been used successfully in post-war situations such as Chirac's apology for the Vichy period and may be useful in resolving tensions between groups such as Armenians and Turks, in the post-colonial context this approach can and has been used to hide the systemic racism, class differences and abuse of human rights still in existence.

### **Yi-Ning Chen**

#### Facebook Use and Citizens' Participation in Taiwan

Past studies suggest that people primarily use social network sites such as MySpace and Facebook to keep in contact with their existing groups of friends and acquaintances and that they use social network sites to learn more about individuals they meet offline (Boyd & Ellison, 2007). However, less attention has been paid to whether social networking sites influence political attitudes and behavior. Ancu and Cozma (2009) provided mixed support for the notion that social networking use influences political attitudes. Indeed, relying on social network sites for social utility led to less online political activity. Relying on social networking sites for information seeking did not predict any of the political measures. This study attempts to explore some of the relationships among political variables, use of Facebook, interpersonal political discussion, confidence in government, and civic and political participation, by seeking answers to the following question: Research Question: What are the effects of political variables, Facebook use, and interpersonal discussion of politics on political participation, civic participation, and confidence in government? We conducted a random telephone survey of 1,068 residents of Taipei City, the capital of Taiwan, in January 2011, to examine the extent to which Facebook use has engaged citizens in civic and political activities. The findings indicate that Facebook use negatively predicts political participation but positively predicts civic participation and confidence in government. Interpersonal discussion positively related to both civic participation and political activity. This study captures a snapshot of Facebook as an example of SNS. As these technologies continue to evolve and diffuse further into the society, we hope the findings reported in this study contribute to the larger understanding of social capital in SNSs.

### **Yusuf Kalyango**

#### Agenda Setting Effects on the Rule of Law in Southern Africa

This study examines whether the salience of affective attributes on the rule of law in the state-owned broadcast medium in contrast to the privately-owned newspaper in Zambia and South Africa are related to the perceived salience of citizens' affective attributes on the rule of law. Using content analysis and hierarchical linear modeling, the study determines which media ownership type provides an agenda of attributes that are more significantly related to the perceived public attitudes within and across all regions of Zambia and South Africa. The study seeks to determine the following: What prominent affective attributes on the rule of law portrayed in the state-owned and privately-owned media are significantly correlated with the issues that people consider most important about the rule of law? A total of 449 respondents from Zambia and 409 respondents from South Africa completed a cross-sectional survey between December 6, 2008 and January 31, 2009. Citizens were selected

using a stratified multistage random sample. In addition, 93 stories that were broadcast and published online by the state-owned Zambia National Broadcasting Corporation and 102 stories published by the privately-owned The Post newspaper in Zambia from December 1, 2008 to January 30, 2009 were coded and analyzed. Similarly, 128 stories that were broadcast and published online by the state-owned South Africa Broadcasting Corporation and 113 stories published by the privately-owned Daily Sun newspaper in South Africa in the same period were coded and analyzed. The affective attributes on the rule of law are: the judiciary is independent, government protects human rights, president uses excessive authority, parliament limits presidential power, government is authoritarian, government protects civil liberties, government promotes political rights, and media are free from state control. This study tests the second-level of agenda-setting to establish the primacy of media messages on the public's perception of issues during this second phase of democratization in Africa.

### **Muhammad Sahid Ullah**

Political Engagement of Youth through ICTs and Digital Bangladesh Movement by 2021: A Perception Study from the Emerging Voters

## **DAY 4 16.07.2011 SATURDAY**

Sessions D 16:30-18:00

### **OCS TUTORIAL Fener Hall**

#### **4D11 Fandom (Aud) Room: B.101**

**Chair** Barbara O'Connor

#### **Papers**

**Cornel Sandvoss, UK**

Toward a Subjective Aesthetics of Popular Media: Audiences, Reception Studies, and Texts in the Age of Convergence

This paper develops criteria of aesthetic evaluation of popular media juxtaposing the work of popular audience and fan studies with the work of postwar West German reception theory. Drawing on and developing Hans-Robert Jauss's (1984) notions of the "horizon of expectation" and "horizon of experience", the paper identifies aesthetic value in the reading process and its ability to facilitate and demand a reflexive engagement by readers with their existing schemes of perception. Applying Jauss's broad formulation to the empirical study of readings of textual motifs within and across different, yet increasingly convergent media, allows the formulation of subjective aesthetics that avoids claims of objective aesthetic

value that inevitably serve as a means of social structuration and hierarchisation (cf. Bourdieu 1984), and instead locates aesthetic value in the process of reading rather than the text per se. This re-location of aesthetic value seeks to address the key methodological and conceptual challenges in the study of contemporary popular media: the increasing fluidity of textual boundaries in transmedia storytelling and the complex interplay of texts and paratexts, including audiences' enunciativ and textual productivity, and the resulting challenges in studying the interplay between texts and audiences.

**Anne-Sophie Béliard, FR**

Resistance, Reflexivity, and Criticism: The Audience of TV Serials in France, from Amateur Spectator to Professional Critic

During the 1990s and 2000s, media and researchers light on the qualitative evolution of TV serials in the USA. New cable channels – HBO, Showtime... – diffuse programs which challenge the classic forms of TV fiction by using heterodox ways of storytelling and aesthetic innovations. The broadcasting of the fiction 24 by the French channel Canal + in 2002 introduced this “quality TV” in France. TV serials have been “depreciated” on the French screens for a long time. But, the renewal due to US TV fictions – as well as the development of Internet – contributes to change the opinion of French spectators and intellectuals on television and its contents. Indeed, the success of American serials such as *The Sopranos*, *Lost* or *Dexter* does not be considered only in terms of audience but also in terms of critics. Whereas the professional critics used to recognize the value of cinema more than the value of television, in the French “world” of culture, specialized discourses on TV fictions start to grow up in cultural magazines. Who writes these papers ? Are these critics part of the daily audience ? In this case, how audience can influence the professional discourses ? Moreover, how passion for a media genre can become a professional opinion? We will defend that a form of “seriphilia” (serial enthusiasm) – by reference to cinophilia (cinema enthusiasm) – as a social movement slowly appears in France. This move results, in part, from the professionalization of TV fans. Progressively, audience defends the artistic legitimacy of this media. Audience takes part in the process of promotion of serials. The capacity of reflexivity of the audience creates a new profession in the “world” of television : the critic of serials. The passion and the resistance of some members of audience engender a move from amateur analysis of TV shows to professional criticism of serials. We will study the institutionalization of the profession of serial critic in France. How amateurs become experts or specialized journalists ? This profession embodies the extreme archetype of reflective and resistant amateur. Through the qualitative analysis of three French magazines specialized on TV fictions – *Génération Série*, *Episode*, *Générique* – and some blogs of serials enthusiasts, we will stress on the way capacities of audience to produces an engaged analysis can become

**Joao Osvaldo Schiavon Matta, Catholic University, BR**

Gisela Grangeiro Castro

Avril Lavigne's Digital Fan Networks on Orkut: Also an Ethical Issue

This paper aims to reflect on the process of investigation on fan culture carried out on the internet. We have investigated the role played by digital social networks as part of the media strategies used for the construction of a celebrity among Brazilian youngsters, in this case

the Canadian pop star Avril Lavigne. The study focused on Orkut, the most popular of its kind in Brazil. Several Orkut digital communities where Lavigne's fans gathered to exchange thoughts and opinions, share news, photos and tracks available on the web were monitored for nearly two years, from 2006 to 2008. Live interviews, with girls who considered themselves former Lavigne fans, were also conducted in order to refine our understanding of the young fan experience. Avril's fan base is made up mainly by girls between 11 and 15 years old. The entertainment industry has been targeting this significant market niche in recent years, systematically releasing new products - as films, songs, games and also all kinds of pop stars and celebrities - specially tailored to suit the demands and desires of this typical audience. Many subjects said they related to the lyrics of some of Avril Lavigne songs as if they had been written specially for them. They also highly identified with the pop star's role of a playful rebel. The study also revealed the crucial role played by hate communities within the flow of communication about our target subject. The term anti-fan was used to label this vital, complementary element in celebrity fan culture. Our findings strongly show that it is not possible to talk about fans without referring also to their opposite equivalent: the anti-fans. Identity construction and presentation of self within digital social networks rely heavily on information such as likes and dislikes. Cultural consumption functions as a pivotal identity marker in all kinds of social networks, whether they are digital or not. Being a fan (or anti-fan) plays a key part in defining one's profile and that of one's peers. We also discuss in this paper the most critical ethical issues involved in the research methods we used. The virtual ethnographic approach calls for active participation and direct interaction with fellow members in the field, which in our case was comprised of a major digital social network. The compelling need to protect minors from risks in cyberspace should be addressed and acknowledged. Security features imbedded in digital social network software programs still seem to be scarce and overall ineffective.

**Philip Kreuzer, DE**

Reimar Zeh

The Effect of Fandom on the Use of Auditive Media: A Recipient-Oriented Study

Music surrounds us nearly everywhere: we listen to it at home, on our way to work, sometimes during work, the supermarket, in the elevator, from the radio, on TV and nowadays on YouTube. In 2010 the average German listened about three hours of music per day of which about 35min were devoted to the own musical collection. The reasons for listening to music are manifold as are the modes of reception. Apart from affective purposes music fulfils also cognitive and conative needs. The active consumption of music is often connected to mood management, theories of taste or explained through economic factors. The music industry hit a severe sales crisis in the 90s. While the market for classic sound carriers (CD/MC/Vinyl) shrunk dramatically, the sales were not compensated by legal downloads - not even in the long run. In the same time we observe an increase in the time devoted to music. The availability and proliferation of digital music was seen as a culprit. But the economical perspective cuts out other factors that might be responsible for the development. Studies seeking to prove, that illegal downloading decreases legal acquisition of music don't come to a definite conclusion. Some studies even show that (illegal) downloading of music helps to sell records. The aim of our paper is to open up a new angle in the debate. We argue, that fandom is a fertile concept, that explains the endeavour of listening to music and acquiring the right to listen to music. We believe, that fandom is not

an irrational behaviour of “fanatics” but is a multidimensional concept of high rationality, that can also empirically be measured. We present the results of an online-survey for which the respondents were recruited through a newsletter in musical issues. While the sample is not representative, it should allow valid inferences about the relation between fandom and other activities around the reception of music. The paper answers two main research questions:

RQ1: Is there an independent influence of fandom on the reception of music?

RQ2: Does fandom increase the willingness to pay for music? We expect that fandom is positively related to variables measuring reception and legal consumption. Overall these expectations are met by the empirical results. We further argue that our study delivers some evidence that fandom or the lack of fandom is an important factor in understanding the malaise of the music industry. Strengthening fandom might be more important to secure the economic basis of this cultural industry than the prosecution of illegal downloaders of music.

**Rolf Halse**, University of Bergen, NO

American and Norwegian Online Fans’ Perception of Positive Portrayals of Muslim Arabs in 24: Textual Poachers or Reactionary “Gamekeepers”?

This paper presents a reception study which investigates online fans’ perception of Muslim Arab characters which are represented as positive and heroic characters in 24. These, like the rest of the regular cast in the serial, are a main preoccupation for fans in their competing interpretations and evaluations of each episode on online discussion forums where the show is debated. Fans have in the two last decades gone from occupying a position in the margins to entering the main stage in the transition from the analogue to digital era of media consumption. In the analogue era fan studies located localized resistances within fan communities’ cultural practices, examining how this might lead to new understandings of gender, sexuality, and race. Yet there has been less work that examines what consequences fans’ cultural practices facilitated by digital media might have for the cultural politics of poaching. Are fans’ semiotic practices, like fan studies have demonstrated repeatedly, manifested in progressive readings, or are there instances where they instead could be considered reactionary? Thus, the study aims to research how online fans in Norway and in the US read and evaluate representations of counterstereotypical Muslim Arabs in 24. Do the Muslim Arab characters, despite a seemingly positive and progressive representation, fail to be read as such? The counterstereotype takes on the opposite position to the stereotype by proposing a ‘reverse performance’; counterstereotypes are members of racial minority groups that disconfirm existing cultural stereotypes by exemplifying the opposite of stereotypical traits commonly associated with the featured group (Macè 2009). The study includes a comparison between how an online fan community in the US and one in Norway perceives selected counterstereotypical portrayals of Muslim Arabs in 24. A textual analysis of threads which contains online fan readings and discussions on 24’s official website (US), ‘diskusjon.no’ (NG), and interviews with fans participating on ‘diskusjon.no’ is carried out.

**Bruno Campanella**, BR

Community of Divergence: Hierarchy and Dispute in an Online Fan Group

This article presents the results of an empirical research that challenge the commonly accepted view that a “collective intelligence” with potentially positive socio-political

consequences is the natural outcome of the so-called participatory culture. A virtual and face-to-face ethnography conducted in an online discussion community of the Brazilian Big Brother reality show suggest that the social dynamics inside these groups also generate a fair amount of dissent and rivalry that don't necessarily result in, or aims to, knowledge accumulation. The optimistic perspective regarding the role played by internet groups has its origins in the changes in contemporary cultural production brought by the popularization of digital technologies. Fundamentally, these transformations democratized the processes of creation and circulation of media content, thus blurring traditional distinctions between producer and consumer. Previously described as passive couch potatoes in the era of mass media, the "producers" (term used by Axel Burn) of the Web 2.0 are celebrated by academics such as Henry Jenkins and Pierre Lévy as new pioneers destined to bring about an attainable utopia. According to this account grassroots internet users, like the members of online fan communities, share an unprecedented capacity of mobilization that gives them the muscle to (re)negotiate the control over knowledge and cultural production. The "collective intelligence", which stem from the combination of the individual knowledge held by each member of, lets say, a reality show spoiler group, is ultimately seen by Jenkins and Lévy as a potential threat to corporative capitalism. Central to this thought is the idea that internet grassroots movements have homogeneous motivations and interests, i.e., fans basically work to further increase their knowledge on distinct aspects of their objects of cult. It is as if the production of "collective intelligence" was the straightforward consequence of interactions happening in an ideal space absent of the divergent social tensions usually encountered in the "offline" daily life of its dwellers. That, in fact, could only be true if one ignores a myriad of micro-dynamics existing in such communities. As the research informing this paper shows, some of these spaces are marked by hierarchy and disputes for social recognition. Bloggers and fans of this TV format, still very popular in Brazil, frequently justify their actions using concepts like independency, authenticity, and popularity. Instead of simply sharing information regarding the reality show to increase their collective knowledge on it, much of the exchanges have to do with a (sometimes disguised) dispute for social and subcultural capital. In short, the picture is much more complex and ambiguous than some enthusiasts of the convergence culture paint. As Jack Bratich argues, the cultural transformations brought by the new socio-technical networks are also defined by disruptive behaviours, disputes and divergence. "Collective intelligence" is one possible outcome of participatory culture but not a necessary one.

#### **4D12 Issues of American Journalism in Retrospective (Hist) Room: B.102**

**Chair** Carlos Barrera

#### **Papers**

**Bruce A. Williams, US**

Hitting the Pickle Barrel from Twenty Thousand Feet: Portrayals of American Strategic Air Power from 1930-2010

This paper argues that, at least since the 1930s, American media have portrayed the United States military as uniquely able to avoid the moral dilemmas posed by total war (especially

the blurring of the line between soldiers and civilians). Part of a larger project on the image of the American military in the media, here I will be focusing on the portrayal of air war, especially strategic bombing. Since the emergence of the airplane as a significant weapon of war, popular films, newsreels and (later) television news and drama have all presented American airpower to the public as a weapon uniquely suited to the challenges, both strategic and moral, of total war. The features of this portrayal have remained remarkably consistent from the 1930s to current conflicts in Iraq and Afghanistan. In my paper (and presentation) I use clips from a wide range of media and across a time span of over 70 years to illustrate three key features of this portrayal. First, media treatments have foregrounded American technological breakthroughs (from the Norden bombsight in WWII to unmanned drones in Afghanistan) which are claimed to both avoid innocent civilians and to cripple the ability of the enemy to fight. Second, American media has focused almost exclusively on the air war as a voyage of heroic men and sophisticated machines which begins when planes leave the ground and ends when they return. Avoided is any shifting of perspective to the actual effect of munitions when they hit the ground. Third, and following from the first two, there is virtually no consideration (either during or after the conflict) of the degree to which air power actually achieved either its strategic or moral goals. The balance of the paper considers the broader implications of this narrative of American use of air power. When placed alongside other characteristics of coverage of the American military, the result is a failure to address the actual impact of total war, especially strategic bombing, on civilians. I end the paper with a consideration of alternative approaches (drawn from non-American media) to air war and strategic bombing.

**Louise M. Benjamin, US**

Anatomy of a Break-up: RCA, General Electric, and the Department of Justice Anti-Trust Suit of 1930

During the 1920s and 1930s mass media evolved both to mirror and to effect changes in American society as a whole. Together with prohibition, the automobile, electrification, and soldiers' wartime experiences, mass media helped alter social mores and modified society during the interwar years. During these decades mass industries and cities evolved while agriculture and rural areas declined. Small "mom and pop" operations gave way to corporate organizations. Politics, economics, and domestic and foreign policies began the transformation into their present-day forms. Media influenced all these aspects of American life. As society changed, an attitude of cooperation between industry and government permeated interactions between the public and private sectors, including interactions between government leaders and the nascent broadcast industry. In general, government's role in American society during the Roaring Twenties was to organize the private sector through promotion of industrial efficiency; protection of business from threats, including labor problems; and coordination of information gathering and standardization of products and systems. By 1930, however, disillusionment with this type of cooperation grew as both public and private sectors grappled with the economic collapse of the Great Depression. In the burgeoning radio industry, the cooperation between government and industry leaders in the 1920s fostered the fear of small radio entrepreneurs that broadcast leaders American Telegraph & Telephone (AT&T), Radio Corporation of America (RCA), General Electric (GE), and Westinghouse would monopolize broadcasting with the blessings of government leaders, especially Secretary of Commerce Herbert Hoover. As commerce secretary, Hoover

directed much of the industry's efforts to establish technical and self-regulatory policies. According to Department of Commerce papers and declassified Department of Justice (DOJ) documents, during the 1920s AT&T, RCA, GE, Westinghouse and others entered agreements in which they pooled their patents and some business practices with what they thought was the government's blessing. At the same time, RCA, GE, AT&T and Westinghouse were experimenting with networks and high power super-stations that reached large audiences. With NBC's development in 1927, the large companies' dominance over the mass communication medium of radio seemed secure. That changed, first, with lawsuits brought by independent broadcasters and, second, with hearings the Federal Radio Commission (FRC) held into monopoly that focused public attention on the issue. When these efforts proved fruitless, the Justice Department brought suit in 1930 against RCA and GE for monopolistic practices that sought to control American radio. This anti-trust suit precipitated the break-up in 1932 of the largest communications conglomerate then in the United States and one of the leaders in world communication. With this forced divestiture a new era in American communications evolved. This paper traces the history of this break-up, outlines the split's influence upon society in the 1930s, and analyzes how this law suit influences society and mediated communications today.

**Victor Pickard**

**Matthew Powers**

Postwar Normative Challenges to Anglo-American Journalism: Forgotten Lessons from the Hutchins and British Royal Commissions on Freedom of the Press

Normative foundations for media policy are often made more explicit during times of crisis, at which time a reevaluation can help bring to light areas in need of reform, as well as historical moments that warrant revisiting. This paper compares and contrasts two high-profile contemporaneous debates in the late 1940s in the US and UK about the future of the press and the role of media in a democratic society. A comparative analysis of these norm-setting fora brings to light key parallels and dissimilarities between their approaches to press responsibilities, assumptions about whether the commercial press should be subjected to governmental regulation, and whether alternative structural models are necessary to satisfy democratic society's communication requirements. We submit that these historical debates are particularly relevant now given our present-day journalism crisis. Close readings of these texts help historicize contemporary concerns about systemic vulnerabilities in advertising-supported news media, and point the way toward structural alternatives. Applying lessons from these debates to our current moment will help bring to light, on a normative level, what is at stake and what should be done to address the problem. Accordingly, the paper will end with a number of policy proposals inspired by international models that could help transition the failing advertising-supported press into a more sustainable, long-term public media system.

**Susan Keith, US**

Reporter Power vs. Journalism Ethics: Tension in the Local U.S. Journalism Movement, 1968–1978

Between 1968 and 1978, as many as 25 U.S. cities and states had local journalism reviews, publications that critiqued local news media outlets and the stories and images they

produced. From Chicago to Houston, Baltimore to Alaska, publications ranging from "Chicago Journalism Review" to "CounterMedia: The Alaska Journalism Review" tracked the performance of print and broadcast journalistic outlets. Much of the content of these reviews, which have been studied by only a few scholars (perhaps because many of the reviews were poorly preserved in libraries), was devoted to urging journalists to behave more professionally and ethically. Interestingly, however, these exhortations usually came from working journalists themselves, mostly reporters and low-level editors, who--along with a few academics--made up most of the volunteer staffs of the journalism reviews. As a result, sometimes embedded within demands for more moral media was a sense that journalism was undergoing a revolution from within, an attempt by reporters and others outside the top levels of the newsroom hierarchy to upset the power structure in the same way that the civil rights movement, women's movement, Indian rights movement, and other nascent movements were overturning old hierarchies in U.S. society. This paper examines the tension between a drive for more responsible and accountable journalism visible in the content of several of the reviews with the concurrent attempt by reporters and lower-level editors to promote, through the reviews, what they often called "reporter power," an effort to overturn, at least to some extent, the traditional hegemonic newsroom structure. This study also will attempt to assess how important both the "reporter power" and journalism ethics impulses were, given that only three of the reviews survive today and most published less than two years.

#### **4D13 Special Session on Publishing (ESN) Room: B.103**

#### **4D14 Access to Information (Law) Room: B.104**

**Chair** Alison Powell, LSE, UK

**Discussant** Robin Mansell, LSE, UK

#### **Papers**

**Rhonda Alain Breit**, University of Queensland, AU

**Rick Snell**, University of Tasmania, AU

From FOI to RTI: Mapping the Essential Literacies

Like many advanced democracies, Australia's focus on Freedom of Information is shifting to a more participatory model. Now tagged Right to Information rather than Freedom of Information, many Australian jurisdictions now require "agencies to 'push' information out into the public space through publication schemes and administrative release rather than wait for it to be 'pulled' out by the public" (Office of the Information Commissioner Queensland Annual Report 2009-2010, p. 7). This approach is not new, with countries like the United States and the United Kingdom undertaking similar reform. Much of the literature around this transition to greater transparency has focused on efficiency and effectiveness across a range of metrics including accessibility centred around questions such as How much is the Act used?; How many FOI requests are there? How many FOI requests are granted? How many FOI requests are refused and for what reasons? How many refusals are taken to

appeal? How many appeals are successful? (see Hazel & worthy 2010. 354) These metrics focus on administrative efficiency rather than communicative effectiveness. This paper posits questions of accessibility need to be conceptualised more broadly under RTI starting with the question: What are the essential literacies underlying access to information in the digital environment? Using a case study of the Queensland Right to Information regime, this paper aims to develop a typology of essential literacy relating to access to information. To achieve this aim, the paper:

- Audits communicative strategies used by the Information Commissioner to describe how access to information is communicated to the public;
- Conducts a review of literature to inform our typology.
- Analyses the type of literacies essential to access to information.

This paper contributes to existing literature in the field by treating access to information as a communication problem. Thus the focus shifts from administrative metrics to access effectiveness to communication solutions in line with knowledge society objectives (see WSIS).

Anne Fairchild Peacock, Instituto Tecnológico de Monterrey, MX

A Case Study on a Local and State E-initiative to Create a Direct and Transparent Way for Citizens to Access Information

With information communication technology's undisputed impact on society, democratic governments at local, regional and international levels are incorporating Information Communication Technology into reforms which attempt to create a more participative democracy by increasing their accountability and transparency between themselves and their electorate. At the 2005 World Summit on a Information Society (WSIS), a number of governments and international bodies recognized the necessity of creating such e-governance initiatives. WSIS's Declaration of Principles states that ICTs play an important role in not only supporting participative democracy, transparency, and accountability, but also as a tool for a more accessible government. However, a research gap exists between the acknowledgement of the benefits of e-governance initiatives for the state and citizens without evaluation or reflection of the specific results these projects have on the ground. Does political communication between the federal, state, or local government and their constituents actually improve once these initiatives are put in place? How do public administrators who implement these policies evaluate the successes or failures? How are the benefits of these policies considered by local citizens? This study tries to address these gaps by examining a state initiative e-Jalisco and its implementation of digital community centers in the most marginalized regions of Jalisco, Mexico. Six years after the WSIS Plan of Action, this paper will analyze how this e-governance initiative is working at a local level to achieve a more inclusive information society. The analysis will be based on both primary and secondary data, including interviews with state officials in charge of implementation and daily administration of e-Jalisco's community centers, private sector suppliers of broadband and infrastructure as well as a survey of citizens who use these centers to access public information.

**Abubakar D. Alhassan**, Bayero University, NG

Nigeria's Tortuous Route to Transparency: An Examination of the Legislative History of Nigeria's Contentious Freedom of Information Act (FOIA)

The desire for a Freedom of Information Act in a country like Nigeria, regarded as one of the most corrupt in the world, cannot be overemphasized. Thus, in 2007, following an intensive lobbying and editorializing by human rights activists and journalists respectively, the National Assembly passed the Freedom of Information Bill and sent it to the president for his assent. However, the euphoria soon turned into despair when the then president withheld his assent claiming that he disagrees with two sections of the bill. The contentious sections are S.13(1) and S.13(2); while the former provided that government may withhold information that may be "injurious to the conduct of international affairs or the defence of the Federal Republic of Nigeria", the latter provided that the courts may override the government in "the interest of the public." Since the end of that legislative session, attempts to pass the same bill in the current National Assembly's session have so far failed even though the contentious sections have been amended to address the concern raised by the former president. This paper examines the tortuous journey to enacting the freedom of information bill by providing an overview of the legislative history of the bill, interviewing media activists and journalists on the imperative of the bill, analyzing the contentious sections of the bill and examining the reasons for the failure to enact even the modified version of the bill. The paper tentatively concludes that in view of the utility of incrementalism in perfecting most legislations, the National Assembly should pass a version that can be assented to by the current president and continue working with advocates of the bill towards amending and improving the law.

Katherine Allen, Pennsylvania State University, US

Freedom of Information Laws: A Comparative Study, Latin America, the Caribbean, and the United States

It seems counterintuitive that United States freedom of information legislation is unrelated to the prized constitutional guarantees of freedom of expression and free speech. Yet the Supreme Court has ruled that freedom of information for the public and for the press is not afforded constitutional protection. This conundrum is made more interesting by a comparative look at freedom of information as it has spread internationally from the United States throughout the globe. Many nations have taken the U.S. concept of freedom of information and incorporated it not only into their legislative codes but also into their constitutions framework. The escalation of the principle from a statutory right to a constitutional guarantee by adoptive nations may suggest a deeper commitment to the "marketplace of ideas" to which the U.S. purports to advance. Thus the research examines in a regional comparative context, freedom of Information laws in Latin America, the Caribbean and the United States. Analysis includes whether freedom of information is a statutory right, a constitutionally protected guarantee or both; the duty of the government to publish information and any appeals mechanism. Further comparison will be conducted as to legislatively crafted exemptions to these laws. For brevity's sake the sample of Latin American countries analyzed will be select and representative rather than inclusive. The research begins with a brief explication of freedom of information, its origins and role in functioning democracies. I then draw distinctions between a statutory right to public access and the constitutionally protected right to the same. Lastly the freedom of information laws in select Latin American/Caribbean nations, more particularly Mexico, Ecuador, Uruguay,

Venezuela, Chile, Cuba and Haiti are analyzed and contrasted with the seminal freedom of information legislation of the United States.

#### **4D15 Business Meeting (PolComR) Room: B.105**

**Chairs** Philippe J. Maarek, Maria Jose Canel, Dominic Wring

#### **4D16 Business Meeting (Islam) Room: B.106**

**Chairs** Basyouni Hamada, Bushra Rahman, Fernando Resende

#### **4D17 Media and Family Mediation / Business Meeting (MCPO&S) Room: B.107**

**Chair and Discussant** Hillel Nossek, Friedrich Krotz

#### **Papers**

**Maria José Brites**, CIMJ, FCT and ULP , PT  
Family Mediation of Youth News Diet and Media Production

Having as starting point the concept of domestication developed by Roger Silverstone and Dafna Lemish (2007: 26 e 27) orientations towards young people mediated conversation in family contexts, we intend to perceive the role of family contexts in news media diet and also on production of media content. In order to better understand these complex dimensions, we are analyzing more than 30 semi-structured interviews with young people between 15 and 18 years old, which have different types of participation in society (from traditional to non traditional forms). All of them live in urban spaces, but in different urban spaces, from low income areas to rich neighborhoods. One of our main concerns is to understand the importance of family backgrounds. Is it more important the social and economic capital or the civic capital? And, if we think of the civic capital, then we must also consider a larger environment, beyond family, that has to take into consideration peer influence. The goal is to understand how this context relates to news media diet and also to media production. By media production, we are referring, for instance, to blogs, pages in MySpace and the use social networks where, as young interviewees say, they can make a statement about their views of the world. Our early results reveal that, if we look transversally to the different interviewees, social capital is important, but, more than that, civic capital and the influence of household's environments where youth citizens can take active and free part of family conversations are very positive factors on the topic of news diet. Peer environments also have a primary role, because of group identity influence. Regarding participation in internet, mainly in MySpace, this is a place to show their cultural work, mostly for business proposals and is transversal in different contexts. The other

investments in media production are more related to the need to demonstrate their ideas. In this sense, it is not necessarily a space for civic expression.

**Fernando de la Cruz Paragas**, Nanyang Technological University, SG

Why the Family Matters on How Students Learn Technology: Implications for E-learning Research and Pedagogy

Research has shown that the choice of e-learning technology results in different learning styles and outcomes. For example, mobile learning (or m-learning) enables ubiquitous, independent, and flexible learning compared to e-learning that uses more traditional platforms. Though e-learning literature is expanding, it still has some paucity in terms of understanding how today's students have come to learn to use technology to begin with. To help address this situation, this research uses focus interview data from 36 students from Singapore to answer the question, "How did students learn how to use technologies that are used for e-learning such as personal computers and mobile phones?" Purposefully-selected, these informants comprise profiles according to gender, income, and current educational level. Singapore is a viable locale as no digital divide in terms of PC, internet, and mobile phone use exists there. Findings indicate that the students first learned to use PCs, the Internet, and mobile phones mostly halfway through primary school or later, usually from their parents and older siblings. However, teachers played a more prominent role in how the students learned to use computers, especially in comparison to their nearly absent role in the students' learning of mobile telephony. Moreover, there was a longer learning curve and weaker sense of self-efficacy in the students' early use of PCs vis-a-vis mobile phones. This study has implications on how the family can serve as a partner in e-learning since the family is central in the students' early stages of technology learning. It also helps extend the literature on new media socialization, most of which is focused on monitoring and surveillance. Moreover, by focusing on students' learning of technology, this research helps de-centre e-learning literature from the currently technologically determinist bent towards a framework that is aligned with the technological acceptance model.

**4D18 Current Approaches towards Meaningful Participation (PCR) Room: B.108**

**Chair** Jo Tacchi

**Panelists**

**Jo Tacchi**

**Ailish Byrne**

**Marianne Sison**

**Norbert Widermuth**

## **4D21 The State and Participatory Communications (PCR) Room: B.108**

**Chair and Discussant** Silvio Waisbord

### **Papers**

**Pradip Thomas, AU**

Public Sector Software, Participatory Communications, and Social Change

In spite of the retreat of the public sector in the context of neo-liberal policies and austerity measures in many parts of the world, there has been interest in public investments in a contemporary asset – software, in countries as different as the UK, Brazil and India. Dealing with the specific case of public sector software in India, this paper will explore its theory and practice, the reasons for such investments and in particular the participatory potential of such interventions. Governments, at least in some parts of the world, have belatedly recognised the need for a sufficiently open policy related to the deployment and use of public software. National governments currently sit on top of massive repositories of information related to all sorts of sectors – from agriculture, cartographic information to the weather. Recent investments in e-governance have contributed to new thinking related to inter-sectoral information transfers and the opening up of this information to the public for their own use. In India, public sector software has led to interesting partnerships between NGOs and the state and these synergies have, in turn, resulted in new policies related to ‘open’ software and initiatives in public education based on access, adaptability and local control. However, this movement is by no means un-contested. The billions of dollars spent on e-governance is of interest to the private sector, in particular vendors of proprietorial software, and these organisations and their allies in government have tried to derail the public sector movement. However this movement is tied into the growing free and open software movement in India and key civil servants who play an important role as public software evangelists both within government and outside of it. While one can argue that public control of information can result in significant ‘risks’ to ordinary people – as for example, an increase in surveillance – there is also an obverse argument that, in the context of ‘risk societies’ and provided there are policies in place related to the governance and use of such information, public sector software mitigates the risk of “organised irresponsibility” that can be a consequence of data control by private interests over public information.

**Alicia Lorna Blum-Ross, UK**

Participation as Policy: Youth Filmmaking and New Labour Rhetorics of “Voice” in the UK

Drawing on two years of ethnographic fieldwork, this paper will explore the ways in which discourses of ‘participation’ are circulated, contested and re-imagined in non-formal educational film programmes for young people. Here, I show how ‘participation’ and ‘voice’ have been used as central justifications for youth media, and how the funding and practice of youth filmmaking can be seen as paradigmatic of wider cultural and youth policies in the UK under New Labour. During the New Labour period (1997-2010) youth arts programmes received a steady and increasing stream of government funding. In 2006, a £6 million pound

funding body called Mediabox was established specifically to support youth media projects aimed at engaging 'disadvantaged' young people to be able to 'get their voices heard.' In order to show how abstract terms like 'participation' become operationalised through policy, funding and later through practice, this paper weaves together a micro-level ethnographic study of a funded project with a macro-level political economic analysis of the Mediabox fund itself. Based on ethnographic fieldwork with the This is My Story project, located on a social housing estate in South London, along with interviews with Mediabox staff and beneficiaries, this research demonstrates the ramifications of elevating youth participation to policy. My research shows how, while simultaneously celebrating what they described as the intrinsic creativity of young people, both funders and adult facilitators at all levels of engagement are nonetheless required by limiting rhetorics to conceptualise youth as 'problems,' which their influx of time and money can solve. Equally, while 'giving' or 'using' a voice appears at first glance to be a universally positive activity, empirical material from my case studies demonstrates how young people are most often asked to 'have a say' without the guarantee that anyone is listening.

**Simon Burton, ZA**

Planning for Communicative Participation: The Case of Thusong Centres in KwaZulu-Natal, South Africa

Thusong Centres (re-named Multi Purpose Community Centres) are designed to be one-stop service centres located within easy reach of communities in need. Initially born of the Telecentre movement, they have now become a more generalised state-people interface with the express purpose of resolving service difficulties for people with limited access to state information and other resources.

A central element of these centres is connectivity – both for service providers and local communities. There is evidence that connectivity problems constituted one of the most serious challenges to telecentres, and that this problem persists, particularly in more remote areas. This paper seeks to understand the planning and institutional implications of building successful and connected Thusong centres, and will focus on the following issues:

- What is the role of local government (the custodian of planning at municipal and district level) in initiating the building and functioning of these centres;
- What is the role of central government (in the form of the Department of Co-operative Governance and Traditional Affairs) in providing planning guidance to local decision makers in this regard;
- What is the role of local community participation in initiating and sustaining these centres;
- What is the role of sector stakeholders (electricity supply, telecoms infrastructure etc) in the centres?

More specifically, the paper will concentrate on the processes whereby Thusong Centres become part of the planning process at local level: Are spatial issues considered, particularly as there is evidence of poor cross border planning? Do these centres even appear on statutory documents such as Spatial Development Frameworks, and Integrated Development Plans? How are sector plans integrated into bottom-up initiatives? These are crucial questions influencing appropriate service provision, sustainability, and poverty reduction. Current work that concentrates on building capacity in local communities (eg Attwood and Braathen) should benefit from such a focus, and it accords with the views

expressed by Souter in his arguments for the policy community to engage more closely with practical matters in the quest for successful ICT 'for development'. By seeking to bring to light the 'planning' aspects of these centres, the paper proposes that more context variables be exposed and evaluated.

**Roxana Georgiana Radu, HU**

The Empowerment Dynamics of E-government: Evidence from EU 27

E-government has added to the transformation of the public sector worldwide. It has complemented the reforms in the public administration, as well as the necessity for public consultation in policy-making at the beginning of the 21st century. This study offers both an analytical framework of and empirical evidence on the key aspects of online engagement initiatives in the countries of the European Union. The two research questions explored here address the factors that influence the quality of the governmental services online and the range of participation opportunities provided in a top-down manner. In the first part of the paper, the analysis carried out on the 2009 Eurostat dataset shows that the percentage of broadband penetration and the percentage of individuals using internet for communication – both measured at the national level – account for 50% of the variance in the quality of the online governmental services across EU27. The second part focuses on the opportunities for online civic participation available through the websites of the ministries of education in EU27 and provides a classificatory typology meant to assess the development of e-government in connection with initiatives for public engagement, based on two dimensions: interactivity and public outreach. The findings of this research point towards a trend of increased access to information in education-related policymaking. A comparison between e-government web-based applications in Western and Eastern Europe reveals slightly lower standards for the post-communist countries, with high potential for fast modernization.

**Oscar Hemer, SE**

Proactive Participation in the Interrogation of Society and History Reflections on Fiction and Truth in the Transition Processes of South Africa and Argentina

South Africa and Argentina are both extraordinarily rich in cultural production and moreover share a common experience of transition from a traumatic near past; in South Africa the system of racial segregation known as Apartheid and the culmination of violence in the "interregnum years"; in Argentina the latest military dictatorship and its "dirty war" on the militant left, which took the character of extermination. The concept of transition has different connotations in the two cases, primarily due to the diametrically opposed political experiences. The demise of the apartheid state was conceived as the victory of the liberation struggle, whereas Argentina's return to democracy was in a way the result of a double defeat; the annihilation of the revolutionary guerillas was followed by the humiliation for their vanquishers in the disastrous war against Great Britain over the Falkland/Malvinas islands. The inventory of the cultural production of the transition distinguishes between reactive and proactive expressions with regard to the disputed near past. The first category applies to most of the books and films that were produced in the aftermath of the truth commissions. Like the contemporary media coverage of the Argentinean Conadep and the South African TRC, many of the early narrations had a sensationalist tinge and contributed to

el show del horror, as it was called in Argentina. In South Africa, the horrors were to be played down for the reconciliatory purpose, whereas Argentina soon saw the emergence and prevalence of what could be regarded as another form of reactive response; the dissociation from “the failed utopias”, through irony or mockery. The reactive expressions basically reproduce the fictions that are circulating in the society. The disputed past is signaled by common markers that tend to turn into clichés; in Argentina the Mother come Grandmother of Plaza de Mayo, the adopted orphan come adolescent in search of his/her disappeared parents, and, as counterpart, the distinguished gentleman next-door with a shady past as torturer and murderer; in South Africa the disillusioned former freedom fighter come drug addict and petty criminals vs. the incompetent affirmative action beneficiary or the nouveau riche black businessman in his conspicuous BMW. Generally speaking, these narratives are mirroring the transition in a way that may be interesting from an ethnographic point of view, but neither as art nor as social critique. The proactive strategy, by contrast, implies an interrogation of society and history by means of fiction (or documentary forms with fictional elements). Both South Africa and Argentina abound with examples of such interrogations that arguably have played a proactive role in the transition process, displaying public lies and self-deceptions, deconstructing prevailing myths rather than forging new identities.

### **Nancy Morris, US**

Popular Music as Participatory Communication: The Chilean New Song Movement 1960–2011

In the 1960s in Latin America, musicians and students with progressive ideals developed a music style they dubbed “New Song.” The aim of this music was to support and promote social and political change through community mobilization. This paper examines the processes of New Song in Chile, focusing on its participatory nature and goals, from its inception to the present. Although they did not use the term the way we do now, the originators of New Song were motivated by the notion of participatory communication. Their approach drew from globally-circulating anti-imperialist ideology and from the bedrock of what is now termed participatory communication: the emancipatory ideas of Paulo Freire and the theorizing of Jurgen Habermas. They sought not only to mobilize the marginalized masses but also, in genuine participatory fashion, to raise people’s consciousness to such a level that new leaders would emerge. These activists’ participatory activities included political rallies and interactive workshops with younger musicians, who put forward their own priorities. Chilean New Song activists were involved in the community communication efforts of the 1970-73 presidency of Salvador Allende, producing songs about his program such as “waltz of universal education.” Their participatory function continued in different forms after the 1973 coup d’etat that overthrew Allende. The military dictatorship outlawed New Song music, leading musicians to communicate via coded messages in their songs. Since the return to democracy in 1990, New Song musicians have been active community organizers, adding social media such as Facebook to their outreach tools. Like other practitioners of participatory communication, New Song musicians have had mixed results in achieving their deeply participatory aims. By interrogating the nature and goals of their activities; the popular responses; and the theoretical, ideological and practical frameworks used, this paper seeks to illuminate and expand our understanding of participatory communication.

## **4D22 Community Media, Migrant Workers, Class (ComCom) Room: B.202**

**Chair** Jess Baines

### **Papers**

**Arul I Chib, SG**

**Rajiv G. Aricat**

The Flux of Emergent Ties in the City-State: Understanding the Role of Mobile Phones in the Acculturation of Christian Indian Migrant Workers in Singapore

The issue of intercultural adaptation of migrants gets a new dimension with the emergence of information and communication technologies (ICTs), such as the increasingly proliferating technology of the mobile phone, and to a lesser extent, the internet (Ho, Kluver & Yang, 2003; Thomas & Lim, 2011). International migrant workers with temporary work permits are decreasingly engaging with the ethnic communities of the host culture as the former's roots in the home culture are strengthened routinely by their ICT use. Thus, intercultural communication scholars (Flannery, Reise & Yu, 2001; Ryan, Sales, Tilki & Siara, 2008) are being pushed into a theoretical dilemma as to what extent intercultural adaptation is possible among migrant workers. A case study among an Indian sub-ethnic community in Singapore shows that ICTs actually hinder their cultural adaptation process.

We conducted in-depth interviews with 20 male participants (on-going research), who ranged in age from 20-34 years, and comprised of a variety of low-skilled employees, namely, general technician, rigger, fitter etc. ICTs ensure better communication channels for these migrant workers in Singapore, the communication as mainly intra-group and hence hinders their acculturation process with the other groups comprising the local host culture. Through mobile phones and Computer-Mediated-Communication networks migrants associate themselves with their own ethnic community members in host culture. Goal-oriented attempts to use ICTs in the host culture are few and far between.

**Wei Bu, CN**

Using "Sharp Weapon": Connecting between Migrant Worker's Community and Cities through Cultural Struggle and Dialogue: The Action Research on "New Worker 's Culture and Art Festival" in Pi Village, Beijing, China

"Sharp Weapon" is originated from Mao Zedong's description on the role of revolutionary culture and art in China. Now migrant workers are using this "Weapon" —working class culture and art to break silence from the marginal groups and strive with the cultural hegemony. Since 1978, China has begun to reform and open up. Many rural people have entered into the cities for seeking new opportunities. According to national statistics, there are about 200 million rural-to-urban migrant workers in China. They have made great contributions to economic grows in our country during 30 years, while their socioeconomic status is relatively low, and their political and cultural rights are insufficiently guaranteed. Village, Beijing far from the city centre and with 1600 rural households has gathered over 8000 migrant workers since the 1990's. In 2002, worker activists from migrants have organized a NGO "Beijing Migrant Workers Home" to develop media and culture of working

class, such as worker's music, people's theatre, independent video (film), traditional opera, blogs, websites, village newspapers, magazines for migrant children, community dance, workers' MP3 radios, and MV (music video). They have broken the traditional framing of media between mass media and alternative media, created their media forms for voicing. In China, most studies in communication field have focused on the mass media, mainstream media and market. However, what are worker's media? How do they define and use the media? How do they create new media to voice? How is independent workers' culture different from mainstream culture? How does working class culture connect between worker's communities and cities lives? How do they challenge the mass media and mainstream culture? And how do the connecting and creativity empower migrant workers happen in the real world and in the everyday life? Answers to these questions remain scant. This paper will take the "New Workers Culture and Art Festival" launched by Beijing Migrant Workers Home as an example to explore the role of worker's communication rooted in Chinese migration and global context. Employed the participatory action research and three years fieldworks, the author tries to discuss the origin, process, characters, and nature of workers' culture, analyze the "representation" of worker's voices and its significance for rebuilding new culture with the Cultural Studies.

**Margaret Gillan**, NUI Maynooth, IE

Class and Voice: Working Class Communities Making Media in Ireland

This paper, drawn from doctoral thesis, considers the purpose and functions of community media (CM) in Ireland from the perspective of activists within the Community Media Network (CMN). CM organisations promote CM as an effective means to address exclusion and as linked to the work of the community development (CD) movement. In Ireland the CD movement is an important manifestation of self-organised working class activity; the 2008 crash has intensified the neo-liberal efforts to annihilate community infrastructure built by the CD movement over the past twenty years. Community broadcasting has been slow developing in the midst of this struggle; pirate broadcasts have been active since the 1960's, since mid 1990's twenty licensed community radio stations are now broadcasting, and since 2006 three licensed community television channels (CTVs). CMN uses participatory action research (PAR) methodology to support community organisations' engagement in CTV channels and to explore issues found in the space between need and access. The theoretical framework employs the social conditions of working class knowledge production (Karl Marx); the need for the working class to produce organic intellectuals (Antonio Gramsci); and the process of conscientization (Paulo Freire). Media is a key means of knowledge production and re-production; the relationships of producer to process are therefore determined by the power relations in society. It is not surprising then that most working class communities experience media as a violence done to them. Challenges for CM activists are to develop approaches and uses of media that turn the power relations built into media around. This paper presents CMN's work in process in working class communities in Dublin; our purpose is to contribute to a community media practice that is built directly from working class experience.

**Silvio Henrique Barbosa, BR**

Citizens versus the City: Is Community Communication Encouraged or Restricted in the City of São Paulo?

While in urban areas, according to the Ministry of Education, 58.6% of schools have a library, only 5.2% of rural schools have one. The situation is even worse when we analyze the presence of tools that enable the integration of students into society of technology: science labs exist in only 18.3% of urban schools and are almost unknown in rural areas (0.5%), laboratories computers are present in only 27.9% of urban schools and only 0.5% of rural, and micro-computers, present in 66% of urban schools, only appear in 4.2% of rural schools. But even in Brazil's largest city, Sao Paulo, with 19,672,582 inhabitants, (the sixth largest urban area in the world) access to cultural mechanisms is restricted to residents of the privileged neighborhoods. Libraries, museums, theaters and even movie theaters are concentrated in the area between the rivers Tietê and Pinheiros, an area known as "Cultural Mesopotamia" of Sao Paulo. This means that most of the city's population, living in slums or lower middle class neighborhoods, is far from the cultural tools. In a country where only 11% of the population read newspapers every day, there is no means of cultural dissemination and more widespread geographical aspects, age and social that broadcasting, ie the TV and, soon afterwards, the radio itself. Recognizing this, the city of São Paulo approved the Law No. 13.94/04, creating the Educom program, which has among other objectives:

- develop communication activities related to community broadcasting;
- encourage community television activities in public facilities.

The law aims to empower teachers, students and community members at local schools to learn communication techniques and to enable them to develop their own community radio. This study, based on interviews, aims to demonstrate the effectiveness of this action in a city where community radio stations are constantly closed by the government.

#### **4D24 Media, Culture, and Religion (M&Rel) Room: B.204**

**Chair** Sara Balonas

#### **Papers**

**Ismail Ibraheem, NG**

The End of Regulation: Kannywood and What Audience Preference Tells Us about the City

This paper examines the relationship between audience preferences and state regulation. 'Kannywood', a name coined to describe low budget home videos made in Kano city, Nigeria raises the question of the extent to which cultural products could be regulated. 'Kannywood' presents a picture of the contrasts of a City. Kano State, is the biggest state in Northern Nigeria with a predominantly Muslim population and a government using the Islamic Sharia to regulate social space. With themes and genres that have cultural resonance to the daily challenges and cultural values of people living in Northern Nigeria, 'Kannywood' provides a refreshing insight into how films could blur the boundaries of what is publicly acknowledged as acceptable in the society and how the audience use the medium of film to satisfy their needs and wants in the society. The Nigerian low budget film industry has witnessed a

phenomenal growth in Nigeria and other African countries in the last decade. The phenomenal growth of low budget films such as 'Kannywood' in Nigeria is challenging established views of cultural liberalism and state regulation of cultural space. 'Kannywood' brings to the fore the question of cultural regulation in a globalising world. By identifying more with issues that have popular appeal among the people, 'Kannywood' raises the question of the extent to which states can regulate cultural products that have wide appeal among the audience. Keywords: Media Regulation, African Media Studies, Alternative Media, Nollywood, Nigeria.

**Lina Puustinen, FI**

Promotional Yoga: Union of the Body, Mind, and the Market Economy

The ancient Indian tradition of yoga has risen from a spiritual practice, aiming to combine body and mind. In the contemporary era, in the European and American continents, yoga stands for a popular genre of physical exercise. During the past decade yoga has also become a popular research topic among the anthropologists and religion scientists. Many of them touch upon the issue of commercialization and commodification of yoga in the western world. Yoga has started with a non-profit principle but in the modern era it has become globalized and entered in the market economy. In east and west yoga has become a part of the 'promotional culture', and it is also merging with the cultural ideology of body management. However, there has not been much research on the issue of commercialization in relation to various yoga media: the magazines, internet sites, books and cd:s, and their connection to the products to be sold. Therefore my aim is to study how spirituality and commerciality are intertwined in the representations of the yoga media. The data will consist of yoga magazines, yoga sites and stores in the internet, combined with interviews with yoga practitioners and promoters.

**Portiguara Silveira, Jr., BR**

A Reversal on the Brazilian Media Religious Scene: Communication and Psychoanalysis

As part of an ongoing research on the psychoanalytical theory of communication, this paper works with the concept of "arreligião" advanced by the Brazilian new psychoanalysis (MD Magno), simultaneously meaning "the" religion and non-religion. The aim is to understand the fact that, even though the idea of god has been overtaken by rationalism, the need of a higher unity to organize people's life is still present in our fragmented world which communicates and connects through the globalized networks. Another concept, "revirão" – used to denote the continuous flux of reversions and returns in mental life –, is employed to consider the place of religiousness within the contemporary cultural situation of the Western world. This place needs to be re-elaborated and understood as a factor which cannot be eliminated from society or political life at any time, no matter the state of progress a society has attained. As a case study, this paper also works with the assumption that since 2010 the Brazilian media (newspaper) reports on pedophile situations inside Christian institutions seem to have changed their denouncing and charging inflection, leaving its "selective scandal" character in favor of a more open way to treat the matter and its effects on individuals and society. This turning of inflection can be seen as a change not only in the treatment of this specific topic, pedophily, but in the way any topic can be treated if it

included the possibility of an extreme point that any reflection can reach when exposed and nauseated through the mass media. At this very point all the valuations become equalized and the expression of deeper meanings hitherto obstructed may pop up enabling more comprehensive ways to examine the situation in question. These concepts, *arreligião* and *revirão*, are proposed as instruments for understanding the media dynamics of the new relationships between religiousness and other aspects of life today.

### **Religion, Cities, and Globalization (Sub-Session)**

**Osman Gazzaz**, Umm Qura University, SA

Contested Terrain of Cosmopolitan Culture: Makkah as a Melting Pot of Muslim Culture

Cosmopolitanism has been theorised as one of the effects of globalisation of cultures made possible, in the words of Scholte (2000) by processes such as global markets, global mass media, global migration, global monies and global symbols, which have all given humanity common reference points. An example is humanitarian interventions that have thrown up values shared by many people irrespective of spatial or cultural divides. This paper argues that the idea of one universal community that feeds into the debate about a cosmopolitan culture is utopian. This is because ideas behind emerging cosmopolitan cultures (for instance in respect of human rights) are often defined by the cultural and historical specificity of values that define them. This paper examines how through faith-inspired values such as Islam, a cosmopolitan space of Muslim cultures is emerging in Makkah, the most important place of worship for Muslims. This paper uses primary data collected from official publications to map the cultural geography of service providers in Makkah city. Though an important religious site, it is also a city where Macdonalds, Burger King, Pizza Hut, Hilton Hotel, Chinese, Indian and Africa restaurants, compete to give visitors from diverse countries and cultures a sense of one community city where each culture could find an echo of its cherished values. The paper uses arguments drawn from global cultures and cultural hybridization to argue that rather than look at cosmopolitanism from the perspective of one world culture, an idea of cultural pluralism and cosmopolitanism as a contested terrain where culturally specific values provide the basis for looking at spaces as melting pots of cultures is a more plausible way of looking at globalisation and its processes in the contemporary world.

**Amidou Sourou**, BJ

African Cities: Place for Developing a New Hybrid African Culture

African city populations will more than triple over the next 40 years, warns UN-HABITAT's new report, *The State of African Cities 2010: Governance, Inequalities and Urban Land Markets*. Every day, groups of rural populations move to towns in search of work and better life. They carry with them their dreams and hope. For politicians and demographers this exodus is source of preoccupations. UN-HABITAT asks to the States to establish quickly new habitat, new accommodations, new occupations or jobs, new health plans during the coming years. But for sociologists and scholars in communications, this growth of urban population is a very interesting case of research, as I've done in West Africa (Benin, Togo, Ghana and Nigeria) and I continue doing now in East Africa (Tanzania and Uganda). Coming in towns, rural populations don't throw away their cultural roots. On the contrary, they continually

find out new ways to rebuild their identity and make strong the belonging to their community. They try to be linked to their roots and to transmit their values to the young generations born in towns. So, far from disappearing the cultural roots are adapted to the urban situations. Moving to the cities, African populations are entering into a globalizing culture which is full of cut-throat, economic competition, political corruption, exploitation of family bonds and other aspects of life which many Africans feel is somehow “un-African”. To be anchored to their religious culture and identity, the populations take elements from their rural areas, combining them with urban or foreign realities in order to make more significant their ritual celebrations. The rituals are directed by musical groups, dancers and masters of ceremonies who are able to invent a new “hybrid” form of traditional songs, mixing new and old language and symbols according to the participants. The innovators of these spectacular celebrations use especially music and new media to make their discourses, to create significations, bringing people back into union with their deep emotional identity. I find that in this way the celebrations become real, linked to the actual life (in town)) and then highly participatory. Following African rural populations in their exodus in towns, I find that they are using a great creativity in the ritual celebrations. They don’t mind to use modern media; they mix new and old language and symbols. But this doesn’t change the original meaning of the rites. These ritual celebrations are then a major context for developing a new “hybrid” African culture.

**T T Sreekumar, SG**

**Bindu Menon**

The Blind Quam and the Visual Islamic Home Film Movement in a South Asian City and Its Hinterland, Kerala, India

Relationship between religious reform and socio-economic practices among Muslims in the Kozhikode City (previously Known as Calicut) in Kerala has attracted scholarly attention in recent literature on culture, globalization and religion (Osella and Osella, 2007 and 2009; Lindberg, 2009). The example of the home film movement among Islamic households in Kozhikode city and neighbouring districts provides an interesting case for further reflections and research on the multiple and ambivalent negotiations of tradition and alternative modernities by marginalized religious communities in the South Asian contexts. The highly popular of the genre enjoys a circulation of 25,000 copies in the home market and 20,000 in the Middle Eastern Countries underscoring the relationship between globalization, cultural production and religious practices, tensions and anxieties. The movement began with the entry of VHS technology when many famous plays were shot on stage and circulated as VHS cassettes. The popularity of the Video film in Kozhikode city and the pretty good sales in the Middle East nourished the industry further. The video films were called Home cinema because of the way they transformed Malabar homes into leisure spaces. The video film market got revolutionized by new media technologies by 2000, making it a cheaper and more effective medium. The Home film genre has the Muslim households of Kozhikode city and its hinterland as its chief audience and mainly portrays themes relevant to the Muslim society including the sociological pressures due to the migration to the Persian Gulf, Women’s role in family and society, negotiating the social issues engendered by new media technologies like Television, Mobile phone and the Internet. Though characterised by an extra ordinary diversity in themes, the telefilms have maintained a consistent focus on the

relationship between Islam and modernity. Nevertheless, the form, content and aesthetic practices of the home films have been deeply challenged by different strands of Islamic ideologists. It has led to contestations about the mediations of the Quam (an Arabic term locally understood as community) within a globalised and technologized sphere of cultural interventions. We argue that the home films and the debate around them spill over into the spheres of politics, new media technology, and mass consumption. The present study focuses on the multiple responses to a new regime of techno-mediated cultural production and the mapping of alternative moral geographies of the counter public and private spaces. The data for the study is gathered from ethnographic interviews of a wide set of actors involved the production, distribution and consumption of the 'home films' besides conversations with religious and social leaders.

#### **4D25 Projecting Charisma (PopC) Room: B.205**

**Chair** Tonny Krijnen

#### **Papers**

**Mihai Coman, RO**

Media Coverage of Michael Jackson's 1992 Concert in Bucharest: Star or Saint?

After the fall of communism each of these countries worked to (re)create their identity, meaning (among other) inventing new traditions, replacing communist tradition and symbology, which itself had been designed just 40 years earlier to replace local and national symbols, myths, and rituals. Little about the post-communist transition has been easy, including the construction of new public rituals. This is a conflicted and sometimes painful process. Each change of public systems of rituals, especially of political rituals (national days, electoral ceremonies, processions and parades, inaugurations, commemorations etc) can involve proposal, contestation, acceptance, renouncement, adhesion, frustration, and more – all highly mediatised - while this on-going process is constructing new political identities for the citizens who become the actors of the process moving forward. Thus, we've witnessed the rewriting of the national and local ceremonial calendar, the replacing of martyrs and the launching of new commemorations and, obviously, the promoting of new holidays of national identity. This paper wants to analyze the evolution of the mediatization of the National day (December 1). Based on the new perspectives suggested by the media anthropology will be investigated symbolic construction forms through which mass media has framed this event and, at the same time, it has placed itself as the battlefield between the liturgical and the contesting versions of this holiday. The convergence of the multiple speeches – the one of the official ceremonial construction, the one of the contestations which came from the various social groups and the one of the media – shape the image of a conflictual ceremony. The study will show how, starting 1996, the celebration on December 1, of the launching of the TV station PTO-TV (as a part of CME international group) has shadow the national day, mobilizing audiences more around their special programs and less for official commemorations: as such, the TV stars became more visible and maybe important than the "heroes of the nations". These events shaped a new post-communist identity, centered around mass communications and consumerism values and symbols, marginalizing the political standard criteria for the national identity.

**See Kam Tam**, University of Macau, MO

Bond, Bonding, and Bondage: Crime Films, Perverse Pleasures

This paper offers a study of contemporary crime films from the Shaw Brothers archive with a particular focus on six gun thrillers, made between mid-to-late 1960s. Otherwise known as special agent films or *bang pian*, they are namely *The Golden Buddha* (Jin pusa; d. Luo Wei, 1966), *Summons to Death* (Cuimingfu; d. Lo Wei, 1967), *The Black Falcon* (Hei Ying; d. Takumi Furukawa, 1967), *Interpol 009* (Tejing 009; d. Nakahira Ko, 1967), as well as *Angel with the Iron Fists* (Tie Guanyin; d. Luo Wei, 1966) and its sequel, *The Angel Strikes Again* (Tie guanyin yongpo baozhadang; d. Luo Wei, 1968). My study emplaces these movies within the genre of crime films less because of, here following Michael Leitch's definition, their "plot or visual style" or the "three parties to a crime—criminal, victim, avenger" than because they each clearly contain an idiosyncratic "pair of contradictory narrative projects: to valorize the distinctions among these three roles in order to affirm the social, moral, or institutional order threatened by crime, and to explore the relations among the three roles in order to mount a critique that challenges that order" (Leitch 2002, p. 18). This study adds to ongoing research in the Shaw Brothers archive apropos to film, genre and society (Fu 2008; Tan 2007; Tan & Aw 2008; Tan & Jiang 2011; Wong 2003). Celestial Pictures gives the collection a new lease of life when it started to reissue them in the digital formats for global distribution, in 2002. Despite the growing academic interest for the archive, very little critical attention has been directed to its contemporary crime films. My paper thus has a second aim: to address the oversight by exploring the paradigm in relation to Hong Kong's diasporic Chinese cinema of the postwar era which according to Poshek Fu, harnessed "nostalgia and alienation into creative energy," and sought to "[represent] the modern nationhood of China to a ... global audience" (2008, 12-13). Most primarily it argues that the genre, as seen through the *bang pian*, manifest a new, emergent structure of feeling which articulates the diasporic experiences of the "third-culture kid," or postwar baby-boomers who unlike their parents, were either born or grew up outside China. This feeling describes "glocalization" that articulates the tensions between cultural rootedness, international awareness and foreign attachment that put Chinese traditions at loggerheads with the ever-encroaching Western cultural values.

**Alla Tovares**, US

Verka Serducka as a Transcending Carnival in Post-Soviet Ukraine

The 1991 Ukraine's independence brought to the forefront two competing identities of the newly formed country: the ideal, promoted by political and public officials, and the real, reflected in the daily lives of average Ukrainians. The former, through the medium of the traditional press, portrayed Ukraine as independent and Ukrainian, both culturally and linguistically. In reality, this Ukrainian "imagined community" (Anderson 1983) had strong economic ties to Russia and a shared Soviet culture. Many people spoke either only Russian or a Russian-Ukrainian mixed variety known as *surzhyk*. To forge a new Ukrainian identity, many public officials focused their efforts on purifying Ukrainian and portrayed *surzhyk* and its speakers as lacking intelligence, education, and patriotism. This tension between the imagined Ukraine and the reality of the everyday life of its citizens is reflected and challenged by the carnivalesque (Bakhtin 1984) performances of Verka Serducka, a *surzhyk*-

speaking persona of a female train conductor (turned singer) created by male performer Andrij Danylko. Bakhtin suggests that the origins of carnival often lie in the “disruption of the typical course of life.” Through carnival, Serdushka offers a social space for people who, after having supported Ukraine’s independence, found themselves on the margins of the strictly defined new Ukrainian identity. Verka’s carnival suspends and subverts the ideals of linguistic and cultural officialdom and celebrates “heteroglossia” in language and culture. Moreover, while some Ukrainian nationalists label Verka as anti-Ukrainian, Yekelschyk (2010) suggests that folk-inspired Serdushka’s “performances may represent the living Ukrainian folk culture of today, a national mass culture” (218). Thus in line with the principles of the carnivalesque—where the borderline between art and life is ambivalent—and Ukrainian cultural tradition, Verka—surzhyk-speaking, crude but likeable, critical of small vices and large political issues—challenges the linguistic, gender, and socio-cultural norms of post-Soviet Ukraine.

**Sarina Pearson, NZ**

Citing Elvis in the Pacific

Enacting part homage and part parody, Polynesian performers in New Zealand continue to draw upon Elvis as a cultural resource decades after his untimely death. From music video to sketch comedy to drama, Elvis remains spectrally if not quite viscerally present. This paper explores how Elvis forms a creative, subjective and political space in which diasporic and island based Pacific peoples produce and perform vernacular modernities. Performing Elvis affords Pacific performers and their audiences a complex and disidentificatory matrix within which to interrogate race, privilege, empowerment and marginalization. The dynamics present in citing and situating Elvis not only lends insight into popular Pacific cultural production in the past but also in the present.

**4D26 New Media and Social Media in Crisis Communication (2) / Business Meeting (CrisCom) Room: B.206**

**Chair** Sigurd Allern

**Discussants** Einar Thorsen, Andreas Schwarz

**Papers**

**Andreas Schwarz**

How Publics Respond to Blame Games in Crisis Communication: The Case of Love Parade in Duisburg 2010

**Hakan Ergül**

**Emre Gokalp**

**Javier G. Marin**

**Óscar G. Luengo**

The Use of Social-Media during the Political Crisis: A Comparative Perspective between Turkey and Spain

**Business Meeting Chair** Ester Pollock

**4D27 NGOs, Grassroots Mobilisation, and Activist Networks (ComCom) Room: B.207**

**Chair** Amparo Cadavid

**Papers**

**Anastasia Kavada**

Creating an Individualized Activist Community? The Cases of 38 Degrees and Amnesty International UK

**Ella Elizabeth McPherson**

Mexican Human Rights NGOs' Strategies for Reaching Mediated Publics

**Maureen Taylor**

**Marya L Doerfel**

Examining the Inter Organizational Relationships that Build Social Capital: Evidence from Zagreb, Croatia

**Cigdem Aksu**

**Gökben Demirbaş**

New Communication Paths of Local Roma Community Developed through Global Connectivity

**Veronica Barassi**

Resisting Web 2.0 Exploitation: Social Media Activism, Connectivity, and Autonomy in Milan

**Robert T. Huesca**

Top-Down, Bottom-Up, or Both?: Theorizing Practice for Structures of Youth Radio Training Programs Track Political

**4D28 Media Practices and Media Use in the International Domain (IntCom) Room: B.208**

**Chair** Joseph Straubhaar, University of Texas-Austin, USA

**Papers**

**Joseph Straubhaar**, University of Texas-Austin, USA

**Laura Dixon**, University of Texas-Austin, USA

**Cristina Ponte**, New University of Lisbon, PT

**Jose Azevedo**, University of Porto, PT

**Dean Graber**, University of Texas-Austin, USA

**Jeremiah Spence**, University of Texas-Austin, USA

## The Changing Face of Public Access Use in USA and Portugal

For both the USA and Europe, providing public access to computers and the Internet, as well as educating people in their use, has been a substantial policy priority at national, state or province and local levels, for governments, libraries, schools and a wide variety of NGOs. U.S. policy prioritized such access in the 1990s under the Clinton administration, and a number of other nations from Brazil to India have strongly prioritized access projects since 2000. At the global level, several sessions of the WSIS conferences focused on this priority in the early 2000s. A variety of research has called for programs to go beyond just providing access {Warschauer, 2004 #3018}, to helping people learn the necessary cultural capital, skills and dispositions necessary to make truly empowering use of these technologies {Rojas, 2005 #2305; Rojas, forthcoming #3712}. A variety of kinds of institutions have been put forward to take on the mission of providing access, building cultural capital, technological skills or capital, and attempting to help empower people to make good use of these technologies and what they give access to. Many developing countries invested heavily in telecenters, particularly Brazil, Chile, India and some other emerging economies. Others, with less infrastructure, are hoping to leapfrog the wired computer directly to wireless devices, which has been a major recent focus of less developed countries and regions, notably in Africa and South Asia. Since U.S. and European regions have been working on these forms of access and capacity building for over a decade, what can we learn from their experience that might be most applicable elsewhere? What have been the experiences and problems of public libraries, technology centers, centers for specific populations like immigrants or the elderly? What kinds of people go to centers for public access? What do they go to do? What are their experiences there, and how could they be improved? This paper reports on a major comparative study between the USA and Portugal, conducted as part of a broad university to university program of building digital media graduate programs in Portugal in cooperation with U.S. schools. One of the reasons we focused on this topic is that within the USA, Austin, Texas has been a nationally recognized leader as a city in providing public access to the Internet and computers. As national resources were withdrawn by the Bush administration after 2000, the city refocused on its own institutions, particularly public libraries, but several other kinds of access and training institutions survived as well. In Lisbon and Porto, public libraries have been less prominent, but immigrant and other centers have been prominent. The paper will address the questions in the paragraph above, based on observation of who goes to centers to use computers, as well as both in-depth and survey interviews with them about why they go, what they use, and how their experience might be improved. Results from Portugal and the USA will be compared.

**Michael Prieler**, Hallym University, KR

**Florian Kohlbacher**, German Institute for Japanese Studies, JP

**Shigeru Hagiwara**, Keio University, JP

**Akie Arima**, Tokyo Women's Christian University, JP

Specialties of Japanese TV Advertising? A Critical Review in an International Perspective

Japan's advertising industry is the third largest in the world, nevertheless relatively unknown in the West. This article discusses often-cited specialties of Japanese advertising and analyzes whether these are really special to Japan or based solely on the referent system of

the United States or some form of exoticization by foreign scholars and/or self-exoticization by the Japanese. This discussion of previous literature in English and Japanese language will be backed up by results from our own content analysis. Some of the discussed specialties include, for example, the dominance of 15-second ads and celebrities, atmospheric ads, and the non-existence of comparative advertising. One of the most often cited phenomena of Japanese television advertisements is its length, which is predominantly 15 seconds. Our study has also found the majority of commercials to be 15 seconds (54.7%), followed by 30 seconds (31.4%). Japan experts explain this brevity with the Japanese fondness of short forms, like haiku, and claim that the Japanese understand each other without many words. However, Japan is not the only country with a dominance of 15-second spots. In addition, business reasons might be at stake, since slots for 15-second commercials are cheaper and also a way to increase television station revenues. Another so-called specialty is “atmospheric ads”. It is said that Japanese people prefer emotional to informative advertisements. This idea led to studies on the question of hard versus soft sell, with Japanese advertising on the soft sell side. Again, cultural reasons are given for these findings. Our own study, however, has revealed that only 5.7% was regarded as soft sell while 67.4% was regarded as neither soft nor hard sell and 26.9% as hard sell. This discrepancy might be explained by the fact that previous studies mostly compared Japan only with the United States. It is also often mentioned that comparative advertisements do not exist in Japan and presented as a uniqueness of Japan. This, however, seems again based on comparisons with the United States, which seems the more special case in this context. A debatable cultural explanation argues that Japanese want to keep harmony and not to offend other people. In addition, a business reason might be that Japanese advertising agencies work for competing accounts, which might lead to goal conflicts. In Japanese TV ads a high amount of celebrities are omnipresent. Our own study found more than 50% of TV ads including celebrities. However, the high appearance of celebrities is also not unique to Japan, but also common in other Asian countries, such as South Korea. This article tries to debunk myths about Japanese advertising and its so-called specialties. We do not want to deny the cultural aspects of Japanese advertisements, however, we argue for a more holistic approach taking into account various aspects. Only knowing also the media of other countries makes it possible to speak about specialties of a country’s media. Therefore, we stress the importance of comparative and international media research.

**María Teresa Nicolás**, Universidad Panamericana, MX

Jerusalén: la Ciudad Santa en la Pluma de los Corresponsales de Medios Españoles

Los periodistas que informan sobre un conflicto, a través del ejercicio de su profesión influyen en la dinámica de éste. Este gran poder conlleva una gran responsabilidad. La UNESCO ha señalado que los profesionales de la información están llamados a contribuir a la paz en la aldea global. Estas consideraciones han dado origen a nuevos modelos en el ejercicio del periodismo. Uno de ellos, es el peace journalism propuesto por John Galtung en la década de los 70. Este modelo propone una serie de prácticas para que la cobertura de un conflicto se realice de tal modo que contribuya a la solución pacífica de éste. La pieza central de este modelo es el profesional de la información. Elegí como caso de estudio a los periodistas que cubren el conflicto en Tierra Santa para medios españoles. El objetivo de mi investigación ha sido estudiar el punto de vista o enfoque de los corresponsales, enviados especiales y free lance que cubren el conflicto israelí-palestino, y determinar si es posible

aplicar el modelo de peace journalism. Utilicé la triangulación metodológica de técnicas cuantitativas y cualitativas: la entrevista en profundidad, la encuesta ¿aplicadas a los periodistas- y el análisis de contenido cuantitativo de prensa: se recopilaron 2.212 notas informativas publicadas entre el 1 de abril del 2007 y el 31 de marzo de 2008, por los periódicos que tienen corresponsales acreditados en Israel: La Vanguardia, ABC, La Gaceta de los Negocios, El País, La Razón, El Mundo, El Periódico de Cataluña y Público. Es posible aplicar el enfoque propuesto por el peace journalism en la cobertura de un conflicto. De hecho, el 100% de los periodistas de prensa analizados tienen un enfoque conforme a este modelo.

**Kate Fitch**, Murdoch University, AU

Internationalising Public Relations Education: Student Perceptions of a Real-Client Project in Singapore and Australia

This paper investigates the impact of two significant trends in the higher education sector: work-integrated learning and internationalisation. Work-integrated learning is an umbrella term which describes practice-related learning activities designed to develop graduate skills and employment outcomes. The internationalisation of higher education is a major industry. While it may be driven by economic factors, there are nevertheless pedagogical implications for the development of programs which are relevant to diverse student cohorts and meet industry expectations of graduate attributes in different countries. There is limited research which explores the internationalisation of work-integrated learning. The aim of this research is to investigate public relations student perceptions of their professional development in relation to the challenges they perceive in a real-client project in a unit taught in Singapore and Australia. The research is exploratory in that students' perceptions of a real-client project are used to understand how students respond to the project and relate it back to their development as future practitioners. In this way, the study is designed to investigate the development of professional capacity from the student perspective. A similar study conducted in Australia found that students varied in their level of engagement with, and commitment to, the client organisation. Students who reported positive learning outcomes demonstrated an active role, strong interpersonal skills and a flexible and creative approach in negotiating both the task and the relationship with the client, appreciating their clients' organisational culture and reducing client task ambiguity. Other students failed to recognise their responsibilities in terms of negotiating the precise nature of the task and developing an effective working relationship with their client. For these students, the real-client project appeared to have a limited impact on their professional development. This research compares the responses of public relations students in Singapore and Australia using qualitative and quantitative analysis. Students responded to questions on a worksheet where they identified the challenges of the real-client project and their learning as a result of those challenges. The individual worksheet responses were analysed by the researcher, with a view to identifying dominant and subsidiary themes, using the students' own word choices. A quantitative analysis using a chi-squared test of independence of those themes compared the student responses in each location. Investigating the student perspective offers an insight into their expectations regarding professional development and learning. Developing curricula for a degree taught in multiple countries poses particular challenges for educators, and a strong understanding of the perceptions and experiences of students in those countries should influence the curricula in positive ways. Educators must be alert to the

diverse social, political and cultural contexts in which they teach, and, in addition, develop local industry knowledge in the countries in which the degree is taught in order to internationalise public relations education.

**Christoph Klimmt**, Hanover University of Music, DE

**Patricia Hadler**, Johannes Gutenberg University of Mainz, DE

Advertising with Fair Trade Seals: Bringing Social Justice Issues into the Ideal World of Consumer Products

One promising movement that aims to reduce the economic and social problems of the Southern countries and to build lasting bridges between poor and rich countries is the fair trade movement. In the rich (Northern) countries, a growing number of people is supporting and promoting ethical consumerism and fair trade. Communication is an important aspect of this movement towards more social justice in globalized markets. One key communication element is the standardized, international fair trade seal that has been established in the past decade. The fair trade seal reminds consumers of social justice issues involved in the production and consumption of goods, and it communicates a way towards improving the situation in the poor countries of the world. The present research explores the impact of the fair trade seal in advertisements on consumer responses. To understand the persuasion effect of the seal is relevant both to media effects theory and for application perspectives on how to further develop the understanding of social justice issues in consumers in rich countries. Given the 'ideal world' messages that conventional advertising typically presents to consumers, fair trade advertising needs to remind their audience of (problematic) social justice issues in order to signal remedies to these problems via the fair trade seal. Thus, from an advertising effects perspective, fair trade advertising is in danger of eliciting reactance in consumers who are unwilling to imagine a less-than-ideal-world behind the products they intend to buy. Based on these considerations, an exploratory online experiment with  $N = 140$  participants (mostly students, age  $M = 24.6$  years,  $SD = 5.8$  years) was conducted. Respondents were randomly assigned to view one version of a fictional coffee advertisement that was manipulated according to a 2 (depiction of coffee farmers' life: tiring versus happy) x 2 (fair trade seal: absent versus present) research plan. Audience responses were measured afterwards with a questionnaire that assessed evaluations of the advertisement (e.g., credibility) and the advertised coffee as well as the emotions felt by viewers and other related variables. Findings indicate that adding the fair trade seal increases consumers' perception of advertisement credibility. Moreover, showing tired coffee farmers (i.e., reminding viewers of social justice issues involved in coffee production) caused substantially increased levels of cognitive dissonance (negative affect) in recipients. Interestingly, for several measures of negative affect and advertisement evaluation (e.g., "I feel sad"), the presence of the fair trade seal compensated the increase caused by the depiction of exhausted coffee farmers. Thus, reminding people of social justice issues in consumption was found to make people less comfortable, but the fair trade seal worked effectively to moderate the negative affect. So fair trade advertising was effective in shaping consumers' evaluation scheme from conventional likeability issues towards the social justice dimension. The results underline the great importance of fair trade seals for the movement of ethical consumerism. Seals can be used as symbols against social injustice and can counteract negative emotional responses that arise from cognitive dissonance about social justice and poor countries.

