



Book of Abstracts: **Mediated Communication Public Opinion and Society** Section

Empowering citizenship in the computer-mediated public sphere

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In a world dominated by the digital revolution, the Internet holds the promise of reviving democratic communicative practices by opening up innovative debates on mechanisms for empowering citizenship and participation. The Internet's potential to reach global audience almost instantaneously, and its capacity for interactivity and multi-logicality, can be seen as the most obvious, and probably the most important ways the Internet differs from other forms of communication in terms of providing a facility for political interaction. Moreover, Net enthusiasts claim that the Internet and related technologies can promote citizenship by providing the tools that may extend the role of the public in the social and political arena. They are also confident that online discourse can increase political participation and they are eager to show that, if properly used, the Internet may help in building up a new democratic public sphere, a space for citizen deliberation and information-sharing. The underlying assumption for the present study belongs rather to the moderate views and therefore sees the Internet as a variety of new tools that show a potential for enabling not just discourse, but good discourse. Nonetheless, technologies will not be considered in isolation from the social context, commercial interests, regulatory systems, consumer demands, etc, as all of them influence the ways in which a particular technology may be adopted or applied. In Romania, just like in many other European countries, computer-mediated discussion has become an emergent model of communication meant to open up innovative debates. The aim of the present study is to try and assess if opinion deliberation websites may properly function as a miniature public sphere. The traditional Habermasian public sphere promotes rational critical thinking. In order for such websites to function as a formal or even informal public sphere, participants need to provide support for their position through reference to illustrative material. If discussions have the tendency to be mere reflections of individual opinions and not collective deliberation, such websites fail to stand for an ideal public sphere.

Celebrification in Philippine Politics: Predicting Voting Behavior Through Parasocial Interaction with Candidate's Celebrity Endorsers

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The Philippine Center for Investigative Journalism (PCIJ) coined the term “celebrification” to refer to a phenomenon in Philippine politics. In here, celebrities – are linked with politicians for the latter to be more popular, endorse candidates during elections, and finally, they, themselves become politicians. Does the Theory of Parasocial Interaction (PSI) play a pivotal role in this phenomenon of celebrated Philippine politics? This research investigates the relationship between the celebrity endorsers' Parasocial Interaction with the publics (ordinary people of different demographic characteristics) and these publics' voting behavior during the May 2007 Philippine Senatorial Elections. Theoretical lenses employed to form the framework of the study include (1) Horton and Wohl's (1956) Parasocial Interaction Theory in their article “Mass Communication and Para-Social Interaction: Observations on Intimacy at a Distance” – defining PSI as an “imaginary, one-sided friendship a

television viewer has with a mass media 'persona' or character"; (2) Mead's Symbolic Interactionism which says that "an individual has attitudes that are affected by the orientational other, or another person who is significant, and henceforth, influential in a person's life"; and (3) Ball-Rokeach and DeFleur's (1985) Media Systems Dependency Theory which mainly proposes that "a complex system in which the media, individuals, their respective interpersonal environment, and the social environment are seen to have dependency relationships with each other". Conceptually put, this research assumes that because PSI may form a vicarious friendship (and other type of significant-other relationships) with the viewers/publics, celebrity endorsers (as the 'personae') therefore may act similarly to significant others of the viewers, thereby influencing them to make decisions such as selecting the candidates to vote for during elections. The Parasocial Interaction Scale (PSIS) originally constructed by Rubin-Perse-Powell (1985) later modified by Allen (1988) is the main instrument adapted in the survey for the research methodology conducted in August 2007. Respondents (n=229) from different areas of Metro Manila and a neighboring province Bulacan answered the PSIS with a celebrity endorser (selected from a list) in mind. Thereafter, they were asked whether they voted for the endorsed candidate of that celebrity or not. Parasocial Interaction of celebrity endorsers was correlated with the public's voting behavior towards the endorsed candidates of the celebrities. Findings show that there is a positive correlation ($r=0.421$, $p=.01$) between the Parasocial Interaction of celebrity endorsers with the publics and their voting behavior towards the endorsed candidates. Also, Logistic Regression was employed to form a model, $\Pr(\text{vote}=1/\text{PSI}) = 1 - [1/1 + \exp(-3.93 + 0.06\text{PSI score})]$, which implies that the probability that an individual will vote for a certain candidate increases if s/he perceives higher Parasocial Interaction with the celebrity endorser of that candidate, and vice versa. The respondents were also asked about the factors they consider when choosing a political candidate to vote for during elections. An initial opinion survey was conducted to identify all possible factors people consider when voting. After grouping the gathered data, 29 factors were identified. The actual respondents (n=229) then rated these 29 factors (using a 5-point Likert-type scale) according to perceived importance. Results showed that "competence, achievements, clean records (no graft and corruption traces), and experiences in governance" still top among the choosing indicators of Filipino voters, whilst "gender, souvenirs and gifts" are of less importance for them. Factor Analysis' Principal Components Solution grouped these factors into three clusters – those that pertain to (1) leadership, competence, and good will, (2) influence of the mass media, popularity, and significant others' opinions, (3) material kindness of candidate and sympathy for the candidate (such as those being "under-dogged"). This paper presents the idea that among the stakeholders in the media industry, audiences or the publics, have a large amount of power in the process of decision-making to hit the desired results. In this paper presenting a segment of a Third World socio-political media landscape, media management (i.e., advertising and PR agencies, consumer/market research, and other media organizations) could squeeze new findings from classical practices which involve the publics and the rationale behind celebrity-consumption in the ecology of the media and the politics as well. Information technology, whether new or old, still can benefit from the idea that celebrities have micro-penetration in terms of convincing the audiences to a particular actuation, and in effect, celebrity-ambassadorship with a product, a service, a belief, an act, or people. Therefore, it paves importance to understanding the hybrid of Mass Communication-Interpersonal Communication tenets of the Parasocial Interaction Theory and the dynamics that enlivens the audience-celebrity-media eco-system that is embedded in a larger scale of our society then and in this age of evolving technological environment.