**Michela Ardizzoni**, University of Colorado-Boulder, US  
Insu<sup>^</sup>tv, “Assalto al Cielo”, and Media Activism in Naples, Italy

In the past thirty years the Italian mediascape has witnessed an unprecedented concentration of power in the hands of a small number of actors. This has resulted in a clearly oligopolistic system that has stifled alternative voices and limited the contribution of activists in mainstream media. To address this status quo, in the early 2000s a group of media activists created Telestreet, a network of (unlicensed) neighborhood television stations aimed at expanding citizens' access to information by using simple technology for viewers to engage in the production and consumption of tv programs. The network, which started in the Northern city of Bologna, soon spread to the entire territory reaching a peak of over 150 micro-stations in the mid-2000s. While the various Italian street tv channels differed in their goals and scopes (from the environment, labor issues, immigration, disability services to religion), they all shared a similar concern about the lack of civic engagement of legacy media and the potential of new technologies to foster more democratized communication strategies. One of the most successful and long-lived examples of street television in Italy was the Neapolitan Insu<sup>^</sup>tv, which was on air for eight years (2002-2010). The creation of Insu<sup>^</sup>tv was a response to the dissatisfaction with the lack of representation of local issues in national media and the stereotypical portrayal of the Italian South as regressive and indolent. In this respect, two major contributions of Insu<sup>^</sup>tv have been their programs on immigration to Naples, whereby the underprivileged and powerless migrants are allowed to speak using their own linguistic and ideological codes, and their reporting on the garbage crisis in the streets of Naples, which has yielded a feature-length documentary on the connections between the government, the eco-mafia, and the struggles against the devastation of the region. In 2010, the founders of Insu<sup>^</sup>tv decided to end their regular broadcasting following the switch to digital television that was completed in Italy by the end of 2009. The new digital mediatic system has thus offered both opportunities for and obstacles to activist and alternative media: on the one hand, the new format allows for more channels and potentially more diversity; on the other hand, though, the first few years of digital television have revealed an unchanged pattern of oligopolistic control where the same players (RAI, Mediaset, and Sky, in particular) now have a larger (and growing) number of channels. In this framework, the founders of Insu<sup>^</sup>tv have recently begun a campaign to fund the launching of an activist, community-based digital channel with the aim to subvert the commercialized logic of larger media groups. The rationale behind this new initiative, aptly called “Assalto al cielo” (lit.: ‘attack on the sky’), is explained as follows: “the crisis of representational democracy and the monopoly over mainstream communication and cultural associations must be addressed by creating independent communication tools and reclaiming an active and activist role in media flows.” (<http://www.assaltoalcielo.net/>) This paper will examine the status of activist media in Italy by focusing on the case study of Insu<sup>^</sup>tv and “Assalto al cielo.” It will analyze how this group of media activists has responded to the changing patterns of mainstream media technologies and ownership and the demands of civic society in the area of Naples. Through interviews, videos, and online analyses this project will also document the progress of the new digital channel, scheduled to launch in early 2011. While this proposal focuses on a specifically contextualized aspect of Italian media, it will nonetheless unveil larger trends of

media activism in societies, which, like Italy, are characterized by highly concentrated media markets and commercialized information streams.

#### **4D29 Expanding Peace Journalism: Case Studies (IntCom) Room: B.209**

**Chair** Jake Lynch, University of Sydney, AU

#### **Papers**

**Jake Lynch**, University of Sydney, AU

A Global Standard for Reporting Conflict

A study of conflict reporting in 15 countries develops and applies comparative criteria, derived from the peace journalism schema, for both the evaluation of manifest content in electronic and print media, and the measurement of audience responses through a mix of qualitative and quantitative methods. This paper presents data from the study, to show how the content of television news was adjusted to display characteristics of peace journalism and war journalism respectively, within the range and idiom of locally produced broadcast news, applying parameters established through content analysis of existing output. The findings suggest that a 'realistic' brand of peace journalism is beneficial to audiences, both enabling them to negotiate readings of dominant iterations of meaning, and avoiding or minimising psychological harm from exposure to news about conflict.

**Sudeshna Roy**, Stephen F. Austin State University, US

Culturally Unconscious: A Critical Case Study of U.S. Media Representation of International Conflicts

U.S. media reportage of international interethnic conflicts has deep implications for the diverse population living in the United States and around the world in terms of intercultural relation building and maintenance. This paper employs critical discourse analysis to examine U.S. media representations of global conflicts post 9/11 to identify and theorize on how discursive media representation can, potentially, deepen the chasm that exists in the fraught intercultural dynamics between people who are connected to some form of conflict in parts of the world. The findings suggest that U.S. media coverage discursively focuses on the politics, ideology and drama surrounding the conflicts demonstrating a lack of sensitivity and understanding of global interethnic and multi-religious issues that defines intercultural relations. The paper also aims at creating a framework involving peace journalism applications for the incorporation of cultural consciousness in the U.S. media coverage of global conflicts.

**Snjezana Milivojevic**, University of Belgrade, SP

Kosovo Events in Post-Conflict Serbian Media

This paper deals with political communication about major Kosovo related events in selected Serbian media. During the 1990s and conflicts in ex- Yugoslavia, Serbian news media developed frames in Kosovo reporting whose main elements can still be detected, both in

journalistic practices and in popular perceptions. Even a decade after the fall of authoritarian regime, and under very different political circumstances, major conflict frames are still easily recycled and revoked. This analysis includes two case studies of such events, which attracted Serbian media attention. The first is declaration of Kosovo independence in February 2008 and the second is report on inhuman treatment of people and illicit trafficking in human organs in Kosovo prepared for Council of Europe in December 2010. Analysis focuses on web sites of two major broadcast media, RTS and B92. They were selected because of their very different history during the conflict. RTS was the major tool of state propaganda, while B92 was widely acknowledged independent channel highly critical towards the Milosevic regime. Comparative study examines how they presented those major news stories (first week of the event) and how their viewers/readers responded to them through direct comments. The paper aims to analyze persistence / evolution of journalistic frames and their coincidence with prevailing opinion about Kosovo events in Serbia.

**Leticia Anderson**, University of Sydney, AU

Connecting with the Demonised "Other": Press Representations of Muslims during the 2007 Australian Federal Election Campaign

This paper is derived from content and discourse analysis of broadsheet press coverage from a two-month period prior to the 2004 and the 2007 Australian Federal Elections investigating the relationship between election coverage and political discourse relating to Muslims and Islam. Divergences in the representation of Muslims between these two key periods indicate the sudden devaluation of the political currency of the Howard Government and unravelling of its moral authority after more than ten years in the ascendancy, as unconditional support among key players in the media fell away. In the pre-election period of 2004, Muslims and Islam were represented largely through essentialist stereotypes, and are frequently presented as a significant 'problem', reflecting the highly successful and divisive wedge politics of the Government. In contrast, in the pre-election period of 2007, stereotyped and essentialist representations of Islam are more frequently challenged, and more diversity in the representation of Muslims is apparent. This paper interrogates how it was that Muslims and Islam suddenly came to be represented in more varied and sympathetic ways. It seeks to identify editorial and journalistic strategies responsible for the difficult task of challenging the dominant representational regime and connecting with the formerly demonised Other. It also enquires to what degree do the observed shifts in representational patterns reveal real appreciation for the diversity of Islam and Muslims, and to what extent they may simply represent superficial or ineffectual challenges to deeply entrenched stereotypes and prejudices.

**Maria Frencie Carreon**, University of Sydney, AU

Reporting the U.S. Military Presence in the Philippines vis-à-vis Peace Journalism

This paper calls on tri-media to address varied issues involving US military presence in the Philippines using Galtung, Lynch and McGoldrick's peace journalism model, that they may enable Filipinos to analyse and reassess their values or even patriotic priorities. Lynch and Galtung say, "the task of the media is... also to uncover hidden impediments and positive factors to make the world transparent enough to understand." This paper thus presents missed angles relative to U.S. military occupation in the Philippines post-Bases, from 2001 to

date, in the light of Galtung's tasks for peace correspondents cum questions for review of media reports.

**4D33 Local Political Communication in Post Socialist Countries (PolComR, PostS) Room: B.303**

**Chair** Tom Jacobson

**Discussant** Anastasia Grusha

**Papers**

**Nadia Kaneva, US**

Nation Branding in Post-communist Europe: Identities, Markets, and Democracy

In the aftermath of the communist system's collapse, Central and Eastern European countries faced the need to re-define themselves. As they strived to emulate the capitalist West, they needed to disentangle their national identities from the ideological heritage of communism and recast them in terms of the new mantras of "democracy" and "markets." Nation branding, a set of ideas rooted in Western marketing, gained popularity in the post-communist world by promising a quick fix for the identity malaise of "transitional" societies. Since 1989, almost every country in Central and Eastern Europe has engaged in nation branding initiatives of varying scope and sophistication, often creating a chaos of messages. Although post-communist countries are not the only ones investing in nation branding efforts, their particular socio-historical challenges and conditions set them apart and merit closer examination. This paper discusses the larger context within which nation branding came to prominence in Central and Eastern Europe since the 1990s. It traces the ideological assumptions embedded in notions of a post-communist "transition" and relates them to historical narratives of the relationships between East and West. Further, it connects these developments to processes of globalization and the rise of a global promotional culture. Adopting a critical theoretical perspective, the paper argues that nation branding fuses the discourses and practices of neoliberalism and nationalism, providing a new source of legitimacy for post-communist elites as they struggle to gain access to power. The paper joins a growing number of critical scholars who examine the political and cultural implications of nation branding. Ultimately, its goal is to interrogate how processes of commercialization and marketization affect the construction of national identities, citizenship, and governance in the former communist world and beyond.

**Arcady Urevich Rusakov, RU**

ICT in System of Administration of the Russian Megalopolis

Problems of introduction of new ICT in system of administration of the megalopolis are considering by way of example of St.-Petersburg. The analysis of introduction of modern information and communicative technologies in a administration system of the city shows

orientation to retrospective analogues and precedents. At such approach the electronic government can become the next tool of support of routine making administrative activity. Result it can become only increase of volumes of work in auxiliary structures for the sake of more aesthetic kind of the documents and simplification of their listing for a maximum quantity of the people. It can give the certain positive effect, but simultaneously creates problems and initially limits application of the new information communications in social systems. Unfortunately these problems concern not only the city. The information communications in Russian Federation today still embody in themselves the social attitudes of a type: the Man - Authority - Society. As the consequence of the incorrectly certain priorities of information of state management occurs the relation to electronic government as to the next attribute necessary more for representation purposes, than for the decision of real problems. To the basic reasons as the case stands to attribute the following:

- absence of experience of estimation and planning of information requirements of various target groups of the population of Russia;
- absence in Russian Federation of experience of the effective analysis, contents of state electronic service. There is no precise understanding what to consider as state electronic service. As a consequence - there are no exactly criteria of estimation.

At the decision of tasks of information transformations are necessary not only material and means, but also to determine principles of changes and their social purpose.

For accomplishment social and communication algorithm: Man - Society - Authority is necessary to decide the following tasks in information sphere:

- creation of information conditions for intensive formation of a civil society;
- maintenance of information environment for constant open interaction between administration and formed civil society;
- definition of rules and conditions of functioning of the national market of information production and services in new economic conditions promoting its intensive and uniform development on all territory of the country and integration in the global information market;
- use of precise criteria of quality of work of electronic government, which will be connected to granting of electronic services and real service of the population.

### **Anei Vadim Ruskin, RU**

#### The New Type of the Political Communication in Frames of Russian Cities

The Russian Federation Parliamentary elections will take place in December 2011, and the Presidential elections will be in March 2012. Feature of elective process during the given period characterizes administrative and communication factors. First of all, it is a question of election of the Russian parliament (two-chamber Federal meeting) for five years' term instead of four-year as it was during the period from 1993 to 2011. Also changes will concern the presidential term. The new president will be selected for six years, instead of four-year term which had been from 1996 to 2012. The major role at selection of candidates on elective offices of federal level political parties play. It repeats the scenario of election campaigns 2007-2008. However, political parties in struggle for voters' attention use still personal approach, instead of program as the basic. Voters vote on elections to support directly party leaders, thus, expressing not party, but personal sympathies. So elections during the 2011-2012 term will have special sense preparation. In system of political communications a dominating role plays new information and communication technologies.

**Anna Zybylska, PL**

Not Only Voting: Online Involvement of Citizens in Politics in Poland

Over twenty years ago the decentralization reform in Poland gave the beginning to multiple political scenes. The local communication channels, mostly press, had its part in their establishment and development. Over ten years ago, when the first decade of democracy was being summarized, the municipalities were establishing their presence in the Internet. At first, to have a website was often just a matter of prestige, and authorities that were reluctant to use the Internet, were urged by the members of local communities to increase the visibility of the locale in the world wide web (Przybylska 2010). Slowly, the functionality of local official websites developed and the internet tools became more diversified. In our study we intend to examine how the Internet has been used by local governments to communicate with inhabitants, in the context of democratization process. The evidence from our previous research shows that in some municipalities insufficient managerial skills regarding communication on the side of authorities and the adversarial attitudes towards government on the side of citizens may lead to withdrawal from experimental use of new communication platforms. These challenges as well as opportunities will be discussed in reference to the new and broader quantitative and qualitative data. The attention will be given not only to the scale, but also to the quality of proposed modes of public involvement in politics that the local official websites are to facilitate (online consultations). The analysis will be based on the results of the online poll (N=450) and online group debates (N=60) with the representatives of local government in Poland.

#### **4D35 Business Session (CPT) Room: B.305**

**Chair** Jo Pierson

#### **4D40 Television, Commercial Forces, and Media Groups (PolEcon) Room: D.97**

**Chair** Eileen Meehan

#### **Papers**

**José Vicente García Santamaría**, Carlos III University, ES

The Merger Agreement between Telecinco (Mediaset) and Cuatro TV (Prisa) and the Whole Reorganization in the Spanish Television

This work try to analyse the whole reorganization which is taking place in the Spanish television. The abundance of regulation changes, especially during 2009 and 2010, with the Royal Decree of Law of February 23 (2009), the approval of the new Audiovisual Law (2010), the state-owned TV financing model, the introduction of DTT Pay TV (50% of channels per player) has given green light to the agreements between Tele 5 channel (Mediaset) and Cuatro (Prisa), and finally to a new public Spanish TV status, which broadcast without

commercials. The television platform that will emerge from the takeover of Cuatro TV by Telecinco, under the ownership of Mediaset, will have turnovers over 1,000 million euros annually, will control 22% of share, will manage 40% of advertising on television and will have 8 channels on the new Digital Television. If Zapatero government permitted two new operators (Cuatro TV and La Sexta TV) in the first legislature (2004), adding a further element of competition and plurality to the sector and thus breaking the oligopoly for the general television networks; in the second legislature, the new legislative measures (added to sector's viability, cost savings and diversifying turnover) has led to concentrated ownership in the area of television and heading towards an increasingly oligopolic driven by two or three big groups which control the two largest platform in TV.

### **Joe F Khalil**

#### Supra-National Arab Television Industries, the Role of Media Cities and Clusters

In the context of the conference theme, this paper visits the various loci of television industries in the Arab world by mapping out media cities (Dubai, Cairo) and television clusters (Beirut, Damascus). In addition to identifying production and distribution centers, the paper addresses the various financial, commercial and creative networks that support, inspire and often control television productions. For example, what role does Saudi Arabia play in the development of television programs? What makes Beirut a cluster for entertainment programs while Damascus a hub for television drama? What are the policy decisions and regulatory frameworks that helped establish economic free zones dedicated to media activities? This paper discusses how these culturally, economically and politically connected cities have ushered a new era in Arab television. Using a combination of archival research, fieldwork and interviews with television executives, this paper investigates this increasingly pervasive media ecology. More importantly, examining media cities helps direct our attention away from an emphasis on comparative national systems, because media cities allow for supra-national media to flourish outside the nation-state geographies.

### **Christian Potschka, SE**

#### PSB Production and the Turn from Internal Markets to Outside Competition: The Cases of the BBC and WDR

The task of the presentation is to analyze the political economy of Wikipedia. First, a short overview of how the collaborative electronic encyclopedia work will be given. Second, an overview and criticism of state of the art of Wikipedia research will be given. Third, we will discuss the specifics of Wikipedia's original mode of production. The basic principles of what we call a common-based economy model will be presented. This discussion will be connected to the current discourse about the renewal and reloading of the idea of communism that is undertaken by thinkers like Slavoj Žižek and Alain Badiou. Finally we explain how Wikipedia's specifics relate to principles of a commons-based economy. Wikipedia has surpassed its corporate competitors and is today the most used electronic encyclopedia in the world. It is therefore interesting to analyze aspects of the mode of production of Wikipedia, i.e. the way property, labour, social relations (Wikipedia's relations of production) and technologies (Wikipedia's productive forces) are organized by Wikipedia. Using the concept of Karl Marx' mode of production, we attribute this competitive success to a change in the mode of production, from a capitalist one towards one that has the

potentials to transcend capitalism. For Marx, a specific mode of production replaces another one when productive and co-operative potentials created by one mode of production are unfettered from the specific class relations accompanying this mode. Marx formulated this development process as the antagonism between the productive forces and the relations of production. The question that we deal with in the presentation is for what kind of mode of production Wikipedia stands and how it is related to capitalism. One important aspect of the Wikipedian mode of production is that its product is information. Information has specific qualities (it has no wear and tear in the usage process, can be endlessly copied, has a social character, can be shared, is in essence a non-scarce product, etc). In this talk, we explore to which extent Wikipedia encompasses principles that go beyond the capitalist mode of production and represent a new mode of production. Our analysis is grounded in Marxist philosophy and Marxist political economy. We define the characteristics of Wikipedia's mode of production. We explore to which extent Wikipedia's characteristics are instantiations of principles of a commons-based economy – the subjective dimension of the mode of production (co-operative labour), the objective dimension of the mode of production (common ownership of the means of production), the subject-object dimension of the mode of production (the effects and products of the mode of production).

**Nuria Almiron-Roig, ES**

**Ana I. Segovia**

Grupo Prisa: The Radical Structural Transformation of the Leading Media Reference in Spain

Grupo Prisa (the commercial name of Promotora de Informaciones, S.A.) was incorporated in the city of Madrid on January 18, 1972. In 1976 the first issue of El País was published. Since then, El País has been the leading national newspaper in Spain by readership and circulation, as well as the most influential. In the 80s, Prisa acquired Cadena SER, Spain's premier radio network in terms of audience share since then. During the 80s Prisa also acquired Cinco Días, the second economic and financial newspaper in Spain by circulation. In the 90s, Prisa, which was already the leading Spanish media group, started an aggressive growth strategy at the national and international level. Through its subsidiary Sogecable, Prisa entered the audiovisual business at many levels: pay television, free-to-air television and television and film production. At the same time, the media group expanded its activities to book publishing (by taking over the activities of the Santillana group, a former publishing company owned by the Polanco family, Prisa's main shareholders at the time), printing, advertising and music, while starting a very intensive process of acquisitions of international media assets. During this process, the Prisa group became the largest education, information, and entertainment company focusing on the main Spanish- and Portuguese-language markets in the world based on revenues. It operates in more than 20 countries and, in 2009, reached approximately 50 million daily users through its global brands. With an audience growth of approximately 19 percent over the five-year period from 2004 through 2009, Prisa had 27 million daily radio listeners, 16 million daily television viewers, three million daily readers and three million daily Internet users as of the end of 2009. Prisa also sold 117 million books in 2009. However, during this process, the Prisa group has also seen its nature, structure and goals deeply challenged and radically transformed. In 1999 and 2000 Prisa launched its initial public offerings and began trading through the Spanish stock market interconnection system (although Prisa ownership was kept under the control of the Polanco family, the shareholders that took control of the company in the 70s). Going public was the first

decision taken to obtain funding in order to sustain the extremely capital-intensive audiovisual business. But being listed on stocks and using other securitization tools for recapitalisation wasn't enough, and Prisa's financial debt grew and grew achieving in 2010 a record figure: 5.000 milion euros. This paper will explain the history of the Prisa group, the reasons of its growing financial debt and the deep ties and dependencies the largest Spanish media conglomerate has developed with industrial and financial capital markets and actors. The financialization of the media conglomerate and its consequences is something that has already had two radical impacts. The first one is in the nature and profile of the Prisa group, a leading reference group during the recovery of democracy in Spain, with a left-wing bias in the 80s in political and social issues. In the last two decades, Prisa has seen its own values and premises progressively overwhelmed by its financial troubles, which co-opted the goals and attention of top executives most of the time. The second radical impact has been in its ownership structure. Starting as a company supported by a large number of individual shareholders, the group was controlled since very early on by Jesús de Polanco, who became the most important Spanish media mogul. In 2010, however, the company closed an agreement with an international investment company (Liberty Acquisitions) to combine both businesses. The business combination with Liberty presents an opportunity for Prisa to gain access to the most advanced international capital market through its issuance of shares in the United States and the listing of its ADSs on the New York Stock Exchange. However, this takeover also means a complete transformation of the ownership and of the composition of the board of directors of the Spanish media company. After this operation, the Polanco family has kept only 30 percent of Prisa's shares, and this figure could be reduced to less than 20 percent in the short term. After the closing of this operation, the new Prisa has quickly started a strong reduction of expenses and costs that will transform the Spanish media group radically. The story of Prisa's, its financialization process and its most relevant recent structural changes will be provided in detail in this paper.

**Jonas Ohlsson, SE**

Power and Influence in and around the Boardroom: The Practice of Media Ownership

Media power—here understood as the direct control over the means of media production—is an increasingly central aspect of power in contemporary societies. Most Western media are in the hands of private interests and can, at least theoretically, be used for whatever purposes their owners choose (be they economic, political, altruistic etc.). This basic property-right inevitably involves the owners in the governing of media firms. From a normative perspective, which focuses the relative autonomy of editorial departments, the key question is therefore not if media owners govern, but how they govern and where the limit of their power is drawn. The issue has become increasingly important with the concentration of media ownership, a process which among other things implies the parting of the ownership from the local setting (i.e. the city of publication). This paper will introduce a research project which offers a somewhat new approach to the issue at hand. It does so by addressing the main instrument through which ownership power may be exercised in the individual media firm: the board of directors. By and large, the board is the owners' (the shareholders) primary tool for influencing the development of a stock corporation (the business form par préférence of Western media). As such, it constitutes the interface between the owners and the executive management—including, of course, the editorial leadership—of media outlets. The paper will argue that explorations of media boards, a

topic largely neglected by media scholars, could provide an important key to a deeper understanding of how media power is exercised in practice. The study deals with a number of questions pertaining to the role of media boards: who is elected on to the boards (and on what grounds); what decisions are made; who influences them, and who doesn't. In doing so, it hopes to contribute to the understanding of not only the dynamics of media ownership, but also the basic democratic concern of how power and influence are distributed, legally as well as practically, within the media system. The study comprises a longitudinal comparative case-study of five Swedish newspaper company boards from the 1950s until present time. The companies represent the three distinct owner-types that dominate the Swedish press: private individuals/families; non-profit organizations (particularly political parties); and non-profit foundations. The extended time-period enables an analysis of the consequences of ownership concentration, which to a varying extent has affected all five newspapers, as well as of the (alleged?) de-politicization of the Swedish press. The study is based on a systematic examination of minutes and reports from board meetings and general meetings of shareholders. The material, which has been made available by the owners of the five companies, provides an invaluable insight into the actual activities and agendas of newspaper boards. The study also includes interviews with some thirty board members, present and former, of the companies concerned. The research project, which is a work in progress, is the author's doctoral study.

#### **4D41 Media and Global Justice (PolEcon) Room: D.98**

**Chair** Paula Chakravartty

##### **Panelists**

**Murat Akser**, Kadir Has University, TR

**Banu Baybars-Hawks**, Kadir Has University, TR

**John Downing**, SIU, US

**Vipul Mugdal**, IN

**Graham Murdoch**, Loughborough University, UK

**Rodrigo Gomez Garcia**, Universidad Autonoma Metropolitana, MX

#### **4D42 Business Meeting (MER) Room: D.100**

#### **4D43 Gender and Media Influence / Media Use (Gender) Room: D.105**

**Chair** Cathrine Tømte

##### **Papers**

**Incilay Cangoz**, Anadolu University, TR

**Emre Gokalp**

**Hakan Ergül**

In/between Fiction and Reality: Media, Everyday Life, and Construction of Gender

The data presented in this study come from a large-scale project, titled “Media in Everyday Life of the Poor”, aiming to analyze the dominant ways in which media contents are consumed by the urban poor in the city of Eskisehir. We are aiming to demonstrate how gender-based identities reflect on the ways in which the families, representing ethnical, denominational and political differences, consume the media technologies in their own private domains (i.e. home). To do this, we look at how conventional and new media technologies function in structuring, (re)producing, and strengthening the gender identities of family members, who are economically isolated, and socially marginalized in the society. There are two data sets –combining qualitative and quantitative findings- which jointly cover a large amount of information on how urban poor families response to the media contents. We collected data from two discrete districts, representing the most diverse locations in Eskisehir, the sixth developed city, Turkey. The quantitative data was gathered from 200 families, while the qualitative data was obtained via long-term participant observations in 15 families. While the survey data helps us to map the basic media consumption preferences (e.g. TV programs, favorite & disliked TV personalities/idols, Internet sites/contents, etc.) of the family members, the rich ethnographic data (including visual materials) enables us to clearly demonstrate how media contents function in constructing family members’ gender-based identities and self-perceptions. Sanders (2004) argue that viewers identified more strongly with heroes than with villains. Part of the data supports this argument: The male adolescents’ favorite TV personalities are, indeed, heroes, who are often lawless, able to reject legal authorities and challenge the hegemonic ideological positioning. A similar preference can also be seen in the most consumed computer games, constructed on stereotypical masculine rituals, phallogocentric language and male agendas (e.g. war, fight, violence, conflict, etc.). This is significant since “identification with media characters is a process that impacts our involvement with, and interpretation of, media texts” and it “is an important channel through which mediated messages affect our lives and the society in which we live in” (Cohen, 2006). We also demonstrate that while the media plays essential role in delineating what is defined as male sphere (i.e. public/out of home) from female sphere (i.e. private/in-home) and strengthening mother-daughter and father-son relationships, it also place restrictions on male (father) authority and support female family members’ autonomy at home. The females, for instance, who are having Internet connection at home and whose interaction with public place is considerably restricted because of dominant cultural norms, are able not only to utilize Internet to better cope with severe poverty (e.g. finding new marketable ideas, handcraft models) but also to use it as a hidden way/backdoor to communicate with the public world and challenge the male authority, deciding how and to what extent family members should access the outer world, at home. Although the present analyses draw on data collected from a particular locality, the emphasis is on how urban poor family members of different genders communicate with mass mediated contents in their everyday life and how media technologies help them to (re)construct their gender identities.

**Elke van Damme, BE**

Negotiating Gender Roles and Sexuality through Television Use: An Audience Research of Flemish Teenagers

The identity and sexuality of teenagers is shaped within a complex and contradictory cultural landscape in which television, computer and teen culture are intertwined together (Johansson, 2007). Indeed, we could say that the media, and more specifically American media products, are predominant in the everyday lives of teens (Osgerby, 2004) and the media may provide them "...with symbolic resources for constructing or expressing their own identities" (Buckingham, 2008: 5). We believe that the media may provide teenagers with possible conceptions of intimacy and sexuality. This is why the scope of this paper is both on the television use and sexual norms and values of teenagers (age 14-18), living in the Dutch speaking part of Belgium (Flanders). We aim to study if and how youngsters process and give meaning to the images they see of fictional teenagers on television and how those images can be helpful in the development and articulation of a self identity. Using a qualitative methodology, eight in-depth focus groups with fifty-seven teenagers (32 female versus 25 male) were conducted. First, television use is discussed in terms of the social viewing context of the teenagers, and television related communication between parents, siblings and friends. Second, sexual norms and values, as well as the sexual double standard and sexual scripts were discussed to get a better insight into the diverse ways teens negotiate gender roles and sexuality. The results of these focus groups help us understand how television use shape certain family dynamics and friendship, and how fictional media representations articulate identities in the everyday life of teenagers. Results indicate a critical stance towards visual culture and the degree of reality of the programmes they watch. Teens do not feel at risk or influenced from what the media show them and they describe themselves as sophisticated and savvy media users. However they express a certain concern for younger and female teenagers. Analyzing these eight focus groups, special attention was paid to the possible gender differences. Gender differences were, for instance, found regarding television related communication: television programmes, the actors, characters and certain plots are a common subject to talk about between female teenagers, their female friends or their mother. Television talk hardly appears between boys although humorous quotes or comical scenes may indeed be discussed, although not often.

**Hou Cheng-Nan, TW**

Exploring the Interplay of the Internet and Social Support: A Study of Married Bisexual Women in Taiwan

People who self-identify as bisexual or are still struggling with homosexual and heterosexual attractions often experience feelings of isolation and confusion. This isolation and confusion may be based on not knowing and being in contact with other bisexuals and not feeling part of a community of people like themselves. The inward and outward negotiation of bisexuality, relative to the normalization and formal recognition of gay identities, may be marked by greater psychological distress. However, when the Internet becomes essential and popular, there are also an increasing number of bisexual users appearing on the Net. The Internet may lead to great sexual freedom and liberation, and then to great sexual honesty, even in Chinese society. For those married bisexuals who wish to find such a connection while protecting their anonymity, the Internet may provide the alternative to

traditional support groups. A qualitative study design will be used to explore the experiences of married bisexual women in Taiwan, who participate in websites as a way to find their social support. This study will focus on married bisexual women who utilize a relatively new medium for social support – the Internet, and also explore the impact of the Internet on them. It should be added that the study of “media use” behavioral research on the interplay of the Internet and social support on married bisexual women is a relatively new field, and the analytical approaches are still poorly developed in Asia. The purpose of this study is to explore a relatively new way for married bisexual women to secure social support and connect with others with similar concern.

**Fen Jennifer Lin, HK**

**Chin Chuan Lee**

Gendered Conception of Globalization and Media Use in Greater China

This study aims to explore how women perceive globalization—and the role of the media—in three societies: mainland China, Hong Kong and Taiwan. Scholars have discussed transitional gender relations in these three societies over decades. However it is still ambiguous how the gender gap affects women’s understanding on globalization -- an unavoidable process which is changing women’s lives in various aspects. Does the gender difference extend into the society’s perceptions on globalization? Will three societies, which are participating globalization through different trajectories, nurture different gendered conceptions on globalization? The analysis is based on the Media and Globalization Survey in Greater China, conducted by the Center of Communication Research, City University of Hong Kong. A multiple-stage cluster sampling was conducted in six cities: Beijing, Shanghai, Chengdu, Xi’an, Hong Kong, and Taipei. For each city, we first randomly selected residential committees proportional to population size of each sampled district. We then randomly selected 500 households from sampled residential committees. Within each household, the most recent birthday rule was used to select a respondent. The response rate in these cities ranged from 24.8% to 36.9%. By analyzing the survey data, this study finds that:

1) Three societies present different gendered conceptions on globalization. In China, men are more aware of globalization and think more positively on globalization than women. However, when taking education into consideration, the gender gap in the conception is no longer significant. In Hong Kong, even though men are more aware of globalization, there is no significant gap difference in their attitudes on globalization. In Taiwan, men and women are equally aware of globalization, but men think more positively on globalization than women, and the gender difference is the most significant among three societies, even after taking education into consideration. The gender difference in Taiwan focuses on economic issues.

2) The gendered perceptions on globalization are associated with gendered experiences, both lived and mediated. In terms of living experience of working and traveling overseas, there is no significant gender difference in each society. However, in terms of mediated experience, men consume more media than women in mainland China and Hong Kong, but no such difference in Taiwan. The most salient gender gap in media consumption remains in print media and internet.

3) The interesting gender patterns in three Chinese societies shed further lights on the gender development in these three Chinese societies. In mainland China, the gendered

patterns of perceptions on globalization and media consumption are driven more by inequality of education and income than in Hong Kong and Taiwan.

**Meng Zhang, US**

A Chinese Beauty Story: How Chinese College Women Negotiate Beauty, Body Image, and Mass Media

As China witness tremendous growth in its economy and beauty industries, Chinese women today are expected to possess both traditional feminine virtues and modern physical beauty under an Anglo-European standard. There has been a lack of scholarly attention paid to the beauty experiences of women living in mainland China; as a media researcher who was born and raised in China but educated in western communication and feminist theories, I offer a unique perspective in studying young Chinese women and how they negotiate beauty and body image in the context of globalization and mediated culturalization. Qualitative in nature, this study explored the “beauty stories” of thirteen college women in mainland China through in-depth interviews. Some distinctive themes were found: 1) These women believed the ideal beautiful Chinese woman should have a tall and thin body, double-eyelid eyes, a “water-melon seed shaped” face, fair skin, and “qi zhi” (inner beauty); 2) Body image related issues such as dieting and cosmetic surgery were centralized in these women's everyday lives, and they were under significant cultural, societal, family, and peer pressures to pursue physical beauty; 3) Cultural influences, including global media impact, on their perceptions of beauty were complex and multi-layered; 4) The women were hopeful of potential positive social change including a more open-minded Chinese society and liberation of women, and at the same time concerned about the superficiality and extreme beauty standards advocated in the media. The contemporary Chinese beauty story explored in this study is essentially different than the one we know from the West, and the findings contribute to the existing literature on beauty and body image by providing an Eastern and Chinese perspective.

**4D44 ICTs and the Urban-Rural Divide (CPT) Room: D.106**

**Chair** Gary Gumpert

**Discussant** Leo van Audenhove

**Papers**

**Shanene Ditton**, Griffith University, AU

Articulating Community in Dispersed Urban Settings

Community is a problematic term particularly in cities characterised by postmodern urban dispersion. Mass self-communication technologies have both contributed to and presented themselves as solutions for the apparent lack of community in such cities. Many people have started DIY communities of interest online in an attempt to create some sense of ‘real’ community. Certainly, the online/offline binary is diminishing as we see physical outcomes from our online choices and vice versa. But at the nexus between utopian and dystopian

perspectives on technological futures, there still lies the question of community, and the matter of how we negotiate communalism and individuation within and beyond a 'space of flows' in ways that tap the potentials of technologies to articulate community in dispersed urban situations. One way, perhaps, is to work with key cultural nodes to create a localised space of mass self-communication that might provide points of access and connectivity to cultural resources, without imposing membership. In other words, in places that lack a centre or hub for cultural communication, flow of cultural resources might be strengthened and connections could be made for those wishing to make them, but access would not be restricted to active participants. In this sense then, those wanting to participate in and contribute to cultural activity might easily do so, and those just wanting to find out about it, might access cultural information without having to be actively engaged in the cultural scene. Further, culturally active nodes might be able to pass resources more easily through the network without having to make direct contact with other nodes, as urban dispersion often necessitates. So it appears that a localised space of mass self-communication might provide conditions for the articulation of community, but how do we make such a space sustainable? We can begin by first identifying and working with key cultural nodes to create it. Many grass roots social networks sites are useful for a while, gain some momentum and then inevitably collapse due to lack of meaningful engagement. By working with key local cultural nodes at the genesis, we can perhaps identify the needs of cultural producers and create a space that would be useful and ultimately necessary to the lives of those using it. This paper will present some of the findings from my PhD field research on Australia's Gold Coast, which consisted of a mix of large scale conversations with up to forty participants, small scale focus groups with up to seven participants and also interviews. It will demonstrate how we might articulate community in dispersed urban settings, and in doing so, renegotiate the nexus between communalism and individuation.

**Meryem Marzouki, FR**

A Paris "Digital Neighborhood": Digital Social Innovation from Discourse to Practice

The presentation will report on the result of a study conducted in the framework of the project "Quartier Numérique" (Digital Neighborhood), which aimed at running a Living Lab experiment in the 2nd arrondissement of Paris ([www.quartiernumerique.org](http://www.quartiernumerique.org)). The project's objective was to provide the neighborhood with on the one hand free wireless communication means and on the other hand innovative mobile services accessible through the Internet or mobile phone. One of the expected elements of the whole infrastructure was the creation of a WiFi community in the population, through the distribution of 3,000 Wifi routers (foneras, [www.fon.com](http://www.fon.com)), to serve as open hotspots in the neighborhood. We studied this population of "foneros", in order to analyze their modes of appropriation - or non appropriation - of the device and the project as a whole, and to compare their behaviors and usages with respect to the project partners and sponsors expectations and representations, especially those of infrastructure, product and service providers. Our main research questions were to understand under which conditions and to which extent the availability of innovative infrastructure, products and services could allow to reinforce or create new forms of social relationships in the local urban context, as expected by the project partners and sponsors (local authorities). Furthermore, we aimed at identifying the role and status - expected as well as actual - of users in the framework of such Living Labs projects. Are they actors, contributors or consumers of the project? In the end, who's experimenting what on

whom, in this kind of projects? In terms of methodology, we used different methods, mixing quantitative analysis through the use of questionnaires, with ethnographical observations and some qualitative interviews. The study and analysis of the actual usages and perception from the population, observed from 2007 to end 2009, highlight the contradictions between the project partners and sponsors discourses on the one hand, and the actual activity of providing products and services which have proven inconsistent with the stated objectives. Elaborating on these findings, the presentation will question the development of Living Labs as a mean for enabling digital social innovation in urban territories.

**Sharon Strover**, University of Texas, US

**Joe Straubhaar**

**Bob LaRose**

**Jennifer Gregg**

Beyond Cities: Infrastructure, Broadband, and Rural Challenges

This paper reports the results of a four-year study of four small communities in different locations in the U.S. as they acquired broadband connectivity for the first time. Regions such as these are the targets of a great deal of policy redress: they are poorer, typically with populations less educated and older. Because they are located outside of populous regions where markets can draw telecommunications infrastructure, they have been left beyond in many communications technology shifts, generally obtaining cellphone service much later (if at all), and relying on Internet connectivity that is very slow (i.e., not up to broadband standards). Our research is based on surveys conducted shortly before wireless broadband services were deployed to these regions, and then again a few years after services were established. In the interim, we visited the communities and conducted qualitative data gathering regarding some of the changes new telecommunications opportunities presented. In brief, our results suggest that the simple availability of technology is only a small part of the process behind achieving positive benefits from broadband. We address alternative policy approaches supported by our research.

**Joseph Kyara**, TZ

New Urban-Rural Communication Policies and Regulations

Rev. Dr. Joseph Matumaini, School of Graduate Studies, St. Augustine University of Tanzania, Dar Centre, matumaini2010@hotmail.com

Africa particularly Tanzania is witnessing rapid growth of internet use but the service is confined to urban centers. For number of reasons, the impact of the new media has not been felt. There is certainly some evidence of the new communication technology in Africa but it is very limited and its impact is felt by a very small minority of the urban dwellers. This is the case study using desk review of the available data. There is an urgent need to study this virtual society created by the gap in information and knowledge between the urban and rural areas. This paper will assess the current situation of new-urban communication policy, whether informal or formal, active or latent. The researcher will use both qualitative and quantitative approaches. This work will use case study design. Yaoundé Conferences I and II admitted that there is an imbalance of flow of information between the developed and developing countries, but today the situation is more complex between urban and rural

areas. This calls for the new rethinking of this trend. There is a need of assessing the status quo policies, pieces of guidelines and laws if any. There is a growing phenomenon of 'new' marginalization of the rural population which accounts to 70-80% of the total population. This rural population is remaining cut off from the development of New Information and Communication Technology. The rural constraints include: unstable energy supply, lack of specific accessories, expensive telephone costs, unaffordable computers, and illiteracy, lack of motivation and poor knowledge and skills. Radical solutions are of great importance in creating policies and regulations which will make sure that at least the gap is reduced to the minimum. At this juncture, the media stakeholders should be involved on how to bridge the gap. This paper will recommend a mechanism which will facilitate in reaching the intended end.

**Heng Lu**, University of Hong Kong, CN  
The Link Structure of Provincial Media Websites in China

The Internet development is changing and mirroring the media system of China. The provincial media are criticized as lack of autonomy from the central media for a long time. The provincial media is struggling for more autonomy since the reform of Chinese media system accompany with the commercialization of media. Internet as alternative media empowers the media organizations in China, especially for those provincial media organizations. This study examines the external link structure of the provincial and central media websites. Using data crawling from the provincial and central media websites, this study examines the following questions: (1) Does Internet empowers provincial media in terms of the extent of decentralizing the central media in the link structure? (2) Is there any significant provincial media component existing independent with the central media? That's to ask, does the Internet version of provincial media equally develop across China? (3) What are the factors affect the degree of centralization of provincial media website? Theoretical and social implications of this study will also be discussed in this paper.

#### **4D45 Technology and Visual Culture / Business Meeting (VisualC) Room: D.107**

**Chair** Sunny Yoon, Hanyang University, KR

#### **Papers**

**Debashis Aikat**, University of North Carolina, US

**Naser Abu**

**Nikhi Moro**

**Abhijit Sen**

Theorizing Technology: Theoretical Trends and Core Concepts in Visual Communication

In visual communication, technology connotes myriad innovations in news, information, and entertainment among other modes to generate strategies, knowledge and processes to enhance human communication. For instance, technologists affirm that we are in the midst of visual communication revolution that has transformed the way we live, work and play. This communication revolution may rival or even surpass Gutenberg's invention around

1440 of the printing press, which in itself constituted a revolution in human communication. By situating visual communication research within a larger intellectual context of technology, this study explores and documents the theoretical and conceptual development of technology theories for visual communication in its many forms. Drawing upon archival studies, meta-analysis of theoretical research and review of conceptual paradigms, this study covers four aspects. First, it explicates the technology theories in visual communication and explores the historical evolution of technology in transforming visual communication as a 20th century phenomenon and its surging significance in the 21st century digital age. Second, it provides a thorough assessment of theoretical trends in visual communication through a comprehensive state-of-the-discipline review of scholarly research and methodological trends. Third, it identifies theoretically-grounded approaches and arguments for and against the use of technology in transforming visual communication in our society by exploring neo-Luddites and dystopian theories and related communication concepts, theories, and processes that question technology. Fourth, this study identifies dominant theoretical trends at the global level and postulates needed research directions. This study also explores further implications of visual communication theories to advance the field of communication research.

**Monica Tavares, BR**

**Eugenio Lima Mendes**

The Digital Esthetic: Their Representations and Relationships between the Cultural and Technological

It is clear that the visual representations of so-called digital aesthetics are intrinsically linked to social and cultural processes. It is also patent that they bring in its wake, so antagonistic but not inconsistent, the following paradox. On the one hand, the new visual forms seek to critically deal with the transformation of a historical socio-cultural reality, going against the features of the current digital system. On the other hand, they get together with the growing worldwide network of computers, making it increasingly invisible and attractive. Oftentimes, the digital representations are able to dilute in a subliminal way the link of culture and communication with the technological dimension. It is evident the intrinsic relations of the digital media with to a democratization of production and socialization of the reception. But it is also undeniable the close relationships of the digital emerging technologies with the heteronomous and capitalist interests. On the other hand, these ones underpin and permeate the links with to the ideological matrix which nowadays involves the cultural dimension. This finding far from being so isolated and decontextualized from social life like it seems to be, it is primarily due of a cultural process where the technology exists for feeding and sustaining the aesthetic phenomena. This process focuses on the design of information as a means to disseminate a discursive and pervasive repertory that spreads itself through the communication networks. In such representations, values, categories, stereotypes and experiences of the world called high tech are exalted formal and semantically, allowing the becoming of new behaviors and lifestyles. Thus, based in the discussion about the relationships between modernity and post-modernity, the aim of this article is examining as historical-culturally the emergence of so-called digital aesthetics happens. The article also will identify which mutations are related to this kind of aesthetics. It will not only examine the representation models which sustain the modern and the high tech aesthetics, but also

the relations of power and knowledge that operate directly over the receiver in these two moments.

**Carlos Eduardo Marquioni, BR**

Full Interaction in Brazilian Digital Terrestrial Television: On the Relevance of a Cultural and Teleological Approach

The digital TV technology that was adopted and has been implemented in Brazil will allow interactions from audience to broadcaster directly via television using a return channel: it will not be necessary to use a conventional medium (such phone or Internet) to interact. These interactions can be simple (such a vote in a multiple choice format) or sophisticated (like an Internet interaction - for example, to buy a product online). The sophisticated interactions are named full interactivity and the Brazilian Federal Government has interest on provide digital inclusion via TV using this interactivity format. This article presents a conceptual analysis of full interactivity usage on digital terrestrial TV as a trend in some kind of TV programs, considering the concomitant application of both notions: culture (Raymond Williams) and pragmatic teleology (Charles Sanders Peirce). The full interactivity analysis while trend is justified by two major reasons: (i) the technologies availability does not guarantee its usage and (ii) the fact that although there are TV programs on Brazilian television that enable interaction using conventional media, on digital TV the apparatus is also the medium to interact. This overload of technological functions on TV is analyzed as a factor that can make it difficult to execute full interactivity, once the displacement of the return channel can change television's experience (in both cases: to watch TV and to produce TV content). The article uses the concept of cultural forms (Raymond Williams) to categorize the program types and point those with full interactivity trend due to cultural characteristics of their typical audience. Finally, the paper presents a reflection considering the utilization of full interactivity during reality shows: a kind of program in which some interaction occurs using conventional media, but that may have restrictions on the context of full interactivity.

**4D46 The State of Culture and the Culture of the State: Regulating Culture in Neo-Liberal Times (PolEcon) Room: D.97**

**Chair** Gholam Khiabany

**Papers**

**Gholam Khiabany**

**Milly Williamson**

The State, Symbolic Violence, and Regulation of "Difference"

As the economic crisis has deepened, European states have tried to make up for their waning legitimacy in the economic domain, by recalling a 'glorious past' and the attempt to construct the perception of an ideal of a 'nation'. This quest for an alternative source of legitimacy is pursued and justified under the banner of fighting a 'common enemy' and protecting 'European values'. Since the tragedy of September 11, 2001, and in the context of

'war on terror' there has been a clear shift away from multiculturalism and towards 'assimilation' across Europe. This is a process of promoting a 'particular culture' to the status of the 'universal' so that all others fall into particularity. In this respect anything outside of this 'unified culture' has been perceived as irrelevant, foreign and in many cases against the 'national character' and therefore any criticism is open to be labeled as 'treason'. In the drive towards 'assimilation' and integration, racism is justified in terms of cultural 'values', and this in turn justifies an increasingly violent and authoritarian state. As the economic crisis, the downturn, the regressive attacks on public spending and the increasing gap between rich and poor eat away at the existing legitimacy of the state, the image of a 'great nation under threat' has been nurtured in the media and in the world of politics in order to attach the public to a new authoritarian state, by providing an anti-Islamic 'common purpose'. Throughout British history various communities have served this purpose; Muslims are the latest of such 'suspect' communities. 'National characters' are constantly constituted and reconstituted by selective readings of 'tradition' and images of social memory. Starting from the premise that nations and states have historically been each others projects, this paper situates this most recent attempt at regulating cultural diversity by examining the contradictions in the attempts of new-liberal states to impose a monopoly over the legitimate use of symbolic violence, and explores what nations, peoples and ideologies are produced and reinforced; who are identified as enemies, and what classed, racialised and gendered groups are visible and absent in this new attempt at managing 'difference' and drive for social legitimacy.

### **David Hesmondhalgh**

#### The State and Cultural Policy after (?) Neo-liberalism

There has been a growth in academic analysis of cultural policy in recent years, but research on cultural policy has engaged with social and political analysis's conceptualisations of the changing modern state, of public policy and of government to only a limited degree. This paper introduces research-in-progress that seeks to bridge the divide between political-economic and social analysis of public policy on the one hand, and cultural policy analysis on the other, by providing an explanatory account of UK cultural policy between 1997 (the election of the Labour government) and 2010. Cultural policy has clearly now entered into a new era, marked by deep public spending cuts. But this makes it no less interesting and productive to analyse the period of Labour cultural policy.

The study of the UK case has implications for other national contexts because the contested concept of neo-liberalism has been central to contemporary debates about government policy and politics; yet only sporadically has cultural policy research engaged with debates about neo-liberalism, and still less with ideas about changing modes of neo-liberal government (McGuigan 2005 is a significant exception). While the links between cultural policy and other forms of social goods, such as health, education and so on have been debated under the rubric of 'instrumentalism,' (Belfiore, 2002; Grey, 2006); less attention has been paid to the politics which shapes these understandings and to the similarities and differences between cultural policy and other forms of public policy.

Recent theories of public policy (e.g., Craig and Cotterell 2007) have indicated the need to differentiate the very broad concept of neo-liberalism by referring to the way that the 'after neo liberal state' purports to repair the social damage of earlier neo-liberal reform.

According to this view, from the 1990s onwards, various national and local governments have increasingly taken on the role of enabling market actors, while seeking to ensure some social amelioration, and to provide a check on the most damaging outcomes of market forms of governance.

Applying this to cultural policy, would mean recognising that cultural policy-makers push not only in the direction of economic benefits, but also pursue social benefits through policy, and maintain and develop conceptions of 'intrinsically' cultural goals. Cultural policy has always been informed by a mixture of economic, social and cultural rationales. But if this is the case, then we might ask: what have been the relationships between economic, social and cultural rationales in recent cultural policy? Which if any have prevailed? How have conflicts between the rationales been negotiated and understood? What contradictions are there between these rationales, and where can they be detected? With what effects and in whose interests?

### **Natalie Fenton**

Contemporary Legacies of Neo-Liberalism: The State, the Individual, and the Collective: (Re)Configuring Political Identities in the Digital Age

Growing socio-economic divides, continued pressure on global resources along with the financial crash have all contributed to people's questioning of global capitalism and the wisdom and sustainability of neo-liberalism. Considering dominant mediated discourses against material realities reveals stark contradictions. As neo-liberal democracy has failed so economic inequalities have increased. As inequality has increased so social mobility has fallen. As discourses of equality have risen in volume and intensity so they have become less and less tangible. As markets are given ever greater freedom we are faced with the increasing visibility of the security state and regulation of civil life. Discourses of citizenship and participation have increased as they have become less and less practised. For many, how to activate one's political citizenship has little to do with the secular, bureaucratic structures of the party form. This has occurred amidst an explosion of space online that has expanded the possibilities for the mediation of political identities and oppositional political mobilisation. This paper suggests that as nation states become increasingly draconian in their response to protest movements and acts of civil disobedience and as new communication technologies enable disparate protest groups to forge transnational alliances we are faced with the potential for a new politics and with it a new form of representation. Yet this is occurring amidst a culture of the neo-liberal state wedded to further marketization and deregulation of media that also impacts on the formation of political identities. Both contribute to the felt experience and contradictions of contemporary neo-liberalism. Through a critical, holistic approach that reflects upon structure and agency, political economy and cultural theory, this paper will attempt to interrogate the complexity of the relations between the state, the individual, collective shared purposes and the role of the media therein. It will contribute to political debate on contemporary (re)configurations of radical progressive politics through a consideration of how we experience politics in the digital age and how this may influence our being political

## **Des Freedman**

### The State of Internet Regulation

The libertarian, anti-statist ideas that initially shaped attitudes towards internet regulation have been replaced by a more pragmatic accommodation with the need for a governance system in which the state has a legitimate role to play. Yet states often take on an ambiguous role in their relationship to the internet: keen to delegate responsibility for everyday governance to a range of subcontracted organizations that operate on self-regulatory lines yet anxious to make sure that they maintain a strategic oversight of networks that have increasing military and economic significance. This ambiguity reflects the changing scope of the state in neoliberal times or perhaps it reflects the changing nature of regulation itself as internet architectures allow private companies to take over regulatory functions previously assumed by public bodies. This paper focuses on the most significant literature and key mobilizing ideas that have helped to shape what we now understand as 'internet regulation'. It highlights the turn towards 'governance' and code-based regulation but also discusses the continuities between 'networked' and more established forms of communication regulation. Finally, it reflects on some of the ways in which the internet is implicated in a fundamental neoliberal transformation of the power relations inside the regulatory process and poses the question: who are the regulators now?

## **4D47 The Profession of Journalism: Journalism and Conflict in a Mass Mediated Reality (JRE) Room D.114**

**Chair** Oliver Hahn, University of Passau, DE

### **Papers**

**Richard C. Vincent**, Indiana State University, US

News Coverage of Iraqi War Protests in the United States and Great Britain

The Iraqi War began on March 20, 2003. It was carried out largely by troops from the United States and the United Kingdom. The Bush Administration had argued that Iraq had and was willing to use its Weapons of Mass Destruction on its enemies. Following the invasion, it was judged that Iraq had ended its WMD program in 1991 but they had plans to resume production after sanctions were lifted. According to the Washington Post, Bush said "God inspired me to hit al Qaeda, and so I hit it. And I had the inspiration to hit Saddam, and so I hit him." (Oct 14, 2005; Page A17). It is estimated that some 150,000 to well over one million people have been killed during the war (see ORB). On May 1, 2003 Bush delivered his "Mission Accomplished" speech. Given the involvement of the United Kingdom as the only other major partner in the Iraqi II War, the present study asks how the national press in the Great Britain compared with national newspapers of the United States when reporting on Iraqi War protests during 2003. The period studied includes the months preceding the invasion as well as the period which followed the 1 May "Mission Accomplished" speech delivered by President George W. Bush. We venture beyond previous research and offer a somewhat different examination of news. The study is divided into two phases. Each

employs cluster analysis, pairwise comparisons and multidimensional scaling as we engage in a computer-assisted content analysis and specially constructed dictionaries. The first phase incorporates framing theory to identify prevailing meanings and applicable systems that have bearing on the stories analyzed. In the second phase we believe the task is more appropriately carried out by applying specially constructed lexical dictionaries. These provide light on the overall sentiments found in the specific language choices made by journalists that embody the disposition of the story. The reliability of these indices already has been established in the various studies that serve as their origin and cited the Methods section. Framing relies on a limited set of key terms which emerge directly from the studied text. Each method, we believe, is constructive in providing a broader and more encompassing understanding of the stories being analyzed. It also addresses the limitations found in the use of framing alone. Ultimately, framing theory is used as we merge the results and provide an overall discussion of our findings.

**Dong Leshuo**, Tsinghua University, CN

Cosmopolitanism and Global Media Identity: A Critical Discourse Analysis of CNN and BBC's Coverage of Xinjiang July 5 Riot

Based theoretically on cosmopolitanism, this research analyses global media's identity in reporting international issues. Cosmopolitanism and the global corporate media are criticized as inherently flawed because both are fraught with structural and ideological limitations to play an effective role in international issues. Through the Critical Discourse Analysis (CDA) of CNN and BBC's reportage of the Xinjiang July 5 Riot in 2009, this article highlights the drawbacks of contemporary cosmopolitanism, especially in relation to framing the role of global corporate media in reporting international issues. By CDA, The issue of selective representation is discussed within the context of CNN and BBC's coverage of the Xinjiang Riot in 2009. Their selection was based on their perceived differences in not only the representation of the issue, but also their agenda setting to influence public debate and public opinion internationally. Also, the research demonstrates that language interprets, organizes and classifies the subject of discourse in an ideological way rather than reflect reality in a neutral way. The reason might be that it is structured in the way of concealing class conflict and other forms of inequalities. Furthermore, this research focuses on how the media shape and are in turn shaped by discourse. In other words, how media can be products of discourse.

**Jerome Bourdon**, Tel Aviv University, IL

The Jerusalem Correspondents: Portrait of a Torn Professional Group in a City in Conflict

Based on interviews with sixty correspondents from six different countries, on the analyses of debates with journalists (including on the net), and of professional memoirs, this paper proposes an anthropological analysis of a professional group of journalists, who share a common subculture in the context of a very specific city in conflict. In public debates, the Jerusalem correspondents are under attack, treated as by pro-Israeli or pro-Palestinian critics as militants in disguise, in favor of one of the two sides. They answer with a professional-defensive discourse (or the "we just do our job" claim), stating that they cover the Israeli-

Palestinian conflict because of its intrinsic interest for audiences, in a "balanced" if not "objective" manner. The Jerusalem correspondents are neither "pure" professional nor militants in disguise. They are an original group, a torn community under pressure, torn between individuals but also sometimes within the same individual. They often are binational/cultural citizens. In face-to-face interviews, they make unusual statements such as: "I am a journalist but I cannot forget that I am Jewish", "When I take my camera it is hard to forget my Palestinian brothers". Journalists also frame the Israeli-Palestinian conflict according to wider, changing, competing "great narratives" (e.g.: once the Cold War, today the decolonization, the so-called "war on terror", more recently a moral-humanitarian narrative). In short, they reflect, in many ways, both the ideological divisions and the interests for the conflict which can be found among its audiences.

**Daya Kishan Thussu**, University of Westminster, UK  
The "Bollywoodization" of the "War on Terror"

Mustafa Al-Ezzi Naji Al-Harazi, The American University in Cairo, EG  
Perceptions of Al Jazeera Arab Satellite News Channel's Image among Yemenis after Its News Coverage of the Southern Yemenis Movement and the Northern Yemenis Rebellion

Al Jazeera satellite is an Arab news channel and knowing who its Arab viewers are and how they view its credibility and what motives attract/repel them from watching the channel is important. Yemen, where around 50% of its population lie under the poverty line and only 1.6% have Internet access, is the focus of this study. The study targets a sample that includes some of those below poverty lines. Low socioeconomic classes in the Middle East constitute a high percentage of the entire Arab society. Hearing what these people think about Al Jazeera credibility is essential and adds quite a lot to media credibility research. How much time do Al Jazeera channel viewers in Yemen spend in watching the station's news?, Among Al Jazeera viewers, how popular is Al Jazeera news channel in Yemen in comparison to other Arabic language satellite news channels (Al Arabiya, Al Hurra, BBC Arabic, Al Alam, Rusiya Alyoum and France 24)?, What attracts Al Jazeera viewers in Yemen most about the channel?, In general, to what extent do Al Jazeera viewers in Yemen perceive the channel as credible in reporting its daily news?, and How credible do Al Jazeera viewers in Yemen perceive the channel in covering the two major news events in Yemen (the Southern Yemenis Movement and the Northern Yemenis Rebellion)? In the light of Al Jazeera recent heavy news coverage of the two Yemeni news events: the Southern Yemenis movement and the Northern Yemenis rebellion, this study aims to reveal perceptions of the channel's image among its Yemeni viewers. The study explores how popular the channel is in Yemen among other prominent Arabic-language news channels. It also reveals how its viewers perceive its credibility regarding its general news coverage and its news coverage of the two recent Yemeni events in specific. The study also focuses on the channel's non-viewers and why they do not follow news on Al Jazeera channel. The results reveal that Al Jazeera was rated the highest in popularity among other prominent Arabic-language news channels; however, the reasons behind its popularity were different from the reasons investigated by other studies. The two reasons with highest mean scores behind Al Jazeera popularity in Yemen are a) I follow news on Al Jazeera because it is a 24/7 news channel and b) I follow news on Al Jazeera because it carries extensive news coverage in Arabic. The two reasons with lowest

mean scores are a) I follow news on Al Jazeera because it does not censor its news coverage and b) I follow news on Al Jazeera because its news sources are credible. Regarding the channel's credibility, its Yemeni viewers perceive Al Jazeera general news coverage somehow credible; however, they perceive it as a 'not credible source' in its Yemen-related news coverage. A number of research hypotheses, which examine the relationship between education level, socioeconomic class and exposure against credibility, were all rejected. Such a result is backed up with Osgood's Congruity Theory that focuses on the attitudes held by individuals towards sources of information. It emphasizes how the strength of the relationship between the subject (Al Jazeera viewers) and object (their country: Yemen) determines the attitude held towards the media (Al Jazeera channel).

**Ilija Tomanic Trivundza**, University of Ljubljana, SI  
Visual Framing, News Reporting and National Identity

This paper analyses the somewhat overlooked role of press photography in framing news reporting – in particular, the ways in which visual framing is grounded in the symbolic imaginary of national identity. It presents a typology of visual framing strategies for reporting of both domestic and international news events. The typology is based on the qualitative visual framing analysis of news reports in two leading Slovene daily newspapers and two leading political weeklies. The case studies were two three-month periods connected to two events that challenged the established patterns of national identification (Slovenia's joining of EU and NATO in 2003 and the 2006 affair on the eviction of a Romani family). The paper shows that press photographs (can) serve as potent mechanism of articulating and maintaining the boundary of cultural belonging, mapping the imagined geographies of nation's Others. The analysis exhibits a structured pattern of visual coverage through which certain social groups, countries, and territories are routinely depicted on the other side of the economical, political, cultural and civilisational binary. This visual Othering is most often achieved through the use of symbolic photographs, photographs that are not directly related to reported events, (differential) portrayal of political leaders, archival images, and visual coverage through a stock of pre-available images and visual stereotypes. It is important to note that in the analysed publications, such visual Othering is generally in strong contrast to accompanying textual reports and points to the importance of inclusion of visual material in studies of news framing, which generally still focus solely on textual accounts on media reports.

**Myrna Guadalupe Martinez Ruiz**, Instituto Tecnológico y de Estudios Superiores de Monterrey, MX  
Manejo de la Tragedia en Medios Impresos, Análisis de Contenido de tres casos

La cobertura de los acontecimientos trágicos que nutren los espacios de periódicos locales y nacionales conduce a reflexionar sobre la objetividad de las noticias publicadas cuando se trata de eventos con algún toque de tragedia, ya que se da por un hecho que los medios son autónomos y en la medida de lo posible deben ser objetivos. Por lo tanto, es importante

evidenciar si los medios impresos manejan el simple relato de los hechos o si se recurren a la dramatización como una estrategia de venta.

La importancia es que los medios determinan el tiempo en el que se estará orientando el consumo y el perfil sobre cada acontecimiento que desea otorgarle durante la cobertura. Para ello se estudió la forma en que se manejaron periodísticamente tres casos trágicos ocurridos en México (muerte de los estudiantes del Tec de Monterrey, la desaparición y muerte de Paulette Gebara y la desaparición de Diego Fernández de Cevallos) durante el 2010 en dos periódicos nacionales (La Jornada y El Reforma).

El estudio es un análisis de contenido con corte cualitativo que tuvo como muestra dos semanas compuestas con el fin de descubrir si existen tendencias de editorialización, enfoque textual, especulación, dramatización y personalización; además de develar semejanzas o diferencias en el contenido de la comunicación escrita entre los medios nacionales según sean los grupos, personas y organizaciones a las que se refieren.

El hallazgo de esta investigación es que a partir de la observación de las noticias emergieron tres categorías que se utilizaron para el análisis.

#### **4D48 The Profession of Journalism: Audiences, Journalism Practices, and Identities (JRE)**

**Room: D.115**

**Chairs** Leon Barkho, João Carlos Correia

#### **Papers**

**Annika Sehl**, TU Dortmund University, DE

How Newsrooms Manage UGC and What They Get out of It: A Link between Content and Editorial Content

Citizen journalism has been a main challenge for professional journalism in recent years. With Web 2.0, laymen are no longer merely recipients of the media but increasingly also contributors. Professional journalism is thereby losing its monopoly as a gatekeeper of information (Bruns, 2005). Many editorial offices have reacted to the development of the Web 2.0 by paying more attention to audience participation today (Domingo et al., 2008; Hermida & Thurman, 2008). This empirical study contributes to the ongoing discussion about participatory journalism by focusing on the previously largely overlooked chances for diversity in reporting. Furthermore, it firstly establishes a link between the audience contributions on the product layer and the way, professional journalism manages the User Generated Content (UGC) in an editorial context. Behind is the assumption that a multiplicity of communicators with different backgrounds could succeed in covering issues neglected by professional journalists and adopting perspectives not yet represented in the public discourse. This assumption is theoretically embedded in the concept of diversity (McQuail, 1992) as well as in the public sphere theory of deliberative democracy (Habermas, 1992) and the professional norm of discursive journalism (Brosda, 2008). Concurrently, so it further hypothesises, professional journalism influences these results by the way it manages the

process, for example motivates and selects UGC for publication. The last point becomes especially important in cross-media strategies, when UGC is not only published online, but also in traditional media that usually have more space restrictions. The theoretical frameworks therefore are gatekeeping (Manning & White, 1950; Breed 1955; Gieber, 1956) and news factors (Galtung & Ruge, 1965). Nevertheless, apart from its own media products, in the internet, the role of professional journalism has evolved from gatekeeper to gatewatcher (Bruns, 2005). The study examines German newspapers and thereby UGC, that is also published in the printed edition of newspapers. The findings are based on a multiple method design with a content analysis of several newspapers in the core as well as a full population survey among editors-in-chief of German newspapers and interviews with several journalists on an operative level. The findings prove that UGC printed in newspapers is indeed diverse. However, it mostly enlarges diversity of opinion and only seldom adds facts to professional reporting. In addition, professional journalists select UGC according to professional routines and conversations in journalism, when only a few of the online-contributions can be published in the print edition. Thereby, classical news factors like relevance are more important to them than specifics of UGC like an author's personal perspective. Beyond that, the findings indicate that professional journalism has an influence on what it gets back from the audience by the way it calls for contributions.

**Felicity Duncan**, University of Pennsylvania, USA

Looking out Is Looking in: How their News Coverage of the Haiti Earthquake Reflects the Fabric of the Nation-States of South Africa, Lebanon, and Hong Kong

Research related to foreign news has generally focused on the factors that influence news selection and on the shortcomings and omissions of the coverage. In contrast, this paper conceptualizes foreign news as providing a unique lens through which to explore the nation-building function of the news media. Anderson has argued that nations are imagined communities that are constructed and created, in part, by news media. This paper argues that this process is especially visible in foreign news coverage. Communication theorists have long noted that the rules of the game that apply to domestic news are often at least partially suspended when it comes to foreign news, allowing journalists greater freedom to editorialize, and to inflect coverage in value-laden ways. This paper argues that, for this reason, foreign news offers an interesting window on the communicative nation-building process. To explore this, the paper compares two weeks of news coverage of the 2010 Haiti earthquake in three nation's newspapers, the South China Morning Post of Hong Kong, The Daily Star of Lebanon, and The Star of South Africa. There are many striking differences among the three nations' coverage, and this paper attempts to link these differences to historical, cultural, and political factors within each nation. The analysis of the coverage forms the basis for the argument that foreign news is heavily inflected with domestic concerns, and that there are few similarities across different nations. The paper thus builds on classic work that has described culture-based news values in US media, such as that of Gans and Tuchman, extending the discussion to encompass new national contexts, and bringing a comparative perspective to bear on the process. The paper suggests that further analysis of foreign news coverage in various national contexts would enhance our understanding of news values and of the nation-building process.

**Verica Rupar**, Cardiff University, UK  
Journalism and Diversity of Audience

The media play a crucial role in developing multi cultural relations and in improving public understanding of diversity issues such as ethnicity and religion. Journalists do not only provide information about the world we live in, they also offer ways of looking at it. This paper explores the question of diversity of journalisms in relation to diversity of news media users. Assuming that journalistic sector of the media is a vehicle to public conversation and civic action, it examines journalism's role in the development of common values in ethnically and religiously diverse societies. Based on extensive interviews with print, broadcast and online editors and journalists in Denmark, Slovakia, Lithuania, Italy, the UK, Hungary, Greece, France and Germany the study investigates how print, broadcast and online journalists and editors understand, represent and promote a notion of respecting the diversity of the cultures and traditions of the peoples of Europe. The study examines models offered to report on issues involving race, ethnicity and the fundamental rights. In comparison to wide range of studies of media representation of ethnicity and religion, studies of media production in this context are rare. Journalists have a power to facilitate and enable social inclusion and exclusion and the study examines variety of their approaches to reporting diversity. At its best, when performing the highest standards of profession, journalists can affirm tolerance, cultural diversity and social harmony actively contributing to the cultural changes in the society. At its worst, unethical journalism reinforces ethnic and religious stereotypes whose diffusion contribute to racism, hate speech, discrimination and violence. The study focuses on professional values addressing the question what has to be done to strengthen journalism standards when reporting on ethnicity and religion.

**Carla Maria Baptista**, University Nova of Lisbon, PT

The Modernization of Portuguese Journalism after 1974 Revolution: A Comparison of Professional Practices, Routines, and Values during the PERC (1975/1976) and the 80s

This paper is part of the research project "Feminine Politics – Gender policies and strategies oriented toward the visibility of female members of Parliament", focusing on women's political representation and gender issues, from 1975 to 2002. The project includes in depth interviews with female parliamentarians and parliamentary reporters, combined with a content analysis of press articles related to the coverage of gender issues, during four historical cycles deemed to have brought significant developments regarding the participation of women in the political institutions: the Ongoing Revolutionary Process or PREC (1975-76); the socialist governments headed by Mário Soares (1976-78; 1983-85); the right wing leadership of Cavaco Silva (1985-1995) and the socialist governments of António Guterres (1995-2002). The discussion of gender issues flourished throughout the PREC, within the context of the recent acquired equal rights and women were empowered by the newly enacted Constitution of 1976. Despite the intense political activity performed by women around the discussion of the fundamental rights, the newspapers remained indifferent and even hostiles to these questions.

Gender issues gained relevance during the socialist rule of Mário Soares, centred on the abortion, family law and sexual education discussions at the Parliament. Some few charismatic women become usual news sources for parliamentary reporters. We use the comparison between the two periods to reflect about the changes in the journalistic

professional field. During the revolutionary year, the journalistic productive routines, relying in a relatively stable range of practices and news values, were interrupted by history itself and the newspapers become an engaged social actor in the political struggle. The findings from the 80's years indicate the adoption of forms of storytelling oriented by the standard defined by journalistic professionalism: the search for a more objective political coverage and the receptivity to listen and promote other protagonists outside the political sphere.

**Roman Hummel**, University of Salzburg, AT

**Susanne Kirchhoff**, University of Salzburg, AT

**Dimitri Prandner**, University of Salzburg, AT

Changes in Media, Changes in Practice?: The Shifts of the Journalistic Field as a Challenge to Journalism Research

Since the mid-1990s the media are facing tremendous change. The so-called 'new media' – and the internet in particular – have created various new professions in the field of media production, changed what is considered as journalistic practice and brought about an organizational restructuring of many news enterprises. The economical crisis has put pressure on the news rooms, leading among other things to the reduction of staff and a rising number of free-lancers, 'content engines', and the pushing of borders between classic news journalism and public relations in the form of 'corporate publishing' and others. At the same time, young people continue to pour into the job market in large numbers. They are faced with a work environment in which careers are less clear cut than ever, and often find themselves in a precarious situation, freelancing on a low income. Yet despite the lack of financial gratification, being a journalist still seems to hold a strong attraction to newcomers as the still rising number of students in media and journalism studies indicates (Dorer/Götzenbrucker/Hummel 2009).

Journalism research is therefore faced with the challenge to collect data about both the rules of the field and the journalistic habitus, i.e. the set of dispositions acquired through personal and professional socialization. Bourdieu views the social world as divided into relatively autonomous 'fields', which are structured systems of social relations. Dynamics in the fields arise out of the competition over various forms of (economic, cultural, social and symbolic) 'capital' that actors in the field try to accumulate. In addition, each field is governed by internal rules, which actors adhere to in their struggle to position themselves inside the field (cp. Neveu 2007). The rules of the field are determined through journalistic practice and in turn determine professional behaviour and competitive strategies within the field. They also constitute the framework for young people who decide to pursue a career in this profession in general and in the various types of media in particular. Based on Bourdieu's theory of the social field (cp. Bourdieu 1984; Benson/Neveu 2005) the proposed paper examines how changes in the media have affected the journalistic practice and role image of women and men working in Austrian news media. We argue that in making use of Bourdieu's theory, information on role models and self perception gathered from surveys can be interpreted within their proper contexts and thus be made accessible to educational and other institutions in a practice-oriented manner. Problems arising from the diversification of journalism and gender-related disparities in career opportunities become more accessible empirically and open to discussion with representatives from journalism education, unions, media companies etc. Field theory also sheds a light on changes of field

properties, such as developments in the actual practice of news gathering. Finally, applying field theory to journalism research helps us to understand more about the specific set of stakes that orients the practice of the field relatively independent of other stakes such as money and power (Krause 2011: 90). For instance, professional gratifications which make people believe in the purpose of what they are doing and stick to the field in spite of personal back draws can thus be explained by their “illusio”, the “agent’s emotional and cognitive ‘investment’ in the stakes involved in any particular field, or simply, the belief that the game is worth playing.” (Benson/Neveu 2005: 3). The paper presents findings from long-term structural data, a survey carried out among 348 (or roughly 14%) of the Austrian journalists, and qualitative interviews with 65 journalists, which span almost all type of media as well as a great variety of professions within the field of journalism and positions in the hierarchy of news organisations. The structural data gained from the journalist union’s membership file provides long-term information about sociodemographical developments in the last sixty years. The survey adds information on the current situation and on professional roles and values. The qualitative interviews take an in-depth approach. The interview partners were asked e.g. what they expect of the profession and of their own career, which strategies they apply to reach their goals and which they reject. One main subject was the motivation to pursue a journalistic career and the gratifications that being a journalist holds for those who work in the field. Another important part of the interviews dealt with the personal background and with the way in which the relationship between private life and job is handled. The combined findings give insight into role conceptions, self-image and accepted practices as well as evaluations of the structure of the field and one’s own position therein. They show among others that the current constitution of the profession in Austria is depending heavily on personal networks, both within and outside the journalistic field. And despite the increase in university graduations, formal education is not highly valued. As economic and working conditions worsen, the media market is faced with a rising number of freelancers. Still, most journalists identify their profession as a ‘dream job’. Therefore symbolic gratifications are assumed to be as important as wages. Indeed, journalists are usually content with what they are doing and identify strongly with their respective medium. Here role images and alternative justification strategies play a vital role, e.g. employees in private broadcasting and the tabloids tend to emphasize team relations, economic success and craftsmanship while journalists from quality newspapers value their medium’s good name and prestige.

**Mia Kersti Maria Lindgren**, Murdoch University, AU

Gail Ann Phillips, Murdoch University, AU

Conceptualising Journalism as Research: A Model for Practitioners

At a time when academics are being required to provide evidence of productivity in both teaching and research there has been an urgent need to define and capture the research value of journalistic activity in order for journalism to take its rightful place as an academic discipline. Just as journalism practitioners have had to capture the theory of practice for their teaching they are now having to demonstrate when and how their journalism practice qualifies as legitimate research in order to ensure their own viability as researchers in the tertiary sector. For this to happen it has been necessary to do two things: to identify the research processes embedded in journalism practice; and to explore the contribution journalism can make as a research method itself. In the first instance by demonstrating the

research embedded within the practice of journalism it is possible to argue that written and broadcast journalism, especially in their longer formats, are legitimate research outcomes. This will help journalism academics argue for the inclusion of their work as publications in research assessment exercises. In the second instance by activating the power of journalism as a research methodology it is possible to extend journalism's reach into other areas through creative multi-disciplinary projects. These collaborations open the way for journalism academics to be viable contenders for research funding, another important measure of research productivity in the research assessment exercises. This paper uses two journalism projects, one a radio documentary and the other an online web resource, to illustrate how research projects can be deliberately crafted to achieve both ends

**Mayra Rodrigues Gomes**, University of São Paulo, BR  
Nara Lya Simões Caetano Cabral, University of São Paulo, BR  
Journalism: The Connectivity to Public Opinion

This paper concerns an extensive research on censorship, sponsored by FAPESP (Foundation for Research Support of São Paulo), that has its base on censorship processes, irradiating to the investigation of censored words, their category and text implications, the tracking of public opinion about the censors interventions, as well as the journalism manifestations about these issues. The journalistic products constitute our main resource to detect the true nature of a censorship process, meaning, if it was an aggressive action, sustained by government policies, or if it was a measure that contemplated the current ethos. Jointly, in the journalism manifestations about censorship we may see its alliance with human rights and its connectivity to public opinion. The studied processes, our research starting point, belong to the Archive Miroel Silveira, a collection of 6147 theatre censorship processes, conducted in the State of São Paulo, Brazil, from 1925 to 1970. The Archive is preserved by the Library of the School of Communications and Arts in the University of São Paulo. In the first research phase, we developed a study of the words that were censored in the partially released plays, a total of 436, submitting them to a classificatory operation by types: moral, political, social and religious, and to a comparative analysis in relation to social and political context. Journalism registers had a central role in these proceedings. Their results are published in our book *Forbidden Words*, presuppositions and implications in theatre censorship, that shows, unequivocally, the preponderance of moral censorship over the other categories. We have since then learned, by getting acquainted with similar works from other scholars, that the same preponderance has been detected, in democratic or authoritarian context, around the world. Our second phase research, a work in progress, is directed exclusively to journalism manifestations about censorship and to such manifestations as means of displaying, or not, public opinion. Considering the previous findings, we reserved a special attention to journalism position on moral censorship cases. The research is conducted by the investigation within the most expressive newspapers of São Paulo, as well as magazines and historical books. The method adopted to approach such vast universe is the matching of dates: date of the censorship event leading to the journalism editions around the same period of time. The access to earlier publications is conducted in private and public archives. Lately, we have been presented with an increasing number of digitalized editions available in the internet, condition that shows the connectivity role at another level: as an important tool to obtain data and to refine comparisons, thus enhancing

conclusions. In this paper we present the results obtained, until this moment, and share our findings about the actual connectivity of journalism to public opinion.

#### **4DH1 Poster Session 4CH1 Continues (PolComR) 16.30–18.00 (Hallway B1)**

**DAY 5 17.07. 2011 SUNDAY**

Sessions A 09:00 –10:30

**InterCom-OPEN PANEL BY BRAZILIAN COMMUNICATION ASSOCIATION Fener Hall**

**5A11 Young Audiences (Aud) Room: B.101**

**Chair** Cristina Ponte, New University of Lisbon, PT

#### **Papers**

**Barbara O'Connor**

Claire English

Desperately Seeking a Public? Young People, The Internet, and Mediated Citizenship

The development of web 2.0 has brought potential for the emergence of a public sphere akin to that envisaged by Habermas. Young people are at once viewed as some of the most prolific users of web 2.0 technologies and at the same time most distanced from politics and the public sphere. In this paper we address some of the apparent contradictions between the role of the Internet as a facilitator of active citizenship amongst young people and of its role in discouraging young people from engagement in the public sphere. In approaching the theme of mediated citizenship scholars frequently utilise a number of terms and conceptual frames interchangeably; citizens and publics, public issues, public engagement, political engagement, social participation, social integration. Based on an overview of the theoretical approaches to, and recent empirical research on, contemporary audience publics we suggest that despite the theoretical critique of the 'classic' public sphere, that mediated public participation continues to be associated with the consumption of news media, in print, broadcast and online formats. This model tends to equate public participation with politics in a limited sense, and does not adequately allow for certain kinds of moral, ethical and social issues that could be broadly conceived as 'public'. This paper will present findings from an ongoing empirical study into the role of online social media in the lives of Irish young people. Utilising a number of qualitative methods the study examines the embeddedness of online social media in daily life and the extent to which these technologies are utilised in practices of citizenship. In investigating the relationship between new media, the public sphere and audiences, we suggest that insights from earlier offline media research can usefully inform research on young peoples' online media use. We engage in particular with earlier debates within Reception Studies about the 'public knowledge' and 'popular culture' projects and how the concept of 'cultural citizenship' might bridge the perceived gap between them. We also attend to more recent work both theoretical and empirical on how entertainment media such as reality TV can engage young people in issues of public concern.

### **Christine W. Wijnen**

#### **A Tutorial for the Realization of Dreams? The Interpretation of Casting Shows by Socially Disadvantaged Young People**

In coping with different developmental tasks young people are (besides other institutions of socialization) also making use of media to solve questions of their daily life (Süss 2004:30). Media can offer orientation in dealing with social role expectations, struggling with questions of identity or managing social relationships (Paus-Hasebrink/Bichler 2008). On an individual level Weiß (2000) stresses that the individual sense that people give to media content strongly refers to the matters and questions of their daily lives. On a meta-level Thomas (2010;2007) emphasizes that processes of reading and interpreting media as well as discourses on media are social and societal acts that cannot be understood without considering structural conditions and interrelations. Both are important and have to be kept in mind when looking into the ways young people are dealing with media. Casting shows have complex references to daily life; they are offering various possibilities of orientation or dissociation for young people. Thomas (2010) also stresses the significance of neo-liberalistic values that are inherent in such TV formats (e.g. performance, definition and destandardization of achievement; assimilation; self-exploitation; self-promotion etc.). Young people that are growing up in socially disadvantaged families in shabby and difficult quarters of bigger cities struggle and frequently fail with the demands of a neo-liberalistic society (e.g. to perform at school or in finding a job). Some of them find answers to the challenges of life in TV formats like casting shows. The paper will present findings of a study on the reception of model casting shows by young people in Austria and focus on the way how especially socially disadvantaged young people are making sense of model casting shows and integrating them into their daily lives.

### **Joyce Koeman**

#### **Do Flemish Television Commercials Meet Urban Youth? Results from a Content Analysis and Survey on Cultural Values**

In 2008 nearly 10% of the Belgian population had a foreign nationality, with figures rising to 14.6% in the city of Antwerp, and 29.6% in the Brussels Capital region. This increasing ethnic diversity, particularly among urban youth, feeds the need for a deeper knowledge of ethnically diverse markets. Advertisers, for instance, search for ways to cater to the needs of ethnic minorities without losing the interest of mainstream consumers. The concept of intercultural accommodation (Holland & Gentry, 1997) poses that targeted groups will react most favourably to advertisements that are culturally accommodating (e.g., featuring language, values, spokespersons of a similar ethnic background). Cross-national advertising studies have studied cultural differences in the use of cultural values as well as evaluations of cultural value appeals in an international context (see Okazaki & Mueller, 2007). However, few European studies have assessed to what extent cultural values in advertising match with those of multi-ethnic target markets. Therefore, this contribution describes to what extent the cultural values in Flemish television commercials reflect the existing cultural values among urban majority and minority youth in Flanders. In order to do so, the results of two studies are compared: 1) A content analysis of 200 television commercials with a high reach among young consumers; and 2) a quantitative school survey among 1,140 youngsters, i.e.

12 to 19-year-olds from various ethnic backgrounds. Both studies depart from the Portrait Values Questionnaire (PVQ; Schwartz et al., 2001) to measure ten cultural values: hedonism, self-direction, achievement, power, security, tradition, conformity, benevolence and universalism. For the content analysis a coding scheme has been developed in which each of these values has been translated to an advertising context (cfr. Hetsroni & Asya, 2002: p.38). The results show that Flemish television commercials mainly reflect the importance of values such as hedonism, safety and benevolence valued by all youth. However, commercials do not emphasize universalism as much as most youngsters do and certainly refer less to tradition and conformism than youngsters with non-western backgrounds. This means that advertisers might be missing out on opportunities to reach a culturally diverse youth market. Following the intercultural accommodation concept, further advertising adaptation to enhance advertising effectiveness is suggested. The limitations of this contribution are discussed and suggestions for future experimental research, focusing on the actual effectiveness of cultural appeals in a multi-ethnic context, are proposed.

**Oscar Johan Andreas Westlund**

**Jakob Bjur**

Media Life in Transition: Patterns of Cross-Media Use among Young

The paper presents a robust investigation into the contemporary media life of youth. Drawing on a theoretical body involving teens' and tweens' media life, everyday life and media usage, we lay forward a distinct study focusing four different electronic media; TV, games, Internet and mobile devices (i.e phones). A general expectation based on traditional sociological accounts of individualization would suggest young's media usage to be contextually freed from family life. However, based on the large body of youth culture and youth transitions studies, different media are most certainly unequally strong drivers of this process of individualization, which is reflected in the diverse media lives of youth. Based on the notion of media life, that people today are conceived to live their life within or through media rather than with media, we ask the question whether this development is strongly and unanimously articulated among youth today. The youth has been treated as a specific generation, labeled as "digital natives", "Generation Y" or "Millennial generation". They are conceived as "born digital" into the digital habitat, and therefore also develop and possess specific traits and patterns of conduct. As shown in the paper by ways of through empirical analysis, this preconceived picture of the youth is far from correct. While there indeed are several patterns of homogeneity with respect to the media lives of this generation, there are also strong evidence of heterogeneity in closer scrutinizing of differences in media lives depending on sex and age. The paper presents a conceptualization of media life in the form of an empirically grounded typology. It draws on a robust Swedish national survey of tweens and teens aged 9-16 years carried out in Sweden during 2010 by the Swedish Media Council, in collaboration with the authors. Through a continuum of four archetypes, involving the polarization into "life in media" to "life sans media", the paper presents and analyses contemporary patterns of cross-media use. The interplay and role of four particular electronic media are scrutinized; TV, games, Internet and mobile devices. All in all, the paper enriches development of the media life perspective, and also presents sound empirical data on youth and their cross-media usage, through a carefully crafted and representative sample of the Swedish youth.

## **Ingunn Hagen**

Communicating, Sharing, and “Teasing” Each Other: An Exploration of Internet Use in the Lives of 12 Year Olds

The purpose of this paper is to explore the significance of Internet for 12 years olds, and especially how they communicate with each other. The focus will be on how these youngsters use Internet as a social resource in their daily lives, and also what they perceive as unpleasant and when “teasing” and discussions are perceived as going too far. The empirical base will be focus group and individual interviews performed with children in the 7th grade in a Norwegian elementary school in 2009 (the project is called “Internet in children’s lives”). This article and the project it draws upon is inspired by our involvement in EuKidsOnline. ([www.eukidsonline.net](http://www.eukidsonline.net)). Our interviews with 12 year olds indicate that the social and communicative aspects of their online lives are central. Internet use for this age group is primary to communicate and have fun online with their friends: Using Internet for our interviewees is about communicating, sharing and “teasing” each other (see also Itu et al. 2008). In this paper we will try to understand where these youngsters draw the line between what is acceptable and not online. In the 2011 EuKidsOnline Reports (see Livingstone et. al, 2011) it is emphasized that young teens find it easier to “be themselves” online. We want to explore the nature of communication online and especially how these youngsters express themselves.

## **Toshie Takahashi, Rikkyo University, JP**

Are Youths and Their Digital Media the Same Everywhere? Connectivity in the US, UK, and Japan

Audience research has been characterized as swinging on a pendulum, between a conception of the audience as active and one that is passive (cf. Katz, 1980), and between a horizon of hopes and utopia and one of fears and dystopia. Children and young people have been of particular concern. They have been pessimistically described as vulnerable objects of media industries or, optimistically, as creative subjects. The contradictory discourse over digital natives or cyber-kids may be situated within these historical swings. Working against the background of such dichotomous framings, my research has been to ask, quite simply, “Why do children and young people engage with media?” To understand the role of media in the everyday life of young people, I had developed the concept of ‘audience engagement’ as a heuristic device. It encompasses the multiplicity of audience activities envisaged within active audience theories in both Western and Japanese media audience studies, including uses and gratifications studies within American communication studies, audience reception studies of British and European cultural studies, as well as Joho Kodo (information behaviour) research within Japanese audience studies. For the paper, I will focus on one dimension of audience engagement – connectivity. How do children and young people connect with each other across time-space in the digital world? How have they used media as technology for securing freedom from control of parents and school? How do they reflexively create and recreate the social groups to which they belong through online and offline interactions with each other? What is the nature of their empowerment in a digital society? In the post-internet era, I investigate youth engagement with media, using the concept of “mobile communication” within the framework of ‘social reflexivity’ (Beck, Giddens and Lash eds, 1994). The material for the paper is based on ethnographic research

conducted on Japanese engagement with media and ICT in the Tokyo Metropolitan Area since 2000. In order to test and recontextualise the concepts and phenomena which I observed among Japanese youth, as well as to consider new developments, I conducted in-depth interviews as well as participant observation between 2010 and 2011 in UK and US. The paper will therefore consider question concerning youths, digital media and connectivity from a comparative perspective. While also avoiding the dichotomous tendencies described earlier, as well as a latent technological determinism, this is an attempt to investigate youth engagement with media within diverse political, economic, social and cultural contexts through 'multi-sited ethnography' (Marcus, 1998).

### **5A12 Business Meeting (Hist) Room: B.102**

**Chair** Carlos Barrera

### **5A13 Policy and Law (ESN) Room: B.103**

**Chair** Jeroen De Keyser

**Discussant** Sandra Braman

#### **Papers**

##### **Tamara Shepherd**

Policy Visions of Young People's Digital Literacy for Citizenship

This paper examines a selection of policy documents drafted by federal regulators and research groups in order to critique the dominant picture of young people as targets of digital literacy programs that emphasize literacy's link to citizenship in late capitalism. In my currently in-progress program of research, I have proposed that young people in their early 20s use Web 2.0 platforms to create user-generated content as a kind of apprenticeship for media industry careers. Through creating online content, young people learn not only the skills involved in original cultural production, they also learn self-branding and self-exploitation. All of this takes place outside of traditional educational contexts, on expressly commercial platforms for sharing user content – platforms that capitalize on users' intellectual property and private information. Yet more formal pedagogical frameworks and policies have promoted digital literacy skills as tools of engaged citizenship, while eliding their fundamental implication in structures of capitalist appropriation. This paper maps the visions of citizenship put forth in digital literacy policies onto a series of participant interviews as part of a discourse analysis of literacy initiatives from the point of view of users' online rights. Despite their claims for civic enrichment, policy discourses tend to privilege the commercial possibilities for digital literacy, and thus represent users as consumers where their labour of cultural production gets devalued despite its contribution to capital. One troubling aspect of this thrust in the policy documents relates to federal legislation's apparent responsibility to protect the rights of citizens. Concerns around rights

have figured in broader public debates around users' online privacy and intellectual property in Web 2.0 environments; issues which together might be termed "persona rights". Digital literacy policies should highlight these rights structures, as part of young people's broader everyday work of negotiating their autonomy online. Particularly because it represents an identity-based form of labour, media industry apprenticeship through creating user-generated content implicates the legislated regulation of persona rights. This policy imperative is especially crucial in the commercial context of UGC creation that threatens to appropriate users' personal information and intellectual property, while teaching them practices of self-exploitation in preparation for precarious careers in media industries. If they are to relate to this cited trajectory in the lives of early-20-somethings, digital literacy policies must include pedagogical frameworks that go beyond commodified notions of skill to include education about their rights and about policy itself.

### **Muhammad Jameel Yusha'u**

#### Press Freedom in Nigeria: The Present as a Reflection of the Past

Freedom of the press is a contentious issue in different parts of the world. In Africa the challenges faced by journalists in practicing their profession is a historical phenomenon which dates back to the struggle for independence. In Nigeria for instance, newspapers played a vital role in ensuring that Nigeria achieves political independence from Britain. This however collided with the interest of the colonial government who came up with laws that restricted the effort of journalists. After independence in 1960, the struggle still continues and become difficult under military rule especially from the 1970s to 1990s. Even under civilian administration, journalists and media organisations continued to be persecuted, and media houses closed or taken to court to face prosecution for publishing stories that are in conflict with the views of the authorities. Is the challenge of press freedom in the present age a reflection of the past? This paper will study the challenges of press freedom in Nigeria from the colonial era to the present when a civilian administration has been in place without direct military intervention since 1999. The paper concludes by providing suggestions on how to improve the freedom of the press in Nigeria.

### **Francesca Musiani**

#### Caring About the Plumbing: A Social Science Perspective on the Study of Network Architecture

"Peer-to-peer is plumbing, and most people don't care about plumbing," says Dan Bricklin, the "father" of the first spreadsheet, in a 2001 book on peer-to-peer (P2P) technology's most recent evolutions. To what extent does this apply not only to most users of Internet-based services, but to social scientists as well? I present here the methodological approach of my PhD dissertation, that wishes to overcome today's prevailing paradigm when taking P2P as a subject of study: generally, even when it focuses on forms of organisation in or by means of P2P dynamics, research in social science has until now opted for a reduction of P2P to the uses it entails and makes possible, one among them in particular (illegal sharing of music or film files protected by intellectual property rights, notably copyright). Therefore, my dissertation aims at underlining the importance of studying the link between the ways in which applications take shape, and their possible influences on practices, rights and social relations. My work intends to be an example of study, from a social sciences perspective, of

the "lower layers" of P2P applications, an analysis of their consequences on the types of exchanges taking place there, and on the characteristics and profiles of their users. In this way, the dissertation intends to flesh out how some attributes of technology, of which users often lack a direct knowledge or awareness, are bound to fully influence and inform issues that are often crucial for uses, such as the treatment and physical location of data, computing resources management, information retrieval. A consequence of this approach is a specific attention to an aspect of P2P systems that is not only very discreet, but even invisible to the eyes of the users: their architecture. This interest in the structure of architectures derives from the hypothesis that particular forms of distribution call for specific procedures and uses. What does the shaping of links, nodes, mandatory transit points, information propagation protocols – in one word, of their architecture – tell us about P2P-based applications, and of the opportunities they present? The choice of architectures, transparent artifacts by fiat of their creators, as the starting point of our study is informed by the literature in the field of Science & Technology Studies (STS) on infrastructures as constantly evolving socio-technical systems, informed not only by physical elements invisible to the end user, but also by factors such as social organisation and knowledge sharing.

**Simon Thibault**, Université Laval, CA

Media Reform in Fragile States: New Perspectives on Donors' Ideological Divergences

Since the middle of the 1990s, Western development agencies and multilateral organisations, such as the United Nations and the Organisation for Security and Co-operation in Europe, have spent millions of dollars to promote media reform in countries emerging from conflicts, like Bosnia-Herzegovina and Kosovo. In these two countries, the reform of the media sector has revealed sharp "ideological differences" between American and European officials and donors (Thompson et Price, 2002). More importantly, these differences appear to have undermined the progress of the reform process, for instance by delaying the implementation of important policy initiatives like the adoption of the media law in Kosovo (Nikoltchev, 2007). There has been no systematic effort in the literature to understand the causes of apparent ideological quarrels between American and European donors regarding media reform in Bosnia-Herzegovina and Kosovo. In this work in progress, we contend those ideological disagreements have stemmed from the different media norms and agendas American and European donors sought to implement in these two countries following their ethnic conflicts in the 1990s. We also suggest that US-European disagreements can be explained by the distinctive nature of the donors' media traditions. On the one hand, the philosophy of American donors is rooted in a liberal media tradition where the free market and the non-intervention of the state are dominant norms (Hallin et Mancini, 2004). In the field, American donors (and the organisations they finance) generally promote the emergence of a private independent press and a *laissez-faire* dynamic within the media market. In contrast, European donors tend to be more interventionist. They usually favour the implementation of a mixed system of private and public service media where institutional mechanisms to regulate the press and public broadcasters play an important role. This mixed system, present in the European tradition in its various manifestations (Christians et al., 2009), also reflects the influence of the social responsibility and public sphere theories. A review of the normative theories and traditions of the media is thus necessary to put into context the reform agendas of American and European donors. This literature provides a useful analytical grid to assess the ideas and beliefs that shape the

media policies of donors. Moreover, through a content analysis of key policy and project documents on media reform in Bosnia-Herzegovina and Kosovo, we propose to shed light on the normative discourses of American and European donors. It is by doing so that we can better understand their ideological divergences. Hence, this research in progress is an important step to address the gap in the literature on a topic that has not been sufficiently investigated. A better understanding of donors' ideological divergences provides us with a critical outlook on media reform policies in fragile states and could help develop more appropriate policies in the future.

### **Seeta Peña Gangadharan**

#### **Data Integration and Segregation: Profiling the Poor Online**

In response to problems of digital exclusion, policymakers and civil society practitioners have been spurred on by the American Recovery and Reinvestment Act of 2009 and are partnering to ensure that new government funding helps build sustainable broadband infrastructure to poor communities. But as poor communities are being brought online, the facility with which data mining, targeted tracking, and other data integration practices capture individual users' preferences poses other problems of exploitation for poor people online. Whether being served advertisements that prey on vulnerable viewers, categorized as a "high risk" consumer and subject to differential price offers, or targeted as a niche group with tailored political campaign messages, low-income users face potentially harmful scenarios when moving across the digital divide. Drawing from the work of Oscar Gandy, Jerry Kang, and other critical communication-legal scholars, this paper considers data integration techniques in relation to the experience of poor communities as they migrate online. As Gandy (2009, 2010) and Kang (2000) have both argued, problems of discrimination are entangled in a matrix of automated, aggregative, predictive, and social technologies. The collection, identification, categorization, processing, and evaluation of individual user behavior has the potential to reinforce or exacerbate social inequalities. This paper further probes these ideas and discusses online poverty in relation to material inequalities faced by poor individuals and communities. To ground the discussion, I begin with a brief overview of the business of mining, tracking, and integration. I profile a set of experiences of being online and poor, as reported in the press and represented through advertising served to low-income users who access the Internet through community-based intermediaries. The paper ends with a discussion of the potential tensions between universal access policies and online privacy policies and implications of data profiling of the poor for broadband development initiatives.

### **Judy Burnside-Lawry**

#### **Student-Mentor Relationships: The Quality of Doctoral Supervision**

Postgraduate research is not only an integral part of university education but increasingly recognised internationally as vital for national economic growth. Quality of research education is measured by efficient use of government money (reflected in the timely completion of candidatures), student satisfaction, adequacy of resources and attention to the effectiveness of supervision (Gallagher, 2000 as cited in Pearson & Brew, 2002). This paper presents conceptual development of a research project currently being undertaken in Australia to evaluate the effectiveness of doctoral supervision. The methodology, grounded

in Jacobson's (2007) model of participatory communication, Wolvin & Coakley's (1994) work in listening competency and Zeithaml et al's (1990) model of service quality, was first developed in a doctoral research project that analysed the quality of stakeholder communication provided by organisations during organisation-stakeholder consultation (Burnside-Lawry, 2010). This paper describes the theoretical framework of the new study that adapts the Burnside-Lawry's (2010) communication competency questionnaire to build upon previous higher education research in a unique approach to explore supervisor competency during doctoral candidatures. The qualitative study presents a critical-constructive examination of doctoral supervision competency. Zuber-Skerritt & Roche's (2004) 'Characteristics of Effective Postgraduate Supervisor Roles' taxonomy is used initially as a comparative base to view doctoral student and supervisor expectations and perceptions of supervision practices. The research employs Cooper's (1997) method of administering two separate interview instruments and responds to Lee's (2008) call for research that compares supervisor self-perceptions of their approaches to supervision with the experiences of their students. Service quality literature provides a descriptive framework to assess the gap between student expectations and perceptions of supervisors' current competency and provides insights into practices that would improve the quality of supervision offered to doctoral candidates. The research explores the following questions:

- Do supervisors have an accurate understanding of what doctoral students expect from 'an effective supervisor'?
- How do doctoral students assess supervisor competency?
- Is there any discrepancy between doctoral student expectations and their actual perceptions of supervision competency?
- What factors enhance or impede competent supervision of doctoral students?

In addition to conceptual development of the study, this paper presents the results of a pilot study consisting of six qualitative semi-structured interviews exploring supervisor-student expectations and perceptions of supervisory competence.

## **5A15 Media Salience on Violence, War, and Terrorism Reporting (PolComR) Room: B.105**

**Chair** Manuel Pares y Maicas

**Discussant** Sophia Kaitatzi-Whiltlock

### **Papers**

#### **Ibrahim Saleh**

Media Coverage of Domestic Violence in Africa: The Case of South Africa

"Domestic violence is a global problem. Former UN Secretary-General Kofi Annan said in 1999 that violence, "knows no boundaries of geography, culture or wealth. It is perhaps the most shameful human rights violation, but violence against women is the most pervasive of all." In the current media globalization, the amount of time one spends with it has increased. In the meantime, different mass media contain considerable amounts of violence that have led to a combination of scientific intrigue. Violence has become the foundation of many

films, TV movies, and action series. In fact, violence is often synonymous with "action". Media representations create an impression of events rather than an accurate, objective, factual record of what took place. Distinctions between action and reality become blurred. Africa is usually conceptualised in thoroughly negative terms such as crime, poverty, and other social ills as a result of the media focuses upon famine, disease, civil war and corruption that have created a thoroughly unbalanced picture. Africa's association with endless cycles of war and violence has added to this embedded image of Africa. "Violence against women is a manifestation of historically unequal power relations between men and women, which have led to domination over and discrimination against women by men and to the prevention of the full advancement of women..." The United Nations Declaration on the Elimination of Violence against Women, General Assembly Resolution, December 1993. Many of the issues surrounding media violence debate arise not from what is represented, but how it is represented. This article attempts to investigate the media logic in the South African context of domestic violence. One of the challenges facing the media monitoring of violence lies in the notorious difficulty to obtain accurate statistics. Police statistics reflect only reported crimes, such as assault, rape or malicious damage to property, etc. Besides, there are many actions that constitute domestic violence that are not defined as crimes, such as forced isolation, verbal abuse, stalking and economic abuse. Indeed, domestic violence is a very complex issue because it is often not just a one-off event, but rather a series of events, or a continuous pattern of abuse, where violence exists as a continuum with one serious violent incident at one end, to ongoing and multiple abuses at the other. This pattern of abuse is not recognised in most of the African criminal law, which tends to isolate individual incidents. In addition, most crimes of domestic violence are not reported to the police for fear of intimidation, shame, fear of not being believed, self-blame, or fear of retaliation. This research investigates the media coverage of violence, reviews the available literature on this issue and surveys the media and journalism students in the University of Cape Town perception of domestic violence in their society. It is indeed a case study that does not reflect the whole social fabric, yet it can certainly offer a window of self-perception and social conflict in South Africa.

**Seon Gi Bae**

**Shuk-Nyun Yoon**

**Kyung Rag Lee**

Coverage Patterns of Korean Media on the North Korean Missile Attack against the Yeonpyung Island of South Korea's, and Their Political and Ideological Implication: A Semiotic Network and Discourse Analysis on Media Coverage about the Disastrous Incident

The purpose of this study was to investigate coverage patterns of Korean media on the North Korean weaponry attack against the Yeonpyung Island in South Korea, and speculate their political and ideological meanings in South Korean society. On Nov. 23, 2010, North Korean military forces assaulted missiles suddenly against the Yeonpyung Island so that several soldiers and innocent civilians should be injured and dead with many properties exploded. This sudden missile attack of North Korea turned South Korea shocked and panicked, and developed many kinds of discourses about suspicious intention of North Korean leaders', military defense system at this area, national security of South Korea, next military strategy of South Korean military forces, international relations with U.S., Japan, China and Russia, etc. through media coverage. In order to attain the purpose of this study,

the authors constructed research questions as follow; 'what were coverage patterns of Korean media on this disastrous incident?', 'what kinds of discourses they developed with such coverage patterns?' and 'what kinds of political and ideological meanings such discourses could imply in the South Korean society?'. For answering these research questions, the authors selected two televised coverage – KBS-TV and MBC-TV - and two newspapers coverage – Chosun Ilbo and Hankyerae Shinmun - as main research objects. KBS-TV and Chosun Ilbo could be classified as 'conservative', 'pro-South Korean government' and 'anti-North Korea' oriented media, while MBC-TV and Hankyeraye Shinmun could be categorized as 'progressive', 'anti-South Korean government' and 'pro-North Korea' oriented ones. News items of these four media were gathered from Nov. 23, 2010 to Jan. 23, 2011, and analyzed with Semiotic Network Analysis (SNA) and Discursive Structure Analysis (DSA) which were recently suggested by Seon-Gi Baek. As a result of this study, it was firstly found that there were clear different coverage patterns about this incident between the conservative media and the progressive ones, even though they generally criticized and angered against the North Korean military attack. The conservative media tended to cover it from the dichotomous perspectives as 'us vs. them', 'our forces vs. enemy forces', 'peace vs. war', 'civilization vs. wilderness', 'peaceful negotiation vs. weaponry threat', 'rational vs. irrational', 'same national identity vs. different national identity', etc. while the progressive ones had the tendency of covering it from the perspective of undesirable interrelations between South Korea and North Korea. Secondly, the former tended to focus on several dead soldiers and innocent civilians with explosive properties so that they should ask South Korean government to revenge it against North Korea, as the latter tended to focus on reasons of the sudden missile attack by the North Korean forces and failures of the South Korean governmental policy toward North Korea so that they could look for possibility of the 2-Talk Meeting to resolve it. Thirdly, the former tried to produce some discourses about 'revenge', 'missile conter-attack against North Korea', 'war', 'reunification in the Korean peninsula', 'pro-U.S. policy', 'anti-China policy', etc., while the latter tended to initiate some discourses about 'peaceful negotiation', 'economic support toward North Korea', 'South Korea – North Korea Summit Meeting', 'reopen the 6-Talk Meeting', 'pro multi-national relations', etc. In conclusion, there were different coverage patterns and discourses about this incident between the conservative media and the progressive ones so that they could split the South Korean society into two groups politically as well as ideologically.

### **Amina Asim**

#### **Cold War to 9/11: American News Media's Framing of Afghanistan**

After the initial shock of the 9/11 attacks was over (if), the one question that haunted Americans was: Why? How could they have not seen something like this coming? The purpose of this study is to answer precisely these questions. Tracing the beginning of the story to the funding of mujahideen in Afghanistan by the American government when the Soviet Union invaded Afghanistan, this paper seeks to understand the role of American news media as "watchdog" for the people and whether it was successful in performing its function effectively or not. The public's reliance on the media for information, especially information on foreign affairs, gives the news media or the reporter immense power in shaping public opinion and choosing the significance of certain events over others. The production of meaning is always dependent on the rhetorical tools used to delineate the message. Using a historical analysis of 23 years of television news coverage during the time period that marks

the first time the Soviet invasion of Afghanistan became a potentiality in 1978, until the day of the September 11th attacks in 2001, an argument is developed which shows that even though there was information and factual cues available that Islamic fundamentalism might become a major problem for the world community, which it already was for women in Afghanistan, once the Cold War was over, the American government did not care and abandoned Afghanistan. The American media followed suit. The footage includes reports from ABC, CBS, NBC and CNN (from 1985). Conducting the search resulted in a total of 2,100 news reports within the period being studied; out of these, 800 news reports were accessed and a thorough content analysis followed. The depiction of Afghanistan is observed through the lens of framing, particularly, the concepts of issue framing, policy framing, issue dualism, symbols and metasymbols. The footage reveals a constant White House bias in the reporting of the conflict and its aftermath. Three main themes emerge from the analysis that fit perfectly into the foreign policy metaframes of the administration's, during the particular years: 1) the Cold War metaframe with an over arching use of the "Communist" meta-symbol; 2) Muslim "freedom-fighters"/ "heroes"; 3) Women's rights / Humanitarian frames. It is concluded that the American news media was unsuccessful in performing its role as a tool for deliberative democracy for the American public, and a catastrophe like 9/11 could have been avoided if the media institutions had pursued and presented news in a more thorough and critical way. There is no such study available for this time period, neither a study which deals so extensively with mass media coverage of such a large chunk of American foreign policy concerns. This study is geared towards adding to the current discourse on news reporting and framing, and to fill out a huge gap in this type of literature, while hopefully providing a framework for further work in the area.

### **Seongbin Hwang**

#### Terrorism and Alliance Politics: The Japanese Case

Despite strong anti-war sentiments and the pacifist constitution, approval rates of the Prime Minister Koizumi Junichiro who pledged to send the Self Defense Forces troops to Iraq, had been so high that he could stay in the Cabinet almost same term with the Bush administration. A presumable answer to this query is that the strong anti-war sentiments and the "No War" clause, Article 9 of the Japanese Constitution are not enough to counter with the conservative's claim of the North Korean threats and the importance of U.S.-Japan military alliance. In other words, abstract universalism about war and peace could not resist the particularized threats and the alliance politics that naturalized "US versus Them" thinking, but also might entrench and perpetuate the abstract particularism that is the terrorism as an ideology. To answer this question, I would like to capture the processes by which the ambiguous coexistence of the abstract pacifism and the particular support of U.S.-led war effort are discussed, debated, established and reformulated in Japan and how the Japanese media frame the 9/11 as alliance politics and its own security problem. For this study, I have collected a wide range of media materials from the high-to the lowbrow, to put it differently, from editorial of major newspapers and TV networks' evening news to weekly magazines with strong tabloid taste and Sunday morning shows which cover a wide variety of topics. In so doing, I will be particularly concerned with popular perception or understanding of "terrorism or terrorist"; hence conversation or commentary in the TV studio and comments on the weekly magazines will be mainly introduced and examined in terms of what those really mean in the context of Japanese society. ✂ARTICLE 9. Aspiring

sincerely to an international peace based on justice and order, the Japanese people forever renounce war as a sovereign right of the nation and the threat or use of force as means of settling international disputes.

**Pradeep Nishantha Weerasinghe**, University of Colombo, LK  
Covering Terrorism: Examining Social Responsibility in South Asian Journalism

Stories about terrorism have inundated both the print and electronic news in South Asia the past few years. Terrorism, while not a new phenomenon for many in the region, has become increasingly omnipresent in people's lived experiences. Some scholars argue that terrorism has taken on new significance in a world increasingly connected via iphones, cable, and modems. Such a globalizing media scenario requires a careful examination of journalism ethics and practices especially around terrorism and the "war on terror". Given the changing media landscape in the Indian subcontinent, this paper will look at challenges for journalists in India and Sri Lanka to cover terrorism. Both countries have recently experienced widespread and frightening instances of violence. This paper examines how journalists in India and Sri Lanka define social responsibility and whether they consider their news media to be socially responsible when covering terrorism. The paper will primarily focus on two questions: "what does social responsibility in journalism mean regionally?"; and "Do journalists from India and Sri Lanka consider their own respective media to be socially responsible when covering terrorism. Interviews with 68 Indians and Sri Lankan journalists suggest that they do not consider their media to be socially responsible. They identify several problems including: government manipulation of news, pressures to pander to the marketplace, pressure to please a public indoctrinated with governmental and corporate definitions of " patriotism", fear of physical reprisals, and lack of professional training as main reasons that journalists in these two countries cannot act in a socially responsible manner whenever they are writing and reporting about terrorism. What this study shown is that much has to change in professional practices and institutional governance of South Asian Journalism. There has to be increased education and ethics training for journalists and owners as media in these two countries continue to expand and globalize. The absence of a socially responsible press for journalists in India and Sri Lanka is caused both by the tyranny of the state in the form of constant interference and censorship and the more amorphous tyranny of the market that brings with it problems of irresponsible reporting, ethical lapses, and the trivialization of news.

**5A16 Communicating Science/Social Science (EnvSciR) Room: B.106**

**Chair** Pieter Maesele, University of Antwerp, BE

## **Papers**

**Ciler Dursun**

Basic Tendencies and Structural Problems of Science News in Turkish Newspapers: A Long Term Analysis Between 1993–2008

Science communication is a relatively new field in which multiple actors such as governments, scientists, media and public may interact for enhancing scientific understanding and activities in society. Although concerns about public awareness and understanding of science and its role and contribution to society has a long history in Western societies, importance of science communication has newly recognized in Turkey since 1990s. Because of the practical and theoretical difference from the science communication agenda of scientifically developed and democratic Western societies, how science content was represented in newspapers couldn't have been one of the major concerns of social sciences in Turkish academia. This is first and most comprehensive study about science on media which compass a long term content analysis of science news on popular newspapers in Turkey. This content analysis research is supported by TUBITAK and applied on three most selling newspapers, Hurriyet (popular), Cumhuriyet (leftist) and Zaman (rightist) between 1993-2008. The most significant results of this long term analysis will be shared and structural problems of science news will be discussed in a comparative way between newspapers by this presentation.

**Bernd Blöbaum**

**Andreas Matthias Scheu**

**Annika Kutscha**

**Anna-Maria Volpers**

Scientific Research in Media News about Social Risks: A Quantitative and Qualitative Approach

What is the role of scientific research in journalistic debates about risky social issues such as resources, health, technological progress or societal change? Our paper deals with this question and introduces a research design that combines different theories (governance, actor-structure dynamics, mediatization) and a methodological concept that is based on the triangulation of quantitative content analysis and qualitative interviews. Our study contributes to the fields of science communication and mediatization of science. Studies about science communication usually focus on certain public debates (e.g. nanotechnology, genetics). We take a different approach and analyze articles that either contain major references to scientists/research or deal with issues related to disciplines that we selected because they represent different scientific traditions and because they are socially relevant: political science and philosophy (humanities), virology and agricultural science (life-sciences), food chemistry and geophysics (natural sciences) as well as computer science and resources/recycling (engineering). Thereby we provide a general overview about the role of science in news on the one hand and offer in-depth results for certain socially relevant disciplines on the other. The content analysis covers German news – print media (15), radio- (5) and television broadcasts (5) as well as online news (1) – and aims at answering how scientists and research are referred to in news stories (e.g. scientific framing of news about social threats). The content analysis is followed by 74 interviews with decision-makers in science, politics and media. We construct our interview questions in regard of the findings from the content analysis. By combining content analysis and interviews we aim at answering why scientists and scientific research are being integrated in news stories and what motives and strategies decision makers follow regarding news about social risks. This study is part of a research project about the governance of science which started in August 2010.

## **Cornelia Brantner**

### **Mediating Communications: Quality Media Coverage of Communication Science in Three European Countries**

Over the last decades the practical importance and societal relevance of Communication Science has been a recurring subject in discussions. In 1996, Silbermann imputed “quirky pomposity” and “reality blind uselessness” to the German Communication Science. Russ-Mohl (1997) countered that the discipline actually is not inefficient. The central problem is rather “that these performances obviously are not even noticed adequately by the peers, let alone media practices or the general public.” He attributes this to the underdeveloped communication ability of the discipline and the journalists’ lack of interest in results of communication research. In this regard, Saxer (1997) speaks about a “precarious mass media public” of social sciences and joins in the general “lament of social scientists about scarce media presence” (Weßler 1997). While there are few, mainly older studies on the press coverage of social sciences (Weiss/Singer 1988; Evans 1995 for USA; Fenton/Bryman/Deacon 1998 for UK; Hömberg 1981; Böhme-Dürr 1992; Jarren/Weßler 1996, Weßler 1997 for Germany), communication- and media studies were rarely taken into account. Exceptions are Hohlfeld (2003) and Krüger/Müller-Sachse (2008) which both found little media attention for the discipline. However, the investigation periods of the analyses are more than a decade in the past and do not permit comparison over time. The present investigation examines the status quo of quality media coverage of the discipline and hence produces current data for the discussion about proper strategies for the augmentation of media attention and for the question, if media presence is even a valid indicator for societal relevance of a discipline. The media coverage of university-based media- and communication research and its scientists is in the focus of interest. Furthermore, given the inter- and transdisciplinarity of many approaches, research from other disciplines is incorporated when it involves issues associated with our discipline (see DGpuK 2008).

The aim of the present study is an international comparison of the media coverage in three German speaking countries. Of interest are the nature, structure and intensity of media- and communication science reporting (e.g. research fields, issues, institutions and actors, evaluative tone, triggers and sources) not only in comparison of the countries but also in comparison over time. A quantitative content analysis is performed on all articles dealing with media- and communication science (at least within references) published in 1999 and 2009 in quality newspapers from Germany (Die Welt, Süddeutsche Zeitung), Switzerland (Neue Zürcher Zeitung, Tagesanzeiger) and Austria (Der Standard, Die Presse). First results show a slight increase in media coverage, whereby each paper published on average one article concerned with media- and communication science every third day. Research results are 1) covered within “media- and communication science journalism” (main topic is communication research, typically in media journalism in media sections but also in other sections, however rarely in science sections) or 2) they are additional elements in media journalism articles (when research results or scientists are cited). Moreover, 3) media- and communication scholars also appear as guest commentators, either in their role as media critics or commenting on current findings.

## **Tsung-Jen Shih**

### News Coverage of Nanotechnology in Taiwan

Taiwan is among the top 10 countries with the largest amount of governmental investment in nanotechnology, and nano-related products are ubiquitous in Taiwan. Based on these facts, it will be interesting to examine media coverage of nanotechnology to see if it reflects the special economic and cultural context in Taiwan. Drawing on Gamson and Modigliani's framing typology, we will examine how the issue is packaged by the three most dominant newspapers in Taiwan across a 10-year period. We will also investigate sourcing patterns as well as media portrayal of benefits and risks associated with nanotechnology. The results of this study will serve as a decent contrast to those found in the Western societies.

**Cornelia Wallner**, Ludwig-Maximilians-University, DE

**Markus Rhomberg**

**Marian Adolf**

Entertaining Experts: On the Relevance of Entertainment for Understanding Media Representation of Environmental Issues

Our contribution seeks to clarify the role of media entertainment on the perception of environmental issues. While the importance of mediated communication for modern societies in general and for the transmission and dissemination of crucial information in particular is undisputed, investigations into the specific impact of popular culture and media entertainment remain scarce. The purpose of our discussion is to connect an analysis of the public discourse with media entertainment content. We will exemplify this especially for the communication of climate change in the German public debate. Our investigation is theoretically embedded in the theory of Media Society and Knowledge Society, while empirically based on media use and reception studies. We are seeking to find answers on the following questions:

- 1) How are the self-described roles of scientific experts in public debates transformed under the conditions of a mediatized society? How do mediatization processes affect the role of scientists in the public?
- 2) And more concrete: How do the rising role of entertainment content in mediatized societies affect the public role of scientists? We therefore focus on the German public debate on climate change. Modern society takes notice of climate issues dominantly through a socially defined filter, which is itself a discursive construct and not a mirror of the empirical climate (Stehr/von Storch, 2009). Citizens depend on mass media content to get an image of scientific debates and anticipated risks (Beck, 1992). We assume that there is a huge potential for scientific experts in acting in entertainment formats, because (1) of the importance of the entertainment sector for gaining information and learning, e.g. by using presentation styles like personalization, story-telling (in our case the possibility of transforming abstract scientific findings into concrete stories). (2) Scientists could reach new dialogue groups and interest them for climate issues. (3) By acting in entertainment formats, scientists could avoid highly politicized debates in political media formats. In climate debates one can observe that especially social scientists blench from joining public debates because of the highly politicized field. By acting in entertainment contents, scientists could keep away from these debates and still mediate information on climate issues. In our paper we propose to investigate these questions with regard to the climate debate. Entertainment content is

relevant for interpreting “reality“ in the same way as “information“ content (Mikos 2001; Green et al 2006; Gripsrud 2007). The centrality of an “entertainment public“ or a “cultural public sphere“ requires us to better understand how communication is specifically shaped, disseminated and decoded. Our goal is thus twofold: First, we are seeking to understand if and how politics in entertainment content are a relevant source for communicating climate issues and how this could be empirically investigated. Second, we argue that scientific expertise in media entertainment is an important source for gaining knowledge about climate issues. Based on these ideas our presentation is structured as followed: We will (1) discuss different argumentations and reasons, why we need to understand media entertainment in order to understand the media representation of environmental politics. Following, we will (2) give an outline for the empirical investigation on this topic and discuss methodological problems we might face in analyzing media entertainment content.

**Alexandra Sowka**

**Christoph Klimmt**

**Tobias Rothmund**

**Mario Gollwitzer**

Appearance of Social Science Research in the Media: An Exploration of News Reports on Violent Video Games

Research in science communication has so far focused on natural sciences and neglected the question how news media deal with social science research. Social science results often allow diverging interpretations, and their generalizability is limited, for instance, due to dependence on context factors (moderators). Thus, it is challenging for journalists to cover social science research adequately. On the other hand, news media value social scientists as legitimate expert sources for observing and interpreting societal developments and risks (Albeaek et al., 2003). The present study examined whether and how the particularities of social science research conflict with working principles and pressures of journalists in ways that result in biased or problematic coverage of what the state of the art in social research implies for a given public topic. A qualitative analysis of N = 40 news reports on the debate of violent video games (VVG) that mention social science was conducted. The effects of VVG on aggression have been addressed frequently by news media, especially in the context of high school shootings. In the social sciences (psychology and communication in particular), vivid research on the topic has been conducted, so a comparative view of research findings and media coverage was pursued. The examined news reports were taken from daily newspapers, print magazines, and TV newscasts, with variation in date of publication (between 1999 and 2010). The content analysis focused on how social science was represented in the reports, following the categories of a conceptual model on bias risks in news media coverage of social science research. The key finding is that journalists operate with social science information instrumentally at two levels. One is that they select from the diverging views on VVG held within the research community those researcher voices who affirm the overall position of the news report (e.g., VVG are morally bad) . Thus, the journalists strengthen their specific position by referring to scientific support. The second level is that social research is presented in either a critical or a benevolent way, depending on whether the research implications support or contradict the journalist’s viewpoint on VVG. For instance, a journalist writing ‘in defence of’ VVG questioned the credibility of an experimental study by offering alternative (but scientifically not plausible) explanations for

the results. Thus, instrumental actualization (Kepplinger, Brosius, & Staab, 1991) turned out as important aspect of news media's treatment of social science. The study suggests that social sciences and their interpretable results are in danger of being misrepresented in news reports in specific ways. In order to enable social sciences to make a reasonable contribution to public debates, the media relations of social science need to be improved. At least for cases with high moral loadings (such as the VVG case), specific bias risks in media coverage of social science seem to emerge, because the moral direction of study findings or scholar statements often seems to be of greater importance for journalists' selection and writing decisions than scientific quality.

### **5A17 New Media New Effects (MCPO&S) Room: B.107**

**Chair and Discussant** Friedrich Krotz, University Bremen, DE

#### **Papers**

**Yin Zhang**, University of Hong Kong, HK

Effects of Self-Motivation, Peer Influence, and Celebrities: Endorsement on Microblog Uses and Advertising Persuasion

This study investigates whether and how self-motivation, peer influence and celebrities endorsement impact people's microblog uses and the advertising persuasion effectiveness of organizational microblog (OMB). An online survey was conducted to investigate microblog users (N=278) in major cities of China. The map of general microblog usage pattern has been outlined from the empirical data. Factor analysis identifies five aspects of self-motivations of microblog uses (namely, social surveillance, social interaction, self expression, social recognition and entertainment). The study finds that self-motivations of social interaction and entertainment, peer influence, celebrities endorsement are contributive predictors in explaining the level of intensity in microblog (in sum, adjusted  $R^2=54.2$ ). As for advertising effect of organizational microblog, the study finds that there is no direct causal relation between microblog usage intensity and the OMB advertising effects, which confirms that the preference of the form of media and intensity of usage does not simply guarantee a high quality of advertising effects within the uprising new media channel. While self-motivations of social surveillance and interaction with others, as well as the perceived endorsement of certain opinion leaders (celebrities) can positively enhance the persuasion effects at the attitude level; social interaction and celebrity endorsement can positively impact the advertising effects at the behavioral level and the motivation of entertainment is found a negative predictor.

**Alina Duduciuc**, Dimitrie Cantemir University, RO

**Ilarion Tiu**, Dimitrie Cantemir University, RO

**Alexandru Zodieru**, Dimitrie Cantemir University, RO

**Academic Success**, Interpersonal Competence, and Preference for Online versus Offline Social Interaction

Using Scale for Interpersonal Behaviour (Arrindell and Van der Ende, 1985) to measure interpersonal competence on 70 students, all interacting in three seminar groups on daily basis during university first semester, we predict that those having interpersonal skills prefer offline social interaction and enjoy higher grades in the end of the semester. The role of interpersonal competence in predicting academic success are well established in previous researches (Svanum and Bigatti, 2009; Rizutto, LeDoux and Hatala, 2009; Freeman, Andermn and Jensen, 2007). However few research examined association between three factors: interpersonal competence, academic grades and number of hours spent with friends on internet versus face-to-face interaction. The data suggest that those higher on interpersonal competence are those receiving higher grades in the end of the semester and that lower interpersonal sensitive students are more involve in online interaction.

**Vikanda Pornsakulvanich**, Assumption University, TH

Internet Use for Interpersonal Communication: The Influence of Individual Differences on Social and Psychological Well-Being

Research on Internet usage has examined how people use the Internet for relational communication and how they form, develop, and maintain relationships in Internet settings in which physical and nonverbal cues are restricted (Walther, 1992, 1996). Some research looked at the relationships among individual differences, Internet use, and communication outcomes (e.g., Papacharissi & Rubin, 2000). Moreover, most research conducted in the United States and European countries. In Thailand, little is known on the linkage among variables including individual differences, Internet communication motives, and Internet use, and social and psychological well-being. There is an urgent need to explore how and why Thai people use the Internet for interpersonal and social communication, what their Internet communication motives are, and how Thai people's dispositions and Internet communication motives affect their Internet usage and social and psychological well-being. Understanding these interrelationships would help extend our knowledge in new media technologies and interpersonal communication areas. Also, the results would help us understand Internet usage patterns and its consequences. The objectives of this study were to explore Internet motives for interpersonal and/or social communication, and to examine the influence of several variables including dispositions, Internet communication motives, and amount of Internet use on social and psychological well-being. Two studies were conducted in this study. Study 1 contained two phases. The first phase employed qualitative research with content analysis to develop Internet communication motives scale. The second phase used quantitative approach to test validity and reliability of the scale. Study 2 used a cross-sectional design in which data were collected at one point in time among Thai people who resided in Bangkok and adjacent areas. The purposive sampling method was used to select the samples who were the Internet users. Overall, the results revealed five Internet communication motives among Thai people, which were information searching and sharing, interpersonal communication, economical, entertainment and passing time, and social networking. The finding also showed that dispositions (i.e., unwillingness to communicate and locus of control), Internet motives, and amount of Internet use predicted social well-being and psychological well-being.

**Brigitte Huber**, University of Wien, AT

**Axel Maireder**, University of Wien, AT

## Follower Power! Sharing Know-How in Online Networked Publics

Looking for know-how on the Internet to solve everyday problems is a common practice. People use search engines as well as ask questions in discussions boards to e.g. find out about their medical condition (Mager 2009), find help for technical problems (Jarvenpaa & Gu 2003) or just locate a good restaurant in an unknown city. However, both search strategies require certain knowledge and skills. People either need to be able to define a problem the way a search engine can work with by choosing reasonable keywords or need to know the virtual places where people with a certain experience or expertise meet. Within the, networked publics' (Varnelis 2008, Boyd 2011) of the interconnected networks that people maintain through social network services like Facebook and Twitter, other strategies to gain help for everyday problems have developed. Anchored in the personal communication network of individuals, the structure of those interaction spaces has specific implications for those practices: Users do not need to direct their questions to a specific source or within a specific online space, they rather put up a message directed to the entirety of their ,friends' or ,followers', hoping that those groups include people that have the experience or expertise needed to answer the question raised – the „wisdom of my crowd“ (rewriting Surowiecki's famous phrase). To make sure that the question can be answered by the network, inquiries need to be more or less „general“. General, however, in a highly subjective meaning, defined by the real or alleged knowledge users have of their audience (Marwick & Boyd 2010). For example: People knowing that a good part of their Twitter followers live in a certain region are able to ask questions related to this region. Again, contrary to consulting a discussion board, the people asked for help are – more or less – known by the user, at least through earlier interactions. This enables people to better assess the trustworthiness of the fellow users as well as the reliability of the information they provide, leading to a higher degree of trust – as indicated in other contexts by the well validated social identity model of deindividuation effects (Postmes et al. 1998). However, as people are not anonymous, questions that challenge their identity/self-(re)presentation, will hardly be asked, especially if they are socially problematic or very intimate. In an exploratory empirical analysis, we have examined randomly chosen Twitter messages (tweets) containing the hashtag „followerpower“, a tag that, even though it is an English expression, is mainly and heavily used by German speaking Twitter users to mark a request for help from their network. Asking for the types of knowledge requested in those tweets, we were able to identify five main categories. The empirical findings are linked to the classic typology of knowledge (f.e. de Jong & Ferguson-Hessler 1996) and discussed within the concept of networked publics and theories of the knowledge society (Stehr 2001).

**Grace Kwan**, Nanyang Technological University, SG

Facebook Bullying: An Extension of the Battles in School and Home

By drawing links between social capital theory and bullying literature, this paper provides a deeper understanding of cyberbullying amongst Singaporean youths. Guided by the social capital theory, this study examines the quality and quantity of social resources that is available to Singaporean youths, and links it to their involvement in online and offline bullying. Contextualized in the current information and communication technology (ICT) usage patterns of Singaporean youths, this study will focus on cyberbullying occurring on Facebook, a popular social-networking site in Singapore. Use of the platform and risky

behaviors will also be included as mediating factors. Data will be collected from 1500 Singaporean secondary students, aged 13 to 17. The study contributes to the area of cyberbullying by developing and testing a medium-specific cyberbullying scale. The social capital measure included in this study is also youth-specific, and takes into account parental involvement, participation in interest groups and peer relationships.

## **5A18 Cities, Participatory Communications, and Social Change (PCR) Room: B.108**

**Chair and Discussant** Nancy Morris

### **Papers**

**Saskia Witteborn**, Chinese University of Hong Kong, HK

Civic Participation in Urban Space: The Case of Asylum Seekers and Refugees in Three Cities

This paper engages with participatory communication and the urban poor and asks how forced migrants participate in the sociopolitical and legal discourses in urban spaces. This question is relevant in times of the marginalization of forced migrants in physical and discursive spaces (see Leudar et al., 2008) and their portrayal as socially and politically risky (Zetter, 2007). Based on theories in political/cultural geography and performance studies, this paper illustrates how forced migrants in Seattle/U.S., Munich/Germany, and Hong Kong/China dismantled legal and sociopolitical structures (spaces of protection) as spaces of risk for the non-citizen. The data were gathered through personal interviews and participant observations in the respective cities. The methodology will also be discussed in light of the role of the researcher as change agent. The analysis shows that asylum seekers dismantled spaces of protection through storytelling in virtual space and in face-to-face interactions with locals. In Hong Kong, asylum seekers narrated risk in self-administered web-spaces, which enabled them to present their own voices (trans)locally without major interventions from advocacy organizations. In addition to narrating online, asylum seekers and refugees told their stories in public like in Seattle/USA and Munich/Germany. Narrating in face-to-face settings was mediated by local NGOs and the sociopolitical situation in the city and country at a particular moment in time. Thus, some forced migrants gained a voice only when speaking as ethnic/national representatives of their group (e.g. Iraqi) and in response to political events. The study concludes that asylum seekers are not passive victims in need to be spoken for. They can participate in urban spaces and (trans)national discourses, especially by mastering new media technology. While advocacy organizations are important for assisting asylum seekers, there is the danger that they highlight ethnic/national identities of forced migrants at the cost of addressing the challenges related to forced migration.

**Marianne D. Sison**, RMIT University, AU

Creatively Connecting Cities for Climate Change: A Case Study of Earth Hour

This paper will examine how a locally based community campaign evolved to a global worldwide campaign through the use of communication strategies including social media. Through a case study analyzing their website and media reports and interviews with event organizers, this paper will focus on Earth Hour. The campaign, developed and run as a World

Wildlife Fund (WWF) project, originated in Sydney, Australia in 2007. In three years, 128 countries and over 4500 cities have participated in this "global display of climate action". The case study will include an analysis of the campaign's website and media reports as well as interviews with event organizers. While acknowledging the program's impressive ability to mobilize millions of people worldwide to participate in a single rolling event on climate change, the paper will critique the campaign through the lens of participatory communication (Tufté, 2009; Servaes, 2008), transformative events, use of social media and strategic communication (Smith, 2008). At the same time, the paper will examine the various metrics used to evaluate the campaign. Furthermore, the paper will discuss the challenges of scaling up a local community event to the global stage and its adaptation to make the campaign relevant and meaningful to the varying needs of each community.

**Juçara Gorski Brittes**, Federal University of Ouro Preto, BR

**Lorena Rubia Pereira Caminhas**

**Mayara Oliveira da Silva Gouvea**

Peculiar Aspects of Communication in Mariana

This study covers the generation and diffusion of information in Mariana, city founded in 1696 and located in the Brazilian Southeast. This is one of the older urban spaces of the country, having played a key role in the country's economy, then a Portuguese colony, as a center for gold and precious stones extraction. Economic downfall of the region happened by the end of the XVIII century, leaving marks in the fine architecture and sacred art. The economic decay which followed the gold cycle led to severe social and economical imbalances and served as the basis for the social structure found today, even though a new economic boom seems to start due to a recent iron mining surge brought by transnational companies. The peculiarity of the communication system affecting 54,000 residents in this environment draws attention: there are no daily newspapers, only one telephone company provides web access and telephone services, just one radio station linked to an Evangelical economic group and information services organized by the Catholic hierarchy (Mariana was established as an archdiocese in 1748). The hypothesis presented is that the absence of public policies based on the right to communication is responsible for keeping an exclusionary communicative system, powered by similar imbalances in other spheres. Partial results of this ongoing research indicate that, in response to the absence of efficient and balanced public policies, different groups and social movements create overlapping communicative subsystems, in which rudimentary procedures and advanced technological resources alternate and/or merge according to the communicative competence of the group. Future tasks of the project include mapping local informational flow across multiple platforms and case studies of agenda setting according to social group.

**Icaro Ferraz Vidal Junior**, University of Sheffield, UK

Geopolitics of Fashion in the Participatory Age

The recent association of British Vogue with the social network Looklet seems to indicate a significant change in the status of the contemporary fashion media. Looklet is a social network in which the user has access to a wide range of fashion items (clothes, accessories, models, locations and digital picture effects) that can be combined to produce new and personal looks. All available items are real, selected by stylists and, according to Vogue, this

association aims to enable the translation of the latest catwalk trends for the streets. The logic of fashion was discussed by many social scientists as a top-bottom temporal agency of trends (Lipovetsky, 1991), but we believe it is suffering an inflection due to the incorporation by traditional fashion media of social networks of style edition. Although we not disregard the central role of main fashion weeks and western fashion press in the geopolitics of fashion, we suspect that interfaces as Looklet sprays the determination of trends, diffusing geopolitically the creative role which was restricted to the "fashion bibles". Therefore, we propose an ethnographic approach with Looklet users in order to scrutinizes the systems of legitimacy and authority that shape the logic of this social network, characterized by a series of ranking tools and toplists based on "quantitative" (the number of network users who value positively a look or a stylist) and "qualitative" aspects (looks and stylists assessed by Looklet team as relevant). We hope to understand some nuances of this "democratization" of fashion, because if this process is part of a participatory age (Jenkins, 2001), it is not so clear that it is part of an emancipatory age (Rancière, 2009).

**Marina Mantini**

**Elisabeth Donatello**

**Vanessa Sais Echezarreta**

The "Environment" into the Institutional/Official Web Sites Communication of Some Cities in the European and Mediterranean Areas as a Possible Element of Human Change and an Enlargement of the Participatory Democracy into the Cities of the XXI Century

Can we consider the Environment interest and the human experiences in that field as possible elements of change and also elements of the citizenship enlargement and the participatory democracy into the cities of the XXI century? We would analyze the speech about the Environment in the communication of the institutional/official web sites of some cities of the European and the Mediterranean areas to discover to demonstrate it. It can contribute to individuate a change into the gradual appearance of citizens' new groups capable to tell their innovative field experiences into the space of the e-participation with different forms and modes. What kind of groups is there represented? What kind of subject and experiences can be found? Can we notice a different speech in the communication of the web sites as new groups appear and enlargement happens? In the exchange could be found any influence of subjects and speeches into different groups? Will we arrive to detect if the e-participation is represented at the same level of the participation into the e-community of the cities? Groups, subjects/experiences, speeches and changes observed will be reported in this work.

**5A21 Comunicación Participativa: Perspectivas en Español (PCR) Room: B.201**

**Chair** Florencia Enghel

**Papers**

**Salvador De Leon**

**Norma Medina**

**Rebeca Padilla**

Portales Institucionales de Internet y la Participación Ciudadana en la Provincia Mexicana

Este estudio muestra resultados preliminares de la evaluación de los portales de internet de las instituciones públicas del Estado de Aguascalientes, en la región central de México, en función de su capacidad para permitir la participación plena de la ciudadanía con mediación de la tecnología. Se revisaron tres niveles de prácticas comunicativas posibles a partir de los recursos con que cuentan: a) informativa, b) expresiva, c) comunicativa. La primera corresponde al otorgamiento de datos, la segunda a la posibilidad de interacción entre los representantes institucionales y los ciudadanos, y la tercera a una configuración deliberativa y colaborativa en donde los ciudadanos tengan la posibilidad de apropiarse de los portales para un ejercicio pleno de ciudadanía. Se evaluaron los 59 portales institucionales del estado (criterio censal) mediante análisis de contenido y análisis de su arquitectura virtual, información que fue complementada con entrevistas focalizadas a los desarrolladores de los portales más significativos. Los hallazgos muestran un mayor énfasis en el nivel de la información, en detrimento del nivel de comunicación, que interpretamos como rasgo de las sociedades en transición, en donde la participación ciudadana es gestionada por la desconfianza y el control, en oposición a la supuesta apertura propia de un régimen democrático. La hipótesis central plantea que la poca atención otorgada a la participación ciudadana tiene su origen en la ideología vinculada con la tecnología, la cual considera que el hecho de instrumentarla resuelve los problemas de comunicación. Por otro lado, es necesario tomar en cuenta la tensión derivada de la brecha digital como debate central que, en palabras de Castells, ocasiona que la tecnología se incorpore a todos los procesos de la vida social al tiempo que excluye a grandes sectores de la sociedad.

**Luis Carlos Rodríguez Páez**

**César Augusto Rocha Torres**

**Yulieth Aldana Orozco**

La Construcción Del Desarrollo Desde La Gestión De Conflictos: Posibilidades Para Repensar la Radio Comunitaria en Cundinamarca

Esta ponencia nace de la investigación denominada “La participación ciudadana en la radio comunitaria”. La pregunta que orienta esta investigación es: ¿cómo hacer del desarrollo municipal y departamental un proyecto comunicativo, propiciado desde la participación en la radio comunitaria? El interés de desarrollar este proyecto es, por un lado, la comprensión del papel de la radio comunitaria en un departamento colombiano, como lo es Cundinamarca, en el desarrollo local y, por el otro, contribuir a la legitimidad social de estos procesos de radio comunitaria por medio de la participación activa de los ciudadanos. a través de la radio y otros medios, en los cuales se presente el debate y la deliberación sobre los asuntos públicos, y asumiendo las problemáticas locales y municipales como conflictos que deben ser gestionados colectivamente. Este proyecto fue desarrollado por los miembros de los grupos comunitarios y los autores de este texto a lo largo de un año con once municipios del departamento de Cundinamarca en el centro de Colombia. Lo primero que hicimos fue determinar el tipo de comunicación de la emisora con su entorno, Quisimos conocer cómo se han construido las relaciones de la emisora con las organizaciones sociales, políticas y culturales, cómo se han mantenido o deteriorado las mismas y cómo se ha dado la participación hacia dentro de la emisora y hacia afuera. El resultado no fue muy halagüeño: la participación es mínima y está concentrada en algunos estamentos institucionales. Los grupos de comunicación que hacen radio comunitaria se dieron cuenta que la misión es

contribuir a la construcción de lo común, reconociendo a los distintos, y desde ahí, ayudar a identificar los nexos o los ámbitos de confluencia en los cuales se generen beneficios colectivos para el desarrollo humano y social. Así se viene desarrollando el proyecto en el municipio de Sibaté. Allí se están asumiendo las problemáticas sociales como conflictos territoriales, como asuntos públicos que poseen varias características, tales como: son dinámicos, están involucrados múltiples actores sociales, y existen diferentes percepciones y racionalidades sobre la realidad existente. De esta forma se reconstruye el capital social y se construye lo público.

**Víctor Marí**, Universidad de Cádiz, ES

La Conexión Freiriana: El Valor Estratégico de la Participación Ciudadana en Las Nuevas Formulaciones de la Comunicación para el Desarrollo

El campo de la Comunicación para el Desarrollo, en su proceso de redefinición insiste, a partir de la década de los noventa del pasado siglo XX, en la importancia de la participación en los procesos sociales y comunicativos para que el desarrollo sea verdaderamente transformador. En esta línea se realizan, a partir de esta década, investigaciones que encuentran en la participación un elemento fundamental a tener en cuenta. Por otra parte, los denominados medios comunitarios (radios, televisiones, telecentros) son, sin duda, impulsores privilegiados de la Comunicación Participativa para el Desarrollo. Desde sus orígenes, a finales de la década de los años cuarenta, hasta los trabajos teóricos de sistematización más recientes de investigadores como Nicolas Jankowski (2002) y Peter Lewis (2008) los medios comunitarios se caracterizan por la centralidad que ocupa la participación de la ciudadanía no sólo en la construcción de los mensajes que se difunden, sino también en su gestión y en los procesos de cambio social que se impulsan desde estos medios. En la presente comunicación llevaremos a cabo una reconstrucción teórica del campo de la Comunicación para el Desarrollo, con el fin de identificar los autores y corrientes que han contemplado la participación ciudadana como eje irrenunciable. Entre las diversas matrices teóricas que dan valor a la participación ciudadana, nos centraremos en la conexión freiriana (Richards, Thomas, Nain, 2001) un enfoque que conecta con los aportes teóricos de Paulo Freire.

**Jair Vega**

**Camilo Perez Quintero**

**Sandra Benitez Diosa**

**Melissa M Brough**

Prácticas Comunicativas, Estrategias de Participación e Identidades Políticas en Los Procesos de Comunicación Ciudadana en Colombia

Al observar procesos de comunicación ciudadana desde lo audiovisual, en el caso colombiano, sean éstos rurales, urbanos de niños, niñas (Escuela Audiovisual de Belén de los Andaquíes), jóvenes (Pasolini en Medellín) o personas adultas (Asociación de Radios Comunitarias del Magdalena Medio, Hiperbarrio, Mejoda y Colectivo de Comunicación Línea XXI de Montes de María); es posible encontrar, al acercarse de una manera inmediata, que surge un entusiasmo con las dinámicas de participación, en la medida en que existe una apropiación importante no sólo de la técnica, sino de todo el proceso de producción, e inclusive en la propiedad y autonomía sobre los medios mismos y la representación de las

realidades. Sin embargo, al desarrollar miradas más cercanas y participativas en el proceso de investigación es posible identificar como las prácticas comunicativas desarrolladas colectivamente en cada caso, orientan los procesos hacia la configuración de diferentes identidades políticas en sus participantes. La producción de imágenes y sentido a través del audiovisual, cobra formas locales para contar y re-significar las memorias apañadas por discursos dominantes, y en el proceso, configurar prácticas comunicativas que han permitido, a diferentes, comunidades convertirse, en , agentes activos tanto de los procesos organizativos, como de sus relatos o, por el contrario, reproducir y legitimar las lógicas dominantes. Por tal razón, abordar un análisis cultural de la imagen, de estas imágenes producidas en el marco de procesos de comunicación ciudadana en Colombia, es una apuesta por reflexionar como el hecho de mirar y mirarse, así como las mismas prácticas comunicativas desarrolladas para tal fin por diferentes actores, contribuyen en la construcción de identidades y alteridades, que pueden simplemente activar ollar procesos de participación ciudadana que reproducen lógicas e instituciones del Estado en crisis, o por el contrario desencadenar acciones de resistencia y representación que trascienden el uso instrumental de la cámara, llegando incluso a posicionar propuestas alternativas de incidencia social como es el caso de la inclusión de género, y la participación activa en procesos de decisión local.

### **Laura Ximena Triana**

#### Memoria y la Mirada del Otro

A mediados del año 2010, dentro del marco de la convocatoria “Amor por Bogotá” de la Secretaría de Cultura, institución adscrita al gobierno de la ciudad, presenté el proyecto “Resignificación Ecológica y Cultural del Río Arzobispo” (REYCA) con el cual gané dicha convocatoria en el área de patrimonio y cultura. REYCA es un proyecto de agencia cultural, - entendida como el escenario en el cual un actor social logra un cambio en la estructura social de su realidad, a través de su recomposición creativa, simbólica e innovadora, donde se incorporan los hábitos, el juicio y la imaginación-. En este caso le apuntamos al reconocimiento del “no ciudadano”, del habitante de calle a quien se le atribuye el deterioro del río, visibilizando su experiencia y conociendo el imaginario simbólico de otros sectores de la ciudadanía. Llamamos “memoria y la mirada del otro” al componente audiovisual y comunicativo del proyecto REYCA: La recopilación audiovisual tipo documental de estos relatos y la intervención en el espacio público que configura el río, donde se proyectó esta pieza audiovisual de manera gratuita y abierta al público, mediante una práctica cultural de tipo participativo y vinculante. La muestra de diferentes perspectivas frente al estado del río, la percepción de seguridad del sector y los hábitos de reciclaje, que dan lugar a un mayor entendimiento sobre las formas de interacción ciudadana muchas veces limitadas por imaginarios preconcebidos y la poca exploración sobre el entorno cotidiano, en este caso alrededor de la ronda del río. Nos servimos de la noción de agencia cultural, desde de la reflexión sobre los imaginarios simbólicos frente al río y dando un paso hacia el reconocimiento de la diferencia en aras de una re- significación de la noción de ciudadanía urbana.

## **Edwin Alfredo Cubillos Rodriguez**

La Fotografía Participativa en la Construcción de Ciudadanías por Parte de Niñas y Niños en Altos de Cazucá, Colombia

Este artículo indaga los alcances de la fotografía participativa para la construcción de ciudadanías en contextos de crisis y liminalidad (geográfica, socio-económica y cultural), por parte de niñas y niños de un proyecto-escuela popular denominado “Disparando Cámaras en Cazucá”; ubicado en una región periférica de la ciudad capital que ha sido históricamente receptora de población desplazada por el conflicto armado colombiano. Se analizan así, los procesos de participación infantil que esta experiencia posibilita a partir de las prácticas de creación y uso de imágenes fotográficas por parte de las niñas y niños desde la metodología Foto-Voz que retoma un enfoque de la Investigación Acción Participación y la acción colaborativa. El concepto de ciudadanías al límite, se refiere allí a las prácticas y recursos culturales que poblaciones que se ven expuestas a condiciones extremas pueden desarrollar para reconstituir su sentido de ciudadanía y ejercer nuevamente una práctica política en situaciones de crisis o liminalidad. Por su parte, la participación infantil se considera un elemento de expansión de ciudadanía, que implica procesos sociales y subjetivos en el que la niña o el niño, como sujeto subalterno, tiene la posibilidad para apropiarse de escenarios y medios para incorporarse en la construcción de esferas públicas y privadas. En este sentido, la fotografía se configura como un agente cultural que posee la capacidad de generar sentidos críticos, éticos y estéticos que afectan las formas de relacionamiento social en contextos de violencia sociopolítica. Este artículo se divide entonces en 4 componentes básicos:

- 1.La emergencia de nuevas ciudadanías: un debate abierto
- 2.La niñez como nueva ciudadanía
- 3.La agencia cultural como escenario de construcción ciudadana
- 4.La fotografía participativa como agencia cultural para el cambio y la transformación social

## **Gabriel Kaplún**

Participación Social y Políticas de Comunicación: Experiencias Innovadoras

En 2008 comenzó en Uruguay una experiencia que no parece tener muchos referentes internacionales y que puede entenderse como “regulación social del espectro radioeléctrico”. Se trata de un ámbito de participación social para la adjudicación de frecuencia de radio y televisión para emisoras comunitarias, a través de un Consejo Asesor con integración plural, creado por la nueva Ley de Radiodifusión Comunitaria. Este consejo evaluó más de cuatrocientas solicitudes de frecuencias por parte de grupos y organizaciones de la sociedad civil. Su opinión no es obligatoria para el gobierno, pero éste se ha guiado básicamente en su asesoramiento para las adjudicaciones. Entre agosto y diciembre de 2010 se desarrolló otra experiencia, que tampoco cuenta con antecedentes conocidos. El gobierno uruguayo convocó a un Comité Consultivo sobre una nueva ley de Servicios de Comunicación Audiovisual, incluyendo radio, televisión analógica y digital, radio y televisión por internet y otros medios en desarrollo en el marco de la convergencia tecnológica. El Comité tuvo una integración amplia, incluyendo a empresarios, académicos, sindicalistas y sociedad civil. Trabajó en forma pública y logró acuerdos mayores de los esperados, tal vez por la peculiar metodología de trabajo adoptada. El documento final contiene capítulos innovadores, como el referido a educación y medios, participación social en las políticas de comunicación,

creación del Defensor de las Audiencias. Se trata entonces de dos experiencias de participación social en el diseño y aplicación de políticas de comunicación. En este trabajo indagaremos en sus principales características, potencialidades y limitaciones. Describiremos y analizaremos su integración, marco jurídico, social y político en que se han desarrollado, su método de trabajo, sus resultados y probables impactos a futuro. Para ello analizaremos parte de la documentación producida en ambos espacios, entrevistas a algunos de sus participantes y registros de sus sesiones.

## **5A22 Citizen Journalism and Community Print Media (ComCom) Room: B.202**

**Chair** Ilkin Mehrabov

### **Papers**

#### **Susan Forde**

The GetUp! Movement and the “New” Alternative Media: Alternative Journalists’ Views on the Contribution of the Internet to Alternative and Community Journalism

The volume of research and associated theory recently offered about the internet and how it has democratised or revolutionised news and communications is significant, and rightly so—there are many considerations to be made about how our world has actually changed with the onset of internet technology. If we were to summarise the findings of current research about the ability of the internet to democratise communications, it would be this—the internet is a low-cost production option that provides opportunities for groups of people to connect and organise, across state, national and international boundaries, on issues of concern to them. Further, it enables alternative news publications which may be struggling financially to continue publishing through either a website, emailed pdf document, daily newsletters and so on. Research also shows the internet has enabled a great number of citizens’ journalists—ordinary people who write blogs and run online citizens’ media projects—to have their voices heard. In this paper I want to consider what the internet has actually achieved for alternative and community journalism. Using theories and perspectives applied by Cammaerts (2008) and others (for example, Curran, 2003; Atton 2003), the paper takes something of a cautionary approach in considering whether we need to temper the over-excitement about the contribution of the internet to revolutionising the media. A series of 19 qualitative semi-structured interviews were carried out with journalists from the United Kingdom, the United States and Australia and their perspectives will be the focus of this paper. Further, I will present a case study of a new media example—the GetUp! movement in Australia, an internet-based political group modelled on the US MoveOn.org—as a way of coupling the words of our alternative journalists with a contemporary example of an internet-based alternative media initiative. This paper seeks to contribute to the ongoing discussion—how has internet technology changed alternative and community journalism?

#### **Dimitra Dimitrakopoulou**

#### **Dimitrios A. Sotiropoulos**

Developing (Digital) Bridges for the Conflict Case over Kosovo through the Emergence of a Peace Journalism Platform

The proposed paper deals with the conflict prevention and peace building role of journalists between countries whose history carries deep and ongoing tensions and disputes. Using as a theoretical starting point the fields of Peace and Conflict Studies, our paper draws its empirical material from the workshop on the conflict prevention and peace building role of Albanian Kosovar and Serb journalists in the on-going Kosovo conflict, organized on 9-12 March 2011 by the Hellenic Foundation for European and Foreign Policy (ELIAMEP) in partnership with the Belgrade Fund for Political Excellence and the Foreign Policy Club (Pristina). Our study is based on two empirical methods:

a. self-administered semi-structured questionnaires distributed to the workshop participants in order to record their views and experiences regarding peace journalism and the role of media in conflict prevention and management and b. development of an online platform that will host the on-going discussion between the workshop participants, experts, academics and independent journalists after the completion of the workshop. Its aim is to facilitate the active participation of all interested parties and to enhance the interactivity developed during the workshop through the exploitation of online deliberation tools. The platform will also accommodate the common field research projects on the Kosovo conflict that will be carried out in teams consisting of both Serb and Kosovar journalists (e.g. joint interviews on a topic of common interest, joint fact-finding, co-authoring of a report on a political or economic or social problem in Kosovo). Our broader goal is to explore the opportunities offered by Web 2.0 for peace making initiatives and conflict management and deliberate on the online possibilities that transcend previous traditional media boundaries. Through the results of the cooperation and the synergies of the motivated partners who will actively be involved in the online deliberation project, we aim to propose a theoretical and empirical framework on the way the Internet can serve as an alternative and open platform for journalists and media in regard to conflict prevention and peace-building.

### **Laina Taruva**

Riding on the Wrong Name: A Case of "Community" Newspapers in Zimbabwe's Midlands Province

The paper is an investigation into the operations and relevance of community newspapers in the midlands province of Zimbabwe. Through interviews and content analysis of the newspapers in the Midlands province the researcher contends that the community newspapers are market driven. Through participant observation the researcher also find out that there is a lot of unorthodox means of getting advertising revenue, bribing of media planners and cheque book journalism. This took away the community aspect of the newspapers as they are profit driven, all other needs of the target audiences are neglected. The politically and economically powerful are given much attention at the expense of the underprivileged in the remote areas of Midlands Province therefore failing to fulfill their purpose.