Producing citizenship: Local media and leading journalists in Monterrey, Mexico

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Cultural Studies scholars are promoting the redirection of the concept of citizenship towards a spectrum of cultural and identity citizenship. This implies harmony between identity, values, symbols, features of religious traditions, social organisations, artistic origins and emotional expressions. In this context, the link between the media and the construction of citizenship should not be overlooked. The mediated citizenship rises from the complex media ensemble that an individual utilizes to be connected to society. With these concepts as a theoretical framework, the paper analyses the role of local media in the construction of identity citizenship in

the city of Monterrey, the industrial capital of northern México. Using the qualitative method of biographical narrative, the paper focuses on the testimony of four leading journalists that during the eighties occupied strategic positions in their media organizations. As an innovative approach the empirical work brings together a dialogue between two critical theories often disconnected. Using the theoretical framework of Cultural Studies, that regularly relies in ethnography to focus on the audiences, the study analyses the media production system, the predominant object of study for Political Economy approach. One of the purposes is to pay attention to the role of ideology in the media as emphasized by Cultural Studies in its beginnings. The question posed was: What is the role of media in the reproduction of the ideology of the economic and industrial elite of Monterrey and its relationship with the value system and civic identity of the audience members? According to the journalists, members of the industrial elite had a direct and explicit influence in the policies and contents of the main local newspapers and television stations, except for a daily newspaper that lost its predominance when rejecting that influence. The paper discusses the circular relationship between media, audiences and structures of ideological reproduction of the local industrial group, and the ways in which all these elements continuously interact. In order to provide information about the organizational influences affecting the production of news in Mexico, the study also provides evidence on the complex processes of negotiation and degrees of autonomy of Mexican managing editors of newspapers and tv newscasts in relation to the economic and ideological interests of media owners and of the local and political elite. Another important purpose was to analyse the participation of the local media in creating an imagined community as pointed out by the emblematic work of Benedict Anderson. The community understood as the type of social organization whose processes of identity and its projection towards the consolidation of a public sphere, become essential in post-industrial societies for the healthy functioning of democracies. According to the concepts of symbolic capital of Bourdieu and the proposal of communicatively integrated community of Friedland, the present research work also addresses the link between community and local mass media. According to the journalists, Monterrey has the mediated mechanisms for community to play its role in democratic life, however it is through a monochromatic text (although with some emancipatory attempts) that fails to generate a healthy public sphere towards a desirable and participatory citizenship.