### **Cindy Cheung-Kwan Chong**

The Identification of Three Ideal-Types of Minority Language Newspaper: In the Liberal Media Model Society of Hong Kong

This research is the first and a comprehensive study in the minority language newspapers in Hong Kong. Under the domination of majority ethnic Chinese and highly liberal and commercialized media practice and policy, ethnic minority media is largely ignored by the government, academia and the public society in Hong Kong. However, a variety of minority newspapers with vivid differences are produced by different ethnic community despites of the absence of supportive government policy and subsidies. They operate in great differences in scales of production, financial conditions and purposes of publication that reflect significantly the socio-political construction of respective ethnic communities in relation to the mainstream society. This study is, firstly, to try to develop an analytical framework in the study and analysis of the multiplicity of minority language newspapers, and secondly, so as to shed light on its socio-political implications in relation to the notion of citizenship. An exploratory research including extensive fieldworks, in-depth interviews and content analysis was conducted to acquire thick descriptive information and insights into the topic. The idea of “ideal-type” of Weber was borrowed to identify the three ideal-types of minority newspaper base on the analyses of their production and organization structure, which includes factors of finance and production, content selection, and distribution network. The three ideal-types are the “flexible citizen press”, the “participatory agency press” and the “excluded subaltern press”. Each type comprises of newspapers of two or more ethnic minorities; each with specific content orientation, and targets at breaking specific barriers faced by respective ethnic minority groups. It is hoped that the identification of the “ideal-types” can provide empirical generalization of the topic so as to facilitate coherent and better understanding, and may serve as an analytical framework for future conceptual development in the field of minority media.

## **5A24 Religion and New Media (M&Rel) Room: B.204**

**Chair** Maria Way

### **Papers**

#### **Dong Leshuo**

A Study of Generation and Prevalence of Internet Hot Words in China: From the Perspective of Internet Users

As a unique phenomenon, Internet Hot Words (IHW) has been booming in China since the year of 2008. IHW have presented some new characteristics and demonstrate a stream of particular Internet culture. This paper concentrates on the logic and culture that promotes the creation and spread of the IHW through a focus group interview of 10 active Internet users which are comprised of both the creators and users of IHW. The research finds out that some IHW are created spontaneously by cyber citizens when they want to add comments or seek attention on the Internet; while others are created due to publicity by some professional "Internet marketers (Wang Luo Tui Shou)". Moreover, psychological resonance and enhancement of national citizens' consciousness trigger wide spread of IHW. When it comes to cross-media communication of IHW, some interviewees don't support the use of IHW outside the Internet and disagree with using IHW in other media and literary works while others consider it a sign of gradually increased influence of the Internet on

traditional media. In sociolinguistics it is generally recognized that language transition in trends or conditions is usually tightly concerned with the times and environments. In this sense, this research also tries to explore how IHW reflects the diversity of culture and values which transformed along with social development of contemporary China as well as how popular Internet culture hybridize with Chinese traditional culture.

### **Jun Liu**

Embedding Guanxi: Understanding the Mobile Social Network in the Cultural Context of China

This paper examines the guanxi-embedded mobile social network in China. By focusing on several concrete case studies with over 80 in-depth interviews, this study observes that mobile social networks are a way that Chinese people cultivate, maintain and strengthen their guanxi networks. Embedding the reliability of guanxi, the message spreading via mobile communication always enjoys high credibility, while mutual obligation contributes to the explosive growth of the message within mobile social networks under special circumstances, such as during festivals and holidays, popular protests and social disturbances. This circulation in turn increases both the dissemination and credibility of messages, and rumors. The characteristics and strength of mobile social network in China therefore emanate not only from Information and Communication Technologies (ICTs), but also from the socio-cultural source - guanxi - deeply rooted in Chinese society.

### **Soraya Abdurahman**

#### **Irna Nur Shahbanu**

Look at Me! I am Moslem, Young, and Fashioned: Blog and the Transformation of Moslem Youth Fashion into Popular Culture

Blog emerge as a medium for urban young people, including for the Moslem. The Moslem girl fashion blog's is a trend setter to influence the Moslem youth cyber community's style. There are Moslem women fashions bombing in Indonesia in the last few years. Based on Kılıçbay and Binark article published in 2002, this study tried to find out how is the transformation of Moslem youth's Fashion in blog into popular culture in Indonesia? How does blog play as medium for sharing ideas and creating new life style crossing transnational communities? Does the blog text still reflect and articulate the 'spiritual' aspect of Islamic faith in the middle of pressure of western fashion industry? Is the blog redefining the meaning of Hijab as popular culture? The study was a qualitative research using interview method with the young Moslem women whom are fashion blogger in Jakarta and West Java. The research finding shows that the creativities of Moslem youth meet new lively representations in new media. They create a new culture by the blog's text. There are shifting meanings of the practice of youth Moslem's wear due to the articulation of Islamic faith into popular culture. Their creations based on modern religious paradigm, local context's taste and the global passion. The blog provide a space to shape religious sentiment. They become designer for the transformation of Moslem youth's fashion. They express their ideas to virtual transnational communities by conceptualizing, collaborating, producing, sharing, mobilizing, and exhibiting their creative works, ideology and dreams. They declare unique and specific identity of urban Moslem youth fashion as a 'normal' trend.

The blogger create the new fashion as the resistance of mainstream fashion industry's values. This is the politic of lifestyle. The blog's messages become the engine of Moslem.

### **Joseph Muyangata**

Religion, Fidelity, and Social Networks: Technology Assisted Infidelity, A Case on Facebook Chats

Our lives daily revolve around socialization within and without our religious groupings hence the enhancement of the media and social networks around us, especially for global connectivity. It, without need to mention, creates a relationship between religion and communication, mostly between cities and some urban (you meant "rural" I suppose?) environments. This relationship in turn comes with many communicative possibilities and responsibilities that require certain dynamics for the religious. These intersections between cities, religion and communication attract certain modern processes which inevitably change the religious communication processes. In the light of these findings, the important question which arises then is: How have social networks changed the religious communication processes? In every global sphere and space, where religion is valued, communication is equally valued hence the need for the social networks -as new communication ways- and their upgrading, speed, and creativity. Nonetheless, as one gets to their root; into their very dimensions and textures; their very uses; intersections with religion and morality; the religious communication theories and practices and the multi-dimensional nature of the social networks around us, and can not help but smell something not so morally correct called "INFIDELITY". Do social networks propagate infidelity or is infidelity just a religious schism? How have social networks created social networks' widows and widowers? Is facebook a culprit: facebook widows/widowers? Can infidelity be done through technology; rather is there anything called technology-assisted infidelity? Is social networks' connectivity merely creativity or a platform of modified scrupulous city-based deceitfulness? Or both? How does religion address these questions in the face of technology?

### **Irfan Raja**

Old Conflict, New Perspective: Social Media and News from Gaza

In recent years, new media have become the most important source of news provision, particularly, in places where the mainstream media are either banned to cover the event or severely restricted. They provide a pathway for bloggers to disseminate information, for instance, Facebook, MySpace, Twitter, YouTube, Flickr, Demotix, Vimeo, Wikipedia, Now Public, Mahalo, global Voices and Crisis Wire. The Israeli assault on Gaza in 2009 captured the attention of the new media, primarily, because the Israeli establishment banned the mainstream media outlets from entering the disputed territory of Gaza. Notably, both sides made use of new media to manipulate public opinion. This article employs semi-structured questionnaire and based on data derives from interviews with academics, journalists and bloggers that finds a visible media disparity in the coverage of Gaza. The analysis reveals that the Israeli propaganda machine is widely recognised and active. David Mannion, the Editor in Chief of ITV News admits that the 'Israeli propaganda machine is very sophisticated and in its own terms it's quite successful.' (Pliger, 2010) During the Gaza conflict news was mainly channeled through social media, Jon Burg describes the Gaza assault as, The World First Social War (2009:1). The Israel-Palestine issue remains the focal point of discussion within

the academia, media, and public domains. However, the latest developments in new media indicates a dramatic change in this conflict; the reporting, which has now become a social media movement for both parties to makes their case heard internationally.

**Reggy Figer**, University of Tsukuba, JP

Performing Religiosity Online: The Case of Filipino Migrants in Japan

Religion is a significant cultural marker amongst Filipinos. With the advent of globalization and technology, this is being challenged. Accordingly, the exodus of human capital, including that of the Filipinos for economic development, has instigated a question on whether the aspect fo religiosity is still relevant to them. Using textual analysis as the main method to examine two diasporic online communities, this research proves that with the dawn of Internet technology, Filipino migrants utilized the Internet in the performance of religiosity, the backdrop being in Japan. Through online communities for diasporic individuals in Japan, Filipino religiosity was reproduced as a form of long-distance ritual practice and cyber pilgrimage. Hence, it can be said that these cyberspaces have become venues for Filipino migrants to commune and build kinship through faith and religious communications. This study then asserts that religiosity is still a vital component as a cultural marker among Filipinos, whether they are in the homeland or in the host society.

**Dilek Özhan Koçak**, Marmara University, TR

Theatre as a Primary Figure of Modern City Culture in 19th Century Istanbul

Paris where was already the center of bourgeois dominance transforms along with the cultural institutions and entertainment practices in 19th century. Theatre as a social art form not only responds to the wishes of new elites who desire to be seen as elite as the aristocrats, but also become an institution where the “barbarians”, who just came to city from towns to work in factories, would be civilized and prepared to modern city life. Theatres of Paris were places where aristocratic values is thought to bourgeois, hence they were tried to be controllled and defended against common people of Paris. Thus the distinction among classes would be more evident. However essentially with the modernization process, theatres would have a kind of role in making people civilized and integrate them to the “civilizing process”. “The barbarians of civilized society” were needed to be “civilized” and become “city dwellers” according to the criterias of civilization. Thus the physical changes inside theatres and the rules of good manners which should be obeyed by people when watching a play, was the begining of the popularization of theatre. The city as an actor was being transformed in economical, social and cultural way and the city dwellers were also being transformed proper to the new city life. On the other hand similar to the theatres in Europe, modern repertory theatres in Istanbul which came into existence in 19th century, became the places where the bureaucrats and bourgeois could highlight their position. However some theatres, except the ones in Galata/Pera region, were built for Muslim Turkish people in order to make them civilized and impede the distances which was probable to occur between common and elites. Hence the intellectuals adapted the plays properly to the common peoples’ culture while they were translating them. Art was used as a medium by intellectuals to educate and make the people civilized. Norbert Elias ones mentioned that the expected attitute from a civilized person is not to touch but to watch with eyes, not to talk but to be guite, not to be active but to be passive. Pierre Bourdieu also

consider in the similar perspective that he says the basic difference between the taste of middle class and proletariat is “distance” and “participation”. Considering from Elias’ and Bourdieu’s arguments, in this essay we aim to understand the role of theatres in making people civilized particularly the ones in Istanbul. We will think their position comparatively the theatres in other European cities such as Paris and Vienna with the terms of “civilization” and “culture”.

## **5A25 Being Virtual? (PopC) Room: B.205**

**Chair** John Benson

### **Papers**

**Sofie van Bauwel**

**Sander de Ridder**

Youth, Connectivity, and Cybercultures: Transgressing Heteronormativity

Youth studies on popular cultures and school communities have extensively demonstrated the importance of heteronormativity. They have exposed a strong binary discourse on gender and sexuality in everyday dialogues that repeatedly others ‘the Other’ (see Dewaele et al., 2009; Ferjola, 2007; Pascoe, 2007). However, as the geography of the global youth cultures has now expanded to online communities such as social network sites, this raises the question whether the online stage increases empowerment, democratization and diversity, or, on the other hand, reinforces the representation of the self within the binary oppositions of heteronormativity. Departing from this concern, this paper will elaborate on media representations of youngsters between 14 and 18 years old in popular social network sites. By means of an online content analysis of the most popular social network site among youngsters in Northern Belgium ([www.netlog.com](http://www.netlog.com)), this contribution inquires how heteronormative discourses are articulated in an online medium by exposing the relationships between online cultural production, belief and meaning, social processes and heteronormative institutions. The emphasis here is on possible transgressions and interplays between non-normative gender and sexual identities. The aim of this paper is to endorse an online project which opens up a diverse online space where self-representations can be free and fluid, without the constraints of normative values and technical affordances.

**Christian Christensen**

War Made Boring: YouTube, Iraq, and the Everyday Spectacle

A great deal of research within media and communication studies has addressed coverage of military conflict by focusing on the unusual, the outrageous, the offensive or the entertaining. In short, focusing on the spectacle (Debord, 1967/83) of warfare, or, what Baudrillard (2005) has called “war porn.” Relatively little work, however, has been done on how military conflict and occupation is presented to members of the general public as mundane, routine or even boring. With the advent of video-sharing sites such as YouTube, however, soldiers serving in Iraq and Afghanistan have had the opportunity to upload images of military service that are at odds with mass-produced representations of war and

occupation. There is, of course, nothing new in soldiers documenting the banal moments that can often dominate during conflict, a practice that strikes a dissonant chord with non-military members of the audience who often assume banality to be antithetical to war. Throughout history, and through various forms of media such as letters home, poetry, music and photography, troops have represented "the everyday" of military life. The material uploaded onto YouTube is unique in the sense that it is audio-visual material that is immediately available to very large audiences, and can be seen as a continuation of the tradition of the soldier's letter home. In this paper, and connected to work on war and the everyday (Christensen, 2009, 2010), I will discuss this practice in relation to the notions of spectacle, as well as popular representations of warfare.

### **Nabeel Zuberi**

#### **Between Iraq and a Hard Place: DJ Culture and the Affective Economy**

How should we understand the audiovisual aesthetics and politics of contemporary electronic music as it circulates the troubled affects and turbulent emotions of War/Terror? This paper draws out some tendencies 'after World Music', when there are continuities in musical articulations of cultural difference, but also significant shifts in mediation that might reframe our perspectives. The mediascape is characterised by mobility and liquidity in the formation and development of music cultures and affinities in listening. I focus on three recording artists: DJ /Rupture AKA Jace Clayton (Special Gunpowder, 2004); Mutamassik AKA Giulia Liola (That Which Death Cannot Destroy, 2010), and Filastine (AKA Grey Filastine; Dirty Bomb, 2009). I discuss the political economy of their music, sonic imaginaries in mixes and albums, radio shows and live events, accompanying visuals, and the discourse of blogs and other web spaces. In order to understand the currency of these noises, the paper addresses arguments about affect in relation to the politics of representation and distributed subjectivities.

### **Peter Bryant**

#### **Interaction, Feedback, Reinforcement, and Collective Identity: The Role of the Zine**

Zine makers may occupy a number of simultaneous and/or dichotomous spaces within a variety of personal networks. These networks may be based around the practice of making a zine, the artistic or cultural intent of the zine the content or purpose the zine seeks to engage with or around the readers of the zine (Duncombe 1997; Kearney 2006; Waltz 2005). The critical debates in the literature touch on the notion of being inside and outside a specific network or community, and the roles and behaviours that constitute those positions (Clark 1998; Harris 2003; Livingston-Webber 1994; Schilt 2003). Partially attributable to the lack of shared meaning for what constitutes zine making, or zines themselves (Chu 1997; Schilt 2004; Ware 2003), the role of zines as instruments that form or sustain personal or social networks is a contested notion and varies across practitioners and zine content. Zines play an important role in network formation by vindicating or defining the nature of the scene or culture in the first place, offering artifacts for the ongoing development of the network or by disseminating experiences and observations of members of or aspirants to the networks (Garrison 2000; Kearney 2006; Leonard 1997; Moore & Roberts 2009). These outcomes can be challenged when a perceived 'outsider' engages with the network in a

critical way or subverts the norm behavior (Wolf & Dunlap 2010). This paper seeks to explore the role that zine making and distribution has in the formation and sustaining of communities and personal networks and the role/s played in those networks by the 'outsider'. It will utilise a qualitative mixed methods approach, undertaking a content analysis of a series of zines published in 2009/10, supported by semi-structured interviews of zine readers and makers. It has been suggested that zine communities are different to other types of personal networks, in that distance and individual roles define specific inter-relationships between maker and reader (Duncombe 1997; Rallin & Barnard 2008a). Does the zine makers active and passive behaviours, chronicled through their zines or their on-line interactions support the development and membership of personal networks? Do they actively seek feedback or interaction that facilitates personal network formation or is their participation the sole outcome of their creative act; an effective and personal statement of their intent as the insider to the outsider?

### **5A26 Articulating Difference and Belonging: Communication Practices of Migrant Groups in Five Urban Spaces (Diaspora) Room: B.206**

**Chair** Jessica Retis, Susan Marie Abott

#### **Papers**

**Miyase Christensen**, Karlstad University, SE

Mediations of Spatial Attachment and Belonging in the City: The Case of the Turkish Diaspora in Stockholm

This paper concerns itself with the potentiality latent in online social networking sites for constituting a communicative space for politics and cultural voice in transnational contexts. The fluidity (in terms of spatial borders and participatory practices) of online fora takes political engagement and identificatory experiences to a new level where the offline and the online merge and collide, resulting in both continuity and rupture. Amongst the Turkish transnationals in Sweden, new social constellations such as Turks in Stockholm and Swedish Turks have recently emerged on Facebook as popular meeting points. Identity and politics on these sites are articulated both against and alongside of categories and politics represented by longstanding diasporic representative bodies and mainstream media, thereby constituting new spaces for communicative sociality, for clash and solidarity, and new sphericules for political deliberation. This paper will investigate mediated political discourse and articulations of transnational social imaginaries based on qualitative fieldwork.

**Saskia Witteborn**, The Chinese University of Hong Kong, HK

Political Advocacy in Urban Spaces: The Case of the Uyghurs in Munich and Washington DC

The purpose of this study is to examine urban spatial relations as performances of commonalities and differences. This study is based on three years of field research in Washington, D.C. and Munich/Germany with Uyghurs, Turkic language speaking and predominantly Muslim (forced) migrants from northwestern China. Uyghurs engaged with the urban spaces of Washington, D.C. and Munich through political and artistic mediated

and non-mediated performances that hybridized the political and the cultural and merged ethnic, political, generational, transurban, and transnational relations. By staging political protests and educating locals about Uyghurs through artistic performances the city was defined as a space of democracy and sociopolitical solidarity based on common notions of human rights and protection of minority cultures. The spatial notions of the city were intertwined with virtual social networking sites like YouTube or Facebook, thus enabling conversations between Uyghurs and people interested in Uyghurs. Those conversations enacted the city and the nation as a stage for political and cultural performance but not necessarily as a space of identification. Juxtaposed to notions of commonality and (trans)urban solidarity are notions of ontological difference. Uyghurs performed themselves in public and in virtual spaces mostly as an ethnic Other, which was inscribed on the body through particular practices. The study illustrates overall the intersections between spatial relations, political advocacy, and migration and how the articulation of commonalities can and sometimes must include the articulation of differences. It also points to the potential consequences of those articulations for life in multiethnic urban spaces.

### **Myria Georgiou**

Urban Borderlands: Physical and Symbolic Locations of Contact and Separation in the Global City

This paper explores the emergence of cultural borderlands in global cities, especially through sensory articulations of meanings of the city as a space of intense juxtapositions of difference. Drawing from empirical material from London and New York City this paper demonstrates how the sensory interface of the city - especially as defined in musical subcultures, food cultures and street art - comes to define symbolic and physical boundaries of urban and cultural difference. Specific parts of the city become borderlands where everyday mundane cultures become powerful signifiers of space ownership and control. At the same time, and as with all borderlands, these urban locations provide possibilities for dialogue between culturally diverse groups and negotiation of meanings of We-ness and Otherness. The discussion aims to examine the ways in which the merging of physical and symbolic space around urban popular cultures become central in urban dwellers' construction of identities and stratified ownership of urban space.

### **Tarik Sabry**

Hamam a la Banglaise and the Other's Other

Much of the research conducted on Diaspora in Western academe has so far focused on the identity politics of the first, second and third generations of migrants, as minority-others in opposition to the 'sameness' of the majorities against whom diasporic structures of feeling are constructed. Notwithstanding the richness of this compendium, its key focus has, in general, been on the other's politics, the other's identity/connectivity and the other's media without much attention to how the 'others' see/construct/articulate their 'other'. This paper rehearses a new kind of hermeneutics where the object of ethnographic enquiry turns to the other's other as a way/strategy to rethink diasporic identity politics. Using ethnographic research conducted in a sauna facility in an East End of London sports centre (with a large Asian community), this paper explores how the sauna-goers (mainly from Bangladeshi origin)

relate to their others and how they, as a minority-majority, have reconfigured the sauna as a city-space and, with it, their very own 'otherness'.

## **5A27 Radio, Convergence, and Development in Africa (ComCom) Room: B.203**

**Chairs** Allan Thompson, Mary Myers, Heather Gilberts

### **Panelists**

**Linje Manyozo**, LSE, UK

The research investigates the impact of ICTs (i.e. mobile phones, multimedia centres) on the practices of rural/community broadcasters and audiences in Mozambique, Uganda and Mali. The study hypothesizes that whilst ICTs have improved knowledge sharing and management models among broadcasters and content producers, nevertheless, they threaten the confidence in and centrality of rural and community radios as epicenters of rural knowledge societies. Unless rural and community radios can network themselves to ICTs strategically, they risk becoming more irrelevant and made redundant.

**Hayes Mabweazara**, University College Falmouth, UK

This study explores the role of 'pirate radio' in the struggle for democracy in Zimbabwe. It examines the consumption of content from two 'underground' radio stations: Voice of America's Studio 7 and Short Wave (SW) Radio Africa which broadcast from the US and UK respectively via shortwave and the Internet into Zimbabwe and the wider diasporic audience. These radio stations (both run by exiled Zimbabweans) emerged against the backdrop of the state-monopoly in broadcasting and increased political and ideological control of programming in the country's broadcasting services. The research particularly explores the meanings, uses and interpretations of content from the two radio stations, seeking specifically to understand the significance and relevance of their content to the audiences' everyday political realities

**Nestor Nkurunziza**

Three countries of the central section of the African continent (Rwanda, Burundi and Congo-Kinshasa) have seen an important portion of their population flee to occidental countries to escape the violence and poverty after the Second World War. Most of these immigrants had problems integrating in their new environment. In fact, some of them could even be expelled based on agreements signed between countries who accepted immigrants and African countries. However, these three countries gained financially due to money that was sent back by members of diasporas. Moreover, many immigrants were educated in occidental countries and could contribute to the development of their home countries as doctors, university professors, etc. However, a UNESCO survey determined that close to 30.000 of African grant holders who studied in occidental countries never returned to their home country after their studies. Many FM radios based in Rwanda, Burundi and Congo-Kinshasa began streaming radio programs online in order to reach members of Diasporas

and include them in a broader social conversation. This project is designed to characterize the communication patterns between the Diasporas and their home countries as well as how they influence how members of the Diasporas perceive and understand their home country.

**Paschal Atengdem**, University of Ghana, Legon, GH

This study assesses the Freedom Fone as an interactive ICT to improve relevance of radio programs for smallholder farmers. The study is to test the effectiveness of using the Freedom Fone technology in Ghana. It allows farmers to recall programs they have missed, make comments or questions to the radio station, and get their concerns built into future broadcasts. The results are captured on computer and analyzed for audience profiling. The interactive audience feedback is used to improve future programs.

**Last Moyo**

This research focuses on how public, private, and community radio stations in Southern Africa are appropriating new ICTs such as the Internet and mobile phones to promote bottom-up, interactive, and participatory communication which is central in development and democracy. The research is broadly institutional and the investigation focuses on emerging participatory cultures in news and current affairs occasioned by new ICTs. The study therefore examines institutional dynamics in terms of the appropriation of new ICTs by radio journalists and producers of programmes that seek to encourage public debate on governance issues

**Wallace Chuma**, University of Cape Town, ZA

This research project explores the uses of radio and ICTs during the controversial and violent March 2008 elections in Zimbabwe and during the xenophobic attacks on foreigners in Cape Town, South Africa in May the same year. The key focus is on how both victims and perpetrators of violence in both cases used radio and short mobile phones (smses, voice calls, internet functionality) to communicate their circumstances to the broader world. In addition, the research also looks at how the selected radio stations framed the violence and how they appropriated ICTs to provide more accessible platforms for their different publics during the periods under study.

**Frances Fortune**

This research will explore the influence of the convergence of traditional radio and new information and communication technology (ICT), specifically SMS text messaging and call-in programs, on the nature of women citizenship and participation in a changing global media environment. It will focus especially on their engagement with peace and development issues in West Africa. It is hypothesized that women have different radio listening habits, preferences, and access to broadcast than men, and that radio must take these difference into strong consideration in order to fully engage with women. It will be tested whether or not SMS mobilization programs and call-in programming can help radio to meet this potential.

## **5A28 Media, the Environment, and Climate Change (IntCom) Room: B.208**

**Chair** Angharad Valdivia, University of Illinois at Urbana-Champaign, US

### **Papers**

**Li Ji, Macquarie University, AU**

Naren Chitty, Macquarie University, AU

Environmental Steps in the Long March of World Politics: Australian Frames of China and Foreign Policy Options

Environmental issues, particularly climate change, have risen to prominence on the global agenda. As climate change has been drawn increasingly into the political and economic agenda, the new world order is being constructed under an environmental reality. The Australian Labor government makes efforts to position itself as a middle power in the international stage alongside the US and China by presenting an ambitious climate change policy. Its environmental negotiations with China are crucial because both countries have important mining industries and China is also Australia's largest trade partner in mining. In a democratic context, the foreign policy formulation process is shaped through social interaction between discourses emerging from the government, corporate world, civil society organization and media. Images of other nations projected in the social discourses are considered to be important filtering mechanisms in decision-making, and framing is the process through which media create the images that reflect and filter reality. Since media play a dual role in both decisively constructing the public understanding of foreign affairs and selectively representing discourses from the traditional three social sectors, the core discourses that emerge in society can be identified as media and public discourses, discernible through unpacking news frames and individual frames. Taking a symbolic interactionist approach, the study will explore social construction of Australia's diplomatic policy towards China that emerges from the discourses on the environmental image of China in Australia and will develop a framework for evaluating a nation's environmental image in other international contexts. Under these two objectives, the study proposes three research questions: 1) What is the environmental image (constituted by media and personalised images) of China represented in the Australian discourses? 2) How do Australian media project China's environmental image? 3) How can the Chinese environmental image be reframed by media to increase policy options? In order to answer the research questions, the study employs modified framing analysis (MFA), qualitative content analysis (QCA) and in-depth interviews. MFA and QCA are conducted on three Australian broadsheet newspapers in a 10 year period to explore media frames. The study inductively analyses two cases using MFA to find out issue-specific frames in the Australian media. QCA reveals generic frames of environmental image of China in the Australian media employing frame categories derived from those commonly recognized or identified by other scholars, as well as from the two case studies. In-depth interviews are conducted among intermediate experts to uncover frames of China in their minds and their suggestions of how China should be reframed environmentally to increase policy options. The results reveal that the frames within Australian media discourse on China's environmental image have been changing, but remain basically stereotyped and negative compared with experts' frames. Australian media

frame China as a key player in environmental mitigation and as co-operating with the developed camp now. A nation's environmental image projected by media continues to be based on simplification. The results will contribute to the triangular relationship between China, Australia and the USA in international environmental policy development on environmental matters.

**Michael Hanke**, University of Natal, BR

The Case of the Amazon Rainforest in the Context of Climate Change and Global Warming: A Theoretical Outline and Transnational Media Perspective Case Study in International Environmental Communication

With climate change and global warming gaining increasing evidence, the underlying causes and questions on how to prevent the predicted problems in the future have received growing relevance and attention in the public sphere of societies, be it on a local or global scale. Ecological or environmental and sustainability communication has conquered, as a reaction to the gravity of problems, a considerable space in our lifeworld and consequently in world-wide media covering. Tropical rainforests in general, and the Amazon rainforest specifically, are a part of this discourse which is performed on a local, regional, national and an international, global level. As a consequence of the fact that e.g. industrialized nations have other perspectives on environmental and sustainability issues than developing countries, intercultural – or preferably: transcultural - differences arise; as they manifest themselves in “cross-border communication in terms of communication crossing national and cultural borders”, the paper proposed for presentation is based on a case study that examines media coverage of the subject in German and Brazilian media (Folha de São Paulo, Veja, Isto É, O Globo; Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, Spiegel, Spiegel-Online, among others) from 2008 on. Its theoretical outline is based on the concept of Umwelt developed by environmental theorist Jakob von Uexküll, extended and enriched by the notions of lifeworld and the theory of systems as used by Jürgen Habermas and Niklas Luhmann, which serve as a framework, complemented by a revised version of the agenda-setting model, to answer the question of how society reacts to and deals with the perceived and communicated environmental problems. It relates to the following of the section's topics: Media communication, contemporary built environments, and themes of sustainability in the global South, Comparative media research, Challenges and opportunities presented by the processes of globalization to media and communication (including technology, culture), Information and communication flow, Media and foreign policy, Media and international crises, Theoretical and methodological concerns for studying global/international communication.

**Mike S. Schäfer**, University of Hamburg, DE

Worldwide Media Attention for Climate Change

Climate change is a global phenomenon, and its outcomes affect societies around the world. So far, however, studies on media presentations of climate change have mostly concentrated on Western societies. We go beyond this limited geographical scope with an internationally comparative analysis, focussing on media attention levels. First, we will reconstruct the development of media attention for climate change in 20 countries worldwide over the past 15 years. Our cases include countries with large CO2 emissions

(such as the USA), countries that do not emit large quantities of greenhouse gases but are strongly affected by the outcomes of climate change (e.g. Indonesia) as well as strong emitters which are also strongly affected (e.g. China or India). In a second step, we will explain attention levels by country specific climate/weather and disaster data as well as by socio-political and cultural factors (e.g. national CO<sub>2</sub> emission levels, risk of being affected by outcomes of climate change, populations attitudes towards the environment and climate change, degree of domestic modernisation, national and supranational political developments).

### **Angharad Valdivia**

The 2010 Chilean Earthquake: The Limits and Possibilities of Media Technology in a Time of Natural Disaster

The Chilean earthquake of February 27, 2010 measured 8.8 on the Richter scale and lasted 100 seconds thus weighing in as the most powerful earthquake to be recorded in recent history. Coming shortly after the Haitian earthquake in January 2010, initial media coverage inevitably jumped to inevitable comparisons and predictions of property damage and human fatalities. However, soon thereafter, despite a tendency of news coverage to flatten differences between all Latin American and Caribbean countries, it became evident that the damage, while considerable, was not nearly as high as predicted. Indeed it was nearly negligible considering the strength and length of the quake. Of particular importance to communications and media scholars in general, and crisis communications scholars in particular, the role of mass media and communications technology proved decisive in terms of the total number of human fatalities. Based on a larger MAE [Mid America Earthquake Center] report by the College of Engineering [<http://mae.cee.uiuc.edu/publications/2010/10-04.htm>] at the University of Illinois written after field work in Chile in April 2010, this study explores the limits and possibilities of old and new media during a period of crisis such as that generated by a major earthquake. While much of the recent crisis communications literature has turned to the promise and implementation of digital media and communication systems, the Chilean earthquake experience suggests that all systems powered by electricity and/or cables immediately failed after the earthquake, and especially in a 600 kilometer swath around the epicenter, crashed totally for at least 48 hours and as long as two weeks. Conversely old media such as radio and newspapers were able to resume distribution within two hours, in the case of local radio, and one day in the case of a local newspaper. The case for telephony was equally as stark. Digital networks could not sustain the nearly 100% demand on the system immediately after the earthquake and crashed, especially in the "black zone." Landline telephony was a little more durable, but in Chile, as in many countries, landlines never achieved universal access. The ramifications of institutional and interpersonal reliance on digital technology reveal a huge vulnerability in times of crisis. Neither the national and local government and military [the army and the coast guard] communicated well with each other or with the residents of areas in danger. Those living in the black zone had no way of knowing what was happening in the hours following the earthquake. While ham radio operators signed an agreement in 2008 with the military that became part of national law to activate an emergency system immediately following such a crisis-and the first example of such a crisis in the law is "Earthquake"-the network had been more or less abandoned by institutional forces, and its effectiveness was limited without interconnectivity. The result was

that communications did not reach the coastal areas about the impending tsunamis and high tides. Most of the human fatalities, which totaled 521, occurred as a result of the failure of communications rather than as a result of damages or injuries suffered during and immediately after the earthquake. In fact it can be said that it was a communications failure that killed most of these people. The failure was particularly connected to the reliance on digital communications and the relative abandonment of broadcast and ham radio. Radio remains the global medium with most range and promise, especially in times of natural crisis.

**5A29 Consumer, Ethnic, Queer, Masculine? Identity Politics and Media in Turkey (IntCom)  
Room: B.209**

**Chair** Nurcay Turkoglu, Marmara University, TR

**Papers**

**Ahmet Atay**, College of Wooster, US

Queer Images in Ferzan Ozpetek's Films: Queer Identities in Hamam and La Fate Ignoranti

Representation of homosexuality remains one of the most under-examined issues in Turkish media and cinema. Due to limited and stereotypical of queer images, Turkish society has only been exposed to certain images of diverse sexualities. While these images construct certain ideas about queer sexuality, these images are often stem from society's definitions of queerness and stereotypical representations in film, media, literature, and show business. In this essay, I examine Ferzan Ozpetek's two films, Hamam and La Fate Ignoranti (The Ignorant Fairies). While Hamam is set in Turkey and explore a relationship between two men, La Fate Ignorant is set in Italy. However, both of these films provide nuanced representation of queer bodies, which are often invisible in Turkish media and film.

**Yesim Kaptan**, Izmir Ekonomi University, TR

Not For Johnny: Advertising, Consumer Identity, and Nationalism in Turkey

Between 1990 and 2007, Turkish nationalism and globalizing consumerism have become popular themes of some advertisements in Turkey. Especially in the late 1990s, Turkish television has been inundated with sensational advertisements by national brands that indicate the contextualization of the global economic environment. In advertisements for the soft drink Cola Turka, US comedian Chevy Chase "becomes Turkish" and an "American" soldier abandons the fight in Iraq, both as a result of drinking the "Cola of Turkey." Ads for the Turkish jeans producer, Mavi Jeans, contain images of New York City, and exaggerate Mavi Jeans' success in the United States. Derby Razor, the only national Turkish razor producer, criticizes the "one size fits all" homogenizing approach of transnational corporations and promotes a local razor that is produced especially for the "tough beard" of Turks. After the 1990s, "Turkishness" have become, for the first time, a significant theme in the advertising industry. In this papert, relying on participant observation in advertising agencies, interviews with advertisers and audiences of these advertisements, and after a close examination of television commercials and examining marketing and consumer

research materials, I argue that the Cola Turka, Mavi Jeans, and Derby Razor advertising campaigns not only represent these brands as Turkey's "high-quality" products, but also promote them as cultural commodities, through which consumers can express their national identity. In other words, these commercials deliberately offer the Turkish audience the opportunity to re-claim their national identity through their consumer choice, and a new national identity is achieved through consumption.

Ece Algan, California State University-San Bernardino, US  
Kurdish Local Media in the City of Diyarbakir: Redefining Ethnic Identity and Nationalism in Turkey

Kurds make up Turkey's largest ethnic minority (20% of the population) but have been denied a minority status and thus political and cultural rights due to the governments' assimilationist policies. The Turkish state has always regarded Kurdish nationalism as a threat to its own nationalism and unity. Therefore, it exerted both ideological and military pressure over the definition of Kurdish identity as a way of maintaining political control over them (Zimmerman, 1994, p. 20). Drawing upon archival research and ethnographic fieldwork in the city of Diyarbakir, which has a predominantly Kurdish population and vibrant Kurdish language media, this paper will explore their struggles over creating, maintaining and accessing Kurdish language media and what these struggles reveal about the politics of national identity and ethnicity in Turkey. This paper will also examine the ways in which Kurds in Turkey communicate the everyday realities of their alterity via local radio and television channels they create and work hard to maintain despite the government's continuous efforts to punish media professionals who are suspected of disseminating Kurdish nationalist and separatist agendas. Kurdish local radio and television stations are not homogenous in their ideology. Some support the Kurdish political movement and are Marxist in their ideological view, and others promote a Kurdish-Islamic synthesis. Therefore, this multi-sited media ethnography aims to explore the contemporary Kurdish identity politics via an analysis of both local media production and consumption among Kurds in the city of Diyarbakir.

**Nazan Haydari**, Maltepe University, TR  
Remembering Radio Days in Turkey: Modernization, Masculinity, and Identity

As in any nation-building project, gender roles and the images of women played significant roles in the establishment of 'modern' Turkish Republic in 1923. In the process, radio was defined as the "voice of the nation", and radio programming served to strengthening the gender roles of modern women and men. However, no attempts of understanding the listeners of the 'nation' were included in the broadcasting strategies of the time; and radio history has been mostly written as if it did not have any listeners. In the process of remembering the past, the stories of earlier radio listeners form a space to discuss the meaning they made out of radio, the voices remaining in their memories, and the way they define their subjectivities as woman/citizen of new nation state. Conceptualization of memory and the 'politics of remembrance' in writing media history opens up a space to discuss the complex relationship between the role of radio in nation-building process, construction of gender identities and the citizens/listeners as the agents of national community. This paper draws from the memories of early male listeners who are currently in

their late 70s and early 80s, and had actively participated in the construction of the modern nation state as teachers and government officials. The questions of how and why men explain, rationalise and make sense of their past, what kind of connections they make between gender relations, radio technology, and modern identity offer insight into the complex relationship between individual consciousness and cultural representation, dominant and silenced versions of history, and the many ways in which conflict and contest can emerge in the construction of identities.

### **5A33 From Investigation to Surveillance: Journalism and Politics (PolComR) Room: B.303**

**Chair** Rod Tiffen, University of Sydney, AU

**Discussant** Reimar Zeh

#### **Papers**

##### **Howard Tumber**

Phone Hacking and the Murdoch Owned UK Newspapers

The News of the World phone hacking story highlights a number of key issues in current media and journalistic practice. In 2006 the Murdoch owned British Sunday tabloid newspaper fired its royal editor Clive Goodman, from the paper after he was jailed for illegally intercepting voicemail messages left on mobile phones belonging to members of the royal household. The story received further notoriety in 2010 when the New York Times and Channel 4 dispatches programme provided further revelations about the case. The story is important because it spotlights the role of Andy Coulson, the editor of the NOTW at the time, and who has just resigned as the British Prime Minister's communications chief. This paper looks at various aspects of the story to assess: How and where do journalists learn surveillance techniques? How are such methods justified ethically, morally and legally? Does the exposure of powerful individuals and groups through journalistic procedures create a more democratic polity and transparent social structure? What protective resources are available for those who feel that their rights have been breached by investigative intervention? And how is surveillance represented and portrayed in journalist reportage?

##### **Gavin Smith**

From Social Process to Cultural Text: Surveillance Representations in the Media

This paper focuses critical attention on how surveillance, as both a methodological tool and discursive resource, is both appropriated and utilized by journalists in the everyday production of news. Journalists routinely employ surveillance technologies and techniques in order to extract and collect personal information, they strategically use surveillance footage to give stories more credibility and salacious impact, and they critically engage with surveillance as a newsworthy topic of public interest. It is clear that the relationship between journalism and surveillance is deep and complex. This is particularly evident when one critically considers how reporters interpret and represent surveillance. Journalists have traditionally reflected the views of the powerful in their portrayals of surveillance, framing it

as a necessary collective 'good' (i.e. in a favorable light) and as a progressive strategy in social development and justice. In recent times, however, this dominant depiction has been replaced by a more deeply engrained ambivalence and disillusionment, specifically in relation to the function, purpose and implications of surveillance as a social practice and process. This ambiguity exists for a number of social, political and economic reasons, and it is a consideration of these that forms the major theoretical basis of the paper. As such, the article demonstrates the culturally situated, immaterial nature of surveillance as discursive text (i.e. or system of thought), before reconnecting this symbolic form to a politics of future (il)legitimacy.

**Aaron Martin**

**David Barnard-Wills**

WikiLeaks: Security Journalism in the Surveillance Age

In July 2010, the organisation WikiLeaks published 90,000 previously classified documents detailing the conduct of military operations in Afghanistan between 2004 and 2009. This was followed in October 2010 by a further 391,800 reports from Iraq. These 'war logs' are the two largest ever military intelligence leaks. The organisation has won awards from the Economist Index on Censorship and Amnesty International, while being condemned as criminal by the United States government. WikiLeaks can be conceptualised as an agent of surveillance, which is empowered by information technology including the Internet, peer-to-peer file sharing networks, and advanced cryptography. The war logs hijack and redirect the organisational surveillance and intelligence capacity of the United States armed forces, enforcing an apparent degree of transparency upon a traditionally opaque activity. In doing so they upset the distribution of power within traditional means of creating, managing, and publicising such war-related content. While critics focus upon the exposure of military personnel to harm arising from this transparency, others perceive positive prospects for holding military and state actors to account. The logs reveal a wealth of information about surveillance activity within the military, including the various strategies of resistance used by the troops to circumvent or live with surveillance from their own commanders and the paranoia that emerges from the accounts of surveillance by potential hostile forces. WikiLeaks poses a number of questions for security journalism. It is itself news-worthy and a potential source content, but also a challenge to journalistic methods and practice, for example the reliance upon unnamed sources and a lack of financial investment in investigative journalism. This paper examines both the surveillance dynamics of WikiLeaks, focusing in particular on the surveillance-related content of the war logs, and the implications for contemporary security journalism.

**Bilge Yesil**

The Republic of "Tele-Ear": Surveillance, Paranoia, and Journalism in Turkey

Since 2007, Turkey has been caught up in a major political investigation generally referred to as the "Ergenekon investigation." Courts have incriminated hundreds of military officers, prominent academics and journalists, intellectuals and politicians because they are allegedly members in an underground ultranationalist group (the Ergenekon) plotting an elaborate military coup against the Islamist AKP government. There are also about 5,000 investigations against journalists accused of reporting on and violating the secrecy of the case. Majority of

detentions, arrests and the probes have been based on personal documents seized in police raids, and wiretaps believed to be conducted by national security and law enforcement agencies. Many of the wiretaps have also been leaked to the media and posted on the Internet, resulting in gross violations of privacy. Today, the majority of the Turkish population believes that personal communications are subject to interception and that Turkey has turned into a “republic of fear” or the “Republic of Telekulak (Tele-ear).” In light of the Ergenekon investigation, and the surveillance practices and sense of paranoia it has engendered, this paper seeks to address the following questions: How has surveillance (actual or perceived) altered the work of Turkish journalists? How do Turkish journalists conceptualize surveillance (of themselves and of others), privacy and freedom of communications? How is surveillance (as part of the Ergenekon case) covered in the Turkish press? Based on interviews with Turkish journalists and analysis of press coverage of the Ergenekon case, this paper seeks to address how surveillance challenges the practice of journalists and impacts the relationship between the state and the press in Turkey.

### **5A35 Young Citizens and ICT-Use (CPT) Room: B.305**

**Chair** Lieven de Marez

**Discussant** Irene Neverla

#### **Papers**

**Dan Su**

Technologies of Green? ICT Use among the Youth and Environmental Sustainability Development in China's Three Cities

As a new wave of environmental sustainability movement unfolds worldwide, China, one of the largest developing economies with environmental concerns, finds itself in the middle of a profound yet gradually-evolving social change. To what extent does ICTs play a role in diffusing the knowledge and practices of environmentally sustainable behavior, and how does ICT use contribute to the youth's awareness and participation in environmental sustainability-related activities? This paper intends to answer these questions. By examining the work and life of 15 youths in China's three cities: Shanghai, Wuxi and Tianjin, the paper develops a picture of the actual state of youth involvement in environmental issues and events, how ICTs have empowered new ways of thinking and actions, and what are the limits of these technologies. It draws on Castells' network society theory and the formation of online/offline micro-communities to explain the development of environmental sustainability awareness among the youth. Specifically, it looks at opportunities of empowerment as well as disengagement, through ICT use, concerning youth's awareness and involvement of environmental sustainability issues. It discusses the barriers that prevent youths from being more actively connected in China's overall environmental sustainability campaign, and the practice of “green networking”, especially among China's college student and young professional circles. The data of this research is collected through ethnographic fieldwork in China's three cities, from September to November 2010, which includes an in-depth interview, participant observation, and a shadow-shopping exercise for each

respondent. Empirical evidence will also be used to substantiate or complement these observations. The paper carries suggestions for policy makers and environmental organizations on how to improve the effectiveness of environmental sustainability communications.

**Leslie Shade**

**Tamara Shepherd**

The Mobile and Me: Young Canadians Negotiate the Impact of Mobile Phone Regulation

In research conducted with young people on their use and perceptions of the mobile phone, the Pew Internet and American Life Project argued that “Understanding how youth use mobile phones is vital to creating effective policy based on the reality of how the technology is used. It is also important to understand how telecommunications company policies and pricing affect how teens and parents use their phones” (1). Taking up this challenge, this paper examines how the everyday attitudes and practices of a group of young Canadian mobile users involves negotiating the impact of government regulation on the mobile media infrastructure. The paper relates to the CP&T theme of “Connectivity, inclusion and media literacies” in exploring how young people’s connectivity and communicative practices are shaped by the exigencies of telecom carriers. A social shaping of technology (SST) perspective guides a nuanced examination of the interrelated spheres of regulation, marketing, and appropriation by users to interrogate how mobiles get taken up in young Canadians’ everyday lives (2). The paper provides an overview of the current contested state of mobile regulation in Canada, examines several mobile marketing campaigns targeting youth, and through focus groups, explores young people’s uses of the mobile, and their investment in the economics of the mobile phone: marketing strategies, pricing plans and service contracts. This research is timely given the opening of the wireless spectrum market in Canada where new entrants (including Globalive’s Wind Mobile, Mobilicity, and Public Mobile) are competing with the incumbent carriers (Telus/Koodoo, Bell Mobility/Virgin Mobile, Rogers/Fido), with advertising campaigns that particularly target young Canadians. Mobile internet adoption is increasing, with Cellular News reporting in 2009 that 26% of wirelessly connected Canadians aged 18-34 access the internet from their mobile devices everyday, with 65% browsing from their mobiles a few times daily. Given this industry growth, federal regulation of mobile phone providers and the allocation of spectrum constitutes a crucial site for shaping the everyday practices of young Canadians, while also highlighting the policy imperative to manage an effective wireless communications infrastructure in this country.

**Sabrina Sauer**, University of Twente, NL

Improvisation Practices in a Living Lab-setting: High School Students as Designers in the SensorLab

The relevance of the role of users in innovation is gaining attention, both in research and in policymaking. Several studies illuminate users and user-collectives as sources of innovation in the field of Science and Technology Studies (e.g. Von Hippel 2005, Oudshoorn & Pinch 2003, Suchman 2007, Sorensen 2006, Verhaegh 2010). Policy makers too aim to integrate the innovativeness of users into ongoing corporate innovation practices by promoting so-called Living Labs. These “labs” aim to actively stimulate social learning processes between

designers and users –often in daily practices - in various stages of innovation processes. Although users can have various roles in these lab-settings, they are often positioned as designers. However, little knowledge is available on how users actually shape and practice this role. Von Hippel c.s. have studied various practices of user-innovators, however, these mainly focus on highly skilled users. Insights into how general lay-users shape their designing practices are lacking. This paper aims to contribute to this theme by studying design practices of young people in a setting where they are asked to design a specific product they had to use themselves. The central research question is: How do these users perform the role of designers and how do they negotiate and shape their actual design? The focus of this paper lies on the case of the SensorLab, a half-day workshop that allowed 21 high-school students to build a “smart” pollution measuring prototype using existing sensors. The actors organising the workshop (Waag Society’s Creative Learning Lab and Al Gore’s Globe Programs) explicitly note how the students should work co-creatively as designers. Together with sensor-experts, the students engaged with various materials to build their prototypes. The groups came up with diverse ideas; culminating in five designs which were subsequently used to measure pollution in a park in the city of Amsterdam. To reflect on how the students performed their designer-role, different STS-concepts are used. The SensorLab is seen as a form of “situated action” (Suchman, 2006) where plans are “vague” and suited to the contingency of situations. As the students perform their role, they appropriate certain “technological scripts” (Akrich, 1992) and, extending this latter concept, work to inscribe uses into the prototypes. To characterise the situated action undertaken by the students, the concept of improvisation (Montuori, 2003; Hallam and Ingold, 2007) is used. Using these concepts allows for a reflection on the contingent character of the idea of a user as a designer. Describing how the students improvise requires an analysis of their engagement with different resources; materials, knowledge of experts, context (of the assignment, of the physical location) and their own background knowledge. How they enact their role of designer is traced by noting how resources are used during the brainstorm phase of this workshop. Of special interest to the researcher’s larger research project about Living Lab-practices, is the use that is made of their own background knowledge, said to be one of the main reasons why lay-users are to be included in Living Lab-projects in the first place.

**Faheem Hussain**, Asian University for Women, BD

**Mohammad Sahid Ullah**

Social Networking, Privacy, and Level of Vulnerability among Youths: In Search of a Policy Framework Protecting the Citizens from Malpractice in the Cyberspace of Bangladesh

Proliferation of the mobile telephony in a South Asian country- Bangladesh with around 70 million active SIMs ensured constant access for social network who otherwise would be living with no or poor connectivity. The younger generation aged between 14 and 25 in a country of 154 million considers mobile phone and internet connectivity a symbol of their status and empowerment for voice as well as data communication. These all resulted in the creation and subsequently the tremendous success of a real time, interactive communication ecology via online social networking. However, as a country of the global south, Bangladesh is yet to have any effective policy framework in place to protect the rights of its people in this ‘Digital Space’ and the absence of awareness about the possible risks involved with rapid information sharing is considered to be a common phenomenon among the young users. There is no integrated or significant system available to guarantee privacy

and security of the users. Identifying the key issues related to privacy, level of vulnerability, and trust within this new and dynamic domain in Bangladesh is crucial. This paper reflects the self perception of young population on the concept of privacy or the lack of it, both online and offline, using mobile technologies and the Internet from a country wide survey. It also captures the youth perception about the overall security risks in data sharing and the level of trust they have on the communication service providers (data and voice) and on their social networks.

**Sara Pereira**

**Luís Pereira**

Creative Schools: A Social Networking for Connecting School Communities

It is clear the importance that the media, with a particular focus on the digital environments, have been gaining in society. Thanks to these media environments that populate day-to-day life, the way we communicate and relate with others, the access and sharing of information, the learning and the exercise of citizenship are all aspects that have gone through changes. These changes in society have a significant impact on youth education, revealing large challenges to parents, schools, teachers and the youths themselves. The new generation of children, so-called 'digital generation' or 'digital natives', have new means and tools at their disposal that allow them to explore different ways to communicate, relate, share, produce, participate, learn, and, of course, to socialize. This new social and media reality also brings new challenges to researchers, media professionals and technology and digital media experts. Precisely with the aim of looking for new means and ways to learn, share and connect, a group of teachers and researchers from different areas, from communication to education, from IT engineering to multimedia content producers, among others, came together to create an online space to facilitate and promote cooperation, participation and connectivity with and within school and educational communities (children, teachers, parents). From an initial platform, created by a participating company, this project aims to expand and enrich that same platform by resorting to new functions that support the creation and sharing of digital contents (video, TV, music, audio, radio, interactive games). The project's goal is centered on the research, development and integration of innovative components, services and functions that allow the development of creativity, informal learning, cooperation and communication in teaching and learning activities, with digital literacy for the young as the main purpose. This paper intends to present this project that, on top of aiming for connectivity, digital inclusion and media literacy for children between 6 and 12 years old, has allowed to connect different kinds of professionals and researchers from diverse areas in an original and innovative work.

## **5A40 Information, Journalism, and the Truth (PolEcon) Room: D.97**

**Chair** Graham Murdock

### **Papers**

#### **Joe Atkinson**

**Towards a Political Economy of Fake News**

Fake news is widely regarded as a democratically-oriented resource, critical as well as educative, with resonance for youth audiences. By incorporating deliberative tools into an otherwise epideictic rhetorical form, TDS is said 'to foster critical thinking' (Morreale 2009: 107) as well as deconstruct the 'bullshit' (truthiness) of both politicians and the right wing media. This paper accepts some democratic claims made on behalf of fake news and associated activities by fake news reporters, but from a political economy perspective, the hybrid satire/parody format of these shows is properly seen as profoundly equivocal. It is only by discounting historical continuities, accepting a severely constricted notion of deliberation, and refusing to credit satirists' with knowing what they themselves are doing, that apologists can hail the democratising qualities of fake news with such unrestrained enthusiasm. The same 'perfect storm' of socioeconomic, technological, and demographic conditions that fuelled the decline of serious journalism and the post-broadcast flight to entertainment also built a niche audience for fake news, and exerted similar pressures upon it. As the economics of attention has inverted the ratio of speakers to listeners, more excitement, more comedy, more outrage, more absurdity have been called upon to assemble lucrative audiences. 'Titillating the converted' is what Tom Lehrer used to think he was doing, and Stewart and Colbert work in similar territory. Historically, satire has spoken to and for disaffected urban elites, rather than the rural or urban poor. Even if we accept the double-voiced character of TCR, empirical studies suggest that not all members of the audience are sufficiently nimble and that comedy serves to reduce (not enhance) argument scrutiny. In any case, fake news is primarily bent on mocking the other side, not on understanding it. It does nothing to resolve the problem of deep politics it purports to abhor.

#### **Peter Jakobsson**

##### **Fredrik Stiernstedt**

**Time, Space, and Clouds of Information: Data Centre Discourse and the Meaning of Durability**

This paper is about data centers: large, dedicated buildings in which governments, organizations, and companies like Google, Facebook and Amazon store and process digital information in thousands of interconnected servers. Data-centers are what Lisa Parks have called "obscure objects of media studies" (Parks 2009:101). They are hidden, out of sight, inconspicuous and often placed far from population centers. At the same time they are material and aesthetic manifestations comparable to the houses of large media corporations (cf. Ericson & Riegert 2010). They are inscribed in a number of symbolic geographies and staged to perform and reflect informational ideologies and imaginaries. The purpose of the paper is to analyze the discourses surrounding these buildings – constructed by the data center companies themselves, as well as governments and municipalities that are trying to

attract data center investments. What do these discourses tell us about the data center industry, its business models and the data center economy's relation to digital culture as a whole? It is often said that the discourse surrounding the so-called information society celebrates speed and ephemerality: the overcoming of boundaries, destabilization of identities and the disappearance of distance (Mosco 2004). Using the example of the data center industry however, this paper analyzes an ideological shift within digital culture. The data center industry is related to the establishment of new business models that are marketed under the heading of 'cloud computing' and the success of this computing paradigm is dependent on the construction of an ideology in which information is not only identified with speed and ephemerality but also stability and durability. This discourse is identified and analyzed with the help of empirical material collected from government authorities, telecom-entrepreneurs, and data center companies, as well as through analysis of the architecture of the data centers themselves.

### **Donald McNeill**

#### Geographies of New Media News Production

It is by now well-known that a radical change has occurred in news production in recent years, with established newspaper and broadcast channels being challenged by a range of new web-based media outlets and user-generated content sites. The augmentation of 'news production' with 'content provision' heralds a significant shift from traditional forms of journalism to new types of information provision. Such content generation is often associated with a new type of media worker – a freelancing individual or boutique agency providing a steady stream of content in a specialized field of knowledge. This has challenged the traditional monopoly held by news corporations within large urban areas, given the huge sunk costs required to build printing presses, recruit and employ journalists, and sustain a distribution network. However, it is clear that these corporations are incorporating more flexible forms of newswork, complementing their existing 'sunk' city investments by employing 'permalancers' or out-sourcing to boutique agencies as a means of cutting costs and desk space, while maintaining a core staff of employees. This new hybrid media economy thus poses questions about the geography of news production within the new media landscape, and the paper places this within a conceptual framework and provides some preliminary empirical findings.

### **Paschal Preston**

#### **Henry Silke**

#### Ideology, Reflexivity, and Innovation in Journalism? Role of News Media in Ireland's Property Bubble and Financial Crisis

Much of the north-Atlantic region is still struggling for a path out the deepest economic crisis since the 1930s, even if the BRICS and many 'emerging' economies appear to be relatively immune. Several countries in old core-region of the capitalist economy are struggling to cope with severe fall-out from the "Western Financial Crisis" where property-centred speculation played a major role. Ireland's economy now lies at the epicentre of the 'gales of destruction' unleashed by the current crisis, thanks to the extreme 'irrational exuberance' of its financial and property elites and governmental policies. This paper draws on empirical research on the two most important Irish daily newspapers to explore two key aspects of the

media's role in the Irish financial and property crisis --paying particular attention to the housing boom and subsequent crash. The paper mobilises the Irish case to engage with two (overlapping) questions and related conceptual frames which pose fundamental questions about whether the media may be seen as deeply implicated in the very constitution (or construction) of the current 'Western Financial Crisis'. Firstly, we consider how the media are deeply implicated in these crisis processes through the ideology (key ideas and concepts) surrounding property as commodity rather than as home. We examine how media coverage meant that housing was presented primarily as a commodity with the market generally framed in terms of future exchange value rather than use value. Secondly, the paper embraces another dimension of ideology critique (the concept of 'reflexivity' and the trope of learning-from-the-past). These are mobilised to explore the forms and extent of journalistic innovation and whether Irish news media have operated as 'watchdog' on behalf of the public. The paper addresses this agenda in terms of two phases: the years leading to crisis and the heightened socio-political tensions since the outbreak of crisis.

## **5A41 Media for Democracy Monitor (PoEcon) Room: D.98**

**Chair** Josef Trappel

### **Papers**

#### **Josef Trappel**

Media for Democracy Monitor

This panel is focused on the performance of leading news media with regard to the requirements of contemporary democracies. Based on a three-dimensional theoretical model 10 European countries and Australia have been analysed by national researchers according to a pre-determined set of indicators. The results of this research project will be presented exclusively at this IAMCR panel and will be published by Nordicom later in 2011 (possibly the book can be presented at the panel). The basic research question is to what extent the leading news media are serving the needs of contemporary democracies despite the ongoing crisis and the emergence of new competitors in the digital field. The performance of the leading news media is not measured by content analysis but by structural features considered essential for a high service level for democracies. These structural features include rules applied by media companies to keep the distance between power holders in society and newsroom journalists; the distribution and availability of a variety of news media to the entire population at affordable prices; company rules against external and internal influence on editorial staff; to name just a few. Empirical evidence comes from interviews undertaken with journalists and editors, and from other national sources. Each indicator is scored according to the empirical evidence collected by communication researches and scholars. Finally, the "Media for Democracy Monitor" produces a country ranking according to the points scored. All findings are presented in the panel by the chapter authors. The following scholars are planning to present the findings for their country: Aukse Balcytiene (Lithuania), Joaquim Fidalgo (Portugal), Nelly Gruenangerl and Josef Trappel (Austria), Beate Josephi (Australia), Leen d'Haenens (the Netherlands),

Frank Marcinkowski and Andre Donk (Germany), Werner A. Meier (Switzerland), Hannu Nieminen (Finland) and Lars Nord (Sweden).

**Leen Suzanna d'Haenens**, Catholic University of Leuven, BE

Quint Kik

Performance of Dutch News Media: Although There's No Need for Dramatization, Vigilance Is Needed

The worldwide 2008 and 2009 economic recession has entailed the loss of a large number of jobs in the Netherlands as well, and this trend was also noticeable in the sector of the media. Dutch newspapers in particular are witnessing hard times as the economic crisis coincides with structural problems such as digitization, a slump in revenues from advertising, the advent of free news channels and a falling interest on the part of readers in news they have to pay for. Many readers discontinue their subscriptions and turn to digital versions. Newspapers now have to come up with alternative models in order to induce the readers to again accept the papers' core business, i.e. present news which the public is willing to pay for. Apart from the newspapers the Dutch broadcasters too are heavily hit, especially the commercial operators, dependent as they are on revenue from advertising. There can be no doubt that online social media have added a new dimension to the Dutch media landscape with all its core and peripheral activities. Points of concern are the availability of alternative media: chances of survival that alternative media focusing on specific target groups have, are relatively slim. New media initiatives are eligible for temporary subsidies, but their prospects of profitability remain very uncertain. Self-regulation does not prove to be firmly anchored in newsrooms and a 'code' is virtually unheard of since ad hoc choices abound. Citizens acting as journalists do not bother with codes and guidelines, and free news media and news sites are forced to cross certain thresholds if they want to hold on to their readers. Further professional improvement and training are lacking as a result of financial hardship. And of course time pressure does not benefit professionalism either. Add to this the phenomenon of diagonal concentration, with commercial news media having in recent years been acquired by investment companies instead of by newspaper publishers. For the time being, however, things should not be overly dramatized. Most news media have maintained their position when compared with 2006 (the year of the first MDM measurement), although a few media channels have changed owners.

**Beate Josephi**

Diggers Forever: The Australian Media's Commitment to Watchdog Journalism

This paper applies the Media for Democracy Monitor project's criteria to examine the Australian media's external, mostly legal and political, environment as well as their internal democracy. In investigating such issues as the state of media ownership, public participation, practice of newsroom democracy, journalistic professionalism, access to information and dedication to watchdog journalism, a picture emerges that shows a media deeply committed to investigative journalism. The study of Australian laws and regulations, codes of practice, media monitors and interviews with personnel at editorial level in the print, broadcast and on-line media, reveal Australia as an interesting case where its journalism culture is at odds with its legal framework. With no constitutional rights enshrining freedom of speech, no specific media legislation, and shield laws still not

uniformly passed throughout the country, Australia's dedication to investigative journalism is ever more remarkable. With its commitment to investigation, Australian journalism culture can be closely linked to aspects of national culture which, as a main trait, brings forward a healthy disregard of authority. In this context, it is not surprising that the founder of Wikileaks, Julian Assange, is Australian. Findings also include that Australia's media is strongly affected by the country's geography, and that media magnates have always played an important role in Australian politics. The power of the big media proprietors – Australia is the original home of the second largest media company in the world – ensures that many aspects of the external democratic freedoms of the media, such as freedom from political and economic power holders, are respected but make the internal democratic rules in the media harder to enforce.

### **André Donk**

#### **Frank Marcinkowski**

The Constitution of Mass Media in Germany: Still Able to Play a Supportive Role for Democracy, Results from the Media Democracy Monitor

The implementation and development of democracy in Germany after World War 2 has been intensively discussed in the last years as Germany faced two important anniversaries. The constitution of the Federal Republic of Germany turned sixty years old and the reunification of Eastern and Western Germany twenty years. Thus, we find both old and new democratic institutions in Germany. On the federal level and in the western states there are old institutions having brought about a continuous democratic socialization of the citizens. New democratic institutions such as the state parliaments as well as socialist socialisation of many older citizens are prominent in the eastern states. As the process of the re-education after WW 2 (Humphreys, 1990) showed, the implementation of new democratic institutions is neither directly nor automatically accepted by the citizens (Gabriel, 1999; Kaase, 1998). One of the mediating factors in this process is the media system and its performance for democracy. Now, in the context of the Media Democracy Monitor Project (Trappel & Meier, 2011) we pose the central research question: Can the media play a supportive role for a both transitory and at the same time well-established democracy? Democratic principles and corresponding media functions were translated into indicators (Trappel & Maniglio, 2009) and several guided-interviews with experts from leading news media and journalist's unions were conducted. Additionally, secondary data analysis (regarding e.g. media use, availability etc.) was used. Summing up our results, the German media system structurally provides the citizens with political information on an appropriate level and media's performance meets people's use of news. Hence, we argue that this performance was supportive for peoples' perception of democratic accountability. Media conditions once, after World War 2, and again after the reunification provided a basis for democratic socialisation. Our data indicate that this basis continues to exist.

### **Lars W. Nord**

The Rise and Fall of the Swedish Model

The Swedish model of media and politics could generally be described as a mixture of classical liberal ideas on the press as an independent and monitoring 'fourth estate', and social responsibility ideas of necessary relationships between the political system and the

media system in order to maintain diversity and public service in broadcast media. However, this study of media performances in Sweden indicates that democratic criteria of the media are met to varying degrees depending on what variables are observed in the analysis. On one hand, the freedom of information is secured in the Swedish media system. News reporting is generally based on professional values and norms and is not directly influenced by powerful interests in society. Traditionally, openness and transparency are core values of the Swedish democracy. There is a competition in news markets on both national and regional levels. On the other hand, the criteria of equality are not met to the same extent, as some media companies feel pressured between commercial considerations and the democratic need for equal representation in news. Even if all existing media principles are arguing for fair and balanced reporting, some groups of Swedish citizens, representing minorities, are obviously well covered by the media. Finally, the watchdog function of the media is probably the most problematic goal for the Swedish media to fulfil. The intention to promote more investigative journalism is expressed by all media, but does not meet the real capacity to produce such journalism, as it is generally not considered as cost-efficient compared to daily routine journalism. Thus, all media representatives express substantial frustration when discussing the differences between investigative journalism principles and practices.

### **Aukse Balcytiene**

#### Mixed Professional Values in a Small and Highly Blurred Media Environment

The trend towards media commercialization is reported in many countries around the world. Yet, in Lithuania this process has its country-specific character. The mainstream media's performance in Lithuania in meeting democratic performance requests is questionable according to all criteria of the Media Democracy Monitor. As monitoring data shows, in many ways, news and information is available and easily accessible to citizens; yet, as audience in Lithuania is segmented, media use across different audience groups is diverging along socio-economic and socio-cultural lines. Thus goals and functions different mainstream media aim at are also susceptible to these two important indicators (economic status and cultural needs). In certain cases, however, different requirements and professional procedures seem to be in place. For instance, a few of the mainstream media either already have or acknowledge that having publicly accessible editorial policies is an important part of newsroom management. Also, media is affordable and open to public inputs. Yet, seeking to maintain its share in the market mass media becomes an active player by searching for additional funding possibilities and by looking for new ways to meet demands of fierce competition. With media crisis this situation has even worsened. Regularly performed and independently funded media monitoring is absolutely necessary to disclose the scale and scope of hidden advertising in mainstream media. The watchdog function is also problematic. Although acknowledging necessity of this function, mass media do not consider it primarily important. In addition, with budget cuts, mainstream media has no financial and no human resources to support investigative journalism. To conclude, media performance monitoring study discloses that, generally, media field in Lithuania is very polarized, and each media sector operates under its own logic: mainstream media operates under the logic of commercialism, whereas alternative and niche media aim at fulfilling the needs and expectations of underrepresented (niche) audience groups.

## **Hannu Nieminen**

Media for Democracy Monitor, Finland: High Professional Ethos in a Small, Concentrated Media Market

According to the results from the Finnish study, professionalism among journalists in Finland is high and professional and ethical rules are generally well established. Journalists and media professionals are mostly well educated and share a basic commitment to common quality standards (Jyrkiäinen, 2008). All leading news media are committed to the common code of ethics, published by the Council for Mass Media in Finland (2010). The Council is a self-regulating committee established in 1968 by the publishers' and journalists' unions. Its task is to interpret good professional practice and defend the freedom of speech and publication. According to the interviews, the status of the guidelines is fairly strong and they are well known within the profession. Some problems did surface though. One potential threat concerns the practices when the posts of the editor-in-chief and publisher have been combined, as has happened in several instances lately. This has raised public concerns about the blurring of journalistic and financial decisions. For example, the new editor-in-chief of Helsingin Sanomat acts as the publisher of the paper. Similar arrangements apply for the tabloid *Ilta-Sanomat* and the local newspaper *Borgåbladet*. Another threat to quality journalism is the increasing time pressure, which is seen as a chronic problem that threatens to decrease the time available to in-depth journalism and professional deliberation. According to a recent survey among Finnish journalists, the increasing workload and time pressures were considered to be by far the biggest problems facing professionalism today. Overall, there is a clear concern among journalists that the increasing demands will ultimately decrease the quality of journalism and hinder the possibilities for in-depth investigations and creativity. (Jyrkiäinen, 2008.)

## **Manuela Gruenangerl**

Media for Democracy Monitor, Austria: Formal Redundancy and Opaque Practice?

From a comparative perspective the Austrian media system is in several ways outstanding: exceptionally strong presence of specific dominant media companies, high media concentration, long-time reactive media policy, and late privatization of the broadcasting sector are only some aspects. Nonetheless, the high professional ethos of Austrian journalists anchored in a long tradition of press freedom goes along with the historically grown close relationship between media and political or economic power holders. The Austrian results of the Media for Democracy Monitor show thus a mixed picture: The interviews conducted with media professionals bring to light the ambivalence of the journalistic profession. Journalists rather rely on informal agreements and practices showing strong aversion against institutionalized or codified forms of regulation. Controversies can be observed most apparently concerning internal democratic practices or professional self-awareness and self-regulation. In fact, editorial statutes often grant an advisory function to journalists regarding staff decisions, nevertheless, further newsroom decisions are usually not subject to democratically obtained consensus. Internal pluralism is rather conducted by informal rules and practices expected to be common knowledge and individually internalized by all journalists. Even though a high value is attributed to professional ethics and standards little enthusiasm is shown concerning institutionalized forms of self-criticism, reflection and formation. Therefore, the special focus of this panel contribution lies on the reflection of the

inconsistency of formal commitments to democratic values and the significance of informal practices and traditions for journalistic performance. Discussing the related indicators of the MDM the impact of this opposing situation on interest mediation, control of power holders and the social responsibility of media professionals will be critically reflected in particular considering potential threats to democratic principles under the circumstances of increasing economic pressures and political influence.

### **Joaquim Fidalgo**

Portugal: A Young Democracy Still in Progress

Evaluating the contribution of news media to democracy in Portugal – which is the main purpose of the Media for Democracy Monitor (MDM) project – implies a critical analysis (i) of the low habits of news consumption in the country, and (ii) of the low investment of media outlets in the newsrooms. Newspaper circulation figures are traditionally among the lowest in all Europe, which also makes them economically very weak. In their competitive struggle for survival, worsened by the present financial crisis, they tend to invest less in first-hand, investigative reporting and to cut jobs for journalists, or to keep them in rather precarious conditions, with negative effects on their work. Inversely, television has a very high reach, but news and information have been losing importance there, when compared with entertainment and fiction (mainly Portuguese and Brazilian soap-operas). There are many laws and regulations – starting with the Constitution itself – intended to protect freedom of expression and freedom of the press, as well as everybody's fundamental rights (to participate, to reply, to keep their privacy, etc.) and specific rights for journalists in the course of their activity. The fact that Portugal lived for near 50 years (from 1926 to 1974) under dictatorship and press censorship, and recovered democracy in the sequence of a "revolution", may help to understand the existing gap between what is prescribed in the formal level of the law and what is actually practiced in the day-by-day routines. Furthermore, the increasingly strong hidden laws of the market, fostering commercialism and favoring infotainment, can't be underestimated in this context. (Note: This individual presentation is to be included in the panel "Media for Democracy Monitor", submitted by Josef Trappel)

### **Martina Leonarz**

#### **Werner A. Meier**

Media and Democracy in Switzerland: Decreasing Diversity of Sources: Increasing External Influence

The Swiss political system is highly differentiated and complex. It is based on strong federalism. The diversified Swiss society structure with four official languages has been an important precondition for the press and the media landscape as a whole. Within the small linguistic regions, Switzerland has had a long tradition of a wide variety of independent newspapers on the regional level. In the past two decades, though, all common forms of press concentration could be observed. At present, there is still a large number of regional titles, but most of them are owned by a few big publishing houses. Within this context the question whether Swiss media as a whole or Swiss daily newspapers in particular are still able to fulfil their democratic responsibility can be raised. The planned presentation will focus on two critical points that can be connected to the question whether the print media

are still capable to guarantee political pluralism which is crucial for democracy, namely diversity of sources and increasing influence from external stakeholders, especially political and economic actors. Firstly, recent findings show that the reduction of journalistic staff due to the economic crisis has led to a limitation of sources. Regional offices and foreign correspondents have been closed. Journalists only have little time to search and investigate. Since 2010 there is only one national news agency in Switzerland. All Swiss media all depend on this one source without a corrective or a “second opinion”. Secondly (and directly linked to the first problem), the crisis and increasing constraints in the daily practice have led to the fact that journalists succumb to the professionally written public relations texts by stakeholders from politics and business. Time to counter check the PR texts or to search for another source is sparse. The external influence on media content is a well-known problem and part of the daily business. However, our current findings and statements from the interviews with editors-in-chief show that there is a certain danger to downplay (or justify) the influence of external stakeholders. Media depend on “good stories” from politicians and thus are ready to jump on campaigns that promise controversies and may please the crowd. When it comes to the advertising industry the dependency is obvious – and one-sided. Especially commercial media (free sheets, online media) depend heavily on advertising. It is not very surprising that editors-in-chief of such commercial media judge the influence of the advertising industry as not problematic. This submission is part of a panel “Media for Democracy Monitor” in the Political Economy section (chair: Josef Trappel).

#### **5A42 Media Literacy Studies as Social Practice (MER) Room: D.100**

**Chair and Discussant** Beate Josephi, Edith Cowan University, AU

#### **Papers**

**Belinha De Abreu**, Drexel University, US

Interconnecting Media Literacy, Social Networking, and the Web 2.0 Environment

Historically, the past decade has seen the great boom of technology. Computers have become smaller and smaller while going faster and faster. The increase in technological uses has grown as well as the number of users. Even our language has changed to accommodate the new technologies such as the iPhone, iPad, and the Droid. Wherever you went -- airports, trains, malls, shopping plazas, and schools-- technology was being used by adults or children alike. The world has been introduced to a whole different way of seeing and hearing that has widened our global connections, created what some people term a generation of 'multitaskers,' and also offered us a new world view. With all of these changes, the value of reviewing what our children are watching, using, and learning has also grown in importance and in urgency. Through the use of media literacy education, how can we implement creative content programs which we currently call Web 2.0 and other participatory networks in order to foster critical thinking among our students? At the same time, how can we use these skills to develop educators who are confident and willing to use these new media literacies? This rapid movement in technology has caused our schools to undergo some drastic changes which they were not prepared to handle and issues what they are still tentatively approaching related to technology uses and abuses. At the World Summit for

Media on Children and Youth, the discussion and many panels were looking at how the message of media literacy needs to be included in the curriculum, but moreover how it can be used to grow educators in their own self-awareness of these communicative technologies. Schools need to begin by looking at how they bring in the technologies that students are using in their homes and for their personal use and bridge opportunities for learning in the classroom. As UNESCO representative, Alton Grizzle stated, "It is not enough to teach Reading, Writing and Arithmetic....to be literate in other skill sets are most important!" The technology should enable students to express themselves creatively or artistically and to use media to communicate, but it is not primarily a matter of training them to use the newest programs, but to realize their extensions in a critical thinking context. Thus, creating learners who are constructing information and providing understanding for the reality in which they live in today and the one they will be creating for the future. The goal of this presentation is to take on what we know about the media and review media literacy education as a foundation of thought then extending it to the technological world to include social networks and Web 2.0. In essence, looking at the traditional school house and designing one that takes on a multidimensional look at media literacy education and opening its doors to allow students to be creators and producers of the global society of transformational education.

**Sara Pereira**

**Luís Pereira**

**Manuel Pinto**

Resources for Media Literacy: Mediating the Research about Children and Media

Much has been said and written about media education, its relevance and goals. Beyond directives, resolutions or recommendations, research in this area has allowed it to deepen its foundation, but it has also facilitated the acknowledgement of its weakest points or faults. One of the critical points noted by the formative and research work that has been developed at the University of Minho during the past 20 years is the inexistence of resources and materials that might be used for the promotion of media education in different contexts. This question is more complex than it might seem at first sight because it is not only about the existence or inexistence of materials. It is about the importance of transferring knowledge into practice; about the importance of mediation between produced knowledge and its audience. This concern about knowledge that comes out of research was the basis of a current project at the Centro de Estudos de Comunicação e Sociedade. 'Media Education in Booklets', distinguished in 2009 by the Evens Foundation (Belgium), was conceived from the need to reach certain audiences, in particular parents and teachers, with the knowledge acquired throughout research on the relation between children and youth with the media. As such, it is intended to supply these educators with the resources for them to mediate youth media experiences, contributing to a more critical and conscious relationship with the different media. This paper intends to present the resources produced by the aforementioned project, concerning three booklets: one about how to explore and to mediate television at school and at home; another one, about videogames, ways of playing, benefits, dangers, creativity and interculturality; and the third, about the Internet and social networking, new forms of relationships and communication, the topics of privacy, identity and civic participation. It is equally intended to show the creation process, strategies used and the languages that were found to mediate knowledge with the audiences to whom

these resources were destined. Particular attention will be given to the modalities of participation by parents, teachers and students in this project, as well as to the way their contributions were integrated. Another aspect to highlight concerns the cooperative work with the graphic designer, showing how different languages were being combined for the creation of a media education narrative surrounding the television, videogames, the Internet and social networks. Lastly, we will approach the methods for the dissemination of this project, namely, the presentations that involved different audiences.

**Cinthia Lopes da Silva**

**Milena Avelaneda Origuela**

Sports and Media: Education for Leisure

This paper has the objective of analyzing the relation between sports and media and the possibility of a pedagogical action in the formal educational environment with the goal of an education for leisure. The media institution produces discourses and images related to sports and attributes a group of signifiers to this cultural element. Watching sports on television, for example, is different from watching them in a stadium or a gymnasium. This occurs because the televisive production is restricted to the passes and scenes chosen previously by journalists and producers. This production has the characteristic of spreading ready information which is easy to understand, avoiding questioning by the spectators. Accordingly to that, in the formal educational environment, it is essential an educative action so the subjects are able to make a qualified reading of the sports showed by media and enjoy with quality their leisure moments, being able to select and to comprehend the contents accessed critically. The perspective of an education for leisure is a theoretical possibility for pedagogical mediations in the formal educational environment that has the goal of rendering to the subjects to transform the information into knowledge, in this specific case, to transform the information about sports into knowledge. This perspective, therefore, instigates in the spectators, listeners, and readers of sport news, who live in the context of the globalized society, the possibility of creation and attribution of new signifiers to the sports. As a result, this paper has some questionings as: 1) how can the sports spread by media be understood? And 2) considering the relation between sports and media, what are the contributions of the perspective of an education for leisure? As methodological procedures, it was made bibliographical review of qualitative type and, thematic, textual, interpretative and critical analysis of the books by scholars in the field of leisure, communication and physical education, such as: Pierre Bourdieu, John B. Thompson, Joffre Dumazedier and Brazilian authors like Mauro Betti and Nelson Carvalho Marcellino. The conclusions are: 1) the sport spread by media is a cultural construction, susceptible to questionings and counterpoints, 2) the pedagogical mediation made in the formal educational environment, based on the perspective of education for leisure, will be essential so the subjects can have access to the theoretical elements for a qualified reading of the sports spread by media and so, they can enjoy their leisure moments with quality. We hope this paper can contribute for the improvement of the dialogue in the different areas of knowledge and for the revision of concepts by active professionals in the field of communication, sports and leisure.

## **Anne Mette Winneche Nielsen**

### Towards a New Concept of Formation in Education

While the imagined community (Anderson, 1983) of the nation presented itself corresponding to a measurable spatial representation on the map global citizenship cannot link itself to difference as one of the fundamental elements in the construction of identity and citizenship. The shift to what anthropologist Arjun Appadurai calls transnational scapes (Appadurai, 1996) confronts us - as sociologist Ulrich Beck (Beck, 2010) has pointed towards - with a need of new concepts. In a number of countries education reforms are addressing these new political, economic and social structures. The paper will focus on the 2005 Danish Secondary School Reform, which marked the biggest change in the Secondary School system since 1903. The reform kept preparation for further studies and formation for citizenship as its core elements, but introduced a new focus on the students ability to participate actively in democratic processes of change both on a local, national and global level. A recent project ([www.globalegymnasier.dk](http://www.globalegymnasier.dk)) points towards a strong relation between media and new concepts of knowledge in the construction of formation (bildung) within institutionalized education in the globalized context of the 21st century.

Maria Isabel Orofino

### Webnovelas on the Screen: Reception, Cultural Production, and Media Education with Children

The consumption and use of digital media technologies among the popular classes increased significantly during the past years of popular government in Brazil, when, according to official data, 36 million people moved out of the bottom line of class E. This study focus on the consequences of such change by analyzing how children of popular background use these new digital technologies and develop particular new skills and cultural practices. The approach to Media Education presented in this paper includes the contributions of Raymond Williams with an understanding of communication as a process which involves production, diffusion, reception and response. With a focus on the response created by these children the investigation included an audience study of telenovela reception followed by an initiative of video production with the use of a methodology inspired in the work of Paulo Freire with an encouragement for practices which take into account the social demands and generative themes proposed by the students involved in the process. The paper presents results of a qualitative research conducted in 2010 with children in Freguesia do Ó (a poor community in the outskirts of the city of São Paulo) in Escola Municipal Morro Grande. With a first mapping of media use and consumption – especially the telenovelas which are very popular in Brazil – we also explored forms of mobilization of children participation with methodologies for school cultural and collective practices. As an exercise for Media Education investigation we developed 5 episodes of webnovelas (video streams produced for the web) with a group of 30 children. The theoretical framework includes contributions of critical cultural theory (Benjamin, Gramsci); cultural studies (Williams, Hall); Latin American theories of mediations (Martín-Barbero, Orozco Gómez) and the writings of Paulo Freire. The research identified a significant change in cultural practices developed by children, especially with the use of mobile phones but mainly with a much wider access to computer technologies and the internet. We also identified that educators and schools in

Brazil still require stronger investment in formation and equipment in order to provide innovative practices in Media Education.

## **5A43 Gender in Journalism (Gender) Room: D.105**

**Chair** Justin McGuinness

### **Papers**

**Sumedha Dhani**, Maharshi Dayanand University, IN

Patriarchy, "Paisa" and Media: A Case Study of MediaWomen in Chandigarh

Indian society largely, like many societies of the world, has been structured around a primary principle called patriarchy. In a patriarchal culture, society plays a role in fostering certain kind of behaviour that results in the present state of capitalism and media. The three forces of patriarchy, capitalism and media are interlinked. Many theorists have argued that the history of socially constructed male supremacy is strongly correlated with women's poor financial status in society and their place in the media industry. In India, women have the freedom to choose their profession under Article 19(1)(g) of the Constitution of India, "to practice any profession or to carry out any occupation, trade or business", but reality shows that few women work in media or are given the opportunity to do so. And according to Gallagher and Quindoza (1994:8) the lack of up-to-date documentation and recorded experience on most aspects of women's relationship with the media is still not available. My paper entitled, Patriarchy, 'Paisa' and Media: A Case Study of Women in Chandigarh, focuses on women working in the media in the city of Chandigarh, the capital of Haryana and Punjab states in India. It plans to present the original, multifaceted, empirical, longitudinal research, done for the first time in 1990. I also compare this information with the results obtained in February 2010 in which the same written questionnaire was used. The study, then, analyzes the changes occurred over two decades within the print medium, the radio, and their relation with gender in Chandigarh. Chandigarh is an important place as it happens to be a regional media centre. Women's entry into modern journalism began only in the 1960s with their enrolment in the few institutions which provided journalism training. In Chandigarh, women started taking up jobs in media institutions in 1975. Over a span of 35 years they have made their presence felt in Chandigarh. Hence, this research has been undertaken to understand their professional problems and the media's role in shaping women and their development. Also to acknowledge women's own contribution and their awareness of the issues related to women and media. The research deals with working women journalists' ages, qualifications, marital status, how they came to be media women, their career progression, their working relationship with male/female colleagues and domestic commitments. Their attitudes are measured by different kind of questions on the professional status of women, the media image of women, the opportunities to express their views, job satisfaction and other issues related to women and the media in the global context.

**Kaitlynn Mendes**, De Montfort University, UK  
Suffragettes in the News

As participants in one of the most important social movements of our time, suffragettes have long been part of popular imagination in the Western world, particularly in Britain, where this militant wing of the women's suffrage movement originated. Frequently characterized as humourless, strident, militant, under-sexed, ugly, hysterical spinsters (Phillips 1907; Tickner 1988; Wright 1913), such descriptions are derived mainly from political speeches, various works of art, magazine articles, postcards, political cartoons, literature, and anti-suffrage propaganda campaigns (Atkinson 1998; Hannam 2000; Preston 2009; Tickner 1988). While there has been an abundance of research into alternative feminist or suffrage publications such as *Votes for Women*, *The Englishwoman*, or *Freewoman* (Cowman 2010; DiCenzo 2003, 2010; John 2003; Mercer 2004; Oldfield 2003; Smith 2003), there is a striking absence in research examining representations of suffragettes in the mainstream press – a major omission given its importance as a source of news and information during this period (DiCenzo 2010). Consequently, using a mixture of semiotics, content and critical discourse analysis, this study analyses news coverage of the militant wing of the women's suffrage movement in four mainstream periodicals of the time: *The Manchester Guardian*, *The Daily Chronicle*, *The Daily Mail*, and *The Times* between 1903, when the Women's Social and Political Union was formed, and 1928, when suffrage was extended equally to women and men. The research demonstrates that representations of suffragettes went beyond that of hysterical mannish women, and is more diverse, fractured and complex than scholars have previously noted.

### **Isabel Febreiro Leal**

Desde el Cairo Hasta Estambul: Estudio del Género en Las Conferencias Mundiales de la onu en la Prensa Española

Estambul celebró en 1996 la última cumbre mundial de las Naciones Unidas, la Conferencia de las Ciudades. Lograr ciudades habitables en condiciones humanas, término sine qua non del progreso socioeconómico, fue objetivo básico de Hábitat II. Estambul representó un cambio de paradigma de lo local hacia un modelo sostenible, donde primase la democratización de las decisiones, la distribución equitativa de las oportunidades y el acceso compartido a los recursos. La Agenda Hábitat adquirió el compromiso en otorgar auténticas cuotas de igualdad y participación de género. La ONU ha celebrado cinco grandes cumbres mundiales -todas en el siglo pasado- y en cada una de ellas, la mujer demandó su particular espacio exigiendo la eliminación de las múltiples formas de discriminación: violencia y género, pobreza y género, control demográfico y género, economía y género, erradicación de la pobreza y género, educación y género. El género se convirtió en alternativa al progreso económico, su educación se alineó como el instrumento más poderoso para reducir la pobreza, para alcanzar la desigualdad entre sexos y asentar las bases de un crecimiento económico sostenido. Sin embargo, la pobreza mundial tiene rostro de género y la violencia en las mujeres alcanza cifras que crecen día a día. Y si educar a una mujer es educar a un pueblo -aun reconociendo positivamente los importantes avances logrados-, los niveles de analfabetismo en las mujeres siguen siendo más elevados que en los hombres, un estigma que se intensifica en los países menos desarrollados. Unicef estima que un 75% de los niños que no acuden a la escuela primaria, son hijos de mujeres que no han recibido educación. A

través del frame analysis estudiaremos el discurso mediático de los periódicos de referencia dominante en España para informar de los encuentros mundiales de la ONU y género. La ideología debe ser entendida como un sistema de pensamiento y de entresijos de experiencias que condicionan circunstancias sociales y comparten grupos de individuos, incluidos quienes están dedicados a su análisis (Thompson, 1993). La ideología conservadora y las tendencias liberales, de ABC y El País, respectivamente, condicionaron a sus ideologías la cobertura periodística de las cinco cumbres mundiales del siglo pasado. La identificación de los temas (frames) constata esta tesis. El ABC impuso su doctrina conservadora, su discurso se posicionó con los desacuerdos del Vaticano en la firma de los documentos finales. Las discrepancias de la Santa Sede protagonizaron la información, acaparando más valoración periodística que las demandas de género, obviando sus denuncias y peticiones. El País presentó una información más cercana, con enviados especiales. Abanderó un lenguaje reivindicativo y positivo de género y tituló e informó de la oposición de la Santa Sede en las votaciones de los acuerdos, e incluso, en algunas ocasiones, censuró la actitud del Vaticano.

**Carla Cerqueira**

**Rosa Cabecinhas**

News, Women, and Journalism: From Media Economy to Gender Representations

We intend to focus this communication in the meanders of the media institutions and in the changes experienced over the past three decades, highlighting the Portuguese context, which is the focus of our study. If, on the one hand, the increase of communication policies for diversity and gender equality occurs in the media, and a worldwide concern with this issue is therefore visible, on the other hand we witness the pressure of the competitive market, which favours the entertainment factor of information, hidden beneath the cover of news-values and journalistic routines. Contents are warged in this crossroads of media economy, which reveal crucial changes in the representations that are conveyed, but, at the same time, still contribute to establish certain narrowing views of what it means to be a man or a woman in our society. To analyze gender representations present in the media in the scope of feminist analysis is to take into account the dynamics presented and all their (re)configurations, and not overlook the relationship established between those who represent and those who are represented, in order to understand if the supposed 'feminization' of the journalistic sphere has an impact on the contents produced. With this complex web where journalism moves as background, we intend to present the results of a research project that aims at analyzing how the International Women's Day celebrations have been represented in the media. The corpus is composed by all the news published about the celebrations in two Portuguese generalist national daily newspapers from 1975 to 2007: *Jornal de Notícias* and *Diário de Notícias*. The methodology utilized is a content analysis of the news. In the 1970' and 80', the 'victim narrative' and the need to fight for equal rights between men and women stand out in the media. Last decade contradicting narratives are visible in journalistic speeches, marked by a neo-liberal culture which talks about an empowered and autonomous woman, but still imprisons her through a re-sexualized image. If we look at the strength of these media messages presented under news format, we see that the exclusions persist in the media, especially because they still represent a dichotomy between successful women – founded in traits traditionally associated with the 'masculine') – and the women who are victims of the patriarchal system – presented with submissive and dependency characteristics. Besides that, there is the

almost complete omission of the diversity within the ‘women’ category, which should be positioned in an intersectional perspective that connects class, age, ethnicity, sexual orientation, geographic location, among others.

### **Eskisehir Kent Konseyi Kadın Meclisi Portrayal of Women in Turkish Local Newspapers**

This study reflects various aspects of portrayal of women in local newspapers in Turkey. The very first quality of the study comes from researcher group. Following the Global Media Monitoring Project-WACC methodology, Eskisehir's City Council's Women's Parliament study group members conduct this study. Through this study, all local newspapers of Eskisehir (8 of them) are analyzed according to the GMMP methodology. According to the data collection methodology, one representative day from each week is chosen. It makes 52 analyzed days for each newspaper. This is the very first local citizen initiative in Turkey in terms of analyzing women related issues in media. Particularly, Eskisehir is one of the leading cities in Turkey in terms of its local media development. Accordingly, this study aims to reflect how local newspapers portray women within a well organized and developed local media environment. Through the feedbacks from the conference, the study group intends to develop the study for other media and for itself.

### **5A44 WikiLeaks: Control, Resistance, and Civil Society (CPT, Law) Room: D.106**

**Chair** Jo Pierson

**Discussant** Damian Tambini

#### **Papers**

**Nikhil Moro**, University of North Texas, US  
Debashis Deb Aikat  
WikiLeaks, Citizen Journalism Sites, and Rule of Law

WikiLeaks, the highly decorated investigative journalism non-profit, threw the United States government into a tizzy after publishing in November of 2010 more than 251,000 confidential documents detailing exchanges between the U.S. State Department and its diplomatic missions around the world. Its investigative journalism efforts showed that if, on the one hand, the Internet has empowered citizen journalists, civic reporters and the general public with greater access to government information, then on the other hand, the Internet has simultaneously threatened the authority of government with leaks of legal notoriety. This paper focuses on how citizen journalists have received WikiLeaks' exposés of 2010. It also examines the response, as evident in citizen media coverage, of legal institutions such as law courts, legal publishers, and legal think tanks to Wikileaks' disclosures. Scholars have found that generally, citizen journalism complement, rather than compete with, traditional media sites. The authors will prepare a list of at least 50 citizen journalism sites, drawn from two sources that list citizen journalism sites – the Knight Citizen News Network and Cyberjournalist – and examine posts over a period of at least seven days beginning with each

of three major WikiLeaks' disclosures of 2010 and the first quarter of 2011. The purpose of the paper is to draw insights into WikiLeaks' value as a source of investigative journalism, as evident in citizen journalism portals and consistent with a rule of law. WikiLeaks' disclosures have important implications for the rule of law, a point that has scarcely been discussed in the literature. If a society is to be ruled by law, then citizens must have universal and equitable access to legal and government information. Laws and policies should not only be applied prospectively, adjudicated independently, and enforced regardless of an individual's political or financial status, they should also be accessible without undue hassle and written in clear language. If citizens cannot access the law easily, they would not know what the law is or how a government has been performing. In other words, easy access to government information is a key predictor of a rule-of-law society. The term "legal information" includes statutes, administrative regulations, court opinions and rules, treatises, jury instructions, and such. Ever increasingly, an incredible amount and almost all sorts of legal information is available online, easy for citizens to access using a computer and Internet connection. For example, the following two sorts of legal information are available through the Web:

(1) In a stare decisis system in which legal precedent is important to predict future legal outcomes, citizens need access to citators such as Shepard's Citations, first printed in 1873, to determine whether a given case continues to be "good law" (that is, one whose precedential value has not been negated by a later case), to analyze legal decisions through comments made by other judges on those decisions, and to trace, over time, the discussions of specific points of law. Currently, Shepard's is available online through LexisNexis Academic.

(2) Citizens need access to court opinions in order to learn the interpretation and hence meaning of laws. Court opinions, considered to be a primary source of the law, have traditionally been published in reporters such as the Federal Supplement, Second Series (for federal district court opinions); the Federal Supplement, Third Series (for federal courts of appeal opinions); and the Supreme Court Reporter and U.S. Reports (both for U.S. Supreme Court opinions). Currently, almost all appellate court opinions are available online through Web sites or databases operated by FindLaw, the U.S. Supreme Court, and the Legal Information Institute, among many others. This paper examines if WikiLeaks' disclosures have been consistent with any premises of the rule of law, which is widely recognized as an essential variable in pluralistic democracies. The paper conceptualizes the city in terms of the urbanity of the Internet, which, like the geographical city, has enabled or catalyzed a post-industrial society that encourages real time mass-participation. It contextualizes the city, then, as a digital version of the "global village" that Marshall McLuhan described in the early 1960s. The paper examines, in a context of WikiLeaks, the legal information discussed on citizen journalism sites. The authors plan to prosecute the paper in four steps:

(1) They will review the evolving nature of citizenship, of the sense of social belonging or social contract, and of rule of law.

(2) They will then discuss the role of citizen journalists, as users of legal and policy investigative journalism, in enabling effective or fulfilling citizenship.

(3) Next, they will examine the high dichotomy of WikiLeaks' exposes of 2010 and 2011 as a source of information that could empower legal institutions but also threaten those institutions' legitimacy in an emerging free-for-all society mediated by Internet communication. The authors will analyze the value of WikiLeaks' publications as investigative journalism, and its implications for the rule of law.

(4) Finally, as a matter of application, the paper will address four specific points: (a) What are the sources of legal information for citizen journalists? (b) What variables might make some of those sources more effective or usable than others? (c) What nature of tactics would ensure an effective strategy in respect to legal and policy information? and (d) What are some strategic lessons for citizen journalists available in WikiLeaks' whistleblowing exposés? In a context of the rule of law, the paper explores how citizen journalism Web sites have perceived the journalism available in WikiLeaks' investigative disclosures.

**Marko Skoric**, Wee Kim Wee School of Communication and Information, SG  
WikiLeaks: Musings on the Limits Control

"He who thinks he is bigger than the rest must go to the cemetery. There he will see what life really is: a handful of dirt."

The Limits of Control (Jim Jarmusch, 2009) This paper focuses on the emerging paradigm of information technology mediated whistleblowing, exemplified by the Wikileaks organization and its recent publication of classified and secret U.S. Government documents. While there has been no shortage of opinions, perspectives and judgments about WikiLeaks offered by the news media, coherent scholarly perspectives are yet to emerge. This paper is an attempt to bridge this intellectual void by tracing the institutional, ideological and technological origins of the WikiLeaks phenomenon and offer several theoretical perspectives that can guide our understanding of its implications. First, the origins of the concept of government transparency are discussed. Increasing emphasis on transparency and open government in most liberal democracies is contrasted with a culture of secrecy that pervades most military, diplomatic and intelligence agencies. Similarly, although whistleblowing has received legal protection in many countries, it still unclear how whistleblowers and those providing platforms for leaks dissemination are to be protected when it comes to the issues of "national security". I also introduce the literature on peer-surveillance and contextualize the Wikileaks case within the domain or surveillance studies.

Furthermore, the paper offers a quantitative content analysis of the first month of The New York Times and The Guardian coverage of the Cablegate, focusing not on the content of the leaked diplomatic cables, but rather of on reactions of different organizations and individuals to the publication of the leaks. In the content analysis, each reaction is coded for its source, whether it is a statement or (planned) action, and for its affective valence. Finally, several theoretical perspectives are offered to explain public reactions to WikiLeaks. These include the digital sublime and the myth of electronic democracy (Mosco, 2004), and Wikileaks as a form of a carnival of resistance to the state and corporate power (Bakhtin, 1981).

**Bart Cammaerts**

Freedom of Information Activism as Mediated Resistance

In this paper the phenomenon of Wikileaks as well as other forms of Freedom of Information (FoI) activism will be theorized as a form of mediated resistance using media and communication practices as a form of direct action in its own right with at times serious consequences at the macro level. Two forms of FoI activism will be discerned; one involves using the legal tools at the disposal of activists to extract information from the state (through FoI legislation, f.e.), the other involves so-called whistle-blowers who leak sensitive information to freedom of information activists, as is the case with the more anarchic

Wikileaks. Both the legal route and the leaks, challenge and pose serious questions about the degree and nature of transparency of government and policymakers, about the validity of the information citizens are being given and about the role of the media and mediation in all this. Through a case-study analysis of legal attempts to obtain information from governments, as well as the more disruptive whistle-blowers in the case of Wikileaks, it will be concluded that information activists fulfill an important role in a democracy, holding public officials and policy makers, as well as corporate actors, accountable for the paper trail they leave behind. At the same time, they also implicate journalists in various ways. The current deep throats do not contact the media anymore, but rather information activists who use to internet. Despite this, media professionals are still pivotal in terms of making sure that we as citizens can see the trees in and amongst the forest by fulfilling their role as the fourth estate. Finally, FoI activists also fuel a much wider debate relating to the extent of and need for transparency in policy making, the merits and critiques on FoI legislation and legal protections for whistle-blowers.

### **Arne Hintz**

From Argentina to Iceland: Policy Initiatives for Civil Society Media

Policy initiatives by civil society networks have recently led to radical transformations of existing media legislation. In several countries of Latin America, more transparent and participatory regulatory mechanisms have been created, and community media has been legalized there as well as in parts of South Asia and Africa. Meanwhile the Icelandic Modern Media Initiative aims to facilitate online and investigative journalism, and campaigns in Europe have challenged (and partly revised) surveillance policies. These initiatives transform the policy environment of what I call Civil Society Media – community, alternative and citizens' media that are non-commercial, participatory, and operate on a variety of platforms, from community radio to online activism. Organizations and networks related to these media – from the World Association of Community Broadcasters to WikiLeaks – have initiated several policy efforts and have advocated for their implementation. Yet such initiatives remain disconnected, primarily along technological lines. In this paper, I will investigate a) how civil society networks have created these initiatives and what strategies they have applied; b) how new laws are changing the policy environment of Civil Society Media; and c) whether these initiatives combine concerns from 'old' and 'new' media platforms, and thereby have the potential to overcome divisions between policies for, e.g., community radio and online citizen journalism, or whether they deal with fundamentally disconnected issues. I will focus on initiatives in Argentina, Uruguay, Germany, and Iceland. Research for this paper is based on in-depth interviews with members of these policy initiatives and draws on results from distinct research projects on media policy change. It will bring together different strands of research that rarely interact – community media, online activism, and policy.

## **5A45 Gendered Television (Gender) Room: D.107**

**Chair** Todd Joseph Miles Holden

### **Papers**

**Liudmila Voronova**

**Ekaterina Kalinina**

Where Men and Women Make a Jest, a Problem Lies Concealed: A Multilayered Analysis of Russian Entertainment TV-Programs Projectorparishilton and Devchata

What can one learn about gender stereotypes from contemporary Russian entertainment TV-shows? This paper will explore that question by studying Projectorparishilton (“The Paris Hilton’ Projector”) and Devchata (“The Girls”), popular weekly ironic-analytical programs broadcasted prime-time on “Channel One” and “Rossiya-1” respectively. Government owned, the two channels are highly commercialized and aimed at the continuous increase of ratings, which is achieved with adaptation of the content for the broader audiences. In its turn, this leads to the augmentation of the circulation of stereotypes, which work as the shared codes within the same cultural context. While Projectorparishilton with its four male anchors, aimed to attract a younger and more progressive audience of both genders, from the beginning did not intend to emphasize any specific gender orientation, Devchata with its female anchors was launched as explicitly aimed at a female audience. One of the central concepts we are going to articulate in the article is humour through which gender is constructed on both textual and contextual levels. By analogy with Laura Mulvey’s term “male gaze”, we introduce a notion of “male humour”, which is implied not only in the way anchors appear as subjects and objects of jokes, and thus construct their media personalities, but also in the position that the viewer independent of his/her gender chooses. Using the intersectional approach and applying discourse analysis and social semiotics as a methodological framework, we seek to show how gender, nationality, age, and culture are encoded/signified in the programs, which are understood as texts, and on a broader, contextual level. We expect to show how capitalism and patriarchy acting through the means of the media reinforce traditional gender (and other) stereotypes, often hiding behind an idea of creating “women’s space” in the broader media discourse.

**Nelly Quemener**

Disarticulated Laughters: Backlash in Entertainment in France

In the 2000’s, subaltern groups emerged in French television with the incorporation of women and ethnic minority, especially visible in entertainment programs. While focusing on comedies, I’ve shown in previous work that female humorists have introduced body language and attitude in the comic device and ethnic minorities have imposed storytelling and « authenticity » with the promotion of the genre of stand up in France. Yet, since 2007 TV entertainment scene has withdrawn most of its subaltern groups and relegated them to more confidential arenas such as theater, or less personalized apparatus such as radio shows with multiple chroniclers. In this paper, I want to discuss the advent of a backlash in TV entertainment that would be defined according to McRobbies’ Aftermath of feminism, as a process of disarticulation and resignification of subaltern identities and performances. On

the comedy scene, this backlash translates into the come back of traditional humor, performed through language ability and white masculinity. This humor erases identity politics and gender articulated discourses by concentrating on traditional politics and the mockery of networks of power. Identity and body performance become the central subject of laugh that fragments identification and make impossible imagined communities. Such humor promotes a privatized form of agency. Yet, the backlash also allows the reconfiguration of margins that seems to favor new themes and the assertion of the multiple territories of identity. Black female humorists start to emerge through the staging of complex and multilayered routines : they indeed deal with gender norms as well as with racial issues. They also actualize class issues, by clearly asserting their underprivileged condition. I will defend in this paper that the combination on the three levels of discrimination that signals the discursive formation of imaginaries stand for the renewal of political imaginations. To do so, I will take example from television talk shows as well as galas of humor and one-woman shows seen in theaters in Paris.

### **Ma de Lurdes Barbosa Cárdenas**

#### **Violence against Women in Comedy Programs in Mexico**

Mexican television has a long history of sitcoms, since the forty's until the present Televisa the main television corporation has developed several comedy situations that are based greatly in violence and discrimination against women. The formula for getting laughs from the audience is through ridicules, discriminate use violence and be aggressive against women. Our case study is "Joke wars" LA GUERRA DE LOS CHISTES the target audience are male adults and teens, its been on the air for over three years on the cable video channel called , TELEHIT owned by TELEVISA corporation (the biggest commercial chain in the country.) The premise of the program is s three male comedians who tell jokes one after the other most of the jokes are about women, sexuality and their relation with men. There is only one female who participates and she is exhibit as a sexual objet with few clothing and is often made fun of and she was stroke by one of the comedians with a belt at one point in the program. We made a quantitative and qualitative research to identify the number of times violent messages that denigrate the image, body and sexuality of women where present during the program. In order to analysis, we took a sample of five programs with duration of one hour each one. We applied a table of indicators taken form the General Law for Women to a Life without Violence, currently in force in Mexico. This law defines the types of violence such as: psychological, physical, hereditary, economical, sexual and other types of violence against women. After that we did a quantitative analysis of the frequency in which theses types of violence are present during the program. In our results we found that our sample 372 acts of violence against women were present, being the most significant sexual violence, (in the narrative and exhibiting the women called "Wanders" after a brassier brand the only woman in the show playing the leading role of the jokes. ) The next percentage is for verbal, economical and physical violence (Its important to mention that in one of the programs two of the male protagonist hold the woman while the third male spank her with a belt to provoke the laughter of the male audience. The show promotes violent messages against women to make fun and provoke the laughter. They insist on exploiting the body and sexuality of women as property of men. Women only serve as an object to make fun of, among other hypothesizes. After publishing our study, the Citizenship Observatory for Gender Equality in the Media confronted TELEVISA by protesting and made

some headlines to stir up public opinion against the program so much that some modifications were made to the program, however in recent transmission the program went back to its original formula. After our experience, we need to strengthen the debate about these programs on commercial television and their influence amongst the public specifically young adults and teenagers. ¿How they act in the reproduction of violence against women and the social impact that it represents?

Cristiane Henriques Costa, Universidade Federal do Rio de Janeiro, BR  
The Role of Love in Latin American Soap Operas

Brazil and Mexico are famous because of their food, music, cinema and artists. But their most important cultural products for exportation are their soap operas. The telenovelas made by TV Globo and Televisa are exported to more than 50 countries, from China to Angola. What is the secret of the success of this genre? What exactly is being sold to other cultures under these love stories? Why it's so necessary to talk insistently about love? To answer that questions, it's necessary to investigate the connections between romantic love and consumerism acceleration on emerging societies. Latin american soap operas explores in different ways the basic issues of feuilletons and still older romantic narratives: the mishaps of the love triangle, the individual conflicts versus society rules, the possibility of economic climb by marriage. Very popular on their original countries, latin american soap operas also tell us a lot about gender roles on that societies, exhibiting the scripts reserved to men and women on a love relationship. What qualities must have a good woman? What are the bad characteristics that make a villain? Or a mistress? And an intrigant question: why are man also so passive on these stories? This presentation will discuss if gender roles are dictated by the telenovelas that at first should only spell then and how new gender roles on emerging societies are changing the old scripts.

### **Akie Arima**

Female Announcers in Japanese Television: Are They Experts or Eye-Catchers?

In Japan announcers, commentators, newscasters, etc. are called “announcers”. Most of them begin their career by working for a broadcasting company and experience emceeing, announcing, commentating, voice-over, etc. People believe that they are extraordinary talented persons because they are chosen among over thousand applicants and well trained. However in Japan female and male announcers are different in many ways. In order to reveal these differences and how they are considered by female viewers, two empirical studies, namely a content analysis and an interview were conducted. One thousand four hundred and one announcers appeared in Japanese TV programs aired on five television stations in 2009 were content analyzed. Clear career differences of gender were found. Females exceeded males in numbers but the opposite was true for their age and their career length. These were especially true for the people who have started their career by full-time announcers of broadcasting companies and now work as freelances. Their roles and activities in the programs were consistent to their gender. Though the number of announcers who played roles of main newscasters, main emcees and voice-overs were not different between genders, there were more male reporters than female ones and males took charge of sport news more often than females. On the other hand, there were more female assistants among emcees and casters than males. Especially females assisted emcees

in the programs such as variety shows and information programs. These distinctions accord with the principal and accessory relationship between male and female. Also the females smiled, laughed, made brief responses while listening, and lengthened the end of sentences more often than males. These behaviors are not so much the main ability of announcers as eye-catchers which are expected of females. Eight undergraduate females participated in an hour and a half group interview focusing on the roles of female announcers. They recognized the roles of female announcers had been increasing and as a result the responsibility of them are not only informing the news but also being in charge of each program. In other words today female announcers should read the news correctly and also should have the intelligence to organize the program. They thought that there were two types of announcers: the ones who inform news have good skills and continue working as experts and the ones who behave like entertainers retire when they get married to celebrities. The interviewees confessed their negative feelings toward the latter type of female announcers. Because those announcers seem to aggravate the negative evaluation of themselves: they have to be young and beautiful and to support male partners in the programs. The interviewees thought these were the exact stereotypes of female announcers. Two different types of empirical studies enable to find the gender distinctions of announcers in Japanese television programs, part of which must come from the commercializing of female sexuality, and how they are interpreted by female audiences. And the findings can lead to discuss about the relationship between gender gap of announcers and the surrounding society.

#### **5A47 Generic Studies: Mediating Rights of the Child: The Child Rights Syllabus and Journalism Education in Turkey (JRE) Room: D.114**

**Chair** Hakan Ergül, Hacettepe University, TR

#### **Papers**

**Emel Ozdora**, UNICEF, TR

**Sema Hosta**, UNICEF, TR

Rethinking Children Rights and Communication Education: The Turkish Example

**H. Esra Arcan**, Istanbul University, TR

Human Rights Education in Journalism Curriculum: Construction of Human Rights Culture

Unlike any other profession, journalism needs a certain level of human rights in order to fulfill the profession. Without freedom of expression a qualified journalism practice is not possible on the one hand, on the other hand human rights can not be spread, develop and protect without support of the media and journalists. Because of this unique relationship and existential interdependence, qualified journalism practice gets benefits from human rights culture and peace. However, unless having human rights based approach, journalism is a twofold sword. Journalists can be a protector of human rights as well as a violator of human rights, thus placing human rights courses that aim to teach human rights approach to journalism in journalism curriculum is necessary. Understanding above mentioned complex

and complicated interaction between human rights and journalism practice and recognizing importance of human rights based approach to journalism gives a new perspective to the future generation of journalists that helps to construct a human rights culture. This paper takes its starting point contribution of right based approach and rights based journalism in context of construction of human rights culture and later frame fundamental principles of human rights based journalism in general. Considering undergraduate and graduate level journalism education in Turkey, it poses questions including: What are the main components as focus areas of journalism education in curricular level? What is the place of human rights education and courses in journalism curriculum? Answering these questions paper will discuss visibility or invisibility of human rights based journalism education in Turkey and also journalism educators' approach to human rights based journalism.

**Incilay Cangoz**, Anadolu University, TR

**Hakan Ergül**, Hacettepe University, TR

**Mine Gencil Bek**, Ankara University, TR

Human Rights Education in Journalism Curriculum: Construction of Human Rights Culture  
Locating Children-Rights in Syllabus: Journalism Education and Pedagogical Challenges in Turkey

The aim of this paper is twofold: First, 1) to discuss how child rights-focused, critical pedagogical approach can promote and enhance journalism education and sensitivity to human rights via theoretical/pedagogical perspective, and second, 2) to present the crucial contributions and outcomes of the Child Rights Syllabus (CRS) in curriculum by demonstrating the positive developments and progressive changes in the ways journalism students deal with children rights during the in-class activities. We first touch upon the on-going debate on which norms/values should be prioritized in journalism education and which pedagogical approach (i.e. theoretical vs. practical) should be centralized in curriculum in order to promote children/human rights. We then peer behind the classroom walls in order to demonstrate that the CRS's pedagogical methodology is a step forward approach in designing a curriculum, profiting from both critical/theoretical and practical/vocational knowledge equally. To do this, we employ qualitative, comparative approach to show useful pedagogical tools/methods in implementing CRS in classroom environment and to share the best journalistic practices performed by journalism students at two universities: Anadolu University (Eskisehir) & Ankara University, Turkey.

**Ruhdan Uzun**, Gazi University, TR

**Tugba Asrak Hasdemir**, Gazi University, TR

Possibilities and Problems of Mediating Child Rights: An Experience

**Brian O'Neill**, Dublin Institute of Technology, IE

**Michael Foley**, Dublin Institute of Technology, IE

Journalism Educations and Child Rights: Exploring a New Model of Collaboration in Rights-based Journalism Education

**Tarana Mahmudova**, Baku State University, AZ

The Current State of Issues Related to the Coverage of Children's Rights in the Media, at Schools of Journalism, and Communication in Azerbaijani Universities: Problems and Perspectives

**5A48 Generic Studies: Global Journalism Ethics (JRE) Room: D.115**

**Chair** Herman Wasserman, Rhodes University, ZA

**Discussant** Kaarle Nordenstreng, University of Tampere, FI

**Papers**

Pradeep N' Weerasinghe, University of Colombo, LK

Poor Media, Poor Democracy: Examining Journalism Ethics and Media Freedom in South Asia

Shakuntala Rao, State University of New York, US

Justice and Global Journalism Ethics

Marcos Palacios, Universidade Federal da Bahia, BR

Participatory Journalism in Mainstream Media: Some Ethical Issues Arising from the Incorporation of User Generated Content

Herman Wasserman, Rhodes University, ZA

Journalism for Whom? Global and Local Dimensions of South African Media Freedom

**Debates**

**DAY 5 17.07. 2011 SUNDAY**

Sessions B 11.00 –12.30

**ICA Panel: Urban Space and Media Power Fener Hall**

**Chair**

**Myria Georgiou**

This ICA-sponsored panel examines different manifestations of the long, symbiotic, yet changing relation between media and the city. More specifically, the four contributions engage with conceptual and empirical explorations of the complex communicational interface of the city and its role in sustaining and challenging power hierarchies associated with urban life. Drawing from a number of case studies and a range of conceptual debates the speakers examine different ways in which mediated systems of communication have become points of interaction among people in close proximity and in distance, within the city and beyond. In looking at cities as locations of dialogue and conflict and of citizenship and identity, speakers ask questions such as: What is distinct about the city as space of

communication? How does the symbolic power of the city emerge through communication practices? And what role do media and communications play in defining meanings of urban space and associated systems of urban space ownership and control?

### **Presenters**

Sandra J. Ball-Rokeach, USC

Nien-Tsu Chen, USC

Katherine Ognyanova, USC

Wenlin Liu, USC

Nan Zhao, USC

Michael Parks, USC

The Alhambra Project: Empowering Urban Community Building through a Research-driven Local News Website

**James Hay**, University of Illinois

The Birth of the “Neoliberal” City and Its Media

**Gary Gumpert**, Communication Landscapers and Urban Communication Foundation, US

Susan Drucker, Hofstra University

Grime and Punishment: The Power of Graffiti and Urban Media Facades

**Cornel Sandvoss**, University of Surrey

The Placeless Spaces of the City: Spaces of Sport, Competition, and Identity in Modern Urban Environments

### **5B11 Media and Kids (Aud) Room: B.101**

**Chair** Ingunn Hagen

### **Papers**

**Cristina Ponte**

**José Alberto Simões**

**Ana Jorge**

Digital Inclusion in the Face of Social Semi-Exclusion: Adapting the EU Kids Online Questionnaire

Even as disadvantaged children gain more internet access they may remain relatively disadvantaged both in terms of the quality of internet access they enjoy and because one form of this disadvantage is generally correlated with others, e.g. parents' available time, parental education and expertise, educational values at home, calm places to studying in and so forth (Livingstone, 2009). Access also needs to be seen not merely in terms of access to technology or to technical skills, but also in terms of cultural forms of expression and communication (Buckingham, 2007). Based on the EU Kids Online questionnaires (see

www.eukidsonline.net) this paper aims at exploring these issues on deprived children. Translating questionnaires to children (9-16) conceived in English to 19 languages, while ensuring that the questions had the same meaning for children in 25 countries, was a challenge for the EU Kids Online survey that allowed comparing online experiences of children and young people across Europe. This paper explores the issues of adapting the Portuguese version, in order to be understood by deprived children with low cultural and linguistic capitals compared to the dominant standards, and at the same time allowing comparisons between this sensitive group and the national results. This research is under the scope of the Project “Digital Inclusion and Participation”, funded by the UT-Austin | Portugal Programme (see [http://digital\\_inclusion.up.pt](http://digital_inclusion.up.pt)) that pays attention to the ways in which young people in disenfranchised social environments have access and use the internet. Parts of the EU Kids Online face-to-face questionnaire on access, frequency, activities, skills and mediation were asked to children and young people that access to the Digital Inclusion Centres in the “Escolhas” Program [youth centres], therefore providing also data that can feed and inform the policies of “Escolhas” to intervene regarding children and young people about whom extensive research is lacking. The context of this survey including the merchandising offered to respondents, the conduction of the questionnaire, and its questions were considered and tested in order to ensure that children understood and were interested to participate. Interesting challenges of this adaptation included the high number of children leaving in non-structured families, where asking about parents could be sensitive, or their dominant meaning of internet safety as the opposite of violence in offline spaces in which they inhabited, as well as the lack of understanding of more refined verbs (such as suggest) or long sentences. This presentation reports on how the process of adaptation of the national survey went and shows the first results from the field.

**Sara Pereira**

**Luís Pereira**

Each Child, An Explorer: Child Audiences in Technological Public Policies

Prensky's “digital native” concept was able to channel attention to a media reality that is nowadays substantially different from what it was twenty years ago, in particular concerning the younger generations. On the other hand, its abusive usage has been largely criticized for creating the idea that children are all the same, regardless of their context and sociocultural background. Produced knowledge within the field of sociology of childhood has showed that children in a Western country live differently from those in a developing one, with known asymmetries even inside the same area or region, or even the same town, school or class. At the same time, under the scope of what we call 'child audiences', we can find different audiences with separate needs, tastes and interests. This pluralist reality is not always considered by public policies involving or directed at children. This paper intends to analyze the way child audiences are conceived by the 'e.escolinha' programme, an initiative launched by the Portuguese government in 2008, giving every child from 6 to 10 years of age the opportunity to acquire, for free or at a small cost, a computer to which the name “Magalhães” was given (a tribute to the Portuguese navigator Fernão Magalhães, or Magellan). This analysis is framed by a broader research project titled 'Navigating with Magellan – a study of the digital media impact on children', that is being developed at the University of Minho, Portugal, funded by the Portuguese Foundation for Science and

Technology. The study of child audiences is based on the analysis of 200 documents (written and video) produced by official entities within the 'e.escolinha' programme, which is part of the Portuguese government's Technological Plan for Education. These documents were collected as part of the documental research for the 'Navigating with Magellan' project. The documents were inserted into the qualitative analysis software 'Nvivo' and analyzed through a grid that includes different categories, among which the conceptions of child audiences. This partial study begins from the hypothesis that child audiences are conceived in a reductive manner by educational technological public policies. The child is seen as an explorer, as an audience that already knows it all, a superhero that finds in technology the magical solution for the solving of all of his problems, and even of his well-being. This view of audience and the child will have an impact on policy execution and its efficiency, and it should lead us to questioning what is said and how it is said, as well as what remains silent and, therefore, absent.

**Fernando Tucho**

**Francisco Javier Martínez Garza**

Children and Teenagers' Perception of Television Contents in Mexico

This paper is part of the research project: "Television and child rights: representation and protection policies in Mexican television broadcasters", developed by Universidad Rey Juan Carlos in Madrid (Spain) and Instituto Tecnológico de Monterrey (Mexico). Mexico, like most countries, has specific legislation to protect children against television contents, although so far there is no research to assess compliance with this legislation and the representation of children in such contents. Similarly, there is a lack of research in children and teenagers' perception of their representation in television contents and about television contents themselves. Therefore, this project seeks to answer four research questions:

1. How children and teenagers are represented in television contents in Mexico?
2. To what extent do broadcasters adjust their content to legislation regarding children?
3. What is the children and teenagers' perception of television contents?
4. How do children and teenagers assess their representation in television contents?

Content analysis and surveys among children and teenagers have been the methodologies used in order to fulfill these goals. Children of both sex and between 10 and 16 years old were surveyed in several public and private schools in the city of Monterrey. Regarding to content analysis, a sample of TV shows of the mainstream media in Mexico, including those most consumed by our audiences of interest, are being analysed.

This paper presents the results of this survey among Mexican children and teenagers, targeting to respond to the research questions number 3 ("What is the children and teenagers' perception of television contents?") and 4 ("How do children and teenagers assess their representation in television contents?"). Besides these questions, the surveys also include questions about habits of consumption among children and teenagers, as well as about the presence of media in Mexican households.

## **Ranjana Das**

Children Interpreting, Children Using: The Task of Interpretation From Audiences to Users

As those sitting in front of the television now also hold the latest Iphone, audience researchers across the European academy have begun to ask how audiences are transforming. This individual and collective intellectual agenda is evident in recurrent conferences (e.g. Transforming Audiences) and in multi-country projects (e.g. COST Action IS0906 Transforming Audiences Transforming Societies) Of key theoretical significance in this agenda is to ask in what ways can the theoretical repertoire of audience reception analysis transfer, if one will, from mass mediated communicative conditions to interactive ones? Is reception analysis still valid in the age of the internet? (see Livingstone, 2008) This paper reports from a project where this conceptual task was followed empirically by applying a conceptual repertoire derived from reception analysis to conversations with youthful users (readers in a sense) of an online genre. Concepts from audience studies (text, author, reader, genre) were used to interpret findings from a project with 60 children between the ages of 11 to 18, who went online on social networking. These concepts are made use of to follow four central themes in children's navigations of an online genre. Divergence and consensus across age, in children's perception of authorial presence and intention, children's perceptions of other readers/users, and their collection of stories around the text, is indicated with the use of a repertoire derived from many decades of research with audience reception analysis. These themes are brought together to ask why divergence (in interpretation and use) remains significant to both audience and user studies. When audience researchers highlighted divergence in interpretive work, it was a politically significant moment not just for empirical audience reception studies but for media and communications studies, for at least two reasons. First, as far as it established divergence between what has been intended in the encoding of a text (authorial purposes) and what has been interpreted (readers' meaning making), the significance was that it countered the singular authority of the text, and perhaps indeed that of the textual analyst. Second, in also clarifying divergence between those who interpret, it not only countered the image of the mass audience being passive, homogenous recipients of messages but also outlined how the real, lived practices of meaning making are shaped by contextual specificities. As this paper highlights, engagement with interactive interfaces, is resourced and shaped by experiences specific to steps in growing up and engaging with the world, it is shaped by individual life stories, and the intersection of a range of social axes. Finally, it is concluded that the act of interpretation was always one that involved a range of responsibilities (literacies) on the part of the audience/spectator. In the case of textually unstable, interactive media, 'use' continues to involve a range of responsibilities as well - in navigating textual conventions, figuring out opportunities, coping with contextual resources and restraints and tackling interruptions in the text.

## **5B12 Using Digital Media (Aud) Room: B.102**

**Chair** Brian O'Neill

### **Papers**

**Vinnie Guo-Chiang Yu**

**"Cinemas" on the Go: A Pilot Study of Audiences' Video-Viewing Practices through Portable Media Devices**

With the innovation and proliferation of wireless Internet connectivity and mobile audiovisual technology, audiences nowadays can enjoy the flexibility of watching moving images, such as movies, TV programmes, and short videos everywhere, ranging from multiplex theatre, comfortable home to corners of coffee shop and carriage of train. By using various kinds of available portable media devices like smart phones, I-PODs, PSPs, and laptop computers, virtually, everywhere can become the place for enjoying audiovisual contents. The concept of 'cinema or movie theatre' as we normally understood has been changed from stationary places to mobile locations. The ways how audiences employ different mobile technologies to watch different moving images from different venues have profoundly changed the meanings of their everyday viewing practices. However, not enough of researches have been done to examine this often-understudied phenomenon. In this paper, I will focus on Taiwanese audiences/users recruited from two different cities, Taipei and Taichung, to explore their mobile viewing practices from the perspectives of 'technology-using', 'audiovisual contents-consuming' and 'viewing space-shaping', in order to unveil the social, cultural, technological and geographical meanings behind their everyday mobile viewing practices. An original model structured on four axis of 'viewing platform', 'types and forms of moving images', 'viewing venue and space', and 'audience/user' will be proposed for this pilot study to inspect audiences'/users' mobile viewing practices. The methodologies employed in this original project will be qualitative audience research method inspired by ethnographical survey. University students from Taipei (a city with public metro transporting system) and Taichung (a city without public metro transporting system) will be recruited as the pilot sample, in order to compare their mobile video-viewing activities with regard to different life styles of two cities. Empirical data will be collect from a limited numbers of recruits by mixed audience research techniques with attempt to articulate their audiovisual technology use, moving images consumption and viewing venues choices. Moreover, this project tries to delineate the complicated interrelationships among 'audiences/users', 'viewing platforms', 'types and forms of moving images', and 'viewing venue and space'. Hopefully, the argument of modern audiences' multi-platform viewing practices as a combination of consumption of technology, text, and space could be supported and Raymond Williams' idea of 'mobile privatisation' could be revisited in this new era of digital convergence.

**Simone Maria Andrade Pereira De Sá**

Mobile Technologies, Urban Space, and Brazilian Soundscape

In his book "Sound Moves - Ipod culture and urban experience" (2007), Michael Bull focuses his analysis on the so called Ipod Culture, taking it as the best acoustic metaphor for the hyper-post-Fordist consumer, using the products of the culture industry to isolate herself/himself and regain control over the public space. In parallel to this tendency, the author is interested in the use of cell phones as well, since he understands both devices under the same logic and having complementary functions. So, if iPods are used to isolate the user, the mobile phone connects one with distant though intimate others; once again denying the urban soundscape and contributing to the empowerment of the private life in parallel to the diminishing of public life. The paper aims to contribute to the discussion on the role of sound technologies, the conception of public space, and the relationships between public/private worlds, departing from multiple uses of MP3 players and locative media such as cell phones by Brazilian audiences to criticize Bull's generic view. Exploring the ideas of music as a "technology of the self" (De Nora – "Music in everyday life"; 2000); and of hybrids produced by agency of humans and technologies (Latour, "Where are the missing masses; 1991), our goal is to go beyond of the idea of "isolated and self-centered consumers" proposed by Bull's work. The main premise is that the urban soundscape is not homogeneous, but a multi-layered structure in which one layer, even if identifiable as such, shifts away from another and no causality is found. In this way, technology appropriation, space negotiation and the role of mobile technologies to reinforce sociability and collective identities are key-words to analyse the examples taken from Brazilian audience's uses of MP3 players and cell phones.

**Celia Quico**

**Manuel José Damásio**

**Sara Henriques**

**Iolanda Veríssimo**

Drivers and Barriers to Digital Television Adoption in Portugal: The Perspectives of The TV Viewers and Other Main Stakeholders

To understand what are the most significant factors for digital TV adoption by the Portuguese population in the switchover context is the main goal of the research project here presented. In April 26, 2012, the analogue terrestrial television switchoff is planned to occur in Portugal, according to the schedule published by the national telecommunication regulator Anacom. Digital terrestrial TV was launched in the country in April 2009, making Portugal one of the countries with a more ambitious schedule – or risky, depending on the perspective - for the full transition from analogue to digital terrestrial television. In this paper we will start by presenting the research project's objectives, theoretical framework and research design. Next, we will present first results of the project focused on the barriers and drivers to digital TV adoption from two of the empirical studies which integrate it, namely, the quantitative inquiry administered to a representative sample of the Portuguese population and interviews with main stakeholders in the area of digital TV in Portugal. The perspectives of the television viewers are compared with other main

stakeholders in this process. The paper will be concluded with a brief discussion of these results and a brief enumeration of next steps for the project.

**Celia Quico**

**Manuel José Damásio**

**Sara Henriques**

**Iolanda Veríssimo**

Profiles of Digital TV Adopters in the Switchover Context in Portugal

In order to conduct a successful transition from analogue terrestrial television to a full digital terrestrial television it is essential to identify what are the most significant drivers and barriers for adoption among the impacted population. Also importantly, it is to segment the population according with their attitudes towards digital TV, their awareness about the switchover process, intention of adopting digital TV, among other relevant topics.

This paper will be focused on the results of two of the four empirical studies of the research project ADOPT-DTV, namely, the quantitative inquiry administered to a representative sample of the Portuguese population (n=1.205) and the ethnographic study conducted among 30 families of different social standings from the three pilot-areas where the switchoff will first occur during 2011, a few months before the full digital TV switchover (scheduled for April 26, 2012). Particularly, in this paper it will be presented a proposal of profiles of digital TV adopters in the Portuguese switchover context.

The tradition of profiles definition based on the adoption and rejection of innovations can be traced back to Beal & Bohlen, who proposed five categories of people based on the time of adoption, with significant differences in selected personal and social characteristics: the innovators, the early adopters, the early majority, the majority and non-adopters. Later, Rogers would propose similar categories of adopters that became the standard for years to come: the innovators, the early adopters, the early majority, the late majority and the laggards. While helpful, these traditional innovation adopter profiles do not totally grasp the complexities of the adoption of an innovation such as digital TV, particularly in mandatory settings. The paper will be concluded with a brief discussion of these results and a brief enumeration of next steps for the project.

**Didem Ozkul, UK**

The Mobile in Urban Life

As technological innovations started to shape market conditions and conventional communication practices, media producers, governments and users try to adapt and at the same time catch up with these improvements. Even the governments started to take initiatives to compete in global markets, and both public and private operations are shifted towards web-based productions. However, these services have not only shifted to web-based interactions, but they are also supported by mobile technologies and by mobile phones in particular. For instance, TFL (Transport for London) website offers citizens a service through which they can search for licensed minicab office numbers and other private hire operators in an area . The mobile users can also text to a number provided on the website to find and book cabs. As for the mobile phones, system locates the user with a

GPS-enabled system and sends the user back possible nearest 3 cab numbers. Oksman (2010) explains this pervasive nature of mobile technology as it's "increasingly being developed for various civic activities such as voting in elections and engaging in m-learning" implying that this pervasiveness is not only the result of an industrial shift, but also a result of mobile participation in civic issues. Katz (2006) also discusses this aspect of mobile communication; "As for the mobile phone itself, no technology has ever been adopted quickly by so many people" It is also argued and accepted as a condition of post-modernity, i.e. people being portable and mobile, and diffusion of mobile phones in everyday life in order to catch up with the increasing pace of life. In this context, mobility leads to an abstract place; space however, with the availability of location-aware mobile technologies, it can also lead to a lived in and experienced/constructed space; the place. So, mobility becomes an important element in everyday life of a person for experiencing both the social and the material world. In light of the above discussion, this research aims to build an understanding of how individuals use mobile technologies in cities, focusing on mobile/smart phones: Is being mobile a requirement of the contemporary society imposed on citizens, driven by the technology market or is it just the will of the users of mobile technologies to engage in daily activities in a mobile way? Do they use mobile phones to participate or to isolate in an urban setting? Since this is the main problematic of this research, users' perception of urban space and place in relation to mobility will be discussed, accordingly.

### **5B13 Participatory Communication (ESN) Room: B.103**

**Chair** Jeroen De Keyser

**Discussant** Thomas Tufte

#### **Papers**

**Iliana Esther Ferrer Rodríguez**

**Altug Akin**

**Emili Prado Pico**

**Matilde Delgado Reina**

Public Participation in Television: Will TV Save Us?

"How shall we understand social communication and political action in a symbolic, media-dominated society? If the talk is action, is the talk-show also action-forming public opinion, making visible society's plural or marginal voices?" (Livingstone, 1994, 4)

These questions posed by Silvia Livingstone in the introduction of her canonic book *Talk on TV: Audience participation and public debate*, today still are increasingly relevant, although they were asked almost two decades ago, in 1994. As the dominance of the media in the everyday life has been growing day by day, and as the political life has increasingly been constituted through its immersion in a media-dominated world, the relationship between democratic participation and the media is still a vital issue. Following Livingstone's track, and keeping another key question of her in mind - "is the viewer a member of the public (citizen), or part of a mass audience (a consumer)?", in this article the contemporary forms

of participation to the television will be analyzed based on the Spanish case. Although citizen participation to television can take various forms such as involvement to managerial and editorial decisions of media institutions via audience councils and/or audience representatives, sending complaint/recommendation letters to media outlets regarding their decisions, and re-organizing the tele-visual flow via technological advancements such as interactive TV; the focus of this article is on the participation to television through taking part in the programs. In the light of the discussions about the increasing visibility of the ordinary people on the television screen and its potential consequences regarding the citizen participation, our analysis of the Spanish case is composed of three levels: The analysis of forms of participation in Spanish TV programming, investigation of the participation in relation with the program formats-genres, and study of a particular program that is representative of the most prevalent TV programming with public participation, namely Salvame ("Save me" in English). Reframed in the context of participation, the question we aim to answer in this paper is whether the media can potentially provide sites for public participation. We try to answer this crucial question in the light of our analysis of the contemporary Spanish television in regards with public participation, in the context of the forms of public participation to television with a historical view.

**Nuchada Dumrongsiri**

**Vikanda Pornsakulvanich**

Analysis of Media and Social Influences on the Use of Social Networking Sites in Thailand

With the capabilities to serve as mass and interpersonal communication simultaneously, social networking sites (SNSs) have changed from a newly adopted communication tool to a widely accepted one in only a past few years. In July 2010, Facebook, one of the well-known social media, publicly announced to the world for its reach of 500 million users worldwide, becoming the biggest and fastest growing social networking site in the world after its service started in February 2004 (Arthur & Kiss, 2010). Twitter noted its 175 million users in September 2010 (Twitter, 2010). Also, about 61% of American Internet users use social networking sites such as Facebook, MySpace, and Twitter (Smith, 2011). In Thailand, almost 70% of Internet users have participated in social networking sites (National Electronics Computer Technology Center, 2008).

Social networking sites are defined as online communities that allow members to construct and broadcast their profile information, and interact with other users such as sharing photos, sending public and personal messages, and playing games (Boyd & Ellison, 2007). The advent of SNSs has facilitated online communities to maintain pre-existing social connections and make new online friends (Ellison, Steinfield, & Lampe, 2007). The rapid growth of SNSs becomes a global phenomenon in which scholars have attempted to understand it as promptly as the technology turns to one of the most powerful medium influencing people's daily lives.

Apparently, the empirical investigation on why people widely use SNSs seems to move beyond internal drives and individual differences. Rather, a global trend of SNS usage tends to be explained better by a look through the "outside-in" lens. It is clear that people are internally motivated to use SNSs for relationship maintenance and entertainment (Dumrongsiri & Pornsakulvanich, 2010). People have different motives for using SNSs, and

these motives influence the use of SNSs differently (e.g., Park, Kee, & Valenzuela, 2009; Pempek, Yermolayeva, & Calvert, 2009). However, how they are externally motivated to use SNSs needs further explanation.

More and more people have used SNSs for social and political involvement. Recently, about 22% of American Internet users use SNSs to engage in political campaign (Smith, 2011). Similarly, the continuing political crises in Thailand influence SNS usage as a channel for people to voice opinion, gain involvement, and exercise power and right for political purposes. In 2010, about 5,000 people from the “no color” Facebook community gathered in public to support Thai government, while approximately 4,000 Facebook users volunteered to clean up Bangkok areas affected by the two-month red shirt demonstration (Bunnag & Charoenpo, 2010; Treerutkuarkul, 2010).

As guided by Theory of Reasoned Action, this study proposes that people are socially influenced at a varying degree to use SNSs. The major purpose is to explain how external factors such as social concerns, political situations, media, and significant others influence SNS usage among people. Based on a qualitative method, focus-group interviews were conducted for four groups of participants with different age range. Across all groups, significant others seem to influence participants to use SNSs the most, while certain media channels affected their use at some degree. However, political and social situations influenced SNS use differently among the four groups. Economic situations did not affect their SNS use at all. Other factors influencing SNS use were such as privacy, games, and commercial SNSs.

### **Karen Smith**

There is a Facebook Group for That: Analyzing Online Participation for Ontario Policy-Making

In the early 1990s, governments promised to provide opportunities for online deliberation and consultation within eDemocracy programs in Canada and elsewhere. Currently in the province of Ontario, traces of government-initiated interfaces for participation in policy-making exist online. For example, the online version of the Ontario Hansard contains records of legislative committee meetings. Still, government-initiated participation remains less robust than initially imagined. What is notable however, is that citizens are taking a do-it-yourself approach to augment the policy participation opportunities created by government. Numerous web-based artefacts of participation are found on corporate and community run platforms. This paper shares initial results from my analysis of web-based artefacts for citizen participation in Ontario policy-making. To carry out this work, I commenced by searching the Ontario Hansard records from 2007-2010 and located 20 bills pertaining to issues such as access to information, transparency of government, identity, and bills that received media coverage for participation breakdowns. After the bills were located, I conducted systematic web searches for government and citizen initiated participation web sites relevant to the bills. Governmental records of participation of participation in the policy areas, mainly consisted of Hansard records of public hearings. Citizen created interfaces for participation included Facebook groups, YouTube videos, discussion threads in forums and blog posts. Using a coding schema built upon previous work, I analyzed the participation artefacts. Subsequently, I am carrying out semi-structured interviews with the facilitators and makers of the participation infrastructures (i.e., bloggers, Facebook group administrators, etc.). The interviews explore themes such as motivations,

challenges, design intentions, and political engagement. My interviews are using screen capture technology where possible to allow participants to reflect on the technologies they have engaged with and to tell their stories of political participation which pertain to particular Ontario bills. Preliminary findings are revealing interesting insights about how citizens participate in enacting themes such as 'openness' in Ontario politics.

**Patricia G. Davis**

**Peter Paye**

Digital Sisterhood: Facebook as a Tool of Empowerment among Liberian Refugee Women in the U.S.

New media technologies have significantly enhanced the ability of diasporic communities to maintain cultural, economic, and familial ties to their homelands. For refugee communities, in particular, the connectivity enabled through these media is instrumental in helping members preserve geographic identity and access while facilitating meaningful participation in their new communities. In many cases, refugee populations located in large urban centers have been able to successfully exploit the potential of communication technologies by combining their utility with that of traditional social networking venues, such as cultural centers and churches. Thus, they are able to construct a sense of community, self-determination, and economic viability through the use of social networking sites, such as Facebook and Twitter. The Sisters-Helping-Sisters program, developed to assist the Liberian immigrant community in the United States, represents one such case. For the past few decades, the U.S. has been a favored destination for immigrants from Liberia, primarily because of a shared history of black resettlement between the two countries dating back to the 1820s. Atlanta, the major commercial/urban center of the southern U.S., has since the 1970s, been home to approximately 10,000 Liberian immigrants, including a substantial influx of refugees from the 1989-2003 civil war. The Sisters-Helping-Sisters program was developed by a number of African American civic organizations as a means to improve the lives of refugee women, who have been identified as the most vulnerable among the population. In recognition of the crucial role played by information and communication technologies in women's empowerment, the program prioritizes training in media and computer literacy skills that will enable them to maintain contact with and to send remittances to family members in Liberia. In so doing, it has had to negotiate within a structural framework in which issues of access (in both the U.S. and Liberia) are of primary concern. In this presentation, we combine ethnographic research within the Liberian refugee community with theoretical interventions in the study of new media, gender, race, and transnationalism to analyze the ways in which the Sisters-Helping-Sisters program deploys a combination of social networking—both technological and traditional—to assist in the empowerment of refugee women.

## **5B14 Communication, Information, and Persuasion (MCPO&S) Room: B.104**

**Chair and Discussant** Kaarle Nordenstreng, University of Tampere, FI

### **Papers**

**Giuseppe Ragnetti**, Istituto Francesco Fattorello, IT

**Francesca Romana Seganti**, Istituto Francesco Fattorello, IT

**Alessandro Puglia**, Istituto Francesco Fattorello, IT

The Social Technique of Information: Since 1947, The Italian Way to Communication

My goal is to give to the students of Communications and those who are connected to, the knowledge of Francesco Fattorello's theory which is very actual and I think it is an appropriate answer to the needs of the democratic societies of nowadays.

On the lamcr web-site appears a picture of four of the founders of our Association taken in 1957. The first one on the left side is Francesco Fattorello, the Italian biggest expert of Information and Communication, author of the original theoretic line known as "La Tecnica Sociale dell'Informazione" (The Social Technique of the Information) and its formula clearly appears on the blackboard in the background. This is a socially very important picture as it was the first time that the formula has been publicly divulged in an important international and institutional contest providing with significant meanings about our Association at the UNESCO. Fattorello was very involved in the creation and development of lamcr. He was the Vice-president continuously from 1964-1981 and President for the studies of problems related to professional journalists formation. In 1981 he leaves the vice-presidence because of health reasons and became Member of Honour of lamcr. Francesco Fattorello introduced his theory in many Universities in Europe and South America in occasion of important International meetings. After the presentation at the Strasburg University at the Centre International d'Enseignement Superieur du Jurnalisme, in 1959 he published the volume "Introduzione alla Tecnica Sociale dell'Informazione" (Introduction to the Social Technique of the Information). After many editions, it has been translated in French and Spanish and in 1969 it has been used as official text at the Caracas University. The last edition was published in 1970, and it is impossible to find anymore. After 20 years that Francesco Fattorello died, I felt that I had to publish a new edition of "La Tecnica Sociale dell'Informazione" (The Social Technique of the Information) ideated and divulged for the first time in Rome in 1947-48 at the Italian School in this field at the University of Rome "La Sapienza". As director of the Institute named to Francesco Fattorello, I had the due to reveal his theory through courses and lessons in various institutes since 64 years and, now, through the new edition of the Social Technique. The theoretical input of Francesco Fattorello, really new is now very appreciated and used in the international communication area. In other words, we can easily confirm that the world approach to the communication comes from this theory. lamcr can be very proud of all this and to have had Francesco Fattorello between its major creators and supporters. The Italian Institute Francesco Fattorello is now planning an English edition of the Social Technique.

**Alessandra Romano**, Istituto Francesco Fattorello, IT

**Francesco Fattorello**, the Forerunner of “Marketing Oriented” The Social Technique Is the Theoretical Foundation of Market-Oriented Production Processes

This abstract is aimed to show how “The Social Technique of Information” of Professor Francesco Fattorello (1947) is the necessary theoretical foundation to correctly activate any communication process, as well as the specular theoretical foundation of marketing oriented processes. In a Society where Rules of free Market prevail, businessman should necessarily ask his Customer how his product should be made and customized before starting its production. Current Strategic Marketing techniques are imprinted on market analysis and customer needs research. Sociology, statistics and doxometry are tools usually employed. Last frontier of marketing is Customer Cure, which is devoted to continually enhance Customer Satisfaction, because a satisfied customer is also a fidelized customer. The Market Oriented Production represents an important step in the Western democracies, as it leads businessman to give dignity to his potential customer by asking him what he would buy and what he could buy. Customer is no more a simply “target”, a passive target; on the contrary, he is a Customer with his own needs, taste and life-style. The implementation of the marketing Oriented approach into the business world leads unavoidably to the Democratic Process of Production. As matter of fact it is the final customer who really decides the industrial production as for its quantity and, even more, as for its quality. This is exactly the logical outline of the “Social Technique of Information” of Professor Fattorello applied to the industrial processes instead of the communication process. Fattorello holds that in the communication process the opinion formula “O” is build upon the social values by the Receptor-Subject (RS); likewise in the production processes, the market-oriented product “P” answers to needs and life-style of the customer “C”. In a “market oriented” production process the final customer is in the same position of the public in a parallel communication campaign. As a matter of fact these pioneering and brilliant intuitions of Francesco Fattorello have traced the path also for marketing techniques, which reproduces the same logic under the “Social Techniques of Information”. The market oriented approach is valid for any kind of business of production of goods and services, including media companies. A media publisher should consider the communication as a product to sell to his public. In the case of the Media sector, the process of sharing an opinion and the buying choice process are two facets of the same medal.

**Jose Azevedo**, Porto University, PT

Media Use and Belief in Conspiracy Theory

In the last twenty years there has been a surge of scholarly interest in rumors and conspiracy theories. Only a few have conducted systematic studies of conspiracy believers or the social factors contributing to belief, but there is no shortage of thoughtful and provocative theorizing. Much of this expanding literature suggests that conspiracy theories provide clarity of vision and clear targets for addressing the confusions, frustrations, and insecurities of living in contemporary societies which are characterized by rapid social change; a multiplicity of voices and interests; multi-level, multi-polar balances of power where those at higher levels maintain control through secrecy and controlling information; declining individual autonomy; increasing risk awareness associated with technological advances and

"post-scarcity" conditions; high levels of social and geographic mobility; declining trust in governments; and fears of terrorist threats.' While these theories are stimulating and insightful, we believe there is a need to bring more systematic evidence to bear on two basic questions; Who believes conspiracy theories, and what sources of information are associated with believing conspiracy theories? There are psychological explanations for why conspiracy theories are so seductive. Academics who study them argue that they meet a basic human need: to have the magnitude of any given effect be balanced by the magnitude of the cause behind it. A world in which tiny causes can have huge consequences feels scary and unreliable. Therefore a grand disaster like Sept. 11 needs a grand conspiracy behind it. "We tend to associate major events--a President or princess dying--with major causes," Leman (2007). "If we think big events like a President being assassinated can happen at the hands of a minor individual, that points to the unpredictability and randomness of life and unsettles us." In that sense, the idea that there is a malevolent controlling force orchestrating global events is, in a perverse way, comforting. You would have thought the age of conspiracy theories might have declined with the rise of digital media. The assassination of President John F. Kennedy was a private, intimate affair compared with the attack on the World Trade Center, which was witnessed by millions of bystanders and television viewers. You would think there was enough footage and enough forensics to get us past the grassy knoll and the magic bullet, to create a consensus reality, a single version of the truth, a single world we can all live in together. But That was not the case. A second major perspective of conspiracy theories could be labelled "cultural sociology" to reflect its emphasis on the social structuring of beliefs and its social relativist bracketing of the truth claims of conspiracy theories. This perspective expects that socially marginal groups and consumers of non-mainstream media are more disposed to believing conspiracy theories, but cultural sociology places greater emphasis on the rational aspects of much contemporary conspiracy thinking. This study uses a survey to examine the social and media correlates of belief in conspiracy theories about several issues (for example the terrorist attacks on the September 11) and correlate that with media use. We will frame our analysis within two academic literatures—research on the media's role in shaping social and political beliefs and the literature on the social and political causes and functions of conspiracy theories.

**Puertas Lorena Gómez**, Universitat Pompeu Fabra Barcelona, ES  
The Contribution of Television Serial to Public Debate around Social Issues

Nowadays, to study which are the values and the norms socially shared in our cultural context of reference it is absolutely necessary to analyse the role developed by mass media as central participants of the construction of the reality. From this point of view and considering its abilities to tell stories and show the pictures of our everydaylife, television have been defined as the "central story teller" in our contemporary societies. Among the different discourses of television the research presented on this paper is interested in the fictional ones, especially the serial, as one of the most relevant genres to study the underlying values and norms of the societies that produce them and constitute their genuine public. The phenomenological sociology (Schutz, 1974), permits to understand television serial as an extension of the "possible horizon" of our everyday life. Television serial "talk about us and talk for us" (Buonanno, 2004) that is to say, serial tells us not only

experiences of our lives but our desires, our expectations, and our alternative or imagined realities. Our serials, as part of our storytelling, talk about our everydaylife and those “possible worlds” to daydream or to be afraid. As often as not, these fictional worlds are more comprehensible than the own social reality because “to tell” is also “to arrange”, “to make sense”. Therefore, television serials contribute to the comprehension of our social reality and to the organization of the social knowledge about everyday life. Consequently, serials can be considered as useful mechanisms to legitimize or to question values and social norms. Starting from this theoretical framework and applying a qualitative methodology based on social psychology, cognitive sociology, semiotics and audiovisual language analysis, the research is analysing the television serial *El cor de la ciutat* which has run for 1.906 episodes in its nine years of broadcasting since 2000 in Catalan television TVC (Spain). This paper aims to present the methodology applied to define the thematic agenda of social issues developed in the possible world constructed by this serial (as a derivation of community soap, in its more realistic definition) and to interpret the different levels of meaning of the text (from narrative framing to level of enunciation). Finally, our approach include the analysis of the situations of social interaction between characters than permits us to know how the viewer’s knowledge is extended around specific public issues. The sample is composed of three social issues selected among the main twenty items detected that permits us to illustrated three different strategies developed by this serial in its contribution for the public debate: forum of discussion, moral dilemmas or legitimation of hegemonic frames.

**Ali Murat Vural, Anadolu University, TR**

The Media: A Social Institution Doomed to Suffer from Manufactured Reality

Truth is that which renders everything intelligible. It is the existing situation, the essence of everything and that which does not lend itself to alteration. It is the most naked and unadorned, the purest form of everything. The reality can be a product of the imagination but the truth is too plain to be embellished with imagination. Nevertheless, it is also this same truth that is covered up, hidden and is most distorted. It is truth that causes the most pain, is ignored and desired by many to avoid. Generally, people do not want to face the truth: however, they behave as if they do. And the truth is best concealed by using the "Reality." The reality, or the discourse of it, is so effective and compelling that it is this discourse of "reality" with which almost all humanity is cowed into submission today. The "Reality" is so bedazzling and compelling that the masses cannot help but submit to it. The “Reality” is the greatest weapon of persuasion wielded by the producers and leaders of this discourse. This worship of the reality, and the thousands of visual feasts re-produced each day in the name of the reality, renders every value dear to human beings meaningless and makes them shallow by destroying the profundity of their thoughts. Today, the mass media top the list of those forces that produce and present the reality. The media is alienating the masses from society, social consciousness and sensitivity and turning them into aimless crowds. As Baudrillard once said, "They are being turned into silent masses who demand to watch the show instead of learning to perceive the meaning." The "invasion and show" carried out by the trifecta of camera, fiction and the screen in the name of reality has turned into such a great "consent" today that humanity wishes to be the voluntary slaves of the silent mass when they come face-to-face with the flux of the images and information (not

information) that are not true, but real. Lives are squeezed between the screens of television sets, mobile phones and computers, and their demands from the government, life, society, education and art fall into place and human levels of awareness, emotions and contacts are shaped accordingly. Lives crushed between these three screens no longer have the time – and even more important – the will, to be interested in learning the truth. Another societal problem growing bigger each day is the "trust" issue. In fact, one of the best-known truths is the importance of the trust factor for the health and development of social structures. The media is among the most influential institutions, enhancing the perception of trust by building trust and informing society on almost every issue. People receive information about other people and events, and follow political, economic and social developments through the media. Yet, each year, research conducted in increasing numbers indicate that there is a great public distrust of the media within society; and the level of this distrust is very persistent. To say the least, we have yet to see even a small change in the public distrust of media since the submission of our paper at the IAMCR Conference held in Mexico City in 2009. According to the results of the latest research conducted by Konda Research and Consultancy in Turkey, 73.5 percent of the population between the ages of 15 and 24; 76 percent of the population between the ages of 25 and 34; 73.4 percent of the population between the ages of 35 and 44; 73.8 percent of the population between the ages of 55 and 64; and 59 percent of the population 65 years old and older believe that the media is misinforming the public for their own interests. This belief becomes more prevalent as the level of education increases and, most interestingly, this level of distrust remains consistent across the professions of the participants. These results make it worthwhile to discuss the media that appears before us each day with a new discourse on reality, yet have become blind by taking sides in the political game, thus turning into an institution lacking the trust of society.

## **5B15 Theorizing Modern Political Communication (PolComR) Room: B.105**

**Chair** Tom Jacobson

**Discussant** Ibrahim Saleh

### **Papers**

**Weiyu Zhang**

**Leanne Chang**

When Disagreement Meets Procedural Justice: Predicting Intention to Participate in e-Deliberation through Satisfaction / Dissatisfaction

Deliberative democracy theorists claim that disagreement is beneficial for democracy. Evidences have shown that disagreement could improve participants' ability to generate reasons both for and against certain opinions. However, this cognitive benefit does not tell us much about the social affective consequences of deliberation. There are two salient features which make deliberation distinguished from other small groups. The first feature is disagreement, meaning that participants holding different or even contradictory opinions have to talk about their disagreements and make decisions. A just procedure is the second

feature, which separates deliberative discussions from small groups that are dominated by leaders or a few group members. Based on these understandings about deliberation, we argue that both disagreement and procedural justice are the main sources of the social affective consequences in deliberative discussions. On one hand, small group communication theories about cognitive dissonance and social conflicts imply that exposure to disagreement during deliberation may suppress intention to participate in future discussions through increasing dissatisfaction and decreasing satisfaction. Studies on conflict management strategies and procedural justice research, on the other hand, suggest that even when disagreements are present, a fair procedure can significantly increase satisfaction and decrease dissatisfaction. This paper thus explores the impact of both disagreement and procedural justice on intention to participate future deliberations, through examining the mediating role of satisfaction / dissatisfaction. A nationally representative sample was recruited to participate in four rounds of online discussions about health care during 2004-2005. Eighty groups of citizens engaged in an hour-long online chat moderated by trained graduate students. At the end of the project, all subjects were invited to fill out a survey. Our analyses are primarily based on this survey. The findings suggest that (1) satisfaction and dissatisfaction are two different constructs which need to be accounted for separately; (2) procedural justice has strong effect on both satisfaction and dissatisfaction, which lead to intention; (3) perceived disagreement negatively affects satisfaction while has no effect on dissatisfaction. However, it has a direct positive influence on intention. Our findings imply that whether deliberating could make people more deliberate is one thing, whereas whether deliberating could induce more deliberating is another thing. When disagreement is an unavoidable feature of deliberation, one effective way to make people less dissatisfied with the unpleasant experience of being challenged might be to increase the sense of justice in the procedure of discussions. By increasing perceived procedural justice, we might be able to prevent participants from dropping out the discussions. Interestingly, perceived disagreement has a direct positive impact on intention despite of its negative influence on satisfaction. Although people became less satisfied due to disagreements, they wanted to attend more such discussions when they perceived more disagreements. It might be because that they want to know more about the disagreeing opinions or they want to have more opportunities to persuade their opponents. Considering the complex role of disagreement, deliberation designers should pay their attention to enhancing procedural justice if they want to retain participants in the deliberative discussions.