UB40 save The Rainbow Online: Mediating Popular Music as Local Culture and Citizenship in the Digital Age

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Birmingham City's heavily promoted 'cultural zone' is situated in Digbeth on the east side of the inner city. The mix of cultural activities and living environments enthusiastically encouraged by the council has resulted in the recent development of some new-build lifestyle apartments. New residents are enticed by the proximity of home, work and leisure in a vibrant area of the city. Situated within that cultural quarter is The Rainbow, a pub and live music venue, which has played host to music events for decades. Almost immediately upon occupancy, residents of the new apartments have been filing noise complaints against The Rainbow, resulting in threatened closure for the venue. Also resident in Digbeth is the internationally successful band UB40, whose offices, rehearsal and recording studios occupy space not far from the Rainbow. Saxophonist Brian Travers approached members of the Interactive Cultures Research Unit at Birmingham City University to help explore ways to build an online profile for the band's campaign to Save The Rainbow. UB40's plan was to perform a one-off concert at the venue (a significantly smaller venue than their usual stadium concerts) in order to raise money to build a new soundproof roof, and help the pub comply with new, stringent noise abatement orders that restricted the ability of the venue to host live music events. This paper is a report on the development of methodology to help capture and report on that campaign in a way that propagated the band's message that live music is an important part of a city's culture, and that regeneration and noise need to be reconciled. The Interactive Cultures Research Unit used online participatory digital media to explore ways of communicating live music, cultural events and campaigns as they unfold, as well as the place of heritage acts, heritage venues and cultural policy within the life of the city. By linking to the band's online fan community, engaging and involving the band themselves with personal, portable digital video cameras, capturing the discussions and concerns of the venue owners and local

residents, the site was able to present a rich and nuanced overview of the issue and the complex relationships and topics it intersected with and revealed. The project culminated with the concert itself - onstage, offstage and backstage - providing an opportunity for fans to connect with the band as never before, giving a voice to local citizens, and allowing a local policy issue to develop a sustained and visible campaign, mediated online.

Title:- Role of Soap-operas in changing the Perspective of Metro women.

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Effects of Mass Media on society are well known but their impact on various section of society is still under observation. Contrary to last century, they are in the process of redefining their role. Their personal, familial and social life has been changing drastically. But what role media is playing here. Especially Soap Operas, which are considered as T.R.P. booster, are having very much emphatic value. Venconmigo, Ekanmape like soap operas had already shown a wonderful impact on the women in Latin America. Having their positive inspiration first Soap Opera in India, Hum Log (1984) started which was specially based on woman empowerment. These efforts have been widely acclaimed. But Question emerges, after the 25 years what impact soap operas are exerting now on the lives of woman, especially the metro one. Regarding this a research has been conducted with following objectives :-1. To study the TV watching habit of metro women. 2. To find out the effect of soap operas on individual behavior of women, living in NCR-Delhi. 3. To find out the effectiveness of soap operas on familial relations of metro women. 4. To find out the impact of soap operas on social perspective of women, living in Metropolitan cities. The Survey has been conducted in National Capital Region Delhi, India. The data was collected through a questionnaire especially designed for this purpose. The collected data will be analyzed using suitable statistical techniques. The research proves that the Soap operas are becoming the mentor of metro women. Their hypnotism is converting world of metro women. The imaginary world of soap operas is changing them into introvert personalities. The research reflects the fact that the characters of soap operas are taking the place of members of their family. They know the social problems of neighboring state, which is a healthy sign about their awareness. But the sad part is that they are now more unaware about the needs of their own society.

Talking about homelessness: Public opinion, citizenship, and social inclusion

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Homelessness is a significant social problem in many Western countries, including Canada. This paper explores public opinion on homelessness in Canada and the implications of this for citizenship and social inclusion of homeless people. Most of what people know about homelessness comes from the media rather than from personal experience. The study involved seven focus groups carried out with 47 people who wanted to discuss homelessness as part of a larger study on newspaper representations of homeless. The conversations of the participants revealed a “gap” or dichotomy in which people care about homelessness in general and feel strongly that action should be taken to address the problem, and at the same time do not want homeless people to intrude into their daily lives by appearing on the street or rummaging through their recycling bins for items that they themselves have discarded. Participants used a number of discursive strategies to present themselves as “people who care about homelessness.” These include using stock phrases such as “they are just like us,” “they are human beings too,” or “it is shameful that a rich country like Canada has so many homeless people.” This apparently positive identity work paradoxically enables discursive movement toward a position that lets participants deflect personal responsibility for homelessness and identify homeless people as fundamentally “different than us.” Ironically, expressing sympathy for homeless people and “caring” about homelessness fix homelessness as an ongoing social problem and work to deny homeless people the benefits of cultural citizenship and participation in society.