**Christian Fuchs**

**Nick Dyer-Witheyford**

**Mark Andrejevic**

The State of Critical Internet Studies

The current economic crisis that started as housing and financial crisis, but soon became a world crisis of capitalism, has resulted in a renewed interest in approaches that label themselves as explicitly being critical and anti-capitalist in character. In this context it is important to reflect on the state of those approaches within Internet Studies that label themselves as explicitly critical. The task of this presentation is therefore to provide a short overview of approaches that exemplify critical Internet Studies and to consider some key concepts of this field. The presentation is therefore after a brief introduction (part 1) divided

into a discussion of Critical Internet Studies approaches (part 2) and concepts (part 3). Finally, some conclusions are drawn (part 4). The authors reflect on the state of those approaches within Internet Studies that label themselves explicitly as being critical. Critical Internet Studies approaches have in common their commitment to the struggle for emancipation, their critique of positivistic Internet studies and instrumental rationality, and their critique of domination. A distinction between Critical Cyberculture Studies and approaches grounded in Critical Political Economy and Critical Theory can be drawn. The analysis of example approaches in this paper shows that there are methodological, ontological, and epistemological commonalities and differences within Critical Internet Studies. The differences reflect the assessment of the role and relation of the economic and the cultural realm in society and on the Internet. Marxian concepts that have been reflected in Critical Internet Studies include: dialectics, capitalism, commodity/commodification, surplus value/exploitation/alienation/class, ideology, art and aesthetics, class struggle, the commons, and communism. The presenters stress the importance of the acknowledgement of the Marxist roots of Critical Studies in general and Critical Media- and Internet-Studies in particular. In the contemporary situation of capitalist crisis it is specifically important that Critical Internet Studies (and Critical Media Studies) focuses on the analysis of the role of the Internet (and the media in general) in capitalism and draws upon the Marxian roots of all critical studies. Thus far only some scholars in Critical Internet Studies acknowledge explicitly the importance of Marxian analysis (including the authors of this paper), others also implicitly refer to Marx, whereas authors in Critical Cyberculture Studies tend to bracket issues relating to class and capitalism. It is time to actively remember that Karl Marx is the founding figure of Critical Media and Information Studies and Critical Internet Studies (Fuchs, 2010, 2011) and that Marxian analyses are crucial for understanding the contemporary role of the Internet and the media in society.

### **Rosanna De Rosa**

#### Mapping the E-Research in Political Communication

The Web and the Internet in general, initially conceived as research tools, have now become a proper research subject. As has been the case for the press, the radio and the television, social sciences have developed a specific interest in the effects of digital media, the logic by which they are governed, and the dynamics they may trigger. These themes are tackled in think tanks' reports and media studies such as consultancy and communication agencies, which are interested in defining how to use the web as tool for specific needs. In this context, political communication has a special interest in the web, as a particular public space in which political actors can convey specific messages and/or act strategically for electoral purposes. As politics has consolidated the recourse to web-based strategies, the research is aimed at understanding whether and in what direction the web is able to: change the electoral choices, influence the electoral process and contribute to select the leadership. However, given their relatively recent development, Internet studies have not yet consolidated shared conceptual and methodological instruments. Moreover - as recently claimed by Helen Margetts - «Political scientists have devoted rather less attention to online political activity». This paper is aimed at mapping the online political science production in the last ten years - starting from ISI and Jstor journals - to understand if and how the e-

politics has been studied, by using which approach and/or methodology. Thus focusing on the empirical results and the centrality reserved to the e-topics by the Political Science.

### **Anastasia Kavada**

#### **Digital Communication Technologies and Collective Action: A Conceptual Framework**

Digital communication technologies are thought to be facilitating the quick and easy organization of collective action. Social network sites, discussion lists and other applications offer a communication infrastructure that helps to transform social networks into ‘insurgent communities’ (Castells 2009) at times of heightened public sentiment around contentious issues. However, political communication research seems to be lacking systematic theoretical frameworks that would help us understand these phenomena. Centring on how already existing organizations use the media to achieve certain goals, research in this field often overlooks how media and communication practices help to constitute organizations. This paper aims to trace the contours of such a framework by combining insights from political communication, social movements theory and organizational communication. It will attempt to show how digital communication technologies shape the organization of collective action by focusing on four communication flows outlined by McPhee and Zaig (2000). The first flow refers to how individuals become members and acquire different roles in the group; the second concerns how the group takes decisions and acquires a sense of its collective identity; the third regards the group’s communication with its environment, while the fourth refers to the members’ activity around the organizing of specific actions. Offered as a tentative framework, this conceptualization can aid in examining how digital communication practices are associated with the looser and spontaneous forms of organizing observed in current collective action.

### **5B16 Risk Communication (EnvSciR) Room: B.106**

**Chair** Anders Hansen

#### **Papers**

### **Phaedra Daipha**

**Whose Weather Is It Anyway? Communicating Risk at the National Weather Service**

This paper builds on twenty-two months of fieldwork at a forecasting office of the National Weather Service (NWS) as well as on extensive interviews with commercial fishermen in order to examine the production and consumption of meteorological risk communication. I begin by tracing how NWS forecasters achieve a precarious balancing act between accuracy and public service to ultimately argue that to the extent that the NWS continues to assume the demographics of its publics are too varied to be subsumed under a target demographic, it will be protecting the life and property of an imagined, and imaginary, audience. Still based on what has come to be known as the “deficit model” of the public understanding of science, the NWS forecast—and, I would venture, all weather forecasts in general—not only

perpetuates but actually exacerbates the conventional generalized mistrust of meteorological warnings and forecasts by offering increasingly detailed, and therefore increasingly fallible, quasi-deterministic predictions. Per my research, however, weather forecast users—from the most proactive and sophisticated to the most passive and incidental—are inevitably bound to adapt the forecast message to their daily plans and routines, not vice versa. What they require, therefore, is more, and more raw, information—in other words, a more scientific basis for second-guessing forecasts, as they now do and will continue to do, in any case. Replacing the conventional conservative, “bottom-line” NWS forecast with a product that provides a number of alternative solutions, thus empowering consumers to draw a more meteorologically-informed bottom-line may well serve a double objective: (a) heightened credibility of, and reliance on, weather forecasts, and (b) improved weather related plans and decision-making on an everyday basis that might carry over to consumer responses to emergency weather advisories and warnings.

### **Simone Carlo**

#### **Food Safety and Risk Communication: The Media Representation of Avian Flu in Italy**

The contemporary Western society is characterized by a progressive replacement of the concept of fear with the idea of risk, which includes the possibility of rational control of the individual and social dangers of artificial and natural phenomena, in particular related to personal and collective health (Beck, 1986, Giddens, 1990; Lupton, 1999). In this process of "rationalization" and control of danger, it's extremely important the role of media system (Sturloni, 2003). The media, in the context of information asymmetry between citizens and institutions, are decisive in influencing the perception of risks by providing knowledge resources and interpretative repertoires to address communication deficits (Losito, 1988; Lombardi, 2005; Capretti, 2005). Starting from this sociological and mediological perspective, the paper examines the specific case of the media representation in Italy of the (possible) pandemic H5N1, between 2005 and 2006. The media coverage of bird flu news in Italy was characterized by a strong media overexposure of the phenomenon (compared to other European countries), accompanied by a drop in consumption of poultry meat, the most dramatic decrease among the Western countries (Observatory ConAV Scrl, 2006). Through quantitative, textual and contextual analysis of news coverage of the *Corriere della Sera* (the most important Italian newspaper) and Tg1 (Italian state-owned TV channel Rai Uno's news program) between August 2005 and August 2006, the paper investigates the mechanisms by which the media have contributed to the increase in the perception of risk from H5N1 in Italy. What emerges from the analysis is the role of media in having informed about the possible dangers of the phenomenon, but without having established themselves as actors able to offer people a proper risk assessment and advices about behaviors to reduce risks. The Italian population seem didn't have trust of the risk assessment carried out by "expert systems" (including medical institutions): people have decided individually the most appropriate behavior to reduce the danger of a phenomenon only in part understood. The analysis also identifies some problems in the public communication of Italian institutions: in the case analyzed, the public health institutions have created with the media system a relationship of mutual recognition of roles and functions, losing in some cases the goal to offer to citizens and consumers a clear risk communication. In the final part of paper we also try to offer some reflection about the efficient and effective management of

information flows between subjects who make up the chain of risk communication and emergency health and food: institutions, media and citizens.

**Melanie de Vocht**  
**Verolien Cauberghe**  
**Tineke Faseur**  
**Benedikt Sas**

How Much Threat Should Be Relieved? The Impact of an Implicit or Explicit Low Self-Efficacy on Food Risk Perception in a Context of Climate Change and Globalization

The European Project, Veg-i-Trade (01/06/2010- 31/05/2014), conducts research on emerging food safety risks, related to fresh vegetables and fruit due to climate change and globalization. Climate change can lead to the occurrence of new, harmful micro-organisms and contaminants on fresh produce. In addition, globalization leads to an increase in the import and export of these pathogens and contaminants. The consequences of eating fresh produce containing new pathogens and contaminants can lead to illness on a short term, and even to development of cancer in the long run. Although consumers themselves have little impact to prevent these health risks from occurring, it is important to make them aware of these emerging risks to avert starting a scare when a food safety outbreak emerges, leading to a consumption decrease of all fresh vegetables and fruits.

Therefore, the current study investigates how to increase consumer awareness about the potential food safety risks, without scaring them.

The Extended Parallel Processing Model (EPPM) of Witte (1992) is the most appropriate threat/risks related model to explain consumers' reactions to health risk messages. Threat appeals can trigger a process by which individuals appraise two perceptions: the perceived threat and the perceived (self- or response) efficacy of the hazard. Depending on the interaction between these two perceptions, the feelings of fear evoked by the threat appeal, can result in either a danger or a fear control reaction. When both perceived threat and perceived efficacy are high, a danger control process leads to message acceptance. When the perceived efficacy is lower than the perceived threat, the individual's feelings of fear are intensified, resulting in message avoidance (fear control).

The question arises if EPPM can still be applied when self-efficacy is low and when there is no behavioral recommendation, but instead only a reassuring message asking consumers to keep the consumption of fresh produce stable.

In an experimental study with a 4 x 2 between-subjects factorial design, we investigated if the perceived risk and the acceptance of the recommendations of a newspaper article were influenced by the presentation order of the threat and the relief (threat-relief; relief-threat; threat only; relief only) and by stating the low self-efficacy explicitly or implicitly. Relief was manipulated by stating that the government was in control concerning new bacteria on fresh produce caused by climate change and globalization. Threat on the other hand was manipulated by arguing that new bacteria are contaminating fresh produce. The explicit low self-efficacy reported the impossibility to prevent the new bacteria, while the implicit version did not mention this. Every article ended with the same recommendation from the government to continue eating fresh produce. 392 respondents participated in this experiment in January 2011.

Before reading the article, respondents answered questions concerning their present

consumption behavior, risk awareness, current behavior with regard to food safety etc. After reading the article, other questions probed for the respondent's experienced emotions, behavioral intention, attitude toward food safety, health consciousness, perceived threat and perceived efficacy.

**Daniel Noelleke**

**Bernd Blöbaum**

Journalism and Scientific Evidence

A characteristic feature of scientific research is its uncertain and provisional nature. This article focuses on the mass media as the crucial spot in the relationship between science and the public and analyses how journalists deal with this uncertainty of scientific evidences. It is argued that media content does not mirror scientific 'reality' but that it reflects journalists' specific dealing with scientific issues. Based on a systems theoretical approach it is investigated to which degree reporting refers to uncertainty. Further, the paper identifies journalistic patterns of presenting scientific issues as certain respectively uncertain. To this end 17 German media products (news and special-interest media) were investigated for a period of nine months (10/2009–06/2010) examining all those stories covering the topic "health and medicine". This topic is highly relevant for a broader public and therefore, information from this field can be regarded as especially sensitive. Findings indicate that uncertainty plays a minor role in reporting. References to uncertainty mostly occur implicitly. Here, journalists tend to use specific words (e.g. "could", "probably") to weaken certainty claims. Journalists obviously do not tend to highlight uncertainty as explicit references to doubts, faults and fraud are a rare exception. Uncertainty is neither expressed through the presentation of scientists contradicting one another. Most stories only refer to one source; in those cases two or more scientists are cited those sources mostly correspond. The same is true of scientific findings which are not juxtaposed in opposition. Most stories neither refer to the state of research nor to the work required. When presenting scientific knowledge journalists focus on results while ignoring process. Though scientific knowledge mainly appears certain, these certainty claims are usually not explained. Only few stories explicitly refer to the quality of scientific work or the expertise of the scientists cited.

**Yu-Chan Chiu**

The Media Construction of Cancer Risk: Disproportion, Uncertainty, and Personalization

Cancer has been the leading cause of death for decades in Taiwan and in many developed countries. It has been constructed as the most feared disease. Media is a major source of health information for the public and could have a significant impact on the audience's understanding of the world. Particularly, under uncertain circumstances, news media could significantly contribute to constructing the audience's perception of risk world. In addition, the images or perspectives that media constructed are mainly determined by news sources. From this perspective, this study analyzed the news coverage of cancer risk to examine (1) what and how cancer risk was represented in the news stories, and (2) who were the news sources to construct the audience's risk world?

Using content analysis, we analyzed news articles pertaining to cancer risk in the top five

circulating newspapers, from 2008 through 2009 in Taiwan. Using several keywords related to cancer, we searched news articles in electronic newspaper databases. In total, 1294 news articles were included in the analysis.

The results indicate that the press disproportionately represented cancer risk. The gastrointestinal cancer has the highest incidence and mortality rate and it was also the most frequently represented cancer in the press. Like studies conducted in other countries, female cancer has been overrepresented compared with its incidence and mortality rate. In contrast, lung cancer and head and neck cancer, ranked the second and third mortality rate, were underrepresented by the news coverage.

In addition, the press constructed cancer risk in ambiguous and dramatic way. 36.2% news articles represented cancer risk by portraying layperson personal stories. Only 24% news coverage provided statistics to describe the risk.

News coverage of cancer tended to personalize the risk. Among all risk factors described in the news, 84% were about the personal risk factors. Only 8.2% risks mentioned in the news were about environmental factors. Furthermore, personal responsibility to reduce or avoid to the cancer risk was also significantly emphasized in the news coverage. Few news articles proposed government and enterprises should diminish the risks.

Perhaps not surprisingly, over half of news cited physicians and experts as news sources. 13.4% news cited government. Patients (10.5%) and NGOs (8.8%) have fewer chances to have their voices heard in the news.

Although it might be debatable whether the news coverage of cancer should be in accordance with the mortality or incidence rate of cancer, we cannot disregard that the cancer risk misrepresentation might distort the public perception. From the agenda setting perspective, the disproportionate and personalizing news coverage of cancer risk, might influence individual perception of their own risk and government resource prioritization on reducing the risk.

News media is expected to play a watchdog role for the public; however, reporting cancer risk is a challenging task for journalists due to the scientific uncertainty and controversy. In addition, the pattern or routine of interacting with news sources may shape the journalists' construction of cancer risk. Further research is needed to explore what factors influence the media construction of cancer risk and how audience interprets the construction.

### **Ming-Ying Lee**

Public Understanding of Uncertainty in Public Health: Analyzing Public Understanding of Technological Risks in the Case Study of Melamine Milk Powder in Taiwan

Modern technologies have created many uncertain risks and led human beings into a self-confrontation risk society. Ideally, the government has a predominance of defining risk in society and provides authoritative information in risk governance. However, the government in reality either greatly depends on technological experts' opinions or makes its own decisions arbitrarily. The voice of lay people are often excluded. In order to shorten the perceptual gap between the government and the public, a great, transparent and participatory mechanism in risk communication in society are widely discussed, in which civic participation becomes a significant factor in the application of 'public understanding science' to risk communication.

The aim of this study is to discuss the public understanding of technological risk on public health in a setting of an online communication mechanism. The theoretical approach of 'public understanding of science' was applied to explain the process of risk communication between the government and the public. This study then took a close look at the case of melamine milk powder in Taiwan, though the powder originated from mainland China in 2008 and quickly spread to Taiwan. The exposure of news at the time quickly generated an enormous panic in Taiwan.

Research questions were asked: How did the government interpret technological risks? To what extent did online lay people understand and respond to technological risks shaped by the government? To what content did online lay people debated? Research methods deployed in this study include: 'secondary analysis' of relevant news releases from the government, 'discourse analysis' of the subject of melamine milk powder in online discussion boards within the biggest parenting website in Taiwan, and 'in-depth interview' with 16 participants of online discussion boards who also had children under the age of three. This study founded that the Taiwanese government heavily relied on objective scientific evidence to deal with technological risks. Unfortunately, the government neglected the spread of technological risks coming from lay people' subjective perception. In other words, the government lost a primary chance of defining technological risks and later ignored zero risk that lay people could tolerate. The public is thus severely suspicious of risk information interpreted by the government.

After being disappointment, lay people tended to look for alternative information and personal experience through online resources. Although the Internet can be used for a social basis of learning technological risks, to be noted that there would be online distrust, such as rumors and wars of worlds. Online lay people, in fact, knew of technological risks and the necessity of debating pseudodox. However, they lacked proper dialogue mechanisms to respond to public policy. This study suggests that the government can set up an online platform for integrating risk information in which different actors in society can participate in the production of knowledge.

## **5B17 Methodological Issues when Studying Effects of Mediated Communication, and Public Opinion (MCPO&S) Room: B.107**

**Chair and Discussant** Hillel Nosssek

### **Papers**

**Anna Katharina Schnauber**, University of Mainz, DE

Gregor Daschmann, University of Mainz, DE

The Answers of the Silent: Factors Influencing the Willingness to Participate in Telephone Surveys

For social sciences, representative data from surveys are indispensable as they (mostly) constitute the only way to generate insights on attitudes, beliefs etc. However, there are controversial discussions about the validity and reliability of data derived from surveys focusing on different issues due to the decreasing response rates. The implications of this development are above all concerns about biased survey results. This study deals with one

piece of the puzzle of a potential non-response bias – refusals. Based on the theoretical assumption that participation behavior may be regarded as a rational decision-making process in a low-cost situation, it tries to identify differences in characteristics, reasons and decision-making processes between participants of a survey and those who refuse to take part. The influencing factors upon survey participation are divided in two groups: “traits” and “states”. Traits are defined as stable attitudes and behavior patterns existing independently of the current situation. Should such factors have a major impact, it is likely that the participation willingness within the target population is not distributed randomly, but is systematically connected to other characteristics. Thus biased results are probable. States are defined as situational factors occurring at the moment of contact. States as main influencing factors would indicate a rather random dropout process and thus no systematical bias. To identify the main influencing factors, a non-response-survey with 152 participants and 215 potential respondents who refused to take part in a main survey representative for the German population was conducted between March, 12th and 30th 2007. The main results – derived from a multivariate model (logistic regression) – are: Traits: Whereas the socio-demographics as well as general attitudes do not have a strong impact, a main factor influencing the willingness to participate is experience with and the attitude towards surveys. This means that there are indeed people who generally avoid survey situations (those with bad experiences and attitudes towards surveys), but as there are only few weak correlations with primary personal characteristics and socio-demographics, they seem to present little bias potential. States: Unexpectedly, the interviewer did not prove to have a main impact (this may be due to the insufficient measurement of her/his influence in this study). Important factors influencing the willingness to participate however are situational aspects of the respondent (time pressure and stress). Altogether, this suggests a strongly randomized non-response process. In summary, these results do not support the hypothesis that the different distribution of the willingness to participate in surveys leads to biased results on a more general level. Of course, it does not answer the question for individual surveys as it is probable that the characteristics of a specific study do have an impact as well.

**Christine E. Meltzer**, University of Mainz, DE

**Awareness**, Education, and Elaboration: Further Insights into Intervening Variables in the Cultivation Process

Cultivation theory suggests that viewers ‘cultivate’ television information by integrating it into their perception of the real world. Until today, cultivation research longs to gain further insights into the cognitive processes behind the cultivation effect. It has been suggested that when making reality judgments, accessibility is influenced by media coverage. Contrary to light viewing, heavy television viewing will make relevant examples more accessible in memory. The underlying model of cultivation processes is related to the Elaboration Likelihood Model (ELM). Following the ELM, being aware of television as a possible source of information will lead to an elaborated evaluation of the credibility of this source and thus reduce cultivation effects. In this sense, perceived realism of the TV content is not seen as an intervening variable in the cultivation process (as supposed in former cultivation studies) but as a hint for evaluation of the source. The paper on hand longs to test this assumption. Also education is discussed as an intervening variable in the process.

An experiment was conducted to test the influence of awareness about the cultivation hypothesis on cultivation effects and perceived realism of the TV content. Subjects were divided into 'freshmen' and 'advanced students' to control the influence of the level of education. Since all subjects are students but only on different education levels, differences in the cultivation effect, are due to university education. All subjects show a cultivation bias. Still a classical cultivation effect in the sense that heavy viewers give more of a 'TV answer' than light viewers is only found for freshmen. Advanced students show a 'reverse cultivation effect' meaning heavy viewers making more realistic estimations than light viewers. Advanced students do not seem to actively discount the source TV for their estimations though, as they perceive the TV content about as realistic as freshmen. With awareness of the cultivation hypothesis all subjects showed smaller cultivation effects than subjects who have been kept naïve. In the group of freshmen, especially heavy viewers made corrections in the direction of a more realistic estimation meanwhile in the group of advanced students, all viewers tended to do so. Freshmen seem to underestimate the cultivation effect since only heavy viewers feel that the effect applies to them. Also less perceived realism of TV content was found with hypothesis awareness. This means that TV is actively degraded as a source for reality estimations by aware subjects. Advanced students tended to greater source discounting than freshmen. This is seen as an effect of education. Students who have spent more time at university show smaller cultivation effects in both aware and naïve conditions. Especially heavy viewers show the least cultivation effects. Still, this seems to be a relative unconscious process as when being naïve, their perceived realism of TV does not differ from freshmen.

**Christine E. Meltzer**, University of Mainz, DE

**Thorsten Naab**, University of Mainz, DE

**Gregor Daschmann**, University of Mainz, DE

The Use of Student Convenience Samples in Communication Research As a Problem of Internal Validity: Effects of Experience and Knowledge of the Research Purpose on Motivational States and Answering Behavior

Numerous studies in mass communication research rely on data provided by student convenience samples. Especially when conducting experiments, researchers rely on the appropriateness of convenience sampling due to the focus on the high internal validity of the experimental setting. Although the decision whether further research is done or not is often based on studies using convenient samples, their appropriateness seems to be discussed only marginally. The paper on hand focuses on this problem. It is shown that the experimental design itself may endanger its internal validity. Participants' motivational states as well as their perceived knowledge of the research purpose influence their answering behavior. As these factors can sparsely be controlled in advance, it depends on the structure of the convenience sample whether it is likely to confirm a research hypothesis or not. We conducted a 2x2x2 experiment using a cover-survey on the subject of cultivation research. Hereby we tested the influence of college education level, knowledge in communication science and specific awareness of the research hypothesis on motivational states as well as the answering behavior of participants with regard to the surveys internal validity. The data suggests that students from different terms and different fields of study do not differ in their motivational states but show noticeable differences in their answering

behavior. Especially students with expertise in communication research show a significant deviant answering pattern from the other subjects and the least cultivation effects overall. Concerning hypothesis awareness, all subject groups were found to correct themselves towards a direction against the cultivation hypothesis. The findings support that the structure of a student convenience sample has no influence on participants' motivational states. But indeed it makes a difference in answering behavior. Although freshmen students showed greater cultivation effects, it seems questionable to recruit only this student group for experimental research. Experimental designs do not reach to carry the output of the experiment on the total population but to find proof for a causal relationship. Even more, the pertinence of this special kind of sample should not only be measured by the successful causal proof. This study shows that concentration on student convenience samples does not guarantee high internal validity. Instead, researchers have to further increase internal validity by enhancing the homogeneity of their sample as well as they have to conduct follow-up studies – regardless of their original study's result.

**Olga Marlyse Mbioc Lodombé**, l'université de Paris X, FR  
Société, Web 2.0 et Opinion Publique: le Revers de la Médaille

Si l'innovation technique, selon Flichy, est un construit social qui nécessite un cadre sociotechnique pour son fonctionnement ; pour Akrich : « ni des nécessités purement techniques, ni l'imposition de certaines formes socio- politiques ne peuvent expliquer la forme prise par les innovations. ». Le développement du Web2.0 obéit à cette logique tout en s'inscrivant dans la continuité des échanges, avec comme objectif une mise en relation permanente des individus aux quatre coins de la planète via l'instantanéité des messages, l'interactivité des supports et l'interaction entre les individus. En effet, en tant que plate forme technologique d'échanges, le Web2.0 constitue désormais un outil permettant de construire une présence généralisée et « connectée » ; présence qui est elle-même proportionnelle à la multiplicité des dispositifs de communication interpersonnelle qu'il supporte. De ce fait, des personnes se contactent, communiquent et partagent sans cesse, usant de toutes les ressources qui sont à leur disposition. Cette situation favorise la création d'idées nouvelles chez les utilisateurs de ces dispositifs et partant l'émergence d'une intelligence collective susceptible de créer des mouvements de cohésion ou de division au sein de la société. Dans ce microcosme où les frontières entre présence et absence au sens de Weissberg se brouillent, les usagers du Web2.0, qui forment également une « opinion publique », manifestent leur intérêt aux affaires de la cité en y participant de différentes manières. Ce qui crée un rapport d'interaction entre la société, l'outil (technologique et médiatique) que constitue le Web2.0 et ses nombreux usagers. De cette mise en relation résulte la communication médiatisée, qui interroge à son tour les identités individuelles et collectives, ainsi que le lien social établi entre les individus qui participent à la vie de la cité via les interactions développées à travers le Web2.0. D'où notre questionnement : la communication médiatisée via le Web2.0 traduit-elle un échange social du groupe ou élargit et approfondit-elle tout simplement de façon virtuelle l'expérience de chaque individualité ? Le mode de formation et de participation de l'« opinion publique » à la gestion de la cité via cet outil, déboucherait-il sur une révolution du modèle même de société ? Du citoyen lambda à l'homme masse, sous quel visage la société nous apparaît-elle de par les actions de l'opinion publique via le Web2.0 ? Si mutation il y'a, quels sont les phénomènes émergents,

précurseurs et plus ou moins permanents de cette mutation ? Peut-elle renforcer ou entraver le fonctionnement même des démocraties participatives ? Partant des théories du sujet et de l'action de Dewey, de l'opinion publique, des effets et des fonctions des médias de Lazarsfeld, Katz et Hogart ainsi que celles de l'innovation technique de Flichy, notre communication se propose d'apporter des éléments de réponse à ces différents questionnements.

**Konstantin Onishchouk**, University of Erlangen, DE

Suggestive Transference in Communicative Influence on Public Opinion

A communicative influence is frequently exerted on public opinion by means of creating a positive or negative image around the object of a communication. But the nature of a positive or negative view of the surrounding world traces its roots from the first days of our life. A person experiences the first positive and the first negative toward the first objects of her/his first communication – the parents. This emotional experience and powerful instinct, even though deeply concealed over the years in the realm of the unconscious, continues thereafter to search for release and constantly longs to transfer its affects onto the people, objects and situations of the outside world. The outside world of perceptible objects, limited by time and space, is only a shell of another, boundless and invisible world; and meanwhile our consciousness sees people, objects, and even words, the unconscious recognizes mythological symbols, communicates with them in a mysterious language and searches for the coveted path that would make it possible for our psychic energy to break free. The subject matter of this research is the suggestive transference in communicative influence on public opinion based on the example of the symbolic images of mother and father. The main goal of the research is to discover the socio-psychological and mythological origin of the suggestive transference, to assess the interaction of the two most powerful symbols and to describe the linguistic means for their use. The following scientific conclusion has been drawn from the research results: The power of communicative influence on public opinion depends on the ability to offer the audience such a complex of material that would enable an individual, without conscious awareness, to transfer onto it her/his innermost emotional experiences, accumulated since childhood. The symbolic images of mother and father, as the primary medium for such transference, are communicated by a variety of linguistic means – by suggestively infusing the message with maternal or paternal connotations. Descriptive and comparative analyses, contextual and interpretational analysis, linguistic observation and description, content analysis and statistical analysis are the main methods of analysis used. The empirical material used for the research came from articles in the German magazine *Der Spiegel* (online version at the website [www.spiegel.de](http://www.spiegel.de)), between 2006 and 2011, devoted to the two transnational pipeline projects, Nabucco and South Stream. The intense rivalry of these competing projects has been playing out not only on the geopolitical map of Europe, but also in the press, and with the clearly pronounced lines of communicative influence on public opinion by means of suggestive symbols.

**Massimo Di Felice**, University of Sao Paulo, BR  
Net Activism the New Aspect of Public Opinion in Digital Contexts

This paper aims to present an international research that concerns a comparative study on the forms of netactivism and public opinion in digital context, while actions developed through interactions with the technology of communication. We present the concept of "netactivism" based in the research the study cases developed in the Brazilian digital contexts in order to create a typology capable of indicating forms, aspects and impact of those new collaborative practices of participation that are developed in the cyberspace.

## **5B18 Participatory Communication Processes (PCR) Room: B.108**

**Chair and Discussant** Elske van de Fliert

### **Papers**

**Archna Kumar**

**Mridula Seth**

Relevance of Stories, Stories of Relevance, Stories of Change for Evaluating Programmes: Mapping the Impact of Community Radio using the Most Significant Change (MSC) Technique

Evaluating complex development programmes like Community radio offers several challenges. The heterogeneity of activities, multiplicity of stakeholders, the diversity of their views and motives, on one hand coupled with assortment of perspectives about methods, process and skills involved in their use on the other are concerns that can critically influence perceptions about their effectiveness. The Most Significant Change (MSC) technique is an innovative PM&E tool that uses stories of important or significant change to assess the impact of development work as well as monitor the process and outcomes. The technique, also known as monitoring without indicators, is unique because it enables different stakeholders to dialogue and identify the change they perceive as most significant. Thus MSC helps to provide valuable insights about the programme from a people's perspective and focus on aspects of the programme valued by different stakeholders. Further, the MSC process can simultaneously be a tool for empowering communities by creating mechanisms for dialoguing about diverse ideas, fostering a shared vision as well as building capacities of staff and volunteers, making it a tool with a difference. The use of MSC technique for evaluating the impact of Henvavani Community Radio (HCR) initiative provided valuable insights about the programme through the stories generated and selected by the people. The technique helped to capture people's notions about HCR, its activities, their engagement with HCR and the process and multi-dimensional aspects of change on individuals and communities because of the Community Radio. The paper highlights the nature of intended and unintended outcomes emerging through the use of MSC technique, understands the factors influencing the scope of CR initiatives in facilitating participatory communication and empowering communities for bottom up development, as well as methodological concerns in the use of MSC technique as a tool for M&E and organizational learning.

**Evangelia Papoutsaki****Komuniti Tok Piksa: Indigenizing Visual Research for Participatory Communication**

This paper argues that an indigenous approach to communication research allows us to re-think academic approaches of engaging in and evaluating participatory communication research. It takes as its case study the Komuniti Tok Piksa project currently underway in the Highlands of Papua New Guinea. The project explores ways in which visual methods when paired with a community action approach embedded within an indigenous framework can be used to facilitate social change through meaningful participation. It involves communities to narrate their experiences in regards to HIV and AIDS, in a country that is currently experiencing a virus epidemic, and assists them in designing and recording their own messages. Local young researchers are trained in using visual tools to facilitate this engagement with the communities.

Guided by an indigenous (Melanesian) approach to research that puts emphasis on building relationships and entering reciprocal spaces of exchange between researchers and research participants, approaches and frameworks are negotiated, developed and re-configured by the various groups and communities involved. The evolving results of the project, some of which are the creative products of the groups, are diverse and polymorphous. As they are being presented to audiences they serve to open up and continue a dialogue among community members and researchers and among communities themselves.

The case study discussed in this paper demonstrates the use of an indigenous approach to visual research in developing communication for social change research strategies. The active engagement of community members in becoming active researchers on the project is assessed within the facilitation of media technologies that are being used as tools for self-reflection and self-representation. Here the potential of participatory research for community action emerges. Within and through these media the relationship between facilitator and researcher, and the various levels of 'research data' that emerge are captured allowing us to consider how local narratives and indigenous knowledge can be incorporated in researching and designing strategies for HIV prevention in a specific socio-cultural context. By involving indigenous ways of 'seeing' and 'doing' throughout the research process, this paper presents a new framework for undertaking participatory communication research.

**Oleg Nicetic****Elske van de Fliert****Analysing Communication Functions for Effective Stakeholder Engagement: Knowing What, How, and Why**

Traditional approaches to communication of rural innovations in Vietnam typically involve dissemination of information from experts to farmers in a unidirectional way. In parallel with this predominant communication approach, numerous Farmer Field School (FFS) programmes conducted over the past 20 years have fostered more interactive exchanges of information between facilitators and farmers through experiential and experimental learning modes. While the FFS approach has provided a step forward through the provision of a platform for adaptation of innovation, technologies introduced often remain predetermined.

In this paper we present the research methodology used to analyse communication and engagement approaches in an AusAID supported FFS programme in citrus in Vietnam. The analysis required three levels of investigation before meaningful conclusions could be drawn on the contribution of engagement processes towards impact. The first level of analysis involved participatory monitoring and evaluation (PME) of the FFS process and immediate outputs. PME was embedded in the FFS programme itself and it aimed to determine if the processes were conducted and delivered as planned. The next level of analysis involved participatory impact assessment (PIA) considering economic, environmental, social and human capital. The main purpose of PIA was to evaluate if FFSs were an effective means of communicating innovations in order to change farmer behaviours and improve livelihoods. The PIA included: a) Knowledge, Attitude and Practice surveys before and after FFSs and b) focus group discussions, individual interviews and field visits 12 and 24 months post intervention. Finally we analysed the functions of the engagement approach using grounded theory analytical principles and constructed the hypothesis that the impact achieved could mainly be attributed to FFS when it is not merely used as a communication method for dissemination of predetermined technologies but as a platform for equitable dialogue between all stakeholders.

### **Mihaela Muresan**

#### Stimulating Pro-Active Behavior through E-Consultation Tools

This paper aims to present an innovative view related to the e-Consultation process focused on the regional/local development, as a solution for increasing the public engagement of the citizens around the issues that affect their lives. The present work stands for a synthesis of a pilot research project carried out within the framework of a Romanian research project, financed by the National Council for Research in Higher Education. The citizens' participatory behaviour is stimulated by the implementation of the online consultation tools based on web 2.0 technologies. The online consultative processes are implemented through a virtual platform, which was tested in the Bucharest-Ilfov region. The results obtained during the e-Consultation pilot research revealed the citizens' interest and their potential to involve themselves in the bottom-up decision making process. The regional virtual portal provides simultaneously a quantitative approach represented by the information concerning the regional opportunities and possible evolution trends, based on advanced modeling tools and indicators, and, complementary, a qualitative approach using various tools for the direct expression of the specific actors' opinions, direct interactions and participative actions. Consequently, the solutions proposed have an important contribution in changing the regional/local actors' behaviour to a pro-active one and in changing the system-oriented decision making process in an actor-driven one.

### **Julie Uldam**

#### Arm-Chair Warriors and Online Campaigning? The Case of the World Development Movement

In the wake of increasing disillusion with the potential of alternative online media for providing social movements with a virtual space for visibility activists have been adopting

social media into their media practices. With their popular appeal and multimodal affordances social media have reinvigorated hopes for the potential of the internet for providing social movements with new possibilities for reaching wider publics. However, two challenges remain: the first relates to fragmentation – the internet’s properties as a ‘pull-medium’ have been argued to merely connect likeminded users. The second relates to ‘lazy politics’ – the internet’s ephemeral properties have been argued to facilitate effortless participation. This paper focuses on the latter: the possibilities of popular online spaces for fostering political engagement. Exploring issues of political engagement in YouTube, Facebook, Flickr and Twitter, this paper asks what sense of belonging and identification do proposals for action in popular online spaces foster? Can online proposals for action sustain commitment beyond the momentary participation of the click of a mouse and lead to civic action towards social change? In addressing these questions, this paper analyses the case of the World Development (WDM) and analyses its members’ experiences of commitment from in-depth interviews as well as examples of their online self-representations. Conceptually, the paper draws on Dahlgren’s civic cultures framework and on the basis of this proposes an analytics of political identity formation.

## **5B21 Conflict, Communities on the Edge, and Participatory Communications (PCR)**

**Room: B.201**

**Chair and Discussant** Satarupa Dasgupta

### **Papers**

#### **Ana Fernández Viso**

Communication for Peace Building: Practice and Approaches of the NGO Sector

This paper examines from a theoretical and empirical perspective the strategic use of social communication for peace-building. Faced with the wealth of studies on the role of the media in armed conflicts, it surprises the shortage of global analysis of the social communication processes that interact in the dynamics of the confrontation. It is argued that an understanding of communication beyond media allows the discovery of emerging communication practices for conflict resolution and transformation that may provide new insights into the building of sustainable peace and social change.

In the first part of this text, it is proposed a theoretical framework to consider the relation between communication and peace that rests on both the theory of participatory communication and peace and conflict studies, paying special attention to the work of Adam Curle, Johan Galtung and John Paul Lederach. On this basis it is put forward a comprehensive definition of communication for peace-building, as well as a typology of 8 approaches to strategic use of media and social communication processes currently used in the field of peace-building.

The second part of the paper presents the results of an empirical research on the practices and approaches to communication for peace of 62 Spanish NGOs. The research methodology was essentially qualitative. The previously outlined identification of the range of strategies and activities of communication for peace-building was used as guidance to carry out, in the first instance, an analytical review of strategic documents of the organizations (annual

reports, master plans, presentations, project reports, information available on their websites, etc.). These data were supplemented with telephone consultations with the NGOs. Finally, in-depth interviews were conducted with managers of 9 of the organizations. They do go beyond media in their use of communication as a resource for peace-building.

**Anita Gurumurthy**

**Chloe Zollman**

**Arpita Joshi**

**Parminder Jeet Singh**

Towards a Rudimentary Theory of Participation and Citizenship in the Information Society: Gendered Reflections from the CITIGEN Programme

The CITIGEN research programme ([www.gender-IS-citizenship.net](http://www.gender-IS-citizenship.net)), a network of organisations and researchers, seeks to explore the specific meanings of participation and citizenship of women in the emerging communications context. The trajectory of social membership has evidently undergone a metamorphosis, as the notions of participation and community have shifted with digital technologies and the consequent realignment of space and time. New ways to connect, engage, subvert and resist through digital space complicate traditional theoretical frames to understand participation and citizenship of peoples and communities. Undoubtedly, the emergence of digital space portends the promise of participation for marginalised women in different social contexts; but questions abound as to whether emerging spaces and modalities of participation do and can actualise into citizenship, the translation of claims and aspirations into substantive political membership in relation to 'place' – the situated realities of women and marginalised genders. The CITIGEN programme anchors its inquiry on this pivot, mapping whether and how participation is shaped in post-national space in relation to the embedded and embodied local. Through six projects across different sites in Asia, the programme seeks to understand how the gendered locations of women are mediated by new media practices, influencing community, solidarity, subversion and dissent. If and how women's participation and citizenship are obtained in the specific configurations of the public-private, state-market and local-global is sought to be studied through the projects. It is hoped that this will enable the building of a more grounded theory, appropriate policy and contemporary feminist practice. By May 2011, we expect to be at a stage in the programme that throws up enough data from the different sites, which will allow us to speak to the theoretical and conceptual issues of participatory communications, gendering the debate and examining implications of the emerging techno-social reality from the standpoint of marginalised women.

**Ramakrishnan Nagarajan**

In No Man's Land, We Find Our People The Value of Participatory Communication for Migrants

If we look at urban poor, the most disenfranchised are the migrants who come to large metropolitan cities. They contribute to its scale and size by being the back bone of most (if not all) infrastructure development - and yet they remain an invisible population, forever unrecognized. They may have learnt to negotiate city spaces; but are forever searching for a

connection with their own – a semblance of home, a resonance with their stories. As part of an initiative on safer migration supported by the Ford Foundation, Ideosync Media Combine produced a year long radio program (2008-2009) that supported the sharing of community (migrant) voices. The radio show provided an insight into participation, communication and what being a migrant means. The radio show was adapted and re-established as an ongoing weekly program by a local community radio station (2010) in the fast growing suburbs of the National Capital Region in India.

In this paper we present how the airwaves can be a way to create a space for migrant voices within the cacophony of a large metropolitan city: As part of this programme, migrants used different ways - including mobile phones, through text and voice messaging - to reach out to their peers producing the show and to each other. Telling their own stories became the fulcrum of their interaction, even though the radio show was in the popular radio magazine format, and broadcast on a public broadcast channel not noted for its interactive services. While the project confirmed that interactivity and participation enhance the process of learning, we argue that such efforts - while creating an avenue and space for migrants' voices - does not engage the 'rest', or create interfaces with the larger community. While the radio show went out on popular national channels and had city wide broadcast, the interactivity remained limited to migrants, with the rest of the city assuming the stance of a passive listener – neither writing nor calling in. If migrants are to indeed become a civic presence within the urban space, the interface needs to expand and become more inclusive. The adaptation of the migrants' voice show by the local CR station will yield further insights into participatory media and migrant's inclusion; and this paper concludes by presenting some initial thoughts on how this is taking shape.

**Andrea Meyer Medrado**

**Ana Carolina Escosteguy**

Brazilian Media and the Underprivileged: Faces on Screens, Stories on Pages, Voices on Airwaves, but Real Hope in the Horizon?

Brazil has experienced a significant economic growth in recent years. Interestingly, this boost in social mobility has been accompanied by a greater visibility of the lower economic classes in the country's mediascape. Films like *City of God*—set in a favela (slum)—have had an exceptional performance in the box office and prestigious magazines such as *Piauí* are running profiles of members of the working classes. Even the celebrated telenovelas have started to show a side of Brazil which previously could only be seen (in a negative light) on the crime bulletins. At the same time, from a grassroots perspective, the residents of the favelas continue to actively “make” their own media with thousands of local pirate and “lamp post” radio stations.

This paper does not attempt to disguise an enthusiasm for these recent developments but it also poses a few questions: to what extent is this greater visibility of the underprivileged linked to breaking some of the negative myths that surround them? Might this visibility be masking a complex reality, which, despite the recent improvements, is still marked by a stark social inequality?

Our aim is to approach these questions and issues from two different perspectives which complement each other. The first delves into the life stories or testimonies of underprivileged people that circulate in popular factual media content. The second explores

the ways in which the disenfranchised and, particularly, favela residents incorporate locally produced radio into their daily lives. Although these two approaches draw on different methodological traditions – textual analysis and media ethnography, the shared concern is to understand the ways in which Brazil’s recent social re-configuration might be feeding into the media and vice-versa. Thus, the paper asks: is not being invisible (or rather, being visible in a more positive manner) synonymous with tangible social improvements?

### **5B22 Business Meeting (ComCom) Room: B.202**

**Chairs** Gabriele Hadl, Arne Hintz

### **5B25 Romancing the Other (PopC) Room: B.205**

**Chair** Deborah Philips

#### **Papers**

##### **Angeliki Gazi**

Identity and Romance: Interpretations of Television Series Sex and the City

##### **Luiza Lusvarghi**

Law and Order: Crimes and Social Exclusion

The international success of Fernando Meirelles’s movie *Cidade de Deus* (City of God), which received four nominations for the Oscar in 2004, and the polemic generated by this fact in Brazil – about matters of cultural identity, violence and representation of the lower class on movies and television – have raised the importance of a deeper look at the restart of movie production in Brazil in the ‘90s under postmodernism and its developments. The drama series “City of Men”, a “City of God” spin-off, has a more didactic tone and it targeted the middle-class teenagers in Brazil. In the December 2006, O2 Films, the Meirelles’s Production Company, in partnership with Globo Network, as part of the director Guel Arraes’s group, launched *Antonia*, a multimedia project including a movie, a television series and cross-media content. Meirelles and Globo presented *Antonia*, originally created by moviemaker Tata Amaral, like a new approach to Brazilian periphery, another face of poverty, without gangs or drug dealers. The set of *Antonia* was Vila Brasilândia, a violent São Paulo’s neighborhood, where the four main characters live and dream of become famous hip hop singers. Record Filmes, Globo’s biggest national competitor and owned by the Pentecostal church, Igreja Universal do Reino de Deus, announced new strategies, with the creation of Record Entertainment in 2007. In the beginning of 2009, they have released a criminal series, *Law and Crime*. Despite the favela theme, the series is a glamorized version of drug dealer’s life, starred by Angelo Paes Leme, a young actor who is a teen idol. Fox Channel launched also a Brazilian criminal series, *9 mm*, which was favored by critics.

Another movie about Brazilian Urban Violence, “*The Elite Squad*”, which was made outside the Globo Network model, apparently following the same path as “*City of God*” – both have the same screenwriter -, was allways polemical, not only in Brazil, but worldwide. Padilha’s

film was “distributed” illegally by street traders in a bootleg edition before release and starred the charismatic Wagner Moura performing the violent Captain Nascimento. In 2008, the April edition of the same Cahiers de Cinema that had previously glorified the militancy of Cinema Novo classified Padilha’s film as “indecent”. Padilha released in 2010 “The Elite Squad 2”, criticising the relationship between media and politics, which became the most seen movie of all time, besting even the US blockbuster "Avatar" at the national box office. A new path had been opened in Brazil for audiovisual productions with a popular focus, in which the black and low-income population, the excluded, no longer had to come in through the kitchen door and liberate themselves through marriage into a higher social station, as occurs in the telenovelas, the biggest serialized fiction products in Latin America. They mix traditional global formats of cop thrillers politics and local reality. The aim of this analysis is to evaluate the consequences of this process to current Brazilian production and its role within the theoretical framework of cultural theory.

### **Nelly Quemener**

Exotic Proximities: Agrarians Looking for Love in a French TV Show

### **Christopher Richter**

Fin-de-siècle North American Women’s Travel Accounts of Greece

## **5B26 Diasporas and Cultural Politics (Diaspora) Room: B.206**

**Chair** Sharam Alghassi

### **Papers**

**Enis Dinç, TR**

Kanak TV: Subverting Majorities

The present work analyses the multiculturalism debate as a majority discourse in the German political context, with a particular focus on the migrant media response to it . It first deals with present discussions in Germany about multiculturalism, in order to show how discourses of a particular understanding of multiculturalism are created by some politicians and intellectuals in media. By pointing out the historical background of migration into Germany and the discourses on identity and politics that resulted from it, this essay aims to question if there is any possible answer to these debates on the side of the minority. Kanak Attack movement and their media voice Kanak TV, try to give a response to the politics of identity by questionig the identity of the majority as if it was another minority in Germany. By asking provakative questions about the so-called German “Leitkultur” I aim to reveal the power relationships and discourses in the relation migrant-host. The final part of the work deals with a critical analyses of Kanak TV interviews in relation to contemporary politics of identity. Two conclusions can be derived from this work. First, Kanak TV is a mediatic counter attack for the voiceless minorities in a culture of homogenized media. Second, the idea of a tolerant multicultural society is a myth which is created by the German right-wing politicians

and intellectuals, and therefore it has to be unmasked in order to understand and highlight a hidden way of assimilation of cultural diversity.

### **Le Han**

Celebrating a Global Chinese New Year: State Media and Global Chineseness

### **Kaarina Nikunen**

Social Media, Intermediality, and the Rise of the Anti-Immigration Movement

### **Jessica Retis**

We Might Get United and Stronger Like Latinos in the US: Hispanic Media and Diasporic Identities in London

### **Ines Branco**

Media, Language, and Identity: Nepalese Immigrants in Portugal

### **Charu Uppal**

Identity and Ideals How Bollywood Crystallizes “Indianness” in the Diaspora

Scholars today are challenging the long held view that bollywood provides an ‘espacist’ ‘low-brow’, entertainment, aimed at the masses. A new cultural lens is used to view and analyze the place of Indian movies in the lives of Indians both in India and abroad. This paper tries to highlight the values that have remained consistent over the decades, despite the outwardly westernization of Indian movies and the significance of these values to the Indian diaspora. Diasporic communities fear loss of cultural values due to the psychological and physical distance between their children and the homeland. Media products from parent country (both movies and television shows) are used as bridges that both quench the nostalgic thirst and forge a consensus on ‘family and life values’ with the future generations. Indian diaspora remains privileged with regards to quantity and frequency of Indian media products at its disposal. Bollywood remains the only film industry in the world, that poses a real competition to hollywood. With repeated confirmation of virtues such as respect for elders, sanctity of marriage, loyalty to tradition, Indian films serve as an instructional guide on ‘living the Indian way’ for the younger generation. Nevertheless, it would be wrong to state that bollywood only upholds the traditional, conservative and the old. Since its inception, Indian films have challenged the traditional, questioned caste system, and regarded secularity as the ultimate Indian ideal. A distinct characteristic of bollywood, is its inherent ‘Indianness’. Despite being modern ‘Indianness’ in bollywood films is not western, and ‘remains, separated from materialism represented by the west’, even as it showcases designer clothes movie after movie. ‘The cine-stars act as mediators between the homeland, and the diaspora, enunciating the social and economic aspirations through their on and off screen performances. Bollywood actors are not just cult figures but role models’. Combining McQuail’s ideas that mass media, has the potential to ‘attract and direct public attention, influence behavior, persuade in matters of opinion and belief, structure reality, confer status and legitimacy, and inform quickly and extensively’ (1994: p. 64) and George Gerbner’s cultivation analysis explaining that values are cumulative this paper delineates the “indianness’ provided by bollywood and how this identity is different from its non-Indian

counterparts, namely the 'material west.' The author draws both from personal experience of having lived in Fiji and interviews conducted in Fiji in April of 2008. Indo-Fijians of varied ages and different religions were interviewed about their relationship with Indian movies. The interviews revealed that Bollywood is both a precursor and a reflection of Indian society in transition, as is experienced by fourth generation Indo-Fijians who preserve Indian values as they contemplate migrating to Australia/NZ for a better life.

## **5B28 The Press in India and China: Internal Challenges (IntCom) Room B208**

**Chair** Nikhil Moro, University of North Texas, US

### **Papers**

Debashis Aikat, University of North Carolina at Chapel Hill, US  
Lessons Learned from the Success of News Media in India and China

**Nikhil Moro**

**Debashis Aikat**

The Press in India and China: Internal Challenges

While state or party control of the press has been vigorously debated in a context of India and China, there has been relatively little critical discussion of the contemporary press' internal challenges such as corporate interference in editorial, the corrupt practice of "paid news," deceptively printing advertising copy as editorial, training of journalists, and business models. Of late, such issues have exploded on the journalism scene in both India and China. This broad-based panel will assemble experts in journalism ethics, law, history and business to discuss those issues as distinct from others of the external, political environment. India, with 110 million copies sold daily, is the world's largest newspaper market, followed closely by China with 109 million copies, the World Association for Newspapers reported in August of 2010. India leads the world with 2,337 "paid-for" dailies, and China is in third place with 984. Given the relatively low ratio between the numbers of titles and people, 3.2 for India and 1 for China, those figures are clearly poised to expand. India and China's newspaper boom, to a large extent, has accounted for Asia's paid-for daily circulation rising 13 percent over five years ending 2010. Indian newspapers already have the highest average circulation worldwide, and along with Chinese, account for nearly half of WAN's top-100 list. The acts of censorship and control by China's Communist Party have been widely scrutinized. In the late 1990s, the Communist Party promoted the development of media conglomerates in China and generally, China's press is said to be getting "freer but messier even though sometimes more relevant to its readers." But relatively little discussion is available on internal challenges such as inadequate training available to journalists, corruption evidenced through bias, incomplete coverage or an attitude of disdain for the individual, mediocrity at various levels, and avaricious owners. On the other hand, Indian newspaper and television companies are frequently criticized for trivializing news, inadequately reporting problems of the rural poor, capricious fact-checking, pursuing a tasteless "Page 3" culture, and engaging in a corrupt practice of "paid news." In 1931, Walter Lippmann wrote of four stages in the evolution of press evolution: (1) Monopoly

controlled by government; (2) Controlled by political parties; (3) Commercially profitable; and finally (4) Stage of professionalism. What stage is the press in China and India in? That may be hard to generalize, given its vast and diverse nature. But clearly, India, at least, has many of the same social conditions that birthed the “penny press” in the United States in the 1830s: There is a quick rise in literacy, many advances in technology, and improvements in transportation. Indian newspapers are sold to readers cheap, much like the penny papers edited by Benjamin Day (New York Sun, which was started in 1833), James Bennett, Sr. (New York Herald, started 1835), and Horace Greeley (New York Tribune, started 1841). Those are the similarities. The dissimilarities are evident in avaricious corporations relegating editors to back benches, or brazenly seeking advertising revenue at the cost of editorial responsibility. It is a trend that is increasingly dominating India’s press, as reported in various forums. The CEO of a large Indian media group that is frequently criticized for “paid news,” for making secretive deals with advertisers, and for obliterating the distinctions between advertising copy and editorial, has quipped, “Our paper isn’t for our editors. It’s for people.” In a sense, contemporary India has few editor-proprietors of the courage or enterprise that historians attribute to the great editors of the penny press. For example, Greeley, affectionately known as “Uncle Horace,” dominated America’s journalism from 1830 to 1870 as a journalist first, earning a reputation as the “greatest editorial writer” of his time. Greeley helped establish the Republican Party and won great favor with Abraham Lincoln. His editorial staff relied on rationalism and eschewed sensationalism, and edit pages were the heart of his newspaper. Another penny press proprietor-editor, Bennett, Sr., has been called “perhaps the first real investigative reporter in America.” There are few, if any, such parallels in India’s contemporary press. This panel will draw in experts in journalism ethics, law, history and business to delineate a theory of journalism from a perspective of such internal challenges to China and India’s press. While state or party control of the press has been vigorously debated in a context of India and China, there has been relatively little critical discussion of the contemporary press’ internal challenges such as corporate interference in editorial, the corrupt practice of “paid news,” deceptively printing advertising copy as editorial, lack of training for journalists, and business models. The panel will assemble experts in journalism ethics, law, history and business to delineate a theory of journalism from a perspective of such internal challenges to China and India’s press.

**John Nichols**, The Pennsylvania State University, US  
Lessons for India and China from the Latin American Press

**5B29 Global Audiences in Globalized Contexts: The Politics of Participation, Citizenship, Consumer Culture, and Representation (IntCom) Room: B.209**

**Chair** Saumya Pant, Mudra Institute of Communications, IN

**Papers**

**Christina Smith**, Ramapo College of New Jersey, US

Public Creation and Consumption of Soldier and Civilian-Produced Videos from the Global War on Terror

**Saumya Pant**

Role of Entertainment-Education Radio Soap Opera in Facilitating Social Change among Young Village Women in India: A Critical Discourse of Transformation

**Ruma Sen**, Ramapo College of New Jersey, US

Transcultural Entertainment: The Transformation of Indian Television in the Post-globalized World

**Anne Vestergaard**, Copenhagen Business School, DK

The Voice of Our Children? Stakeholder Discourses on Child Slavery in the Chocolate Industry

**Liliana Ozolina**, University of Latvia, LV

**Think Global**, Act Local: Did not Work for MTV Baltics, Localized MTV Television Channels in Latvia, Lithuania, and Estonia: A Case Study

Think global, act local! - is an MTV slogan all over the world. It is one of the first television channels in the world, which launched the globalization of television channel. Localized MTV television channels in Latvia, Lithuania and Estonia broadcasted from 2006 till 2009 when localized channels were closed. At the moment MTV has abandoned its broadcasting in the Baltic States, restoring the relay of MTV Europe.

The goal of the research was to investigate the images of localized TV channels in Latvia, Lithuania and Estonia before and after the localization of MTV television channels. The research contains results of 979 questionnaires (Lithuania 475, Latvia 321, Estonia 183) and interviews with industry experts and representatives of localized MTV television channels in Baltic's. In the framework of the present research it has been clarified with the use of Osgood's Semantic Differential method that the existing images of the localized MTV channels in Baltic's are different from the perceptions of the MTV television channel images before the localization.

The results of the study acknowledge that the image of localized TV channels does not correspond with the perceptions and expectations of the audience. The process of localization has contributed to the negative image of the MTV television in the Baltic States giving the priority to the MTV Europe international relay version.

It has been proved that the localization of global media brands in such a small market as in the Baltic region is not successful and has a negative impact on the overall global brand image.

## **5B33 Media Agenda and Opinion Building (PolComR) Room: B.303**

**Chair** Lars Nord

**Discussant** Dina Matar

### **Papers**

#### **Unvan Atas**

A Cross-National Analysis of Agenda-Setting Process in the 2004 Cyprus Referendum

Election campaigns take place among three key players, namely the candidates, the media, and the voters (King 1997; McCombs 2004). During the political campaigns, the news-making process is an on-going negotiation process among the media (journalists, editors, and owners) and the campaign (candidates, campaign staffers, and party activists), and to a lesser extent the public (government institutions and incumbents, interest groups pundits, and experts) (King 1997). Norris (2002) asserts that modern political communication processes are highly mediated and the mass media is a core and vital political information source for most citizens. The 'information environment' is crucial in referendum campaigns because electorates are volatile, party loyalty is less defined, referendum issues can be perceived differently, and the framing of multifaceted issues within the campaign become vital to the parties involved. Due to the referendum being related to a single issue, the learning process of voters for this issue becomes crucial (Vreese and Semetko 2004). A referendum campaign is peculiarly different from a general election where the campaign theme has been prior and campaign disputes occur over multiple issues (e.g., economy, health, etc.), whereas in a referendum campaign the overall issue is defined in advance of the campaign. (Vreese and Semetko 2004). "The agenda-setting dynamics may therefore be different sub-issues emerge within the broader referendum issue. The news media play a key role in defining and either reinforcing or deflating sub-issues as they are put forward by key campaign actors" (Vreese & Semetko 2004:108). Political parties are in constant battle over the formation of campaign agenda setting. Political parties employ professionals (public relations, consultants, pollsters, etc.) to design campaign themes and the most effective political messages to win the support of voters. In addition, political campaign professionals are also responsible for news management and creating 'pseudo' events (rallies, conferences, etc.) in order to generate favourable news coverage over their opponents. These attempts enable the political party to appeal to the voters directly via news media and set the public agenda. Meanwhile, almost all of these attempts of political campaign professionals generate cynicism among journalists, hence the news media try to prevent political campaign professionals to have the final say on the formation of the campaign agenda as well as the public agenda. However, political journalists face highly intense competition and short datelines to get their stories into the newsroom during the election campaign. These factors form a challenge for political journalists to follow the norms and values of professional political journalism. Despite the fact that research increased during past decades, there is still a troubling lack of comparative research (Strömbäck and Dimitrova 2006), particularly from an agenda-setting perspective. Thus, this research intends to fill the gap in the referendum election and comparative analysis literature by examining agenda-setting process of the 2004 Cyprus Referendum on reunification of the island.

**Jacob Groshek**

Agenda Trending: An Examination of Agenda Setting and Producer Media

**Manuel Puppis**

The Political Communication of Regulatory Agencies

**Lesley Janet Cowling**

Producing Media Debate: Journalistic Practice in Public Discussion

This paper examines journalistic practice in relation to the production of opinion and debate in the media. Journalists and editors have been described as the “gatekeepers” of what is selected as news content. To extend this conception to opinion and analysis is to imagine an arena in the media for discussion, with journalists allowing speakers and topics in, but not interfering with what and how their views are expressed. This would be consistent with conceptions of the news media as “impartial”, “independent” and “balanced”. However, we argue that opinion and analysis are actively produced by the media, a process in which the journalists act not as gatekeepers, but as conductors of the dynamics of debate, a process we conceptualize as “orchestration”. This paper draws on cases in the South African media to outline a number of features of orchestration that demonstrate a high degree of complexity in the process, and which demand a high degree of professional skill and experience from journalists and editors. The nature and shape that debate takes in the media thus depend on forms of “orchestration” by these media decision-makers. In particular, the research shows that for debate to approximate in any way the Enlightenment ideal of informed and measured discussion between citizens on issues of the common good, a high degree of orchestration is needed. As the production of opinion is given little critical attention in Journalism and Media Studies, the points we surface have significance for the study of journalism work and its involvement in public deliberation. Given the importance of the media’s role in public discussion, and the complexities of debate production, we argue that it is crucial to make explicit the processes involved in the production of opinion, to examine them critically, and to consider the implications for public discussion.

**Sweta Singh**

New Media's Impact on Journalism in India with Special Reference to Radiagate

Journalism is experiencing a paradigm shift due to emergence of new media. Online tools like Facebook and Twitter along with other Web 2.0 applications are pushing the boundaries of journalism. John V Pavlik, the author of ‘Journalism and New Media’ calls this change as the most fundamental since the rise of penny press in mid-nineteenth century. It has given birth to multiple public spheres and in many ways ushers the end of ‘mass’ audience. In India, this new space is being looked at with both hope and skepticism. Hope, because multiple public spheres have been created in the virtual world for critical discussions on matters of public concern. This many to many platform is also seen as a horizontal space where the distinction between producer and user of content is being erased. Also, the cost of producing and distributing information is relatively low. Skepticism arises because of two

major reasons. Firstly, the online content has earned the dubious distinction of an unreliable media dismissing some of the values of journalism. Secondly, due to poor reach of internet, illiteracy and technology barriers, new media does not directly impact people's opinion in the way traditional media does.

This paper explores the impact of new media on journalism and argues that despite limited reach of internet, online tools have the potential to shape public opinion by creating a domino effect in the virtual world. This paper takes recent coverage of raw telephone conversations about corporate, media persons and government, also termed as 'Radiagate' by newspapers, as a case in point to highlight the importance of this new space in shaping public opinion. 'Radiagate' is linked to 2G spectrum allocation scam that occupied delayed space in Indian media. Also, the author examines the pitfalls for journalists that come along the way and the associated ethical dilemmas.

### **5B35 Social and Political Consequences of the Networked Media Ecology (CPT) Room: B.305**

**Chair** Divina Frau-Meigs

**Discussant** Jeremy Shtern

#### **Papers**

**Sahar Talaat**

From the "Virtuality" into the "Reality": Egyptian Media Spectrum

**Burcu Kaya Erdem**

In The Context of New Journalism Cyber Effect In Formation of Public Sphere:  
Representation of Activist Groups In New Journalism

If we accept activist groups and actions as a transformative power in democratic societies, we should see it as an alternative political public sphere. The alternative public sphere in question is an alternative forum of togetherness and interactive speech that appears at every time and place when and where those affected by norms of general social and political actions participate into a practical communication in order to test the validity of these norms. When considered from this point of view, activist groups and actions is a means of democratic debate and communication on public level.

Therefore realization of movements of activist groups presented to consciences, thoughts and participations on public level is only possible through their becoming visible in public, that is; through journalists's payment of necessary attention to the issue.

The first thing to be done by journalists in determining the direction of its attention is to set forth the elements on which "public sphere" of which it is the determiner and guardian should be maintained and determine the line of its attention in terms of these elements. In the context of Habermas' analysis, the characteristics regarding representation of activist groups in journalism as the primary factor in formation of public sphere in line with the criteria mentioned above can be ranked as follows:

- Journals should be a platform over which no group has monopoly power and which enables the development of interactive relations among the speaking actors.
- It should encourage individualization processes and aim at definition of differences and diversities.
- It should not be a means for controlling critical debate that would contribute to democratic transformations in the direction of economic and political interests but rather for mobilizing such a debate.

In the light of all these assumptions, the point observed is: The extensive traditional journalism endowed with representative capacity as a power constitutive and definitive of reality and which is able to engage with processes of negotiation and conflict tends to disregard the movements by activist groups or to exclude them from public agenda through various advanced and established strategies.

Cyber journalism which provide their users and target mass with uncontrolled interaction are channels for activist groups to make their demands and actions visible in the public sphere. However this structure controversial in terms of uncontrolled power of influence and access which are its main characteristics necessitates elaboration of the concerned channels with reference to representation of activist groups in this study

This study discusses use of social journalism by activist groups in terms of prevention of their access by focusing on the case of Greenpeace by examining the reflection of Greenpeace and Nestle conflict to traditional and new journalism medias whereby discourse analysis as methodologically. Greenpeace initiated a campaign with the claim that the palm tree oil provision system of Nestle damages rain forests and shot an internet advertisement. Nestle prevented broadcast of this video and hence censored the blogs as well. This example which the study includes is important in terms of indicating that cyber activist actions can be easily manipulated by money earning sectors via social journalism.

**Peter Mechant**

**Laurence Claeys**

**Johan Criel**

**Pieter Verdegem**

Community Informatics and Smart Engagement Apps for Cities: An Explorative Study

This paper elaborates on the first results of an ongoing living lab project on 'smart' city engagement and offers a theoretical, methodological and empirical contribution to the field of Community Informatics (CI) (Bradley, 2006; Gurstein, 1999; Keeble & Loader, 2001).

One of the most striking paradoxes in the demand and supply of public services is that the citizens with the highest need for - and reliance on - these services, are least likely to (be able to) use the electronic channels. This paradox can be framed in the field of Community Informatics. CI addresses the application of information and communications technologies (ICTs) to enable and support community processes and the achievement of community objectives. CI investigates the use of ICT outside of the workplace around areas of common interest or locality and functions both as an scholarly discipline and as a practice for people involved in community-based technology initiatives (Gurstein, 2004; Stoecker, 2005). CI is still an emerging field. This is illustrated by a number of recent initiatives that aim to provide formalization and certification for community-based technology practitioners.

Our presented living lab approach has a double goal. Firstly, it aims to empower citizens by

systematically transforming the relationship(s) between citizens (as service users) and local city-related governmental institutes (as service providers) by offering smart city applications. Secondly, it has the ambition to go beyond reactively studying information systems as change agents and wants to pro-actively improve engineering systems that can contribute to the desired changes in city engagement. Supporting citizens as self-actuating sensors could open up more innovative ways of collecting data and could enable the involvement of citizens in the co-production of new electronic public services, in close cooperation with all stakeholders involved. Therefore we choose to go through a co-design process with citizens defining the smart engagement applications that eventually will be developed and implemented in a living lab setting.

The first part of this paper will theoretically ground our project within the field of Community Informatics and will present a conceptual framework for 'smart engagement'. In the second part of the paper we will touch upon the methodological challenges when polling 'ordinary' users as innovators. We will introduce our creative participatory methodology used for the idea generation and the implementation of smart city applications. We will argue that in order to keep a broad focus and acknowledge all possible ideas, research needs to go beyond the limited imaginative capacity of citizens, by taking into account input from experts. The third and final part of this paper will report on the results of our empirical analysis and will point to 'killer apps' that can truly enable smart citizen engagement within a city context.

## **Mirca Madianou**

Polymedia

This paper outlines the concept and theory of polymedia developed in collaboration with Daniel Miller (UCL) drawing on our three-year long (2007-2010) ESRC-funded comparative study of transnational communication among separated families (between the UK and the Philippines or Trinidad). At a first level, polymedia refers to the emerging environment of proliferating communicative opportunities that is gradually becoming a reality for some people (and we recognise this is not a universal phenomenon) across the world. Once access and connection costs are met, interpersonal communication can now rely on a wide array of new media and platforms of which may be used to complement each other. Understanding mediated interpersonal communication requires us to understand the concurrent use of these media as a whole. The concept of polymedia emerged precisely in order to describe this emerging communicative environment which we witnessed in our comparative qualitative research comprising of over 180 interviews. The paper discusses why polymedia was preferred over possible alternatives such as media ecology, multimedia, multichannel, or multiplatform.

In the second part of the paper, I will discuss the theoretical implications of polymedia. Given that the concept implies a plurality of media, our analysis shifts away from the concept of affordances (Hutchby, 2001) and the ways in which particular technologies afford specific types of action. By contrast, in polymedia the emphasis shifts to the emotional and moral implications of choosing one medium over another. Drawing on examples from the empirical research the paper will illustrate how polymedia become part of emotional management strategies and the effort in which people try to control their end of their relationship.

## **Robert Seifert**

### The Value of Digital Games within the Process of Socialization

Within the vast range of new technologies shaping contemporary daily lives the view on digital games is often limited to the sphere of pure entertainment. As this popular medium is a form of “technology II” (Tully 2003) which means its usage is unspecified in its results, this view seems too limited. Hence theories considering digital games as social and cultural artifacts of greater means do exist. Gee (2003) identifies learning principles built into them and praises digital games as areas of active learning and multimodal literacy. Prensky (2001) sees digital game-based learning as the new paradigm for education in our society. Throughout the last three decades ideas were discussed generating theories and concepts that examine the potentials of digital games for education, resulting in research dedicated to what usually is called serious games (Ritterfeld et al. 2009). The idea to use the engaging and motivating opportunities games deliver as a source for learning seems to be appropriate but does reflect only one very limited dimension of outcomes. Further perspectives on digital games deal with their negative effects such as an increase of aggressive behaviour (Anderson et al. 2007; Sherry 2001) or addiction (Charlton & Danforth 2007; Salguero & Moran 2002; Loftus & Loftus 1983).

This paper is conceptualizing digital games in a more general way as sites for socialization and therefore takes positive and negative outcomes into account. Thus it will be stated that digital games are capable of supporting learning activities but not in a way that is predictable at all. As experiences within digital games are highly subjective depending on personal disposition derived from previous gaming knowledge, on gaming situations and increasingly on the condition of the gaming community there is no way to extract only one dimension of this process. Instead gaming will be discussed within the complex framework of personal biography here.

Therefore a study was conducted that examined gamers born in 1980 and before. Research so far is based on five semi-structured interviews first resulting in gaming-biographies embedding gaming experiences into the daily lives of the interviewed persons.

Thereby insights into learning occasions and socialization processes linked to digital games were revealed. In detail this comprises the acquisition of gaming skills and content, the changes in using technology and the involvement into peer groups and gaming communities. For the upcoming three months a follow up study is conducted

## **5B41 Citizenship and the Digital Public Sphere, Regulation of the Digital Sphere: An Experimental Field for Citizens (PoEcon) Room: D.98**

**Chair** Barbara Thomas

### **Papers**

**Anna Van Cauwenberge**

**Leen d'Haenens**

**Hans Beentjes**

Young People's News Consumption and Sense-Making of Digital News Platforms: Towards Digital Public Spheres? Evidence from Focus Group Interviews in Flanders and The Netherlands

**Josef Trappel**

Can the Media Crisis Enhance Citizens' Participation?

**Laura Bergés Saura**

La Ley Sinde: Proprietary Rights, P2P Architectures, Public Spheres, and Democracy

**Hannu Nieminen**

Citizenship and the Digital Public Sphere: Is Global Copyright Regulation a Realistic Option in the Digital Era?

**Elsa Costa Silva****Helena Sousa**

Networks of Power: An Analysis of the Portuguese Political Blogosphere

**5B42 Impact of e-Learning on Media Literacy and Learning Process (MER) Room: D.100**

**Chair and Discussant** Gabriel Kaplun, Universidad de la Republica, UY

**Papers****Lien Mostmans****G. Nulens**

Bridging Frontiers or Back to the Drawing Board? Developing e-Learning Tools for Cultural Heritage and Media Education

**M. Eugenia González-Alafita****Celina Denise Moncivais-Carrillo**

Generation Txt and Its New Literacy: When Digital Language Reaches the Academic Arena

**Cheng-yu Lin****Tung-hsiao Huang**

Using PBL as Teaching Strategy in Media Literacy Education

As we know, PBL (problem-based learning) is a student-centered instructional strategy in which students collaboratively solve problems and reflect on their experiences. It was used extensively at many fields nowadays, and is related to social-cultural and constructivist theories of learning and instructional design. When we look into the core of media literacy education, we can say the aim of media literacy is to increase awareness of the many forms of media messages encountered in our everyday lives. It should help citizens/audience to recognize how the media filter their perceptions and beliefs, shape popular culture and influence personal choices. It should empower them with the critical thinking and creative

problem-solving skills to make them judicious consumers and producers of information. That is, to use PBL as a teaching skill in media literacy education seems to be in place. The main attempt for this article is to examine using PBL as teaching strategy whether approaching effect of media literacy education or not. Further, the authors compared PBL and traditional teaching method with first-hand statistical data to understand the practical results for students. The students' comprehension ability of three core perspectives of media literacy education, namely "cognitive domain (knowledge), affective domain (attitude) and psychomotor domain (skill)" is also deeply analyzed. By gathering statistics, the article finds out that after using PBL as teaching strategy in media literacy education, the educational effect is extremely significant ( $***p < 0.001$ ). Lastly, the authors indicate that the challenges and problematic PBL as teaching method of media literacy education faced.

### **Panagiota Alevizou**

Open to Interpretation? Participatory Discourses, Productive Practices, and Learner Engagement in Open Educational Resources

### **Mari Ángeles Serrano**

**Laura López**

**Beatriz Villarejo**

Generation of Accessible Virtual Learning Environments in Adult Basic Education

On-line and distance education is widely exploited in some academic levels, such as higher or upper education. However, there are not enough best practices when analysing levels such as the adult basic education one. This is probably because create and design virtual learning environments to people in adult basic education levels means to overcome important barriers that hinder the participation of such collectives from learning process that incorporates the benefices of on-line education. The first of these barriers is that such collectives are in levels of functional literacy, that is, they are people who are acquiring reading and writing competences. The second one is that they are usually low ICT-skilled. And thirdly is that on-line education has traditionally been conceived from the point of view of academic collectives, generating important methodological gaps that make difficult their access for the whole community. The media education research has not to turn its back on such collectives if it wants to give an answer to the global challenges arisen in order to overcome digital gap. In that sense, our paper presents the results of a national research founded by the National Ministry of Education APADIS – Generation of accessible virtual learning environments to elder people with or without disabilities (2006-2007) that, together with the European research ABE-Campus- Virtual Adult Basic Education Communities in Europe (2003-2005) shows that it is possible to develop virtual learning environments that facilitate the access to multimedia information and to communications tools characteristics of open and distance education to adult people in basic education processes. This result has been possible by using an international and consolidated methodology, the Critical Communicative Methodology, which has placed such collectives as actors and not as merely receptors in the acquisition of technology.

**Alper Altunay**

**Nezih Orhon**

A Study on Art Education and Creativity in the New Media: Anapod Applications as Podcasting

**5B43 Contextualized Gender: Nations, Professions, Organizations (Gender) Room: D.105**

**Chair** Banu Akdenizli

## **Papers**

**Elanie Steyn**

**Kathryn Jenson White**

Exploring Challenges and Opportunities Facing Women in Turkish and Bulgarian Media Newsrooms

Turkey and Bulgaria share a border, but, seemingly, not much else. The former is primarily Muslim, characterized by religious and ethnic minorities, with an economy driven by its industry and service sectors and an emerging middle-class of entrepreneurs. It is eager to join the EU but has faced serious obstacles to ascension since its first application in 1987. The latter is primarily Bulgarian Orthodox and struggling to navigate the “promise and hardship” of post-communist life by creating a viable market economy, overcoming problems with organized crime and corruption and responding to various economic and technological pressures. It has been an EU member since 1987 but faces complex obstacles to realizing the full benefits of membership. The mediascapes in each country are as different as the above-mentioned realities. Turkish mainstream media operate in the context of concentration of ownership, self-censorship and vulnerability to political and economic power. In Bulgaria, societal challenges are also prevalent in the media as they continue to redefine themselves as commercial operations rather than state-controlled. Despite quick liberalization and increased competition shortly after 1989, recent processes “restrict the media pluralism and the freedom of speech”. As would be expected, opportunities for women journalists and the challenges they face are also different. In Turkey, the “contradictions of globalization and traditions” shape career options for women. Though women are represented at various levels of administration, gender and class inequalities prevail. Bulgarian women have seen “radical social and political changes that advocated equality at home and the work place”. However, while women were “emancipated” during socialism, this “state feminism” was not one of choice but of necessity. Today, as was true before 1989, many women’s roles remain that of “producers” and “reproducers”. As Network Mediavrouwen reports, in Turkey “15% of media managers are women ... 0% of editors in chief are women.” In Bulgaria, women are well represented — some argue over represented — as media practitioners, content providers and middle managers. However, decision-making positions are still male-dominated and patriarchal, with only a few women represented. Using literature on male and female management, leadership and communication styles, this study takes an exploratory look into the perceptions of leadership and managerial competencies — specifically communication and teamwork — among a group of female journalists in Turkish and Bulgarian media. Using a research design

combining self-administered questionnaires and focus group discussions, the researchers aim to explore and compare Turkish and Bulgarian female media professionals':

- Attitude toward the leadership/management style of newsroom superiors;
- Understanding of leadership competencies and relationship to management competencies;
- Views on importance of communication and teamwork in effective newsroom management; and
- Views on how well their first-line news managers implement these competencies.

### **Tarja Savolainen**

#### **Henrika Ziliacus-Tikkanen**

The Finnish Case: Researching Gender and a Female-Dominated Profession

The Global Report on the Status of Women in News Media Organizations was conducted in 2009-11 by the International Women's Media Foundation. The object of the study was to map the gender division in news rooms in different countries all over the world. Finland was one of the participating countries. The aim of the paper is to discuss the Finnish results and the survey from a Finnish perspective. In this paper, the Finnish perspective refers to a quantitative female domination in the profession of journalists and to a strong belief in gender equality. The paper discusses how to approach this kind of professional culture in gender research, and how to talk about gender differences and the obstacles for female journalists in this equality discourse.

### **Najundappa Mamatha**

The Print Media and Peasant Woman Movement of Andhra Pradesh in India

20th century proved to be significant for the woman's movement. The first effort to question the social system was made in 1970. The group of young women belonging to the far left group in Hyderabad formed itself into an organization. There woman's organizations took up issues such as rape, dowry, domestic violence, media projection of women as sex objects, abortion of female factors, harmful birth control devices, illegal amendments of laws such as the amendment of dowry bill, Muslim women's maintenance rights, Christian women's right to divorce, of seats abolition of sati, reservation of seats for women in the electoral bodies and rigid censorship in media. Thus women from different strata were mobilized and various forms of protests organized. These women's movement has neither emerged overnight nor it emerged spontaneously from mere propaganda. The movement against feudal oppression gave the confidence to peasant women to participate in struggles in large numbers and then to stand up and fight for their rights. Woman who constitute the most oppressed among the oppressed, poor peasant and land less peasant women who have lacked not only an identity and voice but also a name, have become activists for the women's organization in there villages. Thus with the spread and growth of the women's mobilization and mobilization and women's organization have also grown leading to the emergence of this revolutionary movement. women's organization fighting bonded laborer, liquor addiction and atrocities committed on women by landlords traders' the vast majority of women live in villages weighed down by feudal oppression that takes many forms. Intense economic exploitation, crude and brutal social oppression a culture that not only denies her

independence but also denigrates her in all possible manners. Rights of women in our society have to be upheld and protected by media. Women issues must get equal priority in media and society. The newspapers of Andhra Pradesh covered these movements and encouraged the woman organizations. The anti government newspapers played major role in covering these movements and formulating public opinion. This paper throw a light on the role of print [which was very influential media at the time] in the peasant women movement and new directions for the media to take so has to help sustain the momentum of the woman's struggle for their rights

**Sarah DeCristofaro**

**Norhayati Zakaria**

**Derrick L. Cogburn**

Who Makes Decisions?: Role of Gender on Communication and Participation in WSIS

A marked increase in transnational action by advocacy organizations and activists at the end of the twentieth century has had significant effects on national and international policies in various issue areas. These actors and their efforts are often structured in networks that create new links between traditional political actors and non-state actors, reformulate issue debates, spread strategies and organizational knowledge, and generate new points of access to the international arena for grassroots domestic actors. This study explores the impact of gender on the distributed decision-making structures in such transnational advocacy networks (TANs) participating in the United Nations-sponsored World Summit on the Information Society (WSIS). WSIS participants have made use of computer-mediated communication (CMC) practices in order to organize themselves and their works as TAN. The research aims to address a research question related to the role of gender within WSIS. The decision-making framework structured for the study is composed of four main steps: problem identification, proposal making, responses & deliberation, and solution. We will provide a description of the role of genders within these steps. Moreover, we will elaborate on the roles played by different genders in terms of levels of participation and frequency of participation. It is expected to see variation in the contributions of different genders. We will be using a mixed method approach where we will be analyzing the content of a public e-mail list archive of three years and quantitative data provided by an international survey carried out during WSIS conventions. We anticipate that our findings will provide implications on ways to promote more equal participation in TANs and global governance.

**5B44 User Empowerment in a Social Media Culture (CPT) Room: D.106**

**Chair** Peggy Valcke

**Discussant** Leslie Regan Shade

**Papers**

**Lore Dupont**

**Karin Slegers**

**Dirk de Grooff**

Inclusion, Exclusion, and Social Media: ICT-based Initiatives and Future Opportunities

The research described in the current paper is part of a Belgian research project called EMSOC (User Empowerment in a Social Media Culture). Between 2010 and 2014, the EMSOC consortium will investigate the role of social media in the (dis)empowerment of vulnerable people. The EMSOC project specifically focuses on three themes: inclusion, media literacy and privacy. This paper, originating from the research on inclusion, focuses on ICT-based (and more specifically: social media-based) initiatives for inclusion.

Recent developments such as the Tunisian and Egyptian rebellions against the presidential authority, which were initiated and directed via social media, show the potential of social media to empower people and to provide social and digital inclusion. This approach to inclusion is very bottom-up and allows people to take their level of inclusion into their own hands in a do-it-yourself (DiY) fashion. The goal of the research described in this paper is to map existing ICT-based initiatives aimed at improving social inclusion and to explore the opportunities for a bottom-up and DiY view on inclusion. The paper presents a state-of-the-art overview of existing ICT-based initiatives. A critical assessment of the initiatives is based on several factors such as the choice of target group, the goal of the initiative, the medium and methods used and the results of the initiative.

Previous research and state-of-the-art reports show that initiatives providing access to computers and the internet are relatively common, whereas initiatives that attempt to motivate and empower their target groups are scarcer. A possible cause for this relative scarcity is that the concept of the digital divide is still understood as a dichotomous gap between the so-called 'haves' and 'have-nots'. Conversely, recent research has shown that differences in internet use and internet skills cause more exclusion issues than a lack of access to computers and the internet. Therefore, the goal of the current research is to apply these findings to the examined initiatives and provide an overview of factors that influence the application of ICT for improving levels of inclusion. At the moment of writing this abstract, the research described in this paper has not been finished yet. However, the findings and conclusions will be profoundly discussed in the full paper.

The results from the research described in this paper are a first step in a sequence of research activities. The next step will be to conduct a profound analysis of all social and psychological characteristics that play a role in determining the risk for social and digital exclusion. To achieve this, existing typologies of users and non-users will be examined and combined into a tentative model of determinants. Based on this model, a roadmap towards bottom-up, do-it-yourself approaches to inclusion in society and a set of guidelines, concepts, prototypes and tools for supporting such approaches will be designed and evaluated in the following years.

**Pieter Jan Valgaeren**

Inclusion, Exclusion, and Social Media from a Legal Perspective

**Steve Paulussen****Pieter Verdegem****Hadewijch Vanwysberghe**

## Monitoring Digital Media Literacy

**Rob Heyman**

**Jo Pierson**

Social Media Use and Corporate Dataveillance: Exploring and Assessing Digital Personal Identifiable Information (PII) Collection Tools

**Pei Zheng**

**Hongzhe Wang**

Narcissus, Communication Anxiety, and Gratifications-sought on SNS and Social Capital among College Students in China

Recently, social network sites (SNS) is widely spread worldwide. In China, population of SNS users has reached 235 million, taking up 51.4% of Internet users (iResearch, 2011). The SNS analyzed in this article, Renren- the Chinese social networking site with an interface similar to that of Facebook- has covered over 2000 universities all over the world and expended its networks to companies with more than 23 million registered members (Renren, 2010). Among various purposes for using SNS, maintaining or developing interpersonal relationships is the dominant one (Tufekci, 2008). In social interaction, researchers have found that self-reported narcissism personality is good predictor of SNS usage (Correa, Hinsley, & de Zuniga, 2010), and was found to predict higher levels of SNS activity. Also, as SNS target to supplement social connections of face-to-face communication (Cheung, 2010), it is suggested to help individuals suffering from communication anxiety to develop friendships (Bargh & McKenna, 2004), and gradually decrease depressive feelings (Morgan & Cotten, 2003). Recently, researchers have emphasized the significance of Internet-based social networking for the formation of weak ties, which is regarded as the foundation of bridging social capital. Donath and boyd (2004) hypothesized that SNS could greatly increase the weak ties among people and Ellison's study (2007) on Facebook has accepted such hypothesis. Apart from bridging social capital, Putnam's (2000) define bonding social capital as reflections of strong ties with family and close friends to gain emotional support. Since SNS like Renren and Facebook provide additional means of communication to face-to face contact (Muller, 1999), people are likely to maintain existing social relations online instead of offline. Several researches have been done on Facebook use and social capital in western context. Yet seldom have researchers paid attention to the conditions in the eastern context, which may yield different results due to social psychological traits of the East. This study investigates whether and how gratifications, narcissism and communication anxiety impact people's SNS use and perceived social capital. Firstly, a factor analysis of an online survey data of SNS users (N=581) outlined a set of specific gratifications obtained from Renren. Then, hypotheses have been generated to test relations between narcissism/ communication anxiety, identified gratifications and intensity of SNS use. We are also interested in examining whether intensity of SNS use is related with students' perceived social capital. Moreover, theoretically speaking, intensity of SNS use could either be the mediator or moderator of psychological traits and perceived social capital. For the former, intensity of SNS use would change the correlation between psychological characters and perceived social capital. For the latter, the two psychological traits are expected to influence intensity of SNS use among college students, while bridging and bonding social capital will be influenced by SNS use behaviors. Since few researches have addressed this issue, we try to

focus on the relation of personality and young people's social capital via SNS adoption, to see how and to what extent can SNS use be affected by personality and change students' social capital. Therefore, we generate three research questions and three hypotheses:

RQ1: What are the specific gratifications that students are seeking from SNS use?

H1a: Students who score high on narcissism will find SNS use more gratifying.

H1b: Narcissism will be positively correlated with intensity of SNS use.

H2a: Students who score high on communication anxiety will find SNS use more gratifying.

H2b: Communication anxiety will be positively correlated with intensity of SNS use.

H3a Intensity of SNS use will be positively associated with student's perceived bridging social capital.

H3b: Intensity of SNS use will be positively associated with student's perceived bonding social capital.

RQ2: Whether the intensity of SNS use among college students is the mediator or moderator of narcissism and (a) bridging social capital, and (b) bonding social capital?

RQ3: Whether the intensity of SNS use among college students is the mediator or moderator of communication anxiety and (a) bridging social capital, and (b) bonding social capital?

## **5B45 Film and Gender (Gender) Room: D.107**

**Chair** Daniel González Marin

### **Papers**

#### **Nazan Haydari**

Video/Film Production as a Tool for the Representation of Feminist Politics in Turkey

Video and film are often perceived as activist tools to make the voices of the underprivileged communities including women visible by creating a model where participants could rediscover themselves, find their own voices, and present their own perceptions and interpretations of social reality. During the last decade, the politics of self-representation (such as writing women's history, and introducing women tools of self-expression through various workshops of video, photography, drama or writing) have been a significant part of the feminist politics in Turkey. Among these activities, video production workshops and film festivals formed important spaces to increase the visibility of the issues and voices that were excluded from the history of women.

Drawing from the knowledge production and representation related activities of various contemporary feminist organizations, and visual and written accounts of the participants in the production process, in this paper I discuss the significance of film/video production for creating cultural spaces of feminist politics in Turkey. I develop my arguments mainly on Filmmor Women's Corporation, which is particularly dedicated to the production of films about women by women. The significance of video/film production for strengthening feminist politics can be comprehended in relation to 1) limited alternative spaces (as the media functioning under the interplay of the economic logic and the state ideology hardly creates any opportunities for alternative discourses; e.g. the concept of community media which grants a level of participation does not exist at all); 2) dismissal of 'everyday' politics and stories of underprivileged groups from the history, intellectual politics and scholarship;

3) continuing parallelism between the discourses of media and the historical construction of gender through the ideological forces of religion, nationalism and capitalism; 4) the replacement of the “close human interaction’ between the activist/intellectual and his or her audience by the “distanced processes of mass media”

**Daniel Gonzalez Marin**

Imaginarios y Miradas Sobre la Ciudad en el Cine Gay Hispanoamericano, 1998–2003

**Arkadiusz Lewicki**

**Katarzyna Konarska**

Polish Popular Cinema and Paradigms of Gender in the Era of Political Transformation

**Gitiara Nasreen**

Meherjaan: Gendered Nationalisms and the Space of a Film

In the past 38 years since the independence of Bangladesh from Pakistan, many films have been produced featuring the war of independence in 1971. But none of these movies sparked as much debates as did the recently released film Meherjaan [Meher my Heart]. The promotional brochure of this film declares, ““Meherjaan” gives away with the phallogocentric unitary masculine narrative in order to usher in emotional multiplicity of feminine emotions and sensibilities.” Despite the claim some critics including women who fought in the war of 1971, or lost dear ones, are protesting for a ban on the movie. Social networks, especially Facebook and Blogs have brought this debate to the fore among the urbanites. While few reviewers see it as a deconstruction of the grand narrative of the freedom struggle; many others see it as condescending or trivializing the ‘true’ situation of war. Even some view it as a deliberate distortion of Bangladesh’s history. The criticism accumulated to such a height that the distributors have pulled the movie off the theaters within a week. A large part of this debate has been intrinsically linked to the story's central theme - a love affair between a Bengali woman and an enemy soldier. Most of the time the discussion on this movie has not been concerned with whether the cinema is good or bad; but with the tendencies that conflict with the available narratives of the liberation war; or whether the female character’s costumes, attributes and romantic relationships represent ‘authentically war-time Bangladeshi-feminine. Given the state of affairs, this paper will explore the notions of gendered nationalisms expressed both by the film production team and the participants of this ongoing debate; as those relate to cinematic representation and representability. Using a textual analysis, the first part of this paper will demonstrate how this film uses exhibitionist and voyeuristic techniques to represent women. Secondly, through a discourse analysis of related posts on Facebook and blogs, this paper will make comments on how gender becomes a critical concern in settling the questions of identity and nationality.

**Jinat Hossain**

Extras in Celluloid and Reality: A Study on the Portrayal and Real life Experience of Junior Artists in Bangladeshi Film

This article aims to analyze the challenges of junior artists both in colloid and in reality. It questions on how junior artists in film industry in Bangladesh experience their profession and how they are portrayed? Based on the content analysis of three mainstream Bangladeshi films and analysis of the audience and directors' view, this article explores how female junior artists are represented and portrayed in the mainstream Bangladeshi films. Later the article reveals the stories of sustainability, experience and struggle following in-depth interviews and case studies of the junior artists. This findings suggest that thousand of girls dream to be a film star in Bangladesh and come to the national film studio (Bangladesh film development corporation-BFDC) to try their luck. A very few of them can make their position. Some leave back and some end up in becoming an 'extra' (junior artist). Film industry in Bangladesh is constructed under the strong influence of patriarchal ideology what re-imagine class and gender relations in the context of changing social formation. Commercial films are targeting the lower and lower middle class audience. Cut-pieces acted by junior artists have been added as a 'short-cut and cheapest entertainment package' to attract these target audience to meet their sexual pervasiveness. Especially the role and representation of female junior artists are packaged in 'sex objectification' from where the vulnerability and obscenity get started. Thus the article reveals the social positioning, economic uncertainty, age, status and identity discourse, challenges and coping strategies of junior artists with different difficulties in personal and professional life. The social, political and cultural status and vulgarity of the junior artists in front of the screen and behind the screen analyze within a feminist methodological framework.

**5B47 The Profession of Journalism: Rethinking of News Coverage (JRE) Room: D.114**

**Chair** Jerome Bourdon, Tel Aviv University, IL

**Papers**

**Giovanna Dell'Orto**, University of Minnesota, US

Covering Immigration in the USA and EU: A Proposal for International Collaborative Research

**Leon Barkho**, Jönköping University, SE

Critical Discourse Analysis and Media Studies: A Strategic Critique of the BBC and Al Jazeera English

**Ilona Ammann**, Institut für Kommunikationswissenschaft und Medienforschung, DE

**Annika Franzetti**, Institut für Kommunikationswissenschaft und Medienforschung, DE

**André Donk**, Institut für Kommunikationswissenschaft und Medienforschung, DE

Commemorative Journalism: Theoretical and Empirical Perspectives: A Comparison of the 60th Anniversary of Germany in Media and Politics in 2009

**Tarana Mahmudova**, Baku State University, AZ

The Current State of Issues Related to the Coverage of Children's Rights in the Media, at Schools of Journalism, and Communication in Azerbaijani Universities: Problems and Perspectives

Azerbaijan has reached a critical stage in its post-independence social development. During Soviet times, the system trampled on human rights and humanitarian subjects and issues such as gender, sociology, and psychology were all but ignored.

Now access to global information and cultural exchanges made possible through things like freedom of travel and mass media have had a tremendous influence on the population of Azerbaijan. In the last several years, the Azerbaijani media has made considerable progress in areas that were previously taboo or forbidden to speak about such as: human rights (particularly women's), teen marriages, etc. However, fields related to children's rights are often not covered in the media due to cultural factors. In fact, the protection of children's rights is an important link to democratization, and if practiced, it would accelerate democratization in the entire society. Children's rights, as a part of human rights, are tightly connected to ethical issues. This issue is a weak spot of the Azerbaijani media and its society, but can be improved by education and enlightenment. UNICEF Azerbaijan has started a project related to the coverage of children's rights in the media. Several Azerbaijani universities have joined this project, and are developing modules related to the coverage in the media. Students taking this course will follow main principles in their future cooperation with the media. These are some questions that need to be answered: How should students be taught in this regard? What kinds of factors should be taken into account in creating course curriculum? Do former Soviet republics need special knowledge or training to raise awareness? What kind of activities would be helpful in the classroom? Can, how or should the media be involved in teaching this process? This paper will try to find answers for these and other questions.

**Danni Wang**, Seoul National University, KR

**Hyunwoo Lee**, Seoul National University, KR

The Effect of News Frame and Multiplicity of News Source on Issue Interpretation and Attitude: In the Case of Internationally Controversial Sports Event

Nowadays news media are playing an important role in shaping general perception of foreign nations. Biased news regarding controversial issue which involved both home and foreign nations could trigger emotional antipathy as well as negative attitude toward foreign nations. The purpose of this study is to provide some suggestions for journalistic norms when reporting an issue concerning international controversy. In this vein, this study examines how news frames and news sources in internationally controversial sports event affect audiences' issue interpretation and attitude towards other nation.

News frames concerning two different kinds of nationalism (exclusive versus civic nationalism) and whether include another country's response in the news report (biased versus balanced news sources) constitute a 2 by 2 experiment design. A sample of 340 Chinese participants is randomly assigned to one of four experimental conditions: (1) exclusive nationalism frame and biased news source, (2) civic nationalism frame and biased news source, (3) exclusive nationalism frame and balanced news source, (4) civic nationalism

frame and balanced news source. Each participant is presented with a newspaper story that dealt with a controversial basketball competition between China and Korea. Headline, lead, photo and description of the issue are differently and strongly framed as exclusive or civic nationalism frame. Chinese/Korean coach and athletes' neutral interview are added to news story as an each country's response.

The major findings of this study are as follows. News frames played a significant role in both issue interpretation and attitude, while multiplicity of news source only has influence on attitude towards Korean athletes. Specifically, exclusive nationalism frame has caused exclusive nationalism frame-related issue interpretation and more negative attitude towards Korean athletes, while civic nationalism frame has caused civic nationalism frame-related interpretation and less negative attitude towards Korean athletes. Regarding the effect of news source on attitude, balanced news source shows more positive attitude towards Korean athletes than biased news source. In addition, sports knowledge and pre-attitude towards Korea has moderated the results.

These findings suggest certain implications regarding journalistic norms. In order to enhance mutual understanding, journalists need to use a more fair and objective way of reporting when they cover internationally controversial event. This study shows applying civic nationalism frame and neutrally containing both nation's response could be an effective way to strengthen bilateral understanding. In other words, valuable news reports concerning internationally controversial events need to use a neutral and professional perspective rather than exclusive, hostile and insulting words or judgment about the other nation. In such a condition, news audience could interpret the fact of the event more accurately and view other nations more fairly.

**Nur Uysal**, University of Oklahoma, US

**Katerina Tsetsura**, University of Oklahoma, US

Muslim in the European Club? News Framing of Turkey's EU Membership

### **5B48 The Profession of Journalism: Mapping Journalistic Concepts and Job Orientations among J-Students in Asia (JRE) Room: D.115**

**Chairs Ke Guo**, Peiqin Chen, Ying Wu

#### **Papers**

**Ke Guo**, Shanghai International Studies University, CN

**Peiqin Chen**, Shanghai International Studies University, CN

**Ying Wu**, Shanghai International Studies University, CN

Journalistic Concepts and Job Orientations among J-Students in China

**Mohammad Sahid Ullah**, Chittagong University, BD

Half-way between Newsroom and Classroom: The Human Resource Development Strategy for Journalism in Bangladesh

**Bakhitbay Nurlibaevich Paluanov**, Karakalpak State University, UZ

**Marjangul Amanbaevna Allaniyazova**, Karakalpak State University, UZ  
Journalism Education and Bologna Process in Central Asia: A Case of Uzbekistan

There are 5 republics in Central Asia and different types of preparing journalists cadres. Kazakhstan has its education system in journalism. Last April Kazakhstan has adopted Bologna Process as 47th member.

Radical reform of the education sector in Uzbekistan started in 1997 with the adoption of the Education Act and the National Programme for Personnel Training (NPPT). The two documents have provided a legal basis for higher education and further development of the HE system in Uzbekistan. The reforms in the higher education sector of the country have resulted in a switch to a two level structure consisting of a 4 year Bachelor programme and a 2-year Master programme. Postgraduate education also includes two stages: postgraduate studies to obtain a Candidate's degree (Fanlar nomzodi) and a Doctorate with the aim of receiving a Doctor's degree (Fanlar Doktori). Each stage entails preparing and defending a dissertation.

Uzbekistan has been participating in TEMPUS since 1994. Cooperation with the EU partner universities promoted reforms in the universities, allowing adaptation of new courses, change of curricula, change of the student load structure in favour of larger share of practice and reinforcement of the convergence with the EU education system.

In contrast to the second generation, the new standard of HPE is completely oriented toward the credit rating system; that is, it meets the European standard for higher professional education, the so-called Bologna Process. This trend is also largely influenced by the regulatory and legal framework now taking shape. In particular, the 2005 National Programme for the Training and Retraining of Media Personnel in 2006-2010 has been a major incentive in developing a system of media personnel training and retraining. Recently has change former aspirantura and doctorantura systems, it should be just called As a result of focused actions today, creative staff for the media are being trained at the National University of Uzbekistan (36%), the Uzbek State University of World Languages (34%), Karakalpak State University (13%), in several departments at the Uzbekistan Institute of Arts (9.5%), and in two-year higher courses in journalism (7.6%), where more than 1400 students are studying for their undergraduate degree and roughly 100 are attempting to obtain their master's.

We want to share our knowledge and experience on Bologna Process in Journalism Studies at [www.modelcurricula.org](http://www.modelcurricula.org) where discussing Journalism in Central Asia forward to Bologna Process.

**Alice Y. L. Lee**, Hong Kong Baptist University, HK  
Participatory Journalism in the East and the West: A Comparative Study of the Performance of Online News Media

**Wei-Ching Wang**, National Taiwan Normal University, TW

**J. Sonia Huang**, National Chiao Tung University, TW

The Taiwanese Press in the Internet Age: Business Strategies, Revenue Models, Long Tail Economy, and their Impacts on Journalism

The increasing popularity and capabilities of the Internet have severely challenged the conventional role of journalism and its function as a watchdog for democracy in society. This paper explores new developments for the long existing Taiwanese press as they encounter challenges brought on by the Internet, including new business strategies, innovative revenue models, and the long tail economy. This paper also assesses the potential impacts of these new developments on the performance and democratic function of the press in Taiwan. Some of the impacts include the crossover between advertising and news, inclusion of less serious and more sensational content, over-emphasis on immediacy in reporting and visual aspects of the news. Furthermore, there has been a trend of laying off news workers and reducing types of reporting that are costly, such as investigative reporting or coverage of serious public issues; in favor of more profitable and popular news types.

**Xiaoge Xu**, Nanyang Technological University, SG  
Comparing Mobile News Use among University Students

Surveying 1,000 students in three universities in Singapore, this study is designed to locate similarities and differences in reasons, usage, frequency, preferences, and importance of using mobile phone for news consumption. The results will be analyzed through a comprehensive investigation of their demographic features and social activities to identify factors that may have shaped both similarities and differences in using mobile phones for news communication. Further investigation also lies in exploring their behaviors and patterns of consuming mobile news. Situating itself in the expectancy-value paradigm (Cohen & Fishbein, 1972; Fishbein & Ajzen, 1975; Palmgreen & Rayburn, 1982), the study further tests the applicability of such theory in explain similarities and differences in using mobile phone for news. Through a close scrutiny of perceived benefits offered by mobile phones and the differential value associated with these benefits (Babrow, 1989; Babrow & Swanson; Cooper, C. P., M. Burgoon, 2001; Jeffres & Atkin, 1996; Leung & Wei, 1999; Palmgreen & Rayburn, 1982, 1985; Rayburn & Palmgreen, 1984), this study attempts to address four research questions and to test three hypotheses:

RQ1: What are the differences and similarities in using mobile phones for news consumption?

H1: The more users expect to have from mobile phone as a medium for news, the more they will use mobile news.

H2: The more users expect to have from mobile phone news formats, the more they will use mobile news.

H3: The more importance users attach to mobile news, the more they will be using mobile news.

RQ2: What are the differences and similarities in their beliefs about mobile phones as a source for news?

RQ3: What are the differences and similarities in beliefs about mobile news as a news format?

RQ4: What are the differences and similarities in the predictors of seeking and following mobile news among college students?

**Arul Selvan, IGNOU, IN**

Journalism Education in South Asia: A Critical Assessment of Its Opportunities and Challenges

Unlike the struggling media industry of the most of developed countries Asian media is thriving, particularly in South Asian context. This regional phenomenon demands large number of trained media professionals. To fulfil this burgeoning demand, plethora of media training institutions have sprung across this region some started by public funding and the remaining large number of them by private institutions.

Journalism and Media education in South Asia has track record of more than six decades of experiences. There is a variety of degrees are awarded by these public and private institutions. However, the main concern of this paper is the curriculum design and delivery of it across these institutions.

It is logical and necessary to ascertain the level of education, training facilities, curricula, human resources employed – academic, technical and managerial – to conduct the programmes offered etc. Further, there is need to develop benchmarks and set these institutions against those benchmarks.

The discussion about setting standards for media training institutions in the academic circle held widely in the Indian sub-continent in the past few decades. Many have undertaken macro and micro level study on media education in this region.

With this background note to this paper, the author would like to take critical assessment of journalism curriculum pattern in South Asian context, contextual framework of journalism pedagogical approaches and road ahead of Journalism education.

The author would like to draw much of data for this paper from a project in which the author is one of the two principle investigators. The project is jointly funded by UNESCO and IGNOU of India to map Journalism and Media Education in South Asia.

#### **DAY 4 17.07.2011 SUNDAY**

Sessions C 14:30-16:00

#### **SPECIAL SESSION: NEW MEDIA AND POLITICS IN THE MIDDLE EAST Cibali Hall**

**Chair**

**Annabelle Sreberny**

The first few months of 2011 have seen an astonishing unfolding of political change across the Maghreb and Middle East. These processes build on long-standing grievances and inequalities and older forms of political mobilization, so cannot simply be labelled as 'Twitter revolutions', yet at the same time there is little doubt that different forms of new media were creatively used in these uprisings.

Khaled Koubaa was active in the first such mobilization in Tunisia while Gigi Ibrahim participated in the Tahrir Square processes that rocked Mubarak's regime in Egypt. They will each describe and analyse the mix of face-to-face politics and use of new media that facilitated political change in these two countries.

## **Panelists**

### **Khaled Kouba**

Tunisia: Living in a Free Country

### **Gigi Ibrahim**

Egypt: Mobilising for Real Change

Interventions from:

**Joe Khalil**, Northwestern University, Qatar

**Marwan Kraidy**, Annenberg School of Communication

**Dina Matar**, SOAS

**Tariq Sabri**, University of Westminster

## **5C11 Urban Participations (Aud) Room: B.101**

**Chair** Peter Lunt

## **Papers**

### **Joyce Nip**

Relating News Participation to News Consumption: A Study in Hong Kong

Although audience participation is becoming an accepted component of institutional news production, little is known about how it relates to the audience activity that has fascinated communication researchers for decades--news consumption. Informed by the uses and gratifications approach, this study conceptualizes news participation as a form of post-consumption news use within the theoretical framework of audience activity, and seeks to understand its connection to the conditions of news consumption. Studies on news consumption tend to focus on the main news consumption of the day although it is well known that people obtain news from more than one medium. Situated in Hong Kong, a metropolis of high population density and media penetration, this study recognizes the multiplicity of channels of news access, and examines, instead, news consumption in terms of the first and second accesses of the day. The duration and the number of concurrent tasks undertaken in each access are analyzed in relation to two aspects of news participation: news interaction and news production. A territory-wide randomly sampled telephone survey conducted in Hong Kong in 2007 found that news-related interaction with people known to the user was far more common than interaction with people unknown, or news production. The frequency of accessing news is found to be a good predictor of news interaction and news production. News access frequency is positively correlated to: (1) interacting with people about news items after consuming news on the day of news access, (2) interpersonal expression of news-related opinions to people known to the user, and (3) sending feedback to news organizations about their coverage. Access frequency is also positively related to voting in district and legislative elections. The number of concurrent tasks undertaken is negatively related to interaction with people about news items afterwards, in both the first

and second news accesses. The duration of either the first or second news access of the day is not related to news interaction, news participation or voting. These results are discussed in relation to the results of a similar survey conducted among a cohort of university journalism students in Hong Kong in 2010.

**Imke Hoppe, DE**

10 Cities, 10 Street Cultures, 10 Video Clips: Interactivity through WebTV?

StreetlightsTV is a WebTV-Blog (<http://www.streetlightstv.de/tv/>) produced by young people (22-25 years old) to show alternative perspectives on cities than mainstream media do. These young people created ten short video clips in ten different cities about 'street cultures' in Germany, ranging from graffiti, street music, break dance, theatre, skating, parcour and street newspapers. The producers defined the street as a medium in which culture takes place and in which actors are claiming their stage and space (meeting friends, doing art and sports,...). 'StreetlightsTV' reached a wide audience and gained 165.000 page impressions within three months. However, because the producers integrated in the weblog a web analytic tool, they recognized that only 0,4% of the users actively used the blog (voting, commenting, posting, chatting,...). Hence, the weblog as medium was not able to embed and cross-link its audience and to create a communicative space. Why did it fail? As point of departure for an empirical study, we defined interactivity on the basis of 'symbolic interaction' (Mead; van Dijk & de Vos, 2001; McMillan, 2004). Interactivity is understood as actions that are mutually referred to each other, and using for these actions (in contrast to interaction) digital media. Furthermore, we dealt on that theoretical basis with the concept of identity and youth cultures. We stepped into two classrooms (grammar school and secondary modern school) to ask young people with a standardized questionnaire, which hobbies and interests they have and how they use digital media. From that we chose 'typical cases' – one the one hand those, who are highly interested in the topics of the blog (skating, parcour, graffiti...); one the other hand those who like to use (and produce) interactive media frequently. On that basis we conducted ten semi structured interviews with young people (14-16 years old). The interviews highlighted what they liked about the videos, what they disliked and why the videos were meaningful or meaningless to them. Additionally, we asked whether and why they used certain interactive functions. The results show, that especially those young people who are highly engaged in youth cultures (like skating, breakdance,...) are aware of security issues and e.g. do not like to provide their e-mail address because they have made negative experiences in their media biography. Another common attitude is that the respondents do not regard themselves as part of that certain virtual community, because they do not know the actors on the blog through their personal networks, so they do not feel comfortable to post their comments.

**Norbaiduri Ruslan, MY**

Leading a Farmer's Life in Farmville: From City Life to Virtual Farm Life

There are many online gaming available to online users which cater for virtually different needs and wants. 'Farmville' is an online gaming available for facebook users, which allows players to build their farms, cultivate their lands with different crops, and at the same time purchase and sell farming tools, crops, and cattle with fellow farmers. It is said that farmville is among the most famous facebook game which attracts just any age groups. However, the

demographic profile of online farmers does not match real life farmers. It is interesting to find out what motivates facebook users to play such an online game with players from other corners of the world and to devote their time enlarging their farm ownership day after day. Are they escaping from something or is it just for fulfilling their leisure time? This study is a preliminary study on the consumption of online gaming in facebook, in specific, 'Farmville', among young adults (20-25 years old), from the perspective of internet addiction or dependency and uses and gratification theory. In addition, media users' religiosity will be assessed to ascertain whether religiosity plays a role in mediating their interaction in the cyber world. Focus group interviews with 'farmville' players will be conducted to tease out the idiosyncratic responses from users' experiences in accumulating and enlarging their property ownership in the virtual farm. This work will add to the literature on micro perspective of social networking site on human behaviors particularly in living a virtual life with virtual destination in 'cyber-worldly life'.

**Judith Anne Sandner**, University of Newcastle, AU

Local Audience as Knowledge Community: How City Residents' "Views" Infiltrated a Fiction Film for Broader Audience Appeal

This paper has developed from original PhD research into the communication of the city of Newcastle's cultural identity through film and literary texts. Initially created out of factual location-based events that led to collaborative input from city residents constituting specialized 'knowledge communities', the audiences for these films and literature have now expanded. In this regard, although the city-specific issues that were the catalyst for the texts have long-since passed, the texts retain prominent degrees of socio-cultural currency because of their use in pedagogic and performance contexts. Furthermore, these contextual spaces provide opportunities for ideas about the place of Newcastle to be more widely dispersed, while simultaneously enabling diverse audiences of students and theatre-goers to recognize more universal themes of community and communication embedded in the actual texts. Newcastle is a port city on the east coast of Australia with a strong traditional history of coal mining and industrial manufacturing. In the past thirty years Newcastle's urban and community identity has undergone transformation as the social fabric of the town, its cultural geography, and its natural terrain have each responded to changes that de-industrialization has bestowed on the area. Yet, as this paper will demonstrate, predominant city meanings prevail and continue to be featured in creative projects affiliated with the place. Significantly, this paper will reveal how these meanings have been embedded in the projects through the direct input of residents during the production phases, and, through the inclusion of public spaces used literally in film. Matthew Kearnes advocates that "for a representation 'to matter' it must be mimetically linked with an external materiality – the real world... 'to matter' is therefore also 'to do matter', to produce certain forms of physicality deemed discursively significant" (2003, p.139). The mediated representations of the play *Blackrock* (1996) and film *Blackrock* (1997, S. Vidler Dir.) are definitely Newcastle-based projects that 'matter' according to Kearnes' criteria. For brevity the film version of the text will be the focus of this paper's discussion. *Blackrock* is a fictional film that was released nationally in 1997 in cinemas, went to video shortly afterwards, and is used extensively in pedagogic contexts at Tertiary and Secondary School level for study and examination. During its production there was much contention in the Newcastle community and beyond about *Blackrock*'s 'realist' content. This was especially so because the film screenplay was an

adaptation of two earlier plays *A Property of the Clan* (1994) and *Blackrock* (1996) written following the late playwright Nick Enright's community consultations with Newcastle residents about the after-effects of a tragic homicide. Given that the film plot of *Blackrock* (1997) also closely aligns with the November 3, 1989 gang-rape and murder of a 14-year-old schoolgirl at "an unsupervised birthday party held at the old North Stockton Surf Club" (Milsom 1998, p.7) the links that especially local audiences were likely to draw between the fictionalized film treatment and the actual event were irrevocable. Rhetorical disclaimers from *Blackrock*'s producers that the work was totally unrelated to the local murder, and therefore the 'place' or people of Newcastle, were undermined by the director's decision to shoot the film (mostly) on location in the city – where the traumatic incident and subsequent community divisiveness occurred, and where negative symbolic perceptions of the area were generated. The author attests that by using the 'real materials' of Newcastle's physical landscapes and built environments for the film's settings including local beaches, harbour transport, residential streets, iconic bridgework, industrial aesthetics and institutional architecture, the director drew on psycho-geographic principles of communication. Consequently, for local viewers the film's visuals undeniably situate the text as literally representative of a tragic chapter in the city's history. For non-local audiences these visual encodings map out interpretive schemas for strong viewer immersion and reactions, thereby rendering the fact-based-fictional-film a heightened level of authenticity.

## **5C12 Media Consumption (Aud) Room: B.102**

**Chair** Myria Georgiou

### **Papers**

**Bouziane Zaid**, Al Akhawayn University in Ifrane, MA

Audience Reception Analysis of Moroccan Public Service Television Audiences

Television is one of the most important sources of information and entertainment for the majority of Moroccans. Considering the high percentage of illiteracy, there are large numbers of non-literate or marginally literate individuals who live out their lives in print-scarce environments with few or no reading materials in their homes, but have easy and regular access to television. Since 2002, the Moroccan government has given policy considerations to regulate the use of television as an important outside source for promoting its development programs. This audience reception study aims to assess the opinions of Moroccan television viewers on the quality of programming provided by the two public service TV stations, Al Oula and 2M. The study applies Stuart Hall's encoding/decoding theory to examine the interactions of the Moroccan audience members with the television contents of the two public service television stations. This study focuses mainly on television viewers of lower educational backgrounds and lower income because they are the most concerned with the developmental role of public service television. The study focuses on the extent to which TV programming address the viewers' lifestyles and concerns. The study also examines the expectations the television viewers may have of their public service television. The study uses focus groups as a standalone data-gathering strategy, given the multicultural nature of Moroccan society characterized by different ethnic, linguistic, and geographic

characteristics. Focus groups are efficient in collecting rich data in participants own words and for developing deep insights. They are also good for obtaining data from people with low level of literacy. The application of Stuart Hall's encoding/decoding model in the Moroccan context reveals some of the model's strengths as well some of its limitations. While the model provides rich analytical tools that help understand the relationship between how television producers encode messages and how audiences decode them, this study illustrates the limits of Hall's theory application to non-Western audiences. Hall's model is founded on the assumption that audiences are capable of decoding the TV contents and that the variations in the decoding process are the outcome of the audiences' reactions to the hegemonic message. The study found that this was not applicable to Moroccan audiences and that additional theoretical tools needed to be in place for an audience reception analysis to be complete.

**Angela Chang**, University of Macau, CN

What Matters Most to Audiences of Folklore Performance: Identifying a New Relationship in Communication and Marketing

The audiences for performing arts are changing together with wider economic and cultural changes. Performance is central to the construction of audiences and different modes of performance are related to different types of audience experience. Previous literature examines differences in attitudes and future intentions of audiences by employing relationship marketing theory. With the ever-changing media environment, this study analyzes how audiences access and respond to performance and how the social relations are affected. It intends to contribute to the genre of the arts performance but public support for the traditional arts is threatened. In this paper, the case of Taiwanese opera is surveyed. The folklore performance flourished in Fujian province of Mainland China, and spread to the same dialect-speaking community in Southeast Asia (e.g., Singapore, Malaysia). The stories of the performance mainly reflect the values of the civil society and local culture and traditional drama is closely connected with religious faith. To answer the research questions, two methods are employed. First, a questionnaire survey from three large performances was conducted in 2008. The result of 1470 theater audiences of folklore performances was reported. It was found that the audience of these different performances was made of men and a considerable number of women (80%). With successful transformation, young and collegiate education respondents became the frequent and loyal viewers for this folklore performance. While individual ticket buyers considered the highest importance to all source of information for the performance (i.e., word-of-mouth, out-of-home advertisement and review from the newspaper), the fans and subscribers were lowest in their dependence on these channels. The regular theater goers relied mainly on new media (i.e., Internet, twitter, plurk, and blogs). The consistent audiences differed from another two groups on most of the measures, mainly in high levels of satisfaction, trust, commitment and positive future intentions to the organization and production. By probing into relationships among audiences, producers, and artistes, interviews were conducted in 2009. The fans, range from their twenties to fifties, mostly regular working women, used to bring their idols out for trips. Once the celebrity and fans got together, it's the chance for the fans to catch their idols in the flesh. Currently, the fans befriended artistes and voiced themselves mainly through virtual world, less 'bound' to each other but more tied to the object of their fanaticism. It concluded that fans from virtual community were to conceive of

the entertainment experience as essentially emotional in nature and audiences frequently emphasized their expectation before the performance and fun or satisfying experiences after the performance. The online media offered new and alternative ways to disseminate fan-oriented texts, created identification within fan communities and, presumably created unique associations between fans and celebrities. This article proves the statement that true relationships are much more than repeated visits, purchases of tickets for the performance or the products from the art organization. True relationships need emotional bonds with an organization and the identification of such bonds is the object of audiences' perceptions. Limitations and indications are discussed.

**Simone Carlo**

**Daniele Milesi**

Information and News on Television, from Breakdown of Trust to the Economic Crisis: An Empirical Analysis of Italian Audiences in Broadcast TV

Over recent years the attention that Italian citizens have paid to politics appears to have been in a phase of great change (Mazzoleni-Sfardini, 2009). On the one hand – as has been happening in other western countries – we see that trust in democratic institutions is in crisis (De Weerd et al., 2007); on the other, historical phenomena such as so-called anti-politics, are appearing in new forms (e.g. Italian anti-governmental demonstrations entirely organized through blog networks) or show amazing vitality (e.g. public demonstrations organized by the main parties and wide-scale consultations such as the 'primaries' organized by the Democratic Party). These transformations seem to have changed the attention of television audience towards political information, having had an effect on some TV formats and also on some niche in-depth news programs (Auditel 2005-2007). To what do we owe this crisis? Perhaps to the cultural movement taking place in the relationship between people and politics? Or more simply to a physiological wearing down of some television formulas? The crisis of trust between politicians, information on television and audiences has not only regarded political topics in the last few months in Italy; it has also regarded information on the economy and more generally information related to the representation of the current crisis (Legnante, 2009). If in fact in 2007 the informative emergency seemed to regard anti-politics and politicians' answers to such a climate of opinion, since 2008 the international economic crisis and its effect on the Italian economy have gained the attention of television programs and have become the theatre where relationships of trust between citizens, viewers and the information system have been articulated. Starting from this point, some important issues should be defined: what are the demands of the Italian audience for political information in this particular situation? How are the attitudes of audiences expressed towards information in a context of social crisis that markedly influence concepts related to economic progress, wealth and confidence in the future (Loera – Ferragutti, 2001)? In order to answer these questions a wide range research was designed, aimed at making connections between specific knowledge on media (the attitude of audiences towards political information on television) with other more exquisitely politological information (e.g. people's attitudes to politics, see Catellani, 2009). In particular, the aim of this research was to understand what relation there is between the political orientation of citizens, their attitude towards politics in general (Pasquino, 2002) and their attitude towards political information in Italy (i.e. their level of satisfaction, their preference for certain formats or programs, any demand for innovation, and so on – see Catellani, 2007).

This paper collects two scenario researches carried out in 2007 and 2008 for a national private television broadcaster (La7) by OssCom, the research center for media and communication based at the Catholic University of Milan. The research has been using the following methodology: semiotic analysis of television programs, quantitative analysis of audience consumption, focus groups.

**Sungdong Cho, KR**

The Audience Segmentation in Polarized Television Viewing Patterns

Audience's program viewing patterns are more complicated than ever with the digitalized transmitting technologies in the changed media environment. Audience watch TV programs on terrestrial TV, cable TV (VOD & PPV), IPTV, DMB, navigation on vehicle, internet VOD, on-air, contents share sites, P2P sites, web-hard services and so on. These changes of media environment create much of difficulties on prediction of audience viewing patterns and program performances in audience market. The more important thing in this situation is that most of agents (agencies) in broadcasting market want to get the most accurate measurement of audience's cross-platform viewing (Cooperstein, Quoc & Lugo, 2010). However, recent academic (Álvarez, et al, 2009; Doe & Enoch, 2008; Enoch & Johnson, 2010; Ksiazek, 2009a; 2009b) and industrial (ARENA - [www.ist-arena.org](http://www.ist-arena.org); CIMM - [www.cimm-us.org](http://www.cimm-us.org); Nielsen - [www.nielsen.com](http://www.nielsen.com); OzTAM [www.oztam.com.au](http://www.oztam.com.au)) tries with new methodologies have limitations on the accuracy of data integration (Enoch & Johnson, 2010; Kang & Kim, 2010) because of audience's complex media usage patterns and an absence of measurement standards (time spending, duration, frequency, visit, unique, webpage view, click etc.). This study aims to try to suggest new methods for panel data integration with duration (time-spend-viewing) of TV program viewing and internet usage of TV program, discussing the concept of cross-platform usage and a panel one-source data measurement. Here, 676 one-source panel data on TV and internet were analyzed by statistical software package (SPSS & EXCEL). In the result with trial analysis on TV and internet with 676 panels, program performances (average time-spend-viewing ranking of each program) were changed by each step according to the trace of audience's cross-platform viewing (first performance: terrestrial broadcasting viewing, second performance: terrestrial & cable re-broadcasting viewing, third performance: internet viewing of program). That means, although certain program had got a low average time-spend-viewing (little audience) in first step, the program can have more audience in next step trace of viewing. In this research, the changes were investigated in all chases of program viewing. However, there is still a limitation of internet chase of viewing because of illegal program sharing sites which create unpredictable URL formation (impossible meta-tagging) in third performance measurement. This problem has to be improved in the near future for more advanced studies which add a smart phone or the other media usage.

**Yesim Celik, TR**

The Reception of Advertisements in the Context of the Urban and Rural Consumer Groups

A number of studies have been conducted to examine the perceptions of advertisements and focus on how advertising effects on consumers or the impact of the advertisements in order to persuade the consumers (e.g. Chan, 2009; Chan 2008) in the literature. These researches employing traditional stimulus-response models tended to consider the

audiences as receivers of messages rather than as the central actors in the communication process who co-create meaning and relationships (Aitken, Gray and Lawson, 2008). On the contrary, there are few studies which explored consumers' reception of advertisements by different audiences in the field of communication research (e.g. Sheoran, 2008, Aitken, Gray and Lawson, 2008, Wilson, Tan and Lwin, 2006, Höjjer, 1990), particularly in the example of Turkey. In this research, the reception of the advertisements from an urban and rural perspective was examined. In this context, this research focuses on the decoding of advertisements and provides an understanding of the reception process in the context of the urban and rural consumer groups. The main objective of the study is to contribute to reveal diverse readings forms proposed by audiences. The theoretical framework of this research is based on Stuart Hall's approach. Hall (1993) focuses on audience's interaction with media texts, and provides a useful perspective for understanding the reception process. Hall suggests three positions in the decoding of messages: dominant reading (identification), negotiated reading (distanciation), and oppositional reading (projection). In this frame, Hall emphasize the differences between the sent and received messages, and stressed that the act of reception is an active and dynamic process. Within this perspective, Hall gives special attention to socio-cultural differences in the reception process. In this reception research, it was investigated urban and rural consumers' readings of two advertisements published in the print media in January 2011. The 20 consumers were participated the study, and the participants were divided into two groups that were of both an urban and rural areas in Antalya. In the first stage, the advertisements were analyzed in order to reveal the preferred meaning. In the second stage, urban and rural consumers' reception of advertisements was revealed through written responses to the commercial. The findings was evaluated based on Hall's three categories as mentioned above. Moving away from reception-based analyses, the findings of the study indicated the meanings that consumers draw from advertisements. In the conclusion of the study, it was revealed that urban and rural consumers decoded the components of advertisements in noticeably different ways.

### **Eriko Yamato, MY**

Experiencing Media Consumption: Insights from the Study of Malaysian Audiences of Japanese Popular Culture

The purpose of this study was to understand the media consumption experiences of Japanese popular culture among Malaysians. Such a study is important in order to understand the consequence of the consumption of foreign cultural products since the development of information communication technology has brought changes to media entertainment consumption styles, especially among the younger generation. The hermeneutic phenomenological approach, a qualitative research methodology, was employed in this study. Twelve Malaysian young adults were selected by criterion and snowball sampling techniques. In-depth interviews, which lasted between fifty minutes to three hours, were carried out by the researcher. Each interview was recorded, transcribed verbatim and analyzed via thematic analysis. The other documents related to the production, representation, identity and regulation of Japanese popular culture were obtained as supporting data from both Japan and Malaysia. Findings provide insights into the consumption process, which constitutes four components: engagement, accumulation, decoding and appropriation. The media consumption of Japanese popular culture is fundamentally shaped by an individual's capacity to handle the latest information

technology, especially the Internet. It was found that accumulated consumption experiences of cultural products resulted in different outcomes of the decoding of media texts. The participants had appropriated Japanese popular culture as part of their own lifestyle through accumulative consumption experiences despite the differences that exist within the lifestyles of Japanese and Malaysians. Based on these findings, this paper discusses the way of examining media consumption from a perspective of individuals without losing sights on the links to other related cultural and social processes: the production, representation, identity and regulation.

### **5C13 Emerging Themes and Methods (ESN) Room: B.103**

**Chair** Irfan Raja

**Discussant** Robin Mansell, Leo Gertrude

#### **Papers**

**Sungdong Cho, KR**

The Study on a Broadcasting Program Performance in a Digital Convergence Era: Focussing on a Discussion of Measurement Methodology about Finding a Trace of Audience's Cross-platform Viewing

Audience's program viewing patterns are more complicated than ever with the digitalized transmitting technologies in the changed media environment. Audience watch TV programs on terrestrial TV, cable TV (VOD & PPV), IPTV, DMB, navigation on vehicle, internet VOD, on-air, contents share sites, P2P sites, web-hard services and so on. These changes of media environment create much of difficulties on prediction of audience viewing patterns and program performances in audience market. The more important thing in this situation is that most of agents (agencies) in broadcasting market want to get the most accurate measurement of audience's cross-platform viewing (Cooperstein, Quoc & Lugo, 2010). However, recent academic (Álvarez, et al, 2009; Doe & Enoch, 2008; Enoch & Johnson, 2010; Ksiazek, 2009a; 2009b) and industrial (ARENA - [www.ist-arena.org](http://www.ist-arena.org); CIMM - [www.cimm-us.org](http://www.cimm-us.org); Nielsen - [www.nielsen.com](http://www.nielsen.com); OzTAM [www.oztam.com.au](http://www.oztam.com.au)) tries with new methodologies have limitations on the accuracy of data integration (Enoch & Johnson, 2010; Kang & Kim, 2010) because of audience's complex media usage patterns and an absence of measurement standards (time spending, duration, frequency, visit, unique, webpage view, click etc.). This study aims to try to suggest new methods for panel data integration with duration (time-spend-viewing) of TV program viewing and internet usage of TV program, discussing the concept of cross-platform usage and a panel one-source data measurement. Here, 676 one-source panel data on TV and internet were analyzed by statistical software package (SPSS & EXCEL). In the result with trial analysis on TV and internet with 676 panels, program performances (average time-spend-viewing ranking of each program) were changed by each step according to the trace of audience's cross-platform viewing (first performance: terrestrial broadcasting viewing, second performance: terrestrial & cable re-broadcasting viewing, third performance: internet viewing of program). That means, although certain program had got a low average time-spend-viewing (little audience) in first step, the program can have more audience in next step trace of viewing. In this research, the

changes were investigated in all phases of program viewing. However, there is still a limitation of internet phase of viewing because of illegal program sharing sites which create unpredictable URL formation (impossible meta-tagging) in third performance measurement. This problem has to be improved in the near future for more advanced studies which add a smart phone or the other media usage.

**Vera Slavtcheva-Petkova, UK**

Children's Identities at the Crossroads between Individual Agency, Socialization, Social Inequalities, and National Context

The paper investigates the interplay between socialization agents with a particular focus on the mass media, social structures, individual agency and national context in the process of children's collective identities formation. The presentation is based on the results of a PhD project that looks at the mass media's influence on children's European knowledge and identities in two very different national contexts – in the Western European England and in the Eastern European Bulgaria. The findings show that the media's role in the process is immense, but it cannot be fully grasped if the interplay between individual agency, national context, social structures such as ethnicity and socio-economic status and other key socialization agents such as school and parents is not taken into account. Hence, the presentation aims to provide a rough sketch of the relationship between all these factors. Theoretically, it draws on a combination of media agenda-setting, audience-based approaches and banal nationalism as well as socialization and a sociological understanding of identity. The research design incorporates both quantitative and qualitative methods - individual in-depth interviews with 174 children, surveys with their parents, interviews with their teachers and head teachers, and content analysis of media coverage, textbooks and national curricula.

**Birdie Wei-jung Chang, Fu-Jen Catholic University, TW**

**Yih-suan Chen, Fu-Jen Catholic University, TW**

Documentary as Rhetoric: A Cross-nation Study of Germany and Japanese Directors' Retrospection on Istanbul and Taiwanese Music Culture

As a film genre, documentary is normally expected to follow the doctrine of objectivity and authenticity. In strong contrast, Fatih Akin and Shingo Wakagi, the Germany and Japanese documentary directors break the rule and cross the shooting boundaries for a documentary. This research aims to explore documentary as a rhetorical genre, rather than the film genre as traditionally recognized. Based on Carolyn Miller's "genre as 'social action'", the author retrospectively examines how documentary has evolved as a film genre in the trajectory of aesthetic consciousness vis-à-vis historical developments. With directors' practices, a new trend of boundary-blurring documentary films has now taken shape. Following a discussion of rhetorical perspectives and approaches, this research then focuses on rhetoric Narrative Paradigm of Walter Fisher, and tries to apply Fisher's "narrative possibility" and "narrative fidelity" to examine the two Germany and Japanese directors documentary films, "Crossing the Bridge: The Sound of Istanbul" and "Totem: Song for Home", for Istanbul and Taiwanese aboriginal music culture respectively. The two films illustrate a journey through the music scene in modern Istanbul and the aboriginal culture in Taiwan respectively, which demonstrate the cross-cultural narrative vision to both Istanbul and Taiwanese locals. For

Faith Akin and Shingo Wakagi, the documentary functions merely and conveniently as what Carolyn Miller calls “social template”. The author tries to do a rhetorical narrative analysis and establish them as enthusiastic social actors with a social exigency to meet and shape social facts. One would find the concept of genre as “social action” grasps the spirit of the new trend of documentary film led by Akin and Wakagi.

**Nesrine Khaled Abdel-Sattar, EG**

**Arabic Online Newsroom: Conceptions about the User and How They Shape Multimedia Production**

The proliferation of multimedia presentation in online news and the parallel increase in online consumption of video and pictures raise questions regarding the causes and implications of multimedia, and the larger role of the media. The current study aims to examine this phenomenon within the Arab World. It is particularly interested to discern the conceptions about the user that prevail in the Arabic online newsrooms and the extent to which they shape the adoption of multimedia technology. How do users’ representations shape multimedia use in the online newsrooms? Are these representations matching realities of multimedia consumption? Answering these questions could help us understand the broader implications these innovations present for the construction of information on the web, as well as, provide insights regarding the potential of online news. This paper is part of my PhD research project. The study employs case studies of three Arabic online newsrooms - Al Jazeera Arabic from Qatar, Al masry Alyoum from Egypt, and Al-Massae from Morocco), grounded in participant-observation and in-depth interviews. The case studies will provide insight into the perceptions of news producers and the dynamics of the online newsroom that shape the presentation of stories. Understanding the effects on online news production, particularly on innovation process inside the newsrooms will inform future scholarship on the Internet and its implications on deliberative democracy potentials of the Web.

**Carmen Stavrositu**

**Mainstreaming: The Cultivation of System Justifying Beliefs**

One of the most important concerns of mass communication research pertains to the relationship between the way in which the media portray reality and the worldviews held by audience members. A common worldview widely documented in the social psychology literature is the belief that an existing political, social or economic system functions exactly as it should. More specifically, System Justification Theory (Jost & Banaji, 1994) describes the tendency in people to justify the way things are so that existing social arrangements are seen as legitimate, fair, and even favorable. Most interestingly, people from both low- and high-status groups appear to rationalize the status quo to the same extent (see Jost, Banaji & Nosek, 2004). Despite the wide body of research documenting this common tendency, little research has investigated how it develops, beyond suggesting that it is a function of system-justifying ideologies and beliefs, which help alleviate the anxiety, uncertainty and threat stemming from having to conform to a system that is perceived as illegitimate, fair or unfavorable (Jost & Hunyady, 2002). The purpose of this work in progress is to explore the role that the media, and in particular television, plays in cultivating these system-justifying beliefs in contemporary society. Despite the fact that rationalizing the status quo has been

deemed to be a natural, adaptive function in response to anxiety and threat (Jost & Hunyady, 2002; Kay et al., 2009), it is argued here that these responses are learned from repeated exposure to television in general, and television programming that espouses a meritocracy ideology (e.g., financial advice shows, competition-based reality TV), in particular. More specifically, we suggest that as posited by Cultivation Theory (Gerbner, 1969), the mainstreaming function of television viewing, or the cultivation of convergent perspectives among otherwise divergent audiences (Gerbner, Gross, Morgan & Signorelli, 1980; also see Morgan, Shanahan & Signorelli, 2009), plays an important role in cultivating such beliefs among heavy viewers, while overriding differences in perspectives that may stem from different socio-economic status levels, among others. To address this concern, a web survey is currently underway. The predictor measures in this study are overall TV viewing and genre-specific TV viewing (programming which commonly espouses a meritocracy ideology). The criterion variables are system justification and economic system justification, both aimed at assessing the tendency to rationalize the status quo. Demographics (age, gender, income, conservatism), as well as individual difference measures (e.g. social dominance orientation) are also being collected. Social dominance orientation pertains to one's degree of preference for inequality among social group (Pratto, Sidanius, Stallworth & Malle, 2004). Theoretically, the contribution of the present paper lies in examining the mainstreaming function of television viewing as it relates to system justifying beliefs, a previously undocumented cultivation indicator. Practically, if we consider that at the root of all social movements, successful or not, must lie a sufficient degree of dissatisfaction with the status quo, the findings uncovered in this study may be quite consequential. Indeed, it would be hard to imagine any movement for social change stemming from complete agreement with the workings of a given social, political and/or economic system.

**Burcu Canar, TR**

The Writing of the Silence: Creating an Odd Space in Connection with Philosophy and Communication

This paper aims to establish an alternative way of thinking the concept of silence with reference to two major fields, philosophy and communication. The theoretical and methodological background covered in this paper are based on my doctoral dissertation, titled "The Writing of the Silence", a work in progress. Seeking for an alternative way of thinking basically means to create the silence on the surface of writing. It is important to note that silence is not the focal point of philosophy. Communication studies do not welcome every silences either. The difference between "communicative" and "noncommunicative" silences implies the fact that only "silence together with speech should be considered relevant for the study of communication" (Jaworski, 1993, p. 35). In addition, no matter from which perspective one investigates the concept of silence, the studies basically show how meaningful the silence is. As one might witness via the arguments like "discourse of silence" (Kurzson, 1998); "the language of silence" (Kane, 1984) or "the phenomenon of silence and its ontological significance" (Dauenhauer, 1980). Whenever silence has been studied in various perspectives, it becomes a speech. The crucial point is, if "silence is an alternative" (Steiner, 1985, p. 74), then we need to think an alternative way of studying it. The expression of, "thinking differently" is quite obscure unless I state what I mean by thinking the silence differently. Alternative silence actually focuses on creating the

writing of the silence. Such a writing should also have been in the edge of an “academic writing style”. Although I do not define what silence is, I can still designate a space for it: The silence is on “not”. It is important to note that the concept of silence should not be taken as “a subject of study”. In *The Writing of the Disaster*, Maurice Blanchot defines disaster as “the thought of the outside. We have no access to the outside, but the outside has always already touched us in the head, for it is the precipitous” (1995, p. 6). Blanchot’s remark on disaster gives me an opportunity to summarize the significance of silence for this study: *The Writing of the Silence* is the outside of “the thought of the outside”. What a disaster!

## **5C14 New Media and Social Activism (MCPO&S) Room: B.104**

**Chair and Discussant** Miri Gal-Ezer, Kinneret College on the Sea of Galilee, IL

### **Papers**

**Marian Adolf**, Zeppelin-Uni Friedrichshafen, DE

**Kathrin Baumann**, Zeppelin-Uni Friedrichshafen, DE

**Markus Rhomberg**, Zeppelin-Uni Friedrichshafen, DE

**Knowledge Society**, Media Society, and Democratic Action: The Case of Responsiveness

In this paper we aim to explicate the core propositions of Media and Knowledge Society and to identify conceptual overlaps. On this basis we then try to assess the potential of such contemporary macro perspectives for describing and explaining social processes, in particular how political participation might be conceptualized. Our goal is thus twofold: (1) we would like to reduce theoretical complexity by studying the kinship and commensurability of two current societal diagnoses; (2) we attempt to analyze the role assigned to social action within such comprehensive accounts of contemporary society. We assume that despite their differences both perspectives, Media and Knowledge society, converge at the appraisal of the immanent importance of technical infrastructures and mediated communication for modern society. Both knowledge and communication are fundamentally universal as social phenomena. But how well founded are propositions that individuals in such societies know more, that they can receive and make use of ever larger stocks of information and prove more knowledgeable in political matters? Do such increasing potentials for (political) action necessarily translate into practice? What are the new means and new impediments for media conscious, knowledge based forms of social and political action?

**Azza Osman Abdelaziz**, King Saud University, SA

The Professional of Citizen Journalist in the Electronic Interaction

The new media didn't just content with allowing to the roles exchange of the sender and receiver, but they also create revolution in the quality of communicated content which include text, images, audio files, and video shots. In recent years, the sites that allowed to users to down load general or personal video files were spreading to be showed by all the people in the world. The user turned to informative producer as a result to the new media like mobile's cameras and others, the users can product and spread what they want on

internet. The news journalistic values are sharing distributor between the citizen journalism and traditional journalism, this factor also differ between the two kinds of journalism. The Citizen journalism is considered as a new concept in the Middle East in spite its fame in other countries around the world. Although the criticisms towards the citizen journalism that related with the news accurate, a lot of communicated institutions attract this kind of journalism to attract a large numbers of audience to the electronic news sites. The citizen journalism ended the monopolization of the traditional journalism to new news as the individual citizen can antecede the traditional journalist in the transporting of events. This study aims to analysis and interpret the citizen journalism phenomenon through:1-Field study on sample of citizen journalist on social networks to know his professional expert.2- Field study on sample of traditional journalists to know their point of view in this phenomenon. The study depends on the Democratic Participant as a theory to know the right of citizen in using mass media and its channels to express about themselves as independent communicated institute.

**Philippe Viallon**, Lyon University, FR

**Sandrine Henneke-Lange**, Université de Genève, CH

**Yeny Serrano**, Université de Genève, CH

Social Media and Forums: A Citizen's Means of Empowerment

The empowerment is reflected by the Web 2.0 and the merge of social media such as forums, blogs, virtual communities. These new forms of communication allow people to freely and independently exchange information about a wide variety of subjects. Also tourism is a highly discussed subject in forums and blogs. Recent studies show that tourists increasingly use online media to prepare their holiday - not only to search for information but also to purchase flights, hotels, etc. (Maci, 2007 ; Mack et al., 2008 ; Morand & Mollard, 2008 ; Xiang et Gretzel, 2010; Nielsen 2010). While the power of online distribution of tourist information was dominated by official tourism websites for a long time, the social web - as a modern form of "word of mouth communication" - has lead to a turning point (Giraud, 2006; Morand & Mollard, 2008). One form of the social media has in particular gained increased importance (Xiang, Gretzel, 2010): consumer review sites. These sites are used by tourists to share their individual experiences as well as general information, recommend, or discourage about touristic destinations. Consumer review sites have partially taken over the « power » of tourist organization and travel agencies and their websites as the single source of information and by that exerting a strong influence on the image of tourist destinations. In our study, we are particularly interested in the role of consumer review sites such as TripAdvisor as information sources and the specific aspect of mediated communication empowering people to independently form a mind about destinations of choice. We address two main questions: First, we are interested to find out about the main subjects of online communication – meaning the specific aspects of a tourism destination that are mostly discussed in forums? Second, we are interested in the way of communication among the individuals who use online media. Is the power of information shared equally between the users of a forum, or has it to be attributed to only a small portion of the user? In order to answer the research questions, a content analysis was conducted with a corpus of more than 500 forums taken from the website [www.tripadvisor.com](http://www.tripadvisor.com). The exploratory study focused on three Swiss cities and was conducted on the internet, using the questions and subjects discussed in this specific online forum posted between January 2008 and January 2011. The

findings are supposed to contribute to the understanding of the role of social media in the tourist field, the new role of forums and their particular gain of power. Further this paper aims to provide some deeper insights into the general social changes that forums has had on society.

**Alice YahHuei Hong**, FuJen Catholic University, TW

**Roland Chang**, FuJen Catholic University, TW

A Study of the Innovation Resistance of Political Related E-mails

As a novel technology in the age of information super highway, Internet has become a fancy vehicle that delivers campaign messages to the voters by taking multiple paths such as web sites, blogs, and emails. However, no matter how the efforts has been put into making those Internet messages as appealing as possible, studies show the click rate of the campaign emails and the number of visit to the campaign web sites and blogs are relatively low. Voters' resistance to the related websites and blogs might have been researched before, the reason why the political emails were ignored remains unanswered by the past studies, and thus drives this research to comprehend the behavior of such a resistance. In the past, many studies concerning technology adaptation has paid more attentions to the aspect of "innovation diffusion" rather than the dimension of the "innovation resistance." To further understand the phenomena, this study integrates ideas derived from the Technology Acceptance Model, the concepts of innovation resistance, and the theory of ad avoidance to find out the factors that influence voters' resistance of political related emails. In addition, this study also identifies the factors that might impact the acceptance of the same technology in the future. A focus group discussion was applied in the pretest in order to extract the possible factors that might influence voters' resistance of innovation. And a questionnaire was constructed according to the results of the pretest and the suggestions of prior literatures. Finally, an online survey was conducted, which resulted in getting a sample of 1012 voters of the 2009 local election in Taiwan. The data was then analyzed using factor analysis and multiple regression analysis. The results showed that perceived risk, perceived usefulness, negative image, perceived ad clutter and perceived goal impediment were the factors behind people's resistance in using political related e-mails. And all of the factors above could significantly predict people's intention in using the related e-mails in the future. While people perceived that the related e-mails were with low credibility, their intentions to click them were low. If they perceived that to use the related e-mails is just a waste of time, or it might even welcome computer viruses, they too did not want to click the e-mails. In addition, if the respondents perceived the related e-mails were not useful for them, or they perceived the over-loaded e-mails were very irritating and even bothering their reading or receiving the other e-mails, their intention to click the related e-mails will be low in the future.

**Thembi Mutch**, SOAS, UK

I am not a Muslim, I am a Human Rights Worker! Uses of Internet and Political Change in Zanzibar

The conflicting logics of globalisation- looking outwards, embracing 'mandaleo' (Swahili-change, development, progress) for young urban Zanzibaris via the internet, and managing

the emerging conservatism of the opposition party, CUF is creating dynamic tensions, conversations and ways of acting. Zanzibar, a small island of 1 million people in the Indian ocean, East of Tanzania, is 99% Sunni Muslim, and over 51% of the population survive on \$35 a month. (UNDP, accessed Feb 2007) Zanzibar is bombarded with information from different cultures- a million tourists visit a year, the new fibre optic cable connects the island with east Africa and fast internet. Mobile phone useage and coverage is now 73% of the population(BBC World Service Research 2007). Internet use is growing very fast: the number of internet cafes on the island has tripled in the urban centre in one year. (Personal research 2007-2011)This paper explores uses of internet amongst young urban Zanzibar: in a society troubled by recent violence, the emerging practices of democracy (power sharing) have, somewhat counter-intuitively, resulted in a strong rejection of 'Western ideas', and simultaneously an embrace of modernity and change- for example in attitudes to gender, work, marriage and sexuality. As I write, riots in Egypt are being watched by people in Zanzibar. A young woman in full burkah told me after staying up all night on the internet watching events, "I want to join my brothers and sisters in Egypt. Not because I am a Muslim. I am not a Muslim, I am a human rights worker" Meanwhile, two bars in the capital selling alcohol have been burnt to the ground (feb 6th 2011) and alcohol licences revoked in small outlets in the capital. The internet then is a way for Zanzibaris to define being Islamic, to work out new ways of being, in the absence of open discussion (or entertaining critique in the madrassas) about Islam and its role in promoting secular democracy, public debate, and a free media. In ethnographic fieldwork conducted over two years for my PhD (participant observation, informal discussion groups and unscripted interviews) the findings reveal that people use the internet to 'fill the gaps' that personal friendships, family and media do not. The internet, and to a lesser extent cable television (Al Jazheera, Zee TV and Hindi films) provide a script and a springboard for complex discours around change, personal and political agency (Abu Lughod). For example internet is used alone, at night, via mobile phone, to look up advice on marriage, management techniques, and sexual relationships. Internet is used to get inspiration for subjects as diverse as interior decorating, examples of elections around the world, and flower arranging! Internet chat rooms and discussion boards are rarely used: the internet is not viewed as a medium one can contribute to, more a massive mobile dynamic container of ideas to be dipped into. This is a society characterised by the opposing development of individuation and communalism: Ubuntu (togetherness) promoted by the socialist leaders of the sixties across East Africa, fused with highly defined and articulated ideas of being a good muslim, a good person (Beckmann 2009), but a very infant concept of public democratic debate and of political citizenship. (Shariff 2004, Jhiddawi 2005) This island is an aggregate of individuals, forced to coexist, bound together by a strong sense of how Islam should be manifest in actual behaviour, which is now being interrogated, very personally, and individually.

**Ece Karadogan Doruk**, İstanbul University, TR

**Duygu Cavdar**, İstanbul University, TR

**Meryem Okumus**, İstanbul University, TR

**Elif Yilmaz**, İstanbul University, TR

**Ozgur Kolay**, İstanbul University, TR

The Comparison of the Social Media Users' Participation to the Protests in Virtual and Real Life, and the Effectiveness of Virtual Protests in Terms of Users' Perception

Social media is an internet based communication system which doesn't have any space or time limitations. It is a virtual platform that people can share their stories, experiences, videos, images, through technological elements and discussion. People acquiring opportunities to introduce their companies, productions, works, to set up new friendships, to constitute new groups and spread their ideas etc, through social media. Today these kind of activities on a virtually platform are in use too much so it may cause people to start to confuse reality - virtuality and start to recognize the fine line between reality – virtuality on individual perception. Results of moving the meanings of time and space from a virtually location to a real location, there are some confusions on individual perceptions and reflects their actions. Individuals who have profiles in the foreground on the virtual platform think that they fulfil their social responsibility when they react about some subject that they justify or dont support. The purpose of this feature is, to try to analyze if the individuals who use social network and join the protests on a virtually platform and their activeness about these protests in reality, to compare the virtully identities and reality of these individuals, to research if there is a consistency of perceptions about these individuals in their real life and virtual life. The first part of the feature, we will focus on social psychology and behavioural sciences; touch on some theories as perception, cognitive process and space. In the second part consumer society and the notion of simulation by Baudrillard will be reviewed. Also the types of protes will be describe. In the third part social media and its effects on society will be assessed. In the fourth and last part we will evaluate the protests on social media and its effects through analysing the datas which we will find during our assignment. In this feature simple random sampling will be used with closed ended questions without any age limitaiton on the people who use the internet and social media. Through the acquired data, the analysis of the subject will be done.

## **5C15 Freedom of the Press between Credibility and Regulation (PolComR) Room: B.105**

**Chair** Dina Matar

**Discussant** Tom Jacobson

### **Papers**

**Clement Y K So, CN**

The Impact of Audience's Political Orientation on Perceived Media Credibility for Various Types of News Organizations

Media credibility studies usually examine the nature of the media source or audience's demographic and social characteristics. For media source analysis, the research literature focuses on media individuals such as news anchors, or the media organizations themselves. For the latter, the types of media in terms of target audience (e.g. elite vs. mass newspapers) or political inclinations (e.g. liberal vs. pro-establishment) are analyzed. For audience's characteristics, the usual demographic variables such as sex, age, education, occupation and income are used. Political orientation of individuals is sometimes included but not emphasized, especially when it comes to the study of media credibility. This study is an attempt to make audience's political orientation the main focus of analysis and see how it is correlated with perceived media credibility, as well as other related variables such as

demographics and types of media. It is hypothesized that political orientation has a distinct bearing on media credibility by itself, and through media types (both economic and political). The impact of demographic variables on the relationship between political orientation and media credibility will also be explicated so that a detailed and comprehensive picture can be discerned. This study employs the survey method to collect relevant data. A random telephone survey was conducted in October and November 2010. A total of 1,311 residents aged 15 or above in Hong Kong were successfully interviewed (response rate = 65%). The questionnaire used in this study includes a number of question items to measure citizens' views on individual news media organizations' credibility. In Hong Kong there are 25 news organizations (17 daily newspapers and 8 electronic media) and they can be classified into different categories (electronic vs. print, elite vs. mass papers, comprehensive vs. financial papers, commercial vs. pro-Communist papers, paid vs. free papers, Chinese vs. English, etc.). Credibility scores for individual news organizations as well as for different groups of news organizations can be calculated and compared. There is another question item on people's self-declared political orientation. They can identify themselves as belonging to one of the following four groups: (1) the pan-democratic camp, (2) the pro-establishment camp, (3) the middle camp, and (4) no political orientation at all. Preliminary results show that audience's political orientation does have a relationship with credibility scores for individual news organizations. For example, the pan-democratic camp rates the elite newspapers highly but not the pro-China papers and the mass papers. The pro-establishment camp does not like the electronic media in general, and is skeptical about some of the elite papers. They obviously have certain affinity for the pro-China papers and some of the mass papers. The middle camp seems to favor some of the pro-China and mass papers as well as a few grassroots electronic media, but does not show negative sentiment toward any news organization or organization type. Those who claim to have "no political orientation" can in fact be viewed as belonging to the pro-establishment camp but they just do not want to admit it openly. More analysis on how media types and demographic variables would interact with the original relationship will be done and reported in the paper. The interesting phenomenon of people's reluctance to aligning themselves as "pro-establishment" and the affinity for declaring themselves as "neutral" or "in the middle" will also be discussed.

**Bruce A Williams**, University of Virginia, US  
Who Fact Checks the Fake News?

The Madrid train bombings of March 11th occurred within the context of the 'war on terror' launched by George W. Bush in the aftermath of September 11th (Álvarez de Toledo, 2004). Apart from the international background, two main national aspects characterized the development of events in the aftermath of the bombings as well as its media treatment and representation. First, Spain's historical connection with terrorism and ETA was a core element in the political actions that followed. Secondly, and more importantly, the special national context in which the events took place, three days before the General Elections, also determined the strategies adopted by political parties and the media (Gil Calvo, 2005). This paper is based on the analysis of Spanish national newspapers published in the immediate aftermath of the bombings, in order to understand Spain's national response to terrorism from political and social perspectives, as well as the media representation of the perpetrators of the attacks. The methodology consists of a combination of Content Analysis

and Critical Discourse Analysis (Fairclough, 1995; Leiss et al, 1997). The main themes identified in the press analysis are discussed in the paper: representation of the tragedy and human suffering, mediation of terrorism, creation of a temporary sense of Spanish unity, as well as the political and media treatment of the events. The study concludes that the Spanish representation of Islam in the aftermath of March 11th was significantly different from that of British media after July 7th. Whereas British newspapers presented an Islamophobic discourse, based on a strong patriotic reaction and the division between 'us' and the 'enemy within' (Sanz Sabido, 2009), Spanish newspapers offered a different view. It is argued that, despite the initial efforts not to politicise the events, the bombings became the focus of politicians, the media and the Spanish society. The Spanish people protested in the largest demonstrations in the history of the country to demand the truth from the Government before the polls opened, eventually leading to the decision of the Spanish electorate to change the party ruling the country, due to the renewed rejection against the participation in the war in Iraq and the management of the crisis by the Government of the time. The paper also analyses the mediation of these elements during those three days, and highlights its importance in mobilising the population.