The Paradise is a double click away: an investigation applied to the records "left" by YouTube Internet users

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The research explores the imaginary of the Nature of Brazilian with access to internet that share videos through the website YouTube (www.youtube.com - broadcast yourself). The object of the study are the elements of imaginary in the moving images associated with Nature and the awaken to the finite resources of Earth and the life on it. The study investigates the types of moving images that arise in a spontaneous mobilization on the Nature theme, with the observation point standing on the information available within a technology collaborative network. In this empirical study, the theoretical background of Gilbert Durand for the imaginary is investigated in moving images. The theoretical models of Barthes, Goffman, Joly, Gervereau combined sustain a qualitative methodology of film analysis of images, using the Atlas Ti software as a tool for categorization of the material. In the study, the qualitative data are movies with different durations published and organized in the site by its registered users, but with no login requirement to be watched by the public. The selection of the movies in the study is according to the following criteria: Portuguese language, location Brazil, inside links channel and playlist with the filter key words on the Nature theme. The intent of the exposition is to explore, specifically in the "Mediated Communication, Public Opinion & Society Section Call for Papers", issues relating to the use of the methodology of image and film analysis applied to the investigation of the records "left" by Internet users in a collaborative environment for video sharing. The YouTube is an interesting archival repository of visual data for virtual expression of Brazilian's individual and collective imaginary, and it also allows researchers to infer the layers of relevance in these images - which saturate this virtual space - through the use of the site search engines in order to collect data and observe this new dimension of entertainment and communication. In this section we intend to present briefly some evidences found such as: techniques used to produce the videos shared; the type of images in the movies; and their apparent no relation to the urban Brazilians everyday lives - fact that may raise questions about the sustainability challenge ahead.

Mobiles and the reshaping of family ties

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The equation of one family, one house and one phone number no longer stands. The commons of blood, spatiality and media that used to shape households gave place to manifold communities, with different kinds of kinship among their members, who have multiple ways to relate to themselves and to connect to the outside world. This paper argues that mobiles play an essential role in the reshaping of togetherness and mutual commitment that characterize family as social group. Family life is stretched by the demands of everyday life (work, school, hobbies, social engagements) of each of its members. Each one has his own agenda and often it is very difficult to gather all the family. Mobiles help to coordinate the scattered life of modern family and improve the cohesion of its members. The lack of extensive conviviality times is replaced by the frequent exchange of calls and SMS. All the mobile carriers in Portugal offer family payment plans allowing the members of a family to have unlimited free calls among them. Mobiles unfold simultaneously two opposite forces in family life: one holding together their members and so reinforcing the family cohesion, and other pulling apart the same members by allowing each one to pursue inside the family his professional and social concerns. Back home at the end of the day each member goes on making and receiving calls and SMS to and from people outside the family. So, on the one hand mobiles drain the intensity of family life when its members are under the same roof, but on the other

mobiles extend family life by allowing their members to stay in touch in situations outside the family (Christensen, 2009). Parents allow often their juvenile children to go out under the condition of permanent mobile contact. Mobiles improve the movement freedom of young people and, at the same time, keep them under their parents' surveillance (Castells, 2006). Gese (2004 & 2005) points out the possible social regression that mobile phones represent by making individual people far less autonomous from their own families. Facing tough choices, individuals call their families to back their decision or even to choose for them. The intensive use of mobiles in shaping family ties must be analyzed from different perspectives, from the liberal one focusing on the role of individuals in society, to the communitarian one regarding the family as the natural habitat of human beings. This paper seeks to clarify the role mobiles are playing in the reshaping of modern family, reflecting on the trends such influence is taking. Literature: Castells M., Fernandez-Ardevol M., Linchuan Qiu J., and Sey A., 2006, *The Mobile Communication Society. A global perspective*, Cambridge: MIT Press. Christensen, T., 2009, 'Connected presence' in distributed family life. *New Media & Society* 11(3), pp. 433-451. Geser, H., 2004, *Towards a sociological theory of the mobile phone*. Online pdf: Geser, H., 2005, *Is the cell phone undermining the social order? Understanding mobile technology from a sociological perspective*. In Grotz, P., *Thumb Culture*, 2005, Bielefeld, transcript Verlag, pp. 23-36. Ling, R. S., 2008, *New tech, new ties: How mobile communication is reshaping social cohesion*, Cambridge: MIT Press.