**Fen Jennifer Lin, HK**

The State-Intellectuals Relationship and Collective Actions: Three Case Studies in China

This study explores how the state-intellectuals relationship shapes the collective actions in China through a comparative study on three cases in 2009. Intellectuals always play a significant role in social movements. Over the last three decades, the State-Intellectuals relationship has been dramatically changed in China. Meanwhile, Chinese journalists tend to identify themselves as a part of the intellectuals. The Chinese literati tradition has affected how journalists interpret and practice journalistic professionalism. Thus, this study focuses on the role of intellectuals in current collective actions in China and investigates how the media represents intellectuals in the collective actions. The three cases in point were Shi-shou (SS) Protest, Deng Yujiao (DY) Incident, and anti-Green Dam (GD) Software Protest. These three cases were all ranked as one "Top Ten Events of 2009" in China. They all occurred in the middle of 2009 by the time when we started this research project so they shared similar general societal background. However, three cases happened in different regions, involved different actors, differed in the nature of public grievance, and also varied in terms of the medium of protests (online vs. offline). Through a comparative study on these three cases, we argue that the role of intellectuals and the media representation of intellectuals during the collective actions are a complex function of political nature of media, nature of collective actions and sources of public grievance. Intellectuals were more likely to adopt framing strategies than government officials when offering opinions on the collective actions. They were more likely to gain the public support than other actors involved. However, the role of intellectuals was limited in the citizen-centered issues and they were not as influential as we had expected in the state-centered issues. Nuance implications are further discussed.

**Brian J. Bowe**

Suppression and Control of Cyber-dissent in the Caucasus: Obstacles and Opportunities for Social Media and the Web

Around the world, social media offer a casual virtual space for citizens who feel disenfranchised to connect socially. But for those who live in countries such as the three former Soviet republics of the Caucasus—where free expression is curtailed and official news outlets are under government censorship—information and communication technology (ICT) offers an increasingly important alternative vehicle for political expression. Recent developments in Tunisia, Egypt and Iran demonstrate how blogging and social media tools may fulfill a crucial role for non-journalists and oppositional groups that journalism serves in more democratic societies. This paper considers recent events in the Caucasus, including a government investigation into Facebook videos in Georgia, the arrest of bloggers in Azerbaijan, and the blocking of oppositional and independent websites in Armenia. It also discusses how Western information/social network corporations may facilitate dissent, the ethical implications for doing so when there are negotiations with authoritarian regimes, and the risks to citizens who are at the receiving end of the consequences of these policies.

**Rod Tiffen**, University of Sydney, AU

Wiki Leaks and Mega Plumbing Issues: Unresolved Dilemmas Revisited

The volume of leaked memos published by Wikileaks in late 2010 was historically unprecedented. It elicited immediate outrage by many governments and calls for the principal of Wikileaks, Australian citizen Julian Assange, to be prosecuted, or worse. Others however hailed Assange as a hero, and the issues of principle were blurred by heavy attention to his personal life, with controversy raging over his being charged with sexual assault in Sweden. News organisations – some with more skill and enterprise than others – went through the mountains of material. In Australia the Fairfax papers made the running in reporting the contents of the leaks, while the News Limited papers trailed behind. While on a massively new scale, the saga raises many of the issues already surrounding the use of unauthorised leaks in the news. Unless one takes one of two polar positions – that all leaks are always justified or that no leaks are ever justified – there are old but unresolved issues about how to draw what lines. Reviewing the media coverage of Wikileaks in Australia, this paper traces through some of the debates about how to draw these lines. When is national security involved, and when is it inappropriately invoked? What moral and legal issues are raised by the leaks, including appropriate confidentiality and privacy concerns?

**5C16 Business Meeting (EnvSciR) Room: B.106**

**Chair** Anders Hansen

**5C17 Soft Power and Hard Reality: Shanghai Expo and China's National Images (MCPO&S) Room: B.107**

**Chair and Discussant** Tsan-Kuo Chang, City University of Hong Kong, HK

**Papers**

**Bruce Garrison**, University of Miami, US

**Lu Liu**, University of Miami, US

News Themes and the Image of China in U.S. Elite Newspapers during the Shanghai Expo

Since the early 1990s, China has embarked on the policy of marketization with a vengeance both at home and abroad (e.g., WTO membership). Over the debates between the Washington Consensus—privatization and liberalization—and the Beijing Consensus—state capitalism, the past two decades have witnessed the rise of China in the realms of economic power, political posture and military might at the global level. In international communication, the emergence of a powerful China, both as a reality and as a symbol, has serious theoretical and practical implications for the form and content of flow of news and ideas across national borders. On the one hand, China has launched two ambitious 24/7 channels—CCTV-International and Xinhua News Agency’s CNC World English Channel—to cover world events and issues from a “China perspective.” On the other hand, China has recently staged two global media events—the 2008 Beijing Olympic and the 2010 Shanghai Expo—that have the whole world stand in awe. With its continuing efforts to enhance its soft power and to furbish an international image of a responsible citizen in the community of nations, China has increasingly attracted journalistic attention and scholarly inquiry as an object of observation with an eye of either admiration or trepidation or both. The purpose of this panel is to bring scholars and researchers with diverse backgrounds to examine the interplay between China’s global communication and its national images from within and without the Middle Kingdom.

**Chen Ni**, City University of Hong Kong, HK

Shanghai Expo 2010: A Mega Promotion Campaign to Brand the Nation’s Image

**Guo Ke**, Shanghai International Studies University, CN

China’s National Identities Manufactured in Chinese Newspapers during 2010 Shanghai Expo

**Kaarle Nordenstreng**, University of Tampere, FI

Expo 2010 and the Remaking of China’s Image

Xiang Debao, Shanghai International Studies University, CN

The “Color” of Shanghai and China: The Construction of 2010 World Expo in the International Media

Zhang Junfang, University of Wisconsin, US

International Relations and Representations of China: Network Analysis of the Coverage of Shanghai Expo

**5C18 Participation and Media Audiences (PCR) Room: B.108**

**Chair and Discussant** Nicholas Carah

**Papers**

## **Tapas Ray**

Cacophony, Narrative, Revolution

If narrative has played an important role in human evolution as is sometimes claimed, the need for a coherent "story" has not gone away in the present day, when blogging, tweeting and texting coexist with newspapers and television (the last two both in the "real world" and online) in the ecosystem of representations to present diverse – or at least multiple – story lines. Because of this multiplicity, if not diversity, the individual "consumer" of news and information needs to make an extra effort to construct a coherent "story", i.e., derive an identifiable meaning. An extra dimension of complexity is added by the "prosumer" status of some news "consumers", i.e., their ability to contribute to the discourse through blogs, tweets, etc. In *From Text to Action* and other works, Ricoeur has given a phenomenological account of the meaning-making process with regard to writing, i.e., the traditional form of inscribed discourse. I propose to arrive at an understanding of our contemporary communicative situation, described above, by applying and extending Ricoeur's insights. These findings I propose, subsequently, to relate to available accounts of the place of media in the ongoing Egyptian events. Among the questions I shall attempt answering from this part of the exercise are, what happened to the narrative in Egypt when the internet was (apparently temporarily) shut down. The story which Egyptians were reading/hearing/watching during this period – from such sources as state-controlled Nile TV – obviously was not the same as that which was being heard when the citizen media were available. If they still went to Tahrir Square to demand the resignation of President Hosni Mubarak, how is the "text" of their actions to be read (after Ricoeur) in relation to the media texts they were exposed to?

**Marisa Torres da Silva**, New University of Lisbon, PT

Participation and Deliberativeness: Readers' Comments on the Brazilian Presidential Election as a Case Study

Compared to the traditional mass media, the Internet as a communication environment offers a wider range of possibilities for debates on public issues, creating new "dialogical spaces" where participants are allowed to discuss issues of common concern (Oblak, 2005). In fact, several studies underline that Internet might serve to democratize the public sphere, although doubts remain about the extent to which these new forms of participation lead to a fruitful public debate or actually offer more opportunities to citizens to question and challenge the power holders (Papacharissi, 2002; Coleman & Blumler, 2009; Dahlgren, 2011). As a potential deliberative section, readers' comments in newspapers' websites are thus one of the most compelling ways that citizens have to express their opinions on a particular subject, reacting specifically to a news piece and discussing it along with other readers as well. This paper intends to present a case study to assess the quality of audience participation in online news sites, by analysing the readers' comments in the news about the Brazilian presidential campaign (September-November 2010) in the online versions of two Portuguese newspapers, *Público* and *Expresso*. Taking the work of Habermas (as well as its critics – v. Calhoun, 1992) and the deliberative democracy theory (Cohen, 1997; Bohman, 1997, 2000, 2003) as conceptual frameworks, our aim is to empirically test through this case study the existence (or not) of a public sphere mediated by the Internet and to evaluate the democratic quality of debates promoted by online conversations, using variables such as

rationality of argumentation (justification, complexity, civility and politeness), responsiveness and tolerance. Moderation strategies of online comments and the use of anonymity/nicknames are also a key feature in this case study.

### **CSHN Murthy**

Mediating through Web 2.0-Imperatives of an End User Perspectives of Websites of Universities of North East of India

Both the terms—Websites of Central Universities and the North-East—invoke a special interest for the global and local audiences as establishing these central universities in the North-East has been a recent phenomenon in the post globalization for a focused development of the region by enlarging the prospects of qualitative higher education, employment opportunities through industrial development and agricultural growth, and enhanced democratization of the governance through participatory approaches. Therefore this is a first ever analytical study conducted on the websites of these central universities from an end user perspective and imperatives, using multiple methods of inquiry such as observation and analysis of the content of the websites against the backdrop of ‘Nielsen’s usability diagnostics’ as a standard parameter for construction of websites (Web 2.0) and by correlating it with the ‘Uses and Gratification Theory’ with the implicit communication model of Westley and MacLean (1957) known for its feedback mechanism on mediated communication through technology. The study has revealed that most of the universities have failed to visualize the construction of the websites from the user as well as market economy point of view in the post globalization. Lack of local cultural identities, user-friendliness in information flow, low marketability of the image of the institutions with the conspicuous absence of social-networking such as face-book, blogs or twitter, live-chats, or e-mails, podcasts, etc and less interactivity and communicability with the target groups characterized the websites with what may be called as the administrative centric websites than the academic centric websites. The study offers a constructive critique to convert these websites into 2.0 web networks with participatory approach for building up an alumni base, increased marketability and communicability in keeping with the niceties of democratic governance and global demands.

### **Manuel José Damásio, PT**

#### **Sara Henriques, PT**

Comparing On-line Interactions: The Nature of Social Capital in Virtual and Face-to-Face Communities

Today’s social context is ever more characterized by a technological mediation that apparently prompts greater connection, mobility and participation within communities. This constant flow of technological innovations apparently reshapes traditional ways of social interaction via changes in the forms of access to information, that result in greater levels of contact and interaction. Though, it is assumed that ICT can promote both original forms of face-to-face and virtual relationships, allowing for deeper social bonds. This study intends to contribute to the discussion whether online social technologies strengthen traditional and original forms of social connectedness. Our intention is to evaluate if the uses communities do of online social devices contribute to the community development and goal achievement. Therefore, the work explores the relationship between technology and social relationships.

It is argued that online social devices, when positively introduced within a community, can foster the levels of social capital and sense of community. This challenges findings that on-line interaction negatively affects face-to-face interaction. The study values the concept of social capital as useful to analyse collective actions online and offline. To discuss both the relations between face-to-face and virtual communities, the study isolated three local European communities and examined them in what concerns their identity, activities and interactions. For each of them an online platform for communication was developed and introduced in order to analyse the platform usage, the volume of social capital shared and the sense of community felt among community members. The communities were examined both before and after the introduction of that interactive platform, encouraging a discussion about civic participation, social cohesion, media based participatory culture and linkages between face-to-face and virtual realities. The main contributions discussed concern the value of social capital and sense of community in media studies, the establishment of activity theory as an approach to understand organizational change and a discussion about the relationship between virtual and face-to-face communities.

**Leonardo Moraes Menezes, BR**

Participation and Audiovisual Narratives in the Multimedia Magazine Viva Favela

The affordability and increasing access to computers have encouraged a wide range of youngsters to participate more actively on the Internet, not only through blogs and social networks, but also through training by non-government organizations. The portal Viva Favela, with an average of 350,000 page views and 100,000 visitors per month, was created in 2001 by NGO Viva Rio to promote digital inclusion and media participation among residents of low-income communities throughout major Brazilian cities. This paper will focus on analyzing a recent project of the site is the virtual magazine Viva Favela, a bi-monthly electronic journal produced by a network of young residents from some of the portrayed communities that act as reporters, photographers and producers of multimedia content. Each edition theme (Party at the Favela; Memory; Digital Culture; Sports at the Favela; Suburban Literature), a guest editor directs the correspondents in their task of producing content. The meetings are all virtual, constituting a process of connecting the participation of the youngsters through network technologies. To illuminate the daily lives of the low-income communities, generally not portrayed by mainstream media, the Viva Favela magazine produces reports, photos, podcasts and videos about the communities involved. Seeking a creative multimedia approach, each edition produces three to five videos, besides the editorial video where the editor himself discusses the theme. Some questions focused on this paper are: are there evidences of speech codes shared within members of the communities found in the narrative of the videos, possibly allowing the narrated events to be better understood by the whole group? Do those narrative elements used in the videos promote enhanced perceptions of certain values, habits, techniques, modes of being and thinking among the members of the communities portrayed?

**Nur Kareelawati Abd. Karim**

Are We Being Sold? Reality TV, Religion, and Participatory Culture in Malaysia

Year 2000s witnesses the emergence of reality genre on television that changes the content and structure of television programming and the viewing experience of Malaysian audience.

Reality TV has reinvigorated the genres and infused them with what people want to see. In Malaysia, the first account of reality TV and its engaging audiences may be marked through Akademi Fantasia (AF) on Astro satellite TV Channel 104 in 2003 which targeting Malay audience. AF has also given birth to audience interactivity with television when they participate in the growing predominance of hybrid interactive genres and their convergence of new media forms such as online streaming video, discussion forums, Red-Button Interactive and SMS chatting. This paper seeks to examine interconnection of reality TV with religion as well as participatory culture in Malaysia. And also to explore to what extent Malay audience in particular, are being 'sold' to reality TV show and interactive media. Semi-structured interviews with six active audiences of reality TV audience cum interactive media users have been carried out in order to understand the reason for their participation and how they relate their practice with religion and culture.

### **5C18 Corporate Constraints to Participatory Communication: The Role and Implications of Brand Aid (PCR) Room: B.108**

**Chair** Flor Enghel

**Discussant** Lisa Richey

#### **Panelists**

**Karin Wilkins**, US

**Pradip Thomas**, AU

**Miyase Christensen**, Karlstad University, SE

In this panel we focus on the critical contribution of authors Richey and Ponte in their book *Brand Aid*, critiquing the ways in which development projects funded through corporate donors direct the process of social change in ways that constrain the participatory potential of communications. This work is well grounded in development and economic studies, and deserves attention within the communication field. Following a brief presentation of the central argument by Richey, a panel of participants will discuss the contribution of this work to the field of participatory communication. Book Description "Has there ever been a better reason to shop?" asks an ad for the Product RED American Express card, telling members who use the card that buying "cappuccinos or cashmere" will help to fight AIDS in Africa. Cofounded in 2006 by the rock star Bono, Product RED has been a particularly successful example of a new trend in celebrity-driven international aid and development, one explicitly linked to commerce, not philanthropy. In *Brand Aid*, Lisa Ann Richey and Stefano Ponte offer a deeply informed and stinging critique of "compassionate consumption." Campaigns like Product RED and its precursors, such as Lance Armstrong's Livestrong and the pink-ribbon project in support of breast cancer research, advance the expansion of consumption far more than they meet the needs of the people they ostensibly serve. At the same time, such campaigns sell both the suffering of Africans with AIDS (in the case of Product RED) and the

power of the average consumer to ameliorate it through familiar and highly effective media representations. Using Product RED as its focal point, this book explores how corporations like American Express, Armani, Gap, and Hallmark promote compassionate consumption to improve their ethical profile and value without significantly altering their business model, protecting themselves from the threat to their bottom lines posed by a genuinely engaged consumer activism. Coupled with the phenomenon of celebrity activism and expertise as embodied by Bono, Richey and Ponte argue that this “causerism” represents a deeply troubling shift in relief efforts, effectively delinking the relationship between capitalist production and global poverty.

## **5C22 Minority Media: Public Sphericules and Belonging (ComCom) Room: B.202**

**Chair** Daniel Henry Mutibwa

### **Papers**

**Heather Anderson, AU**

Prisoners’ Radio, Community, and Notions of Belonging

Prisoners’ radio exists in many different forms around the world, most often as part of a community radio station’s programming. This paper examines the connections between prisoners’ radio, community and notions of belonging, drawing on a collective-case study of four prisoners’ radio stations in Australia and Canada. The paper argues that what makes prisoners’ radio so unique is its ability, as a media form, to sustain “publics” between those inside and outside of incarceration. In theory, all citizens should have access to symbolic constructions of “the public”; in reality the “public credibility” of a citizen affects this access. Public credibility is a form of cultural power that usually allows for the dominant culture of a society to dominate the symbolic construction of “the public”. Certain groups in society (such as prisoners or refugees) may “carry” less public credibility, arguably in part as a result of mis-representation or under-representation in the media. A democratic attitude must deny the starting point “that one group of citizens’ voices is generally better, more deserving of attention, more worthy of emulation, more moral than another’s” (Dietz 1992, p. 78). Prisoners are traditionally defined and treated as a group in society whose voices are considered less moral and deserving of attention. Alternative media, such as prisoners’ radio, erodes this starting point by (theoretically at least) providing alternative forums where members may enact their citizenship to participate in debate, disputation and discussion relevant to their lives. This is an imperative concept because it allows us to think of exclusion from the public sphere in terms of exclusion from citizenship – important when considering prisoners who, by definition almost, are consciously stripped of citizenship rights.

**Eva Bognar, Central European University, HU**

**Judit Szakacs, HU**

Our Site Is Our Castle: Use of Web 2.0 Websites by Minority Groups

The presentation proposed here draws on a large-scale European project entitled CIVICWEB, in the course of which “Young people, the internet and civic participation” has been studied. Here, we will be focussing on one aspect of the analysis: the role Web 2.0 websites play in

the life of minority groups. Digital divide notwithstanding, the internet has often been heralded to provide a unique opportunity for the empowerment of marginalised minorities. With its open, collaborative, democratic potential, web 2.0 seems to be an especially suitable tool for minority self-representation and community building. In this paper we are going to examine three websites that were launched with the aim to fulfill the above potential. In particular, we are going to address the following questions: whether and to what extent the examined groups take advantage of the affordances of the internet; which features of the Web 2.0 applications seem to be of importance for their needs; what role these websites play in community building efforts and the issue of inclusion-exclusion. We are going to tackle these issues by presenting and contrasting three Hungarian websites: judapest.org, a Hungarian community blog on Jewish identity, where tight control, strict moderation of the user-generated content is used to ensure what the producers see as productive, high quality discussion; the first Roma social networking site, Zhoriben launched with the explicit aim of bringing together people of Roma origin living in different countries of Europe; and the Hungarian queer portal pinkvanilla.hu. In line with the main trends of new media research, our methodology covers all three dimensions of media production: in addition to the in-depth analysis of the sites, producers as well as users have been interviewed to get a thorough picture of the phenomenon.

**Asli Telli Aydemir, TR**

Picnoleptic, Urban, and Recursive Citizens (PURC) of 2010s: Recreating the Post-Democratic

The key concept introduced in *The Aesthetics of Disappearance* by Paul Virilio is picnolepsy – the condition of brief lapses in time, momentary absences of consciousness, in Virilio's words, fleeting instances of life escaping. Picnolepsy is produced by speed, and is a characteristic of the pace at which we live our lives. Our vehicles are numerous and varied: fast cars, fighter planes and the dollies that carry movie cameras; our travel companions equally diverse, ranging from Huxley to Mountbatten to Liszt. The recent social movements triggered in Tunisia and Egypt and spreading out in multiple forms via social media to the Middle East embed another alternative citizen model organized by mass collaboration in urban environments: Recursive publics elaborated by Chris Kelty in "Two Bits: Cultural Significance of Free Software" (2008). We are recently faced with post-democratic instances during which transnational issues at stake are in the agenda of giant corporations rather than governments or political parties. This paper attempts at analyzing web 2 creative sharing platforms focusing primarily on, but not limited to communal video and photography; the author is interested in translation of the communal issues of transnational scale into the virtual realm through picnoleptic images\*. Efland, Carlson and Kaiser's work will also provide insight for the virtual creativity and skill required in new media. She will further attempt a theoretical crusade of the transformation of the public sphere via emerging picnoleptic, urban and recursive citizens of the post-democratic times. \*A few examples to cite are Burak Arikan's "interactive photo-stories" project that lets people build their own stories by uploading their own photos and/or using already uploaded ones, creating chains of never ending non-linear narratives.

### **Judit Szakacs**

#### How to Be a Hungarian Roma: Changing Ideas of Ethnic Belonging in Socialist and Post-Socialist Hungary

The paper proposed here aims to look at how ideas of national/ethnic identification changed with the fall of the Socialist regime in Hungary with regards to the Romani minority, as reflected in publications by the Romani community itself. This issue is of particular interest since the early 1990s brought along, together with many other national movements, an apparent Romani ethnic awakening. The explosion in the number of Romani organisations, Romani publications and Romani ethnic events alone signals this heightened interest in “all things Romani”. Along with the rest of the Hungarian society, the Roma were now ready to organise. In their case this entailed working for recognition not only as Hungarian citizens with equal rights but also as “the Romani people”. Romani media production goes back to the 1970s in Hungary. To what extent it can be regarded as community media remains an open question. Nevertheless, studying it can shed a light on what it has meant, in the eyes of the Romani elite behind the publications, to belong to the Romani community and to be Hungarian in the different time periods before and after the fall of the state-socialist regime. Comparing and contrasting the media output from different eras allows for a nuanced analysis of how these ideas have changed over time. The proposed paper is based on an in-depth analysis of selected Romani publications as well as the study of Roma- and media-related policies and practices of the time periods when these publications were born.

### **Christina Dunbar-Hester**

#### Technological Activism Across Borders: FM Radio and “Oral Wiki” Projects in East Africa

This paper considers two activist projects involving the export of communication technologies from the U.S. to East Africa. It presents the case of a group of U.S.-based activists who promote FM radio as a technology especially suited to promoting community autonomy, and considers the consequences that arose when the activist organization built a radio station at a community center in Tanzania in 2005. More than three years after the station had been built and was technically operational, it remained off the air due to complications regarding licensing and in particular the Tanzanian authorities’ inexperience with community media (that is, media that was neither state-controlled nor for-profit, both of which were established radio models) (see Howley 2005). The second case is an “oral wiki” using mobile phones to support an archive of informal justice decisions (e.g. land disputes) in Rwanda, developed by a U.S. designer in dialogue with Rwandan abunzi (informal adjudicators). After building its prototype in 2009, activists stalled on building a larger archive and network due to government ambivalence towards the project. Unlike technology transfer projects that fail because designers do not comprehend the introduced technology in the same terms as its potential users (Akrich 1994; cf. de Laet and Mol 2000), these technologies did not languish because of user ambivalence or disregard. Indeed, in both cases, both activists and community members had hailed the technologies as uniquely suited to the local conditions in which they were to be deployed. Drawing on social studies of technology, the paper argues that these cases present an opportunity to scrutinize the boundaries of technologies (Woolgar 1991). An artifact-centered approach is insufficient to explain the inability of these activist technology projects—selected precisely for their ostensible portability and ease of use—to translate successfully in their target contexts.

These findings have import for not only scholars of community media technologies but activists focused on technical projects.

**5C25 Business Meeting (PopC) Room: B.205**

**Chair** Deborah Philips

**5C26 Business Meeting (Diaspora) Room: B.206**

**Chair** Roza Tsagarousianou

**5C28 The Changing Media Ecology of Iran: Two Years after the Election (IntCom) Room: B.208**

**Chair** Annabelle Sreberny, University of London, UK

**Papers**

**Gholam Khiabany**, London Metropolitan University, UK  
Rupture between Iran and Iranian State: Understanding the Uprising of 2009

**Mehdi Semati**, Eastern Illinois University, US  
Toward a Cultural Ecology of Culture in (Post-election) Iran

**Ali Honari**, University of Groningen, NL  
The Irreversible Consequences of the Green Movement in Online Network Structures: The Case Study of Balatarin.com

**Mehdi Jami**  
Satellite Broadcasting for Iran: Popular Farsi Language TV Networks and Their Audience

**5C35 Copyright Resistance (CPT) Room: B.305**

**Chair** Sara Bannerman

**Discussant** Bart Cammaerts

**Papers**

**Rodrigo Saturnino**, Lisbon University, PT  
Resistance and Dissidence in Digital Capitalism: Rupture or Continuity?

This paper aims to introduce the debate about the disconnections and idiosyncrasies produced by excessive opening of global flows of information and communication, taking as

its starting point the Swedish experience of the international movement "Piratpartiet". One of the research project concerns is verify the policy performance of this social movement facing the new political interferences of restriction and surveillance with regulate laws, in the digital level, of the "non-capitalized" sharing commonwealth. The visible growth, for example, of the share Internet practices, called the piracy, incite the creation of these legislative mechanisms to keep protected and defended the historic hegemonic process, represent by the cultures and pharmaceuticals industries, through copyright and patents laws. Contradictorily, this acts puts in collapse the technophilic project wich believed in transformation and democratic redefinition of the citizenship through of the networks ideology and communism of knowledge. Some authors believes that in the Internet people have a new solution to this transformation. But, in the other hand, others not so optimist and not technofobes, consider the New Technology of Communication and Information appear as a help to keep uninterrupted the capitalism process and the consumption ideology. In this stage, the "Piratpartiet" movement promote the international political debate in defense of the completely liberalization of sharing the called "digital information goods", privacy guarantee rights and deep changes in the actually copyright and total abolition of patents laws as the beginning of the worldwide democracy transformation.

**Yana Breindl, BE**

Copy-riot: How Digital Rights Activist Hack into European Union Policy-making to Defend Civil Rights in Digital Environments

Collective action prompted by repressive intellectual property regulations is particular in that it mobilizes a constituency of self-baptized "netcitizens" whose repertoire of action and underlying philosophy draw upon, modulate, translate and extend free and open source principles and values. Digital rights groups operate not only at the technological and legal level (as do free and open source software supporters) but also at the political and social, intervening in a complex process of supranational and national lawmaking. The presentation is based on original empirical evidence collected through in-depth interviews with activists and political representatives, document analysis and observations from February 2008 to April 2010. First, the paper focuses on the distributed campaigning techniques of an ad hoc coalition of digital rights activists intervening in the European Union's Telecoms Package Reform (2007–2009). It examines how technically skilled actors take advantage of networked collaboration and information production, as they discover, learn about, challenge and attempt to modify European directives. Activists do not only question the status quo but advance new alternatives and models built on innovative distribution systems of knowledge goods, such as free software and open access initiatives. Second, it is investigated how Members of the European Parliament, the main targets of the campaign, perceive the campaign's effectiveness. To do so, we ask three interrelated questions: a) did the campaign generate awareness among representatives? b) Were protest actors perceived as credible and legitimate interlocutors? c) Did the campaign trigger concrete political and/or legal changes? The evaluation of the effectiveness of the campaign allows to draw nuanced conclusions as to the concrete impact of internet-based campaigning targeting European institutions and processes, and constitutes a major contribution to the literature on internet-based collective action. The analysis shows how resource-poor, internet-grounded actors can substantially affect policy-making by disrupting the course of

parliamentary lawmaking at the European level. We provide an analytical framework to study these processes, and carry out a detailed confrontation between oppositional strategies and actual legislative and political outputs, with reference to the literature on internet-based collective action, and the politics of intellectual property in particular. Technical skills and control of the informational environment emerge as key elements in successful campaigning, posing new challenges to political institutions that rely on extra-institutional expertise.

**Burcu Bakioglu, US**

Hactivism, Cyberwars, and Copyright Controversies: Anonymous: Criminals or Heroes?

Amaya Noain Sánchez, Complutense University, ES

Citizens and New Information and Communication Technologies: Brand New Tools, Old Ethical Dilemmas

In the context of Digital Age, mass self-communication, Web 2.0, social networks, mobile communication, internet-of-things and other forms of interaction via social media can offer a wide range of chances, knowledge and autonomy to media users. Internet and other powerful informatics tools provide a diffusion of information like we had never seen before. More than ever, humans have got wide possibilities of connectivity and immediacy and so much information in any decision-making process. Technological developments create new opportunities for action and new sets of choices that are ultimately of a moral nature (Mullen and Horner, 2004). At the same time, we find several ancient ethical risks, inherent to conventional media, now attached to this new informatics implements: privacy and vulnerability versus connectivity and access, digital divide, diffusion against author right or digital copyright, transparency of information. In fact, many ethical issues have moved from older communication forms to ICT, and this is fed by the accelerated convergence in broadcasting, telecom, and newspaper industries from the traditional media environment. The purpose of this paper is to offer a general vision about the state of art of these ethical areas by revising all the works presented, since 1995 to 2010, to ETHICOMP International Congress, a reference in the field of computer ethics. The research design combines quantitative and qualitative methods. The reading and later count of this studies will make us possible to discover the importance that stakeholders give to the four ethical areas of Computer Ethics described by Richard Mason in 1986: Property, Accuracy, Privacy and Access (Mason 1986: p.5-12), as well as its chronological evolution. The research empirical findings suggest that despite the time passed since Mason mentioned this four ethical issues, its importance haven decreased even also New Information Technologies have increased the influence of some of this areas.

**Fábio Ferreira, BR**

Copyrights in Brazil: Historical Overview and Current Perspectives

Since the mid 1990's it was evident the need for governments to reformulate their copyright regimes. The development of the Internet, the process of digitalization, and technology convergence, for example, created an environment in which file sharing, downloading and

reproduction of creative products became cheap, instantaneous and virtually free of cost. In such environment, the copyright industry pressures governments for regulations that would assure the continuity of their dominance in certain creative industries, at the same time that individual users/consumers, some artists, creators and intellectuals vie for rules that would crystallize their increased power in consuming and distributing cultural products (granted by new ICTs and peer to peer networks). Considering the perspective above, this paper analyzes the recent efforts of the Brazilian government related to copyrights, including the updating of the Author's Law of 1998. In order to do so, the paper first explores the relationship between the information/network society, ICTs, the creative industries, and copyrights through the review of author's such as Goldstein (Copyright's highway: from Gutenberg to the celestial jukebox, 2003), Lessig (Code and Other Laws of Cyberspace, 1999; The future of ideas: the fate of the commons in a connected world, 2001), Vaidhyanathan (Copyrights and copywrongs: the rise of intellectual property and how it threatens creativity, 2001), Boyle (Shamans, software, & spleens: law and the construction of the information society, 1996), Castells (The rise of the network society, 2000), Webster (The information society reader – introduction, 2004), and Howkins (The Creative Economy: how people make money from ideas, 2001). Then, it provides a historical overview of copyrights in Brazil, including an analysis of the current copyright law (Author's Law of 1998) in relation to: general approach to copyrights, definition of author, terms of protection, registration requirements, exceptions, penalties, and so on. Finally, this paper analyzes the Ministry of Culture's efforts to review the Brazilian Author's Law of 1998 (copyrights law). In term of methods, this paper consists of a case study based on data available from the Ministry of Culture's websites (including, among other, data on a public consultation related to changes at the Author's Law of 1998, and the proposal for a new Author's Law). This paper answers a few questions: what motivates the review of the current authors' law and what is the role of ICTs in such process? Which actors are so far involved in the review process, and what are the dynamics of interaction among them? What is the subjacent discourse behind the information and documents available at the Ministry of Culture's website in relation to copyrights? How does the proposed law address issues such as file sharing, downloading, reproduction, distribution, and piracy in a digital environment? By answering these questions the paper provides a broad overview of the interlocks between ICTs, copyrights and policy in Brazil, a developing country that besides been one of the largest economies in the world, is also a major producer and consumer of cultural and creative goods/products.

## **5C42 Theoretical Stakes in Local and Regional Perspective (MER) Room: D 100**

**Chair and Discussant:** Jose Manuel Tornero, Universidad Autonoma de Barcelona, ES

### **Papers**

#### **Hans Ibold**

New Media Literacy and Uses and Gratifications: Bringing Identity to Light

The proliferation of always-on, Web-enabled communication has opened up the floodgates of scholarship on "media literacy." Contested as this concept is, scholars seem to agree that

media literacy is important to understanding new forms of participation in today's networked media contexts, particularly for youth. Scholars are re-conceptualizing literacy, paying special attention to the socially constructed nature of communication and participation and, in particular, to youth participation, citizenship, learning, and cultural expression. The literature on new media literacy is especially dynamic, because new media literacy is such a fast-moving target. Literacy is changing because media technologies are changing all the time, becoming more interactive, more networked, more immersive, and more mobile. New approaches to media literacy are also needed because of the role of mediated information in the development of democracy, cultural participation, and active citizenship. A key challenge is how to re-conceptualize media literacy so that it has relevance in the everyday lives of youth. Efforts to conceptualize literacy must therefore address how youth engage with new media technologies on their own terms. In this paper, I turn to one of mass communication's long-standing theories—uses and gratifications (U&G). Can U&G, which is today not thought of as particularly innovative, help inform media literacy research? In the paper, I suggest that a promise of U&G research lies in its ability to bring to potentially illuminate identity needs. I begin by showing how identity is an important, yet ambiguously defined and analyzed, sub-concept under the new media literacy umbrella. Then, I review recent U&G research that has targeted identity as a variable. Based on this analytical literature review, I point to a new media literacy-oriented U&G research agenda, one that investigates identity and employs multiple methods to understand the interplay of identity needs and new media use in context. With this line of research, U&G research can potentially make a valuable contribution to the burgeoning media literacy movement. Additionally, I suggest that this U&G research can bridge the effects-oriented/protectionist approach with the critical/cultural studies approach to new media literacy.

### **Emek Çaylı, TR**

#### **Critical Literacy, Media Education, and Young People: A Theoretical and Methodological Discussion**

Critical media literacy requires critical thinking which implies an attitude of questioning the accepted universals, stereotypes and mainstream understanding and representation of the world events. That's why media literacy education should be considered along with arts and philosophy education which all together contribute to the improvement of critical thinking of the individuals. Critical media literacy also requires a full media activism which means not only a critical reading of the media but also creating alternative media contents, in other words critical media literacy means participation through criticizing and creating. Generally called "new media" or "digital media" offers interactivity and creativity of the media audience. So the media audience of the digital media is also called "participants" or "media users". Young users of the media are the biggest participants, content producers of the web 2.0. The main argument of this paper is that media literacy cannot be thought separately from the general substance of critical literacy. In other words, media education is a part of an entire arts and humanities education to provide young people with ability for critical and creative thinking. Media education curriculum in Turkey, creative activities of young people of the digital era and the digital literacies should be discussed through all these critical points. The basic questions to be answered in this paper are: How can creativity, critical thinking and literacy be interrelated? What is the contribution of art and philosophy

education to critical media literacy? What is the relationship between critical literacy and media education? What are the discussions on the new creative methodologies? The main objective of the paper is to develop an activity based ethnography model to be applied on young people who attend media literacy classes in secondary schools in Turkey.

**Cinthia Lopes da Silva, BR**

Creative and Cultural Industries: Pedagogical Experience with Portuguese Physical Education Students

This paper has the objective of describing and analyzing a pedagogical experience made with Portuguese physical education students at the Human Motor University of Lisbon. The experience consisted of giving students access to basic concepts for the comprehension and problematization of the television series called "Strawberries with sugar". The pedagogical action made with the Portuguese students was based on the ideas of the English sociologist John B. Thompson and the French author Pierre Bourdieu. John B. Thompson says that the development of media industries, that were intensified especially from the 19th century on, are transformations that are interrelated to the construction of the modern culture ideology. The author comments that the first scholars to discuss the matter of ideology were the Frankfurt school writers. For them, the ideas widespread about art and literature by cultural industry, were transformed in product, ready forms, finished, reproducing a logic that transformed human productions, as the art, into product, distributed by reproduction technics, and, in this process, it was possible to study the whole social process. For John B. Thompson, the problem of the conception of ideology made by some Frankfurt school writers is the conception of ideology as a type of "social cement", as if the subjects, when receiving the widespread messages, hold themselves to the social order, the latter being more rigid and resistant to changes. Another aspect of his criticism is the lack of evidences showing that the reception of products from the cultural industry lead the subjects necessarily to the reproduction of the social reality. These criticisms were attributed to the initial studies of Frankfurt school, developed especially by Adorno and Horkheimer. Thompson starts from Pierre Bourdieu's ideas and understands ideology as the sense in favor of sustention and/or establishment of power. He also elaborates a concept of culture, called "structural conception", that affirms the unity of meaning and social context of symbolic forms. This concept was essential for the pedagogical action with the Portuguese students, based on this reference, the specific context in which the students belong to was taken into account and also the information and the contents that called their attention, in this case, the television program analyzed was a choice made in group by the students. The notions of "symbolic power", "instant communication" and the problem of the "fast-thinkers", by Pierre Bourdieu, were discussed with the Portuguese students during the pedagogical experience. Using the access that the students had to these concepts, this paper investigated: what is the participants' comprehension about the television series "Strawberries with sugar"? As methodological procedures, it was made field research and literature review, characterizing it as a qualitative study. To register and analyze the information exchanged with the Portuguese students, it was made a "dense description". As a result, the Portuguese students comprehended the TV series "Strawberries with sugar" as fiction, a product from the cultural industry, constructed from daily elements of young Portuguese people's lives, which justifies its symbolic efficiency.

**Hendri Yani**, Universitas Indonesia, ID

**Boby Guntarto**

Defining Media Literacy in Indonesia

While children now live in media saturated environment, activities to promote media literacy in Indonesia have just only started in this decade. This paper describes the conceptualization of media literacy that is used by media literacy activists in Indonesian context, which has influenced the variation of media literacy activities in many areas. In addition, this paper draws a map of media literacy institutions, area of works, purpose of each activity, and beneficiaries of the programs. Using focus group discussion, data was gathered from media literacy activists in Jakarta, Bandung, Semarang, and Yogyakarta – four biggest cities in Indonesia with high media penetration. The result showed that each institution in each area has developed media literacy activities according to local context, and there is an agreement that media literacy can be defined as ability to access, analyze, evaluate, and produce media. Most of media literacy actors is from academic or NGO background who emphasized more on children and young people as their beneficiaries. Promoting media literacy is still seen as an effort to protect, not to engaged, the audiences.

**Morella Alvarado Miquilena**, VE

De las Guerrillas Comunicacionales a la Educomunicación: Mapeo de Experiencias Venezolanas

A partir de la inclusión del Art. Nro. 69, en la Ley de Protección a niños, niñas y adolescentes (LOPNA), a partir del cual se establecía la obligatoriedad de brindar una adecuada Educación para la lectura crítica de medios, se han generado en Venezuela una serie de prácticas encaminadas en ese sentido. Dichas prácticas, promovidas desde diversos espacios (públicos y privados), poseen características concretas, determinadas por la perspectiva teórico-metodológica desde la que se abordan y sobre todo, por los intereses y fines sociopolíticos que persiguen. El propósito de este trabajo es, presentar una reseña que sirva para evaluar las características de las prácticas seleccionadas, con el fin de obtener un primer mapeo de la educomunicación, en el contexto venezolano. Research objectives: 1.-) Analizar comparativamente las características de las prácticas de alfabetización visual propuestas desde las entidades gubernamentales en la ciudad de Caracas-Venezuela, durante los últimos dos años y, las propuestas generadas desde el ámbito académico (Universidad Central de Venezuela) y la sociedad civil. 2.-) Proponer los lineamientos para el mapeo de la Educomunicación en el contexto venezolano. Related theoretical framework: Se toman en consideración las referencias teóricas propuestas por José Martínez de Toda (Seis Dimensiones de la EPM) para la evaluación de las propuestas de Educación para los Medios, así como los desarrollos teóricos realizados por Mario Kaplún (Lecturas Críticas), Gustavo Hernández Díaz (Educación en Mediaciones) y Guillermo Orozco (Teoría de las Mediaciones, todos inscritos dentro de la tradición de los Estudios Culturales. Research methods used: Metodológicamente, la investigación ha sido concebida bajo la modalidad de Investigación Documental y, desde el punto de vista del alcance, como un Estudio Descriptivo, que busca dar a conocer la correlación de tres tipos de acciones educomunicativas, ubicadas en el contexto venezolano.

## **5C43 Issues in Gendered Re/Presentation (Gender) Room: D.105**

**Chair** Cristiane Costa

### **Papers**

**Ana Ramos-Zayas**, Rutgers University-New Brunswick, US

Street Therapists: Race, Sexuality, and Affect among Brazilians and Puerto Ricans in an American City

I examine how affect and feelings, long considered the domain of individual interiority and psychology, in fact directly impact the everyday life and political economy of cities. What do individuals' affective worlds tell us about multi-scale experiences of race, gender, and sexuality in urban America? What kinds of emotional work do embodied practices of learning race and expressing adequate gender/sexual norms require? How does becoming a transnational racial and gendered subject in the U.S. impact one's affective world and perspectives on the emotional subjectivities of others? I approach these questions by drawing from ethnographic materials gathered from fieldwork conducted in two neighborhoods—one Brazilian and one Puerto Rican—in the predominantly African American city of Newark, NJ, between 2001 and 2008. I argue that Latin American and Latino populations in urban areas of the U.S. navigate unfamiliar racial situations through the development of a quotidian emotional epistemology; that is, through the deployment of a set of gendered rules and assumptions about affect and its adequate expression, their interpretations of how others feel or should feel, and the creation or performance of an affective persona. These rules and assumptions are informed by transnational racial ideologies, social practices around performances of Blackness, socioeconomic hierarchies, and expectations of belonging on multiple scales, like the neighborhood, nation state, and the market. I am particularly attentive to how Latin American migrant and U.S.-born Latino women engage in a process of racial learning that renders them “street therapists” dedicated to observing and correcting “defective” (non-marketable) forms of Blackness, developing appropriate feeling rules, and, hesitantly embracing a docility valued in an exploitative service sector economy.

**Maria Laura Gutierrez**, ES

Imágen, Palabras, Género y Espacio Público en el Arte Contemporáneo

El artículo indaga, desde una mirada comunicacional, las relaciones entre el campo de la estética y el de los estudios de género. En primer lugar se realiza una breve contextualización sobre la relación entre las prácticas artísticas y la crítica a las identidades de género, en particular la relación del arte y el lenguaje como crítica a las conformaciones genéricas y sexuales hegemónicas. Posteriormente se abordan estos temas en el trabajo de dos artistas contemporáneas: Bárbara Kruger y Jenny Holzer quienes, a través de su arte, discuten el entramado de configuraciones sociales y sexuales del orden simbólico vigente de nuestra cultura. Ambas artistas se caracterizan por sus modo de producción artística,

entendiendo el arte como una actividad de intervención pública-política en las calles, proyectando en grandes espacios públicos y apropiándose del lenguaje de los medios de comunicación y el marketing para subvertirlos y reconfigurar sus significados hegemónicos. Se puede decir entonces que a través del arte tratan de incorporar a la escena pública de la vida urbana los debates en torno al poder y a los estereotipos sexuales y genéricos.

**Maria José Brites**, CICANT, Universidade Lusófona , PT  
A Portuguese Political Female Blog: Is There a Space for Rationality?

Do internet contexts reinforce the consensus of Habermasian argumentative rationality or rather promote the Iris Marion Young and Nancy Fraser proposals of a deliberative democracy that contemplates the possibility of communicating in different spaces and with competing counterpublics? To proceed to this reflection we selected a Portuguese blog with social and political concerns that is produced by a social researcher and female columnist/critic. This is one of the few Portuguese blogs with these preoccupations that is produced only by a woman. We select the most commented posts during a three-month period ranging from March to September 2010. This sample was selected within a Portuguese research project ("Female Online Participation: Redefining the Public Sphere", coordinated by Cláudia Álvares) which intends to test the extent to which the Internet promotes civic engagement of women, leading to a redefinition of the traditional Habermasian public sphere. The discussion of female use of interactive technology can generate other more general discussions, centering on the usefulness of this environment as an instrument capable of contributing to the evaluation of the quality of democracy in contemporary society. Taking these earlier explanations in consideration, our qualitative investigation, based on critical discourse analysis, is particularly concerned with these three main questions: Can a well known political blog produced by a woman be capable of promoting comments by women? Can we find differences between female and male posts, regarding argumentative rationality, having as particular concerns the complexity of ideas, civility and attitudes of agreement or disagreement? What do these aspects tell us of the democratic and inclusive role of internet promises? Our first results reveal that, despite the relevance of this female blog authorship in Portuguese cybersphere, comments are essentially produced by males. Regarding the complexity of ideas in debate, these tend to show less diversity than expected.

**Fernanda Capibaribe Leite**, BR  
Empowering Scenes: The Communication as a Strategic Area to Women's Autonomy through Audiovisual Narratives

The present work aims to develop an analysis about the images narrative structures involving stories of change in women's lives, in order to understand the limits of autonomy and its flows, and also to define the construction possibilities for women's empowerment concept. It's being proposed, then, an approach with six audiovisual products made by the international consortium Pathways of Women's Empowerment. The study assumes that the permeability of images in contemporary times emerges as a significant locus to the development / dissemination of discourses and identity policies, passing inevitably by subjectification processes. In this context, the methodological approach intends to link the

poles of tension between the historically established roles played by women and the disruptions of this stability evoked by memory, throughout images that narrate personal stories of change, of which women from different socio-cultural backgrounds are directors, spectators and protagonists. It is considered that the narratives of history were deslocated from the appeaser and stable outlook of modernity and give rise, now, to complex strategies of subjectification, through individual and self-referential stories. In this path, gain voice the different subjects that weave a web of conflicting spaces and establish new relational formats between past and present. In this work, then, it is articulated, in one hand, the empowerment glimpse from the feminist studies perspective, as a decision-making process for women; on the other, the images as representations of the complexity of cultures and social configurations in its various contexts, in indissoluble relation with the processes of mediatic communication. The intention is, therefore, more than to understand the empowerment pathways, to examine the ways in which its discourses are constructed through the images, since these last ones represent essential communication strategies in the field of politics for women, which have been established as a priority sector in social spheres.

**Banu Akdenizli**, Yeditepe University, TR

What Can the Death of a Female Celebrity Teach Us?: An Analysis of Defne Joy Foster's Death as Portrayed in the Turkish Press

On February 2, 2011 the news that popular Turkish TV host and personality Defne Joy Foster was found dead in a friend's apartment building shocked many. Foster, born of Turkish and American parents had recently become more popular due to her participation on the Turkish version of the popular British TV show "Strictly Come Dancing", a contest that matches celebrities with professional ballroom dancers who each week compete by dancing. Foster, a young mother of a 2 year old boy was one of the more popular celebrities on the show due to her energetic style and her gift of gabbing with judges. When she died during the early hours of February 2, events unraveled quickly. It turned out that she had been out drinking and partying with friends the night before, and had left the bar with a man (who later we learn is the son of an important journalistic family, a journalist and news editor himself) and was found dead in his apartment due to possible complications of asthma related respiratory failure. What followed for the next days struck many observers as a media feeding frenzy that turned a tabloid tangle into a multi faceted discussion of motherhood, society, culture, religion and gender roles. While initially many were struck and saddened by the loss of a 32 year old mother of a little boy who had graced the TV screens with her seemingly never ending energy and smile, the next day many started to question her judgment. Questions regarding her medical history and the possibility of the strenuous training schedule for the TV show as possible factors of her early demise gave way to questions on why a married woman, a young mother would be out drinking late at night and decide to spend the night with a man she just met. An initial look into the media discourse surrounding the death of Foster reveals multiple fronts in the analysis of events. Those with ethical concerns raised the question of marital infidelity and focused on the sanctity of marriage. On the religious/conservative front editorials were not much different. The majority of the articles seemed to focus on the dangers of alcohol, and loose celebrity morals. The death of a celebrity news story became transformed into a discussion and evaluation of family, society

rules and values, religion and gender roles in modern day Turkey. While so many were focused on the supposed infidelity of Defne Joy to her husband, many disregarded the role of the other man in this event. This study aims to explore the popular and journalistic discourse surrounding the coverage of Defne Joy Foster's story, and in doing so will analyze major newspaper articles and editorials on her death and the discussions on the treatment of her death. The study will focus on questions such as: how do editorials and news articles function in perpetuating the traditional image of the Turkish mother and wife; how Foster's death as portrayed in the media allowed secondary stories on religion, gender roles/norms and tradition to emerge; and how overall the Turkish media is deliberating on multiple fronts how Turkish women should behave, should be treated and what is expected of them.

**Donna Chu, HK**

Labels for Women: The Reproduction of Docile Bodies in Hong Kong Media

Women in Hong Kong are often considered to be the luckiest amongst their Asian counterparts. While education and income levels are on the rise, Hong Kong women appear to be on equal footing with men, if not to be 'more equal' in some instances. Paradoxically, there has been a proliferation of new labels for women in local media in recent years. Women who are unmarried when they reach their 30s are labeled as "surplus women". Materialistic and self-centered women are generalized under the label of "Kong girls" (the short form for Hong Kong girls). In the field of celebrities, women are continuously categorized as "Yu Nu" (Yu as jade, denoting a status of innocence and purity), "Cai Nu" (Cai as talented, usually refer to anyone who manages to get published), "teenage models" (it is used to refer to young models who are yet rocketing to fame. They are also called 'bikini models' and 'green models'). While these new labels are often tainted with a sense of sarcastic humor, they are raising some serious concerns about the impact they bring to women in general. The widespread use of these labels has created some new roles and social expectations for the seemingly free-spirited Hong Kong women. They also reflect social pressures regarding singlehood or the presentation of self. This study conducts in-depth interviews with key media personnel who have been involved with the production of such labels in newspaper and magazine features, television documentaries as well as fictional films. Drawing on the growing literature in post-feminism, this research aims to understand and evaluate how new means are employed in the reproduction of docile female bodies, albeit in a more subtle and often jokingly manner. In the present research, emphasis is put on the production side which looks at the political economy of such representation. The perspectives of media producers will show how media interpret the roles of women in the first place, and how they choose to tell the story in the second.

**5C44 Imagining and Creating New Media Uses (CPT) Room: D.106**

**Chair** Harmeet Sawhney

**Discussant** Yong Jin Park

**Papers**

**Qinwei Xie**, University of Florida, US

Click on the Share Button: A Cross-Cultural Comparison of Motivations for Online Content Sharing

The purpose of this study is to explore individuals' motivations behind sharing information in electronic communities from two different cultures – Mainland China and the United States. This paper restricts online content sharing to those actions that forward information via buttons or other sharing tools included on many websites. These tools allow users to conveniently share news stories, videos, new products and other information with other users via email, personal blogs, and social networking sites. This study also explores cross-cultural differences in regards to the usage of, and attitude towards, share buttons in general. Theoretical Framework: Computer-mediated communication has become a common channel for interpersonal communication (IC). This paper utilizes current IC literature, and specifically the FIRO-B (Fundamental Interpersonal Relationship Orientation - Behavior) theory as framework to understand the intrinsic motivation of using the sharing tools. In addition, extrinsic motivations for the use of sharing tools are identified based on the technology acceptance model (TAM). This study examines cultural effects on the usage of sharing tools based on the Individualism-collectivism perspective. Methodology: An electronic survey will be used to collect the data required for this study. A total of 250 undergraduate students from a large, southeastern public American university will be obtained; and another 250 undergraduate students from a large, southwestern public Chinese university will be obtained. Implication: By providing the integrative theoretical explanation and valid empirical findings, this study will contribute to the current knowledge of information sharing in electronic communities across cultures. The results will also have valuable implications for global companies and organizations with websites and are willing to promote their products and services to online users.

**Thilo von Pape**, DE

**Michael Scharkow**

Bridging the Space of Places with a Flow of Tweets: A Topography of Local Event Tweets in a French-German Border Region

Borders between countries with different languages often also divide the local cultural space in two. This is partially due to the fact that event magazines, local press distribution and even TV and radio catchment areas are often limited to one country, thus only partially fulfilling their function of surveillance of what's going on in local theaters, concert halls, museums, art galleries, fairs and flea markets. Today, social networking and micro-blogging services promise to have the potential to overcome these limitations: facebook, twitter and the like propose universally accessible interfaces and are well implemented in most parts of the world, especially among the younger, well-educated urban populations most attracted to cultural events (Pew Internet, 2010). They can easily reach across the border (Palen et al., 2010), because they are based on a network of individuals often connected through rather weak ties (such as colleagues, former school mates) or – in the case of twitter – common interests (Gruzd, Wellman & Takhteyev, 2011). These reflections, which are strongly guided by Manuel Castell's (2000) distinction between a space of places (divided by a border) and the social networks' space of information flow will be applied to the empirical evidence of

“Twitter”-tweets on local events in the French/German frontier area between the German Land of “Saarland” and the French region “Lorraine”, each comprising about one million habitants and offering a rich cultural sphere. During a period of four weeks, a complete sample of 2.000 tweets containing information on cultural events in the region was collected, which were then analyzed with respect to their authors (physical location, tweet frequency, position in network), their diffusion (through “re-tweets”) and their content (time, place and type of event referred to, type of message, language). This rich data basis, gathered and coded by trained annotators as well as algorithmically, was used to draw a double topography of the diffused messages, permitting to project the structure of the information flow onto the map of the events’ and the bloggers’ geographical position. Results show that the space of flows spanned by local event tweets is presently strongly tied to geographical and linguistic barriers, but that a few “information hubs” do make a difference by bridging the information flow to the other side (which may imply translating it from one language to the other). They also underline the importance of twitter to pass the word of the “long tail” of events with minor general interest, which tend to be neglected by classical mass media. Finally, results permit to relate time with both forms of space evoked by Castells, showing that messages intended to span a long distance (in terms of geographical space or re-tweets in the social graph) are timed differently than those intended to catch only the tweeter’s immediate environment.

**Per Hetland, NO**

The Narratives of Expectations: The Domestication of Internet

Narratives about expectations are significant for the diffusion of innovations. These narratives mobilize resources about opportunities and risk, and according to Borup et al (2006) “expectations can be seen to be fundamentally ‘generative’, they guide activities, provide structure and legitimation, attract interest and foster investment” (pp. 285-286). They therefore exert a performative force; they spur different actors into the process of making technology their own – thereby contributing to the domestication processes of innovations. Narratives about hope and promise shape the pro-innovation position, while narratives about risk and anxieties shape the control position. This paper studies narratives about the Internet in the Norwegian press during the period 1995 to 2006, and how framing devices and positions change over time. The data base include 2772 newspaper cuttings about the Internet from three major national newspapers in Norway. To study the Internet narratives, I have taken my point of departure in framing theory. Important in this respect is the media package model that stems from William A. Gamson and his studies of political themes such as social welfare policy and affirmative action (Gamson and Lash 1983, Gamson and Modigliani 1987). In connection with such themes, a particular use of concepts is established. From a large inventory of possible reference frames, expressions, metaphors, paradoxes and so forth, a smaller repertoire is selected. The purpose of the model is to enable the systematic description of how this repertoire is used to describe particular aspects of a phenomenon. It is normal to say that the media packages consist of two main constituents: frames and positions (Gamson and Modigliani 1987:143). According to Gamson and Lash (1983), metaphors, exemplars, catchphrases, depictions, and visual images are framing devices, while roots, consequences and appeals to principle are reasoning devices for a more general position. However, the selection of facts, context, examples and sources is also important for the framing process (Reese 2001). The study supports three general

conclusions: (1) the expectancy cycles for the Internet in the mass media fluctuate in a manner that is comparable with the stages in the innovation–decision process; (2) through the different stages of the expectancy cycles, metaphor usages move from visions to daily experience; and (3) the pro-innovation position tries to overcome resistance and to promote cooperation, while the control position promotes individual, social, technological and institutional control.

**Ying-Chia Lin, TW**

Creativity in Gaming World: Motivations, Practices, and Culture among Game Modders in Taiwan

The digital game players have demonstrated their creativity by creating objects or modifying various dimensions and elements of games. Game modifications or modding represents an alternative way for the player to consume or interact with games. It is also a site where there may be conflict of interests and power struggle. The purpose of this study is to explore the practices and motivations of modding via in-depth interviews and observation of online gaming communities. Based on the problems proposed in the previous literature (Kücklich, 2005; Moshirnia & Walker, 2007; Nieborg & van der Graaf, 2008; Nielsen, Smith & Tosca, 2008; Postigo, 2006, 2007; Sotamaa, 2010), the research focuses on the interaction between the players, the modding communities, and the game companies in the modders' network. From the perspective of cultural studies, the paper aims to answer questions such as: what are the common modding practices and motivations? How the modding practices are articulated with norms and social relations within the gaming community and the dynamics between modders and game industry? The study finds the common forms of modding practices among Taiwanese players include altering the appearance of the interfaces, changing in-game objects, and using plug-ins to play the games automatically or semi-automatically for the players. Three main motivations are behind the modding: social, economic and ludic. These programs or "mods" are used as gifts to maintain social relations. Good modders usually gain popularities and fames within the community. Mods are also commoditized and sold to players or used to gain virtual money which can exchange for the real money. Monetary profits induce the emergence of professional modders. Nevertheless, some other modders considered modding as an important part of gaming process through which they express their creativity, identities and get ludic pleasure. Although modding incited conflicts among players and increase the tension between the players and game companies, most conflicts are negotiated without further struggle since modding has become such a common practice and can increase the product's life-span. The paper suggests that the modding practices should be understood contextually and locally. Other than the player's personal desires and identities, the position of local market within the global gaming business system also informs the formation of modding culture. Due to the lack of strong local game developers, the Taiwanese game market is dominated by imported online games which allow less varieties of modding. The link between the local modders and original game developers is comparatively weaker, thus there are less supports from the game developers. In sum, the study presents both empirical data on the everyday modding practices and a critical analysis of local modding culture and its articulation with larger social and economic structure.

**Sun-Hee Lee, KR**

**Ji-Hae Goo**

**Jin-Young Chung**

Online and Offline Social Network Structures: Focusing on Individual Characteristics

Internet users have been able to meet new people and maintain friend and family relationships online more easily with the advent of social networking services (SNS). There are many kinds of online social network services, with a variety of communication functions. For example, Facebook lets users share a photo or posting with others. More recently, Twitter lets people communicate with others through short text messages. Many Internet users focus on several services to fit their characteristics or situations among the various SNS. However, a few studies demonstrate how people create personal networks in various online SNS. Previous studies of SNS have focused on the effect of online networks or factors affecting personal networks. This study examines online network structures by separating online SNSs into micro-blogs, mini-blogs, blogs, online café-clubs, and Internet messages. Previous social networking studies did not draw these lines. The goal of this study is to determine the similarities and differences of network structures between SNS and offline. This study considered the following individual characteristics: introversion-extroversion, gender, age, and income. This study focuses on the concept of social capital, including the bonding and bridging network, to measure a network structure. The main online survey of 300 respondents will take place in March 2011. To determine differences between SNS and offline, this study will employ the statistical t-test. A pretest of 80 individuals in Korea has already been conducted. The results show that there were significant differences between the bonding and bridging structure in offline and online social network types. Introversion-extroversion was not significant in making social network structures. Females were significantly higher than males in their bonding structure rate on micro-blogs, while males were higher than females in their bonding structure rate on online café-clubs. This study will help us to better understand the characteristics of each SNS.

#### **5C47 Across Themes: The Concentric Circles and Journalism (JRE) Room: D.114**

**Chair** Claudia Mellado, Santiago de Chile University, CL

#### **Papers**

**Thilo von Pape, DE**

**Thorsten Quandt, DE**

**Akiba Cohen**

**Joseph Chan**

**Thomas Hanitzsch, DE**

**Jacques Wainberg, BR**

**David Weaver**

**Lars Willnat**

A Window on a World of Changing Spaces? A Multi-national Study of the Perceptions of Foreign News on Television

With his notion of a “space of flows”, Manuel Castells has evoked a new spatial form shaping the contemporary society in an era when social practices are decoupling from topographical restrictions. While numerous empirical studies have applied this concept to explain changing perceptions of urban spaces by their inhabitants, evidence is rare so far when it comes to the world on a global level. However, it is precisely such evidence, which is dearly needed by journalists and editors who have the responsibility (and the business plan) to select, prepare and diffuse a relevant set of world affairs to their audiences. This applies in particular to the makers of TV news as – still – the most important source of information on foreign events across nations, generations and population segments. Our study responds to this need by analyzing TV viewers’ interests in and uses of foreign news covering various countries with respect to these countries’ topographical positions as compared to their integration into flows of information, goods, services, technology, migration, tourism, etc. Conducted in 12 countries across North and South America, Europe, the Middle and Far East with representative surveys, the study permits a comparison between national data and thus gives a truly global perspective (with exception of Africa and Australia, which were missing due to research practical restrictions). The number of participants varies between countries, but overall, is in the 500-1100 range for each country under analysis. Findings show that viewers are actually interested in an extremely limited set of countries that are integrated into economic and information flows. These countries appear as “global brands” regardless of their geographical position. However, place is not completely obsolete, for it comes into play when comparing countries of peripheral interest, and when considering less educated viewers.

**Jiajie Lu**, Shenzhen Institute of Information Technology, CN  
Partner Cities in the Press: A Case Study of Pan Pearl River Delta in China

This study conducted a content analysis on Nanfang Metropolitan News and Nanfang Daily to examine the influences of Pan Pearl River Delta Cooperation on the provincial news flow. Under the context of Mainland China’s political and economic transition, the two chosen newspapers can reflect the impact of the regional cooperation on the provincial news flow via two distinguishing perspectives since Nanfang Metropolitan News is a typical consumer newspaper while Nanfang Daily represents the government party newspaper. This research found some differences in provincial news reporting between two newspapers. The most notable one is that Nanfang Daily holds more positive news but Nanfang Metropolitan News prefers to report neutrally. However, the two newspapers also share some similarities: both of them mainly focus on the Pan Pearl River Delta region, but Nanfang Metropolitan News covers more provinces, and civil livelihood, politics (including policy) and culture & education (including technology) are their common most concerned topics. How Pan Pearl River Delta Cooperation impacts on provincial news flow is a significant constituent of this study. This research discovered that the Pan Pearl River Delta relevant news generate a higher ratio of positive to negative reports than non-relevant news. Moreover, along with the development of this cooperation, Nanfang Daily, a government party newspaper, increasingly concentrates on Pan Pearl River Delta region. Nevertheless, Nanfang Metropolitan News did not display such change. After discovering the above findings, this study attempts to illustrate the invisible mechanism that functions behind. But it is necessary to state that this attempt is merely a supplement to the research but not the focus. In current China, a country undergoing the political and economic transition, not only the news events, the

professionalism of practitioners and the provincial traits are affecting the provincial news flow, but also the transformation of newspaper and the different positioning strategies are functioning as well.

**Jaume Suau Martínez**, ES

**Pere Masip**, Ramon Llull University, ES

Exploring Participatory Journalism Tools in the Mediterranean Countries

Online journalism was quick to incorporate mechanisms to transform their audiences into active contributors of content to news websites. Research has found that professionals try to make sure they keep their gatekeeper role when dealing with user-generated content (Hermida and Thurman 2008; Singer et al., in press), and that the main motivations to develop audience participation are business-driven –to increase user loyalty rather than to foster democracy (Vujnovic et al. 2010)–. Despite this, so-called participatory journalism in digital media opens up public arenas for citizen debate that are far more open, accessible and efficient than the mechanisms of participation in legacy media. The main aim of this paper is examine how newspaper websites from different countries on both shores of the Mediterranean are integrating user-generated content. Specifically, news sites from France, Italy, Spain, Turkey, and Israel as well the English/French version of newspapers from Egypt, Tunisia and Morocco were analyzed. In order to achieve a more accurate identification of participation mechanisms offered by the media, the analysis define a typology of participatory tools based on the concept of interactivity, not just participation. Based on previous works (Schultz, 2000; Rost, 2006; Massey and Levi, 1999; Jensen, 1998), we divide participatory tools into three groups according to the kind of interactivity they offer: selective interactivity (eg. RSS, e-mail alerts, personalization...), participatory interactivity (comments on news, blogs, chat room, polls, social bookmarking...); and productive interactivity (user generated stories, photos, videos...) Results offer important differences between countries depending on journalistic culture and the socio-political context.

**Matthew D Matsaganis**, State University of New York (SUNY), Albany, US

**Vikki S Katz**, Rutgers University, US

Professional Challenges for Ethnic Media Journalists

Increased population diversity in the world's growing urban centers, new communication technologies, economic globalization, and regulatory policies, have created fertile conditions for the continued growth of the ethnic media sector – even as legacy media continue to face challenging times. However, when we study ethnic media, the focus is commonly on audiences, media organizations, economics, or policies. We spend less time focusing on the storytellers—the journalists who produce ethnic media publications and broadcasts. Who are they? What challenges do they face? How do their working environs differ from working in mainstream media, and why do these differences matter? Drawing from focus groups conducted with ethnic media producers from a wide range of communities, in conjunction with New America Media (a national association of close to 3,000 ethnic media in the U.S.), we investigate how ethnic media journalists define themselves, as professionals and as members of the communities they serve. To place the experiences of our focus group participants in context, we draw on the experiences of the first author who worked as an

ethnic media journalist in New York City, as well as prior work conducted by colleagues and scholars across North America, Europe, and Australia. While ethnic media journalists are frequently viewed by mainstream media, politicians, government agencies and authorities (at all levels) as being less “professional” than journalists working for legacy media, we find that the journalists themselves conceive of their roles and responsibilities in more holistic ways. As being a professional journalist is often associated with being “objective,” we explore what being “objective” means for ethnic media journalists. We also examine how professionalization impacts the relationship that these journalists develop with the ethnic communities they cover, as well as the content of the stories they tell. Our analyses problematize mainstream assumptions around what it means to be a professional journalist today. We explore the implications of these assumptions for a rapidly changing, ethnically diverse social and media environment. As the media ownership landscape continues to change and we see new types of relationships and collaborations between mainstream and ethnic media emerge, we also discuss how these new modes of co-existence complicate established, long-lived assumptions among media producers (both of mainstream and ethnic media) around the nature of their roles and professional responsibilities.

**Maureen Taylor**, University of Oklahoma, US

**Susan Abbott**, Internews Network, US

Measuring Media Development: Roles for Media Development Organizations, Researchers

In an influential policy paper published in 2006, The Evaluation Policy Group, observed that there is too little data assessing whether or not development programs actually made a difference. “This absence of evidence is an urgent problem: it not only wastes money but denies poor people crucial support to improve their lives.” Fast-forward five years and the call for more robust evaluation of international development programs, in media and other areas, continues. At issue are matters of metrics, indicators that meaningfully measure the impact of media and journalism on society, and the difficulty that researchers have in showing the correlation or causality between media intervention and a stated development goal. Our paper addresses these issues and proposes ways forward. We believe one of the first steps is to improve connectivity in the media development sector. There are multiple actors in the media development sector. There are the academic actors, both national and international, who study media development through a variety of methods. There are also a variety of media development organizations that provide training and advice to journalists and media organizations. Internews, IREX, UNESCO, and the Soros Open Society Institute provide financial and technical assistance to independent media. A third group, organizations such as the BBC World Trust and InterMedia, gather valuable research/audience data that can be used to help better target development in the local media sector. Amongst media development practitioners and their academic counterparts, there's a real need for stronger, and more collaborative research. Media development organizations will benefit from working with both local and international academic researchers and academics will no doubt benefit when working with media development organizations. Both groups would benefit from having access to current research studies about audience preferences and behaviors. Our research begins a discussion of mutually beneficial relationships and research opportunities in the media sector. We will discuss

opportunities and challenges to collaboration and identify concrete steps to improve coordination at all levels in the media development sector.

**Bruno Souza Leal**, Federal University of Minas Gerais, BR  
A Plural Identity? Considerations on News Vehicles Identity from an Empirical Research

### **5C48 Generic Studies: Public Sphere and Journalism (JRE) Room: D.115**

**Chairs** Billy Sarwono, Arul Selvan

#### **Papers**

**Stephen Rendahl**, University of North Dakota, US  
Peace in the Public Sphere: The Nobel Peace Prize and Liu Xiaob

On December 10 each year the Nobel Committee awards the Nobel Peace Prize which contributes to the world-wide discussion of peace. The 2010 Nobel Laureate, Liu Xiaobo, an imprisoned Chinese activist, generated considerable discussion in the global public sphere. This paper will analyze the public discussion concerning Liu Xiaobo's activities, the reasons for awarding him the Nobel Peace Prize and the reasons for protesting the Nobel Committee's 2010 choice. The paper will use the peace journalism approach developed by Johan Galtung and further developed by Jake Lynch to analyze the public discussion of peace in a global context. The research will analyze the public discussion of Nobel Laureate, Liu Xiaobo, in the China Daily, Norway's Aftenposten, the New York Times, the London Times, and other sources. The paper will also discuss the turbulence that even accompanies the public discussion of peace.

**João Carlos Correia**, University of Beira Interior, PT  
Journalism and Regional Public Sphere: The Portuguese Regional Press in Small and Medium-sized Cities

**Carla Patrão**, University of Coimbra, PT  
**António Dias Figueiredo**, University of Coimbra, PT  
Classroom as City: Educating the New Journalist

In the last five years we have been investigating the problem of how to educate the new generation of journalists through innovative learning experiences based on social contexts mediated by technology. This action-research project, carried out at a College of Education that graduates students in new media and journalism, is particularly concerned with the development of professional skills for the creation of journalist products. In previous cycles of the project, the students have explored a learning management system, Moodle, and a closed social community platform, Dolphin, by Boonex. In the current research cycle, they are exploring Facebook as an open community that also acts as a window to make visible the academic works they publish in a blog open to the public. Besides the interaction and

improvement of content afforded by this community, the students are realizing the potential of showing their work in a social network that extends to the professional world. Meanwhile, we are finding out that this kind of project does contribute to improve significantly the ability of the students to learn and practice their professional competences. The activities explored rely heavily on the initiative of the students. They choose the themes and negotiate the tasks, the responsibilities, and the deadlines. They are also responsible for the evaluation of the materials published in the community. From the analysis of the content of their reports, we conclude about the advantages of this approach and we connect it, with supporting literature from complexity theories and philosophical pragmatism, to the metaphor of the city as a place of community life, where openness, tolerance, freedom of creation, and active citizenship are negotiated.

**Suria Hani A.Rahman**, Islamic Science University Malaysia, MY

**Mazni Haji Buyong**, Islamic Science University Malaysia, MY

**Nur Kareelawati Abd. Karim**, International Islamic University Malaysia, MY

Reception of Fatwa News: Malaysian Experience

News reporting on religion has always had its cycles of boom and bust, as religion periodically takes a greater stage in events covered by the Malaysian daily print media. How religion is covered, and the relationship reporters of daily newspapers have had with religious groups and the topic of religion itself, have also waxed and waned in the history of Malaysian journalism. Religion reporting has been a part of the Malaysian journalistic landscape since the nation's birth, and early on newspapers became a vehicle for the viewpoints of the Muslim majority in Malaysia. News coverage in newspapers publications on Islam in Malaysia has become part of Malaysian dailies since Islam is the major religion in Malaysia. Certain days in a week special section is allocated for Islamic teaching, forum or letters to Editors. Perhaps the greatest innovations in coverage on Islam can be seen in how Malaysian reporters frame their stories, that many include the definition of religion, faith and moral choices in the secular world. Therefore, this paper will look into the news reporting made on fatwa in Malaysian newspapers and how the public perceived the news. Approximately 600 samples will be chosen randomly among Muslim public around Kuala Lumpur and the state of Selangor. This will help in identifying the level of understanding and reactions of the public towards Fatwa issued by the National Fatwa Council of Malaysia. This research may help to strategize the Fatwa Council in convincing the general public on Fatwa through news reporting. Small numbers of the news coverage on Fatwa has emphasized the significance of the Fatwa which, in the opinion of many far exceeds the important of the fatwa itself.

**Musawenkosi Wiseman Ndlovu**, University of Cape Town, ZA

Rural Subjects, Media, and the South African Public Sphere

If we evidently admit that South African mass media's limited penetration into and their inaccessibility in rural areas symbolises intra-country digital divide, we then need to explore if there are other social spaces and processes that accommodate rural subjects' participation in the country's public sphere(s) and democracy and how. In this paper I explore how rural

subjects exercise their powers as citizens as compared to their urban counterparts. In this exploration, I employ and critique Jürgen Habermas's celebrated concept of the public sphere to compare my personal identities and continuing lived experiences- both as a rural subject living in a tribal village and of a Cape Town suburb. The reason for this auto-ethnographic approach is to examine the practical meaning of participation in the South African democracy as a citizen. I focus mainly on those physical and mediated social spaces that, from public sphere concept point of view, ought to be platforms of rational-critical debate between citizens of a nation-state. Lastly, I explore the way that politicians use different media forms and public participation methods to communicate political messages to rural citizens.

**Karen Arriaza Ibarra**, Universidad Complutense de Madrid, ES

**Lars Nord**, Mid-Sweden University, SE

Still Something Special? A Comparative Study of Public Service Journalists' Values in Spain and Sweden

One of the most important changes in European media systems is the transformation from public service broadcasting to public service media (Bardoel & Lowe 2007). The eras of monopoly and dualistic broadcast competition have been replaced by a digital era, characterized by convergence and increased competition on multimedia platforms. This development imposes new challenges on the concept of public service and its legitimacy (Iosifidis 2010; Kuhn 2011). While most studies of these changes focus on regulatory policies and audience markets, this paper investigates newsroom practices among public service journalists. Previous studies have indicated that news values among public service journalists to a large extent have been guided by principles of public interest and social significance (Moe & Syvertsen 2009). However, these studies were conducted mainly in the broadcast era. In this paper, the objective is to analyze public service journalists' professional values in a digital age, characterized both by increased publishing possibilities on various platforms and intensified competition with private media actors. The study is based on a comparison between Spanish and Swedish journalists working within the public service media. The paper compares professional values among public service journalists in the two countries, as well as between journalists working in the public and the private media sector, and the diverging professional values between mass media journalists and journalists working with digital media.

**Angela M Lee**, University of Pennsylvania, US

**Matthew J Powers**, New York University, US

The Desired Audience and Audience Desires: Editorial Judgments and Audience Preferences in Online News

Before the advent of Internet and new communication technologies, journalists knew little about their audiences, and they largely operated under the assumption that "what interested them would interest the audience." Today, not only can audiences selectively expose themselves to only content that interests them and avoid others, but also journalists can track audience preferences and desires through digital tracking tools. Implicit in much of

the literature of online news production is that newsrooms' increased use of audience tracking data will impact the process of editorial decision-making. While scholars have been quick to raise awareness of the potential pros and cons of such a development in journalism, little research has examined the effects, if any, of audience preferences on editorial decisions. Using both lagged analysis in SEM (structural equation modeling) and interviews with editors from three online news sites – New York Times, New York Post, and New York Daily News – this study offers statistical insights on how audience news story preferences on these three online newspapers affect real-time editorial placement of news stories between June 1st, 2010 and June 14th, 2010. Moreover, relying on interviews with corresponding newsroom editors, this study provides new, in-depth understandings of the role audience tracking data plays in these news organizations, as well as how news organization norms and business models moderate the relationship between audience desires and editorial decisions in the 21st century.

**Session D 16.30- 18.00**

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