THE IMAGE OF EATING DISORDERS ON THE SPANISH PRESS: GOVERNMENTAL POLICIES AGAINST THE CELEBRITIES POWER

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At the beginning of the 90s, two words with reminiscent of Greek heroines started to flood the Spanish media: the increase in cases of Anorexia and Bulimia nervosa in Spain made alarm bells ring at radio and TV stations and newspapers offices. Instead of helping to prevent Eating Disorders, media treated that information as a kind of fashion disease. The use of models and actresses as examples of people who suffered the illness was the most regular journalistic tool, surrounding Anorexia and Bulimia with a sort of glamour. More than two decades later, this peculiar way of news reporting has been perpetuated to such a degree that even quality papers focus the information about Eating Disorders on celebrities' life, without taking into consideration the possible imitative effect, especially among young people. At present, Spanish media ignore questions like prevention or even the serious dangers of a disease already considered a "social epidemic". Contrasting with the press discourse, from the moment that they assume the presidency, the Spanish Socialist Government hasn't stopped to impose measures to try to reduce the impact of media on Eating Disorders. The regulation of the content of television advertisements at certain time of the day or the strict surveillance of some websites are some of the examples of the interest of the legislative power in reducing the increasing number of cases of Anorexia and Bulimia in Spain. The current paper has the aim of analysing the image of eating disorders in the Spanish quality newspapers, comparing it with the legislative measures imposed during the last six years. The dissertation wants also to study in depth why, in spite of the efforts of the Spanish Government to stop the disease, celebrities have the last word in the fight against Eating Disorders.

Politics, technology and the media: the originality of Walter Benjamin

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The approach developed by Walter Benjamin in some of his writings (especially "The Work of Art in the Age of Mechanical Reproduction", "The Narrator" and "The Author as Producer") focuses on the political implications of new mass media and mechanical reproduction mainly in what concerns to the relations with their public. This article will try to characterize the analysis that Benjamin has launched on the emancipatory potential inherent in

mass media and cultural industries. It also considers some theoretical discussions found in the correspondence between Theodor Adorno and Walter Benjamin, discussing on the similarities and differences between Benjamin own approach and the analysis of media developed in the “Dialectic of Enlightenment”. A first element to consider is the impact of mass media on traditional communicative experience. According to Benjamin, informative language destroyed the language of the narrator, which was related to the immediate experience of the world.. At a time when the common memory is lost, narrative forms such as journalism become predominant. The development of industrial capitalism and technical reproduction led to the «desecralization» of culture, magisterially described by Benjamin as the loss and decline of aura. The development of industrial capitalism and the attendant rise of masses lead to a new situation where the uniqueness of the work of art is increasingly questionable. Benjamin does not disapprove this desecralizing process: given that the auratic values of uniqueness and authenticity were themselves, in fact, a perceptual legacy from the work of art's cultic function, it follows, for Benjamin, that their elimination will emancipate work of art from its parasitical dependence of ritual. Furthermore, Benjamin identified the impact of technology on individual and collective reception, showing how mechanical reproduction changes the perception of reality, developing important intuitions related with the process of mediation. Finally, the work of Benjamin shows that new conditions of artistic production and reception are politically significant, bringing with them an emancipatory potential related with the emergence of masses in capitalist society. In journalism, the right to pursue the literary profession becomes a universal right. Simultaneously, in the movies, everyone has the right to appear on the screen. Thus, the essential difference between the author and the public is about to disappear. Together with Walter Benjamin, we critically review the impact of the mass media in terms of its capacity to transform the social conditions of visibility of classes and individuals. Thus, we hold that Benjamin foresaw that new mass media are not just a vehicle of alienation and reification but that they are also responsible for opening the way to emancipatory possibilities related with a new kind of reception and fruition of cultural goods. Applying this approach to the contemporary situation we find that new forms of interactivity and cooperative communication can even defy the trend towards homogeneity and stereotyping developed by traditional media. Benjamin thought appears to be much more sensitive to the complexity and ambivalence of the media, offering an alternative to the analysis made by Frankfurt School.

The saturnal and eternal presence of Walter Benjamin

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Doing a disengagement consultation on Google or paying one scholar attention to the references in our most important texts we find the same picture: a very strong presence of Walter Benjamin in our contemporary reflection. We can imagine that we have some ways to get closer to that legacy: the most evident is a deeper plunge into his traces, on the texts he left; either of the others ways, the one we select tries to find in some authors , between some specific themes, the echo of the benjaminian thought. Our movement has double direction: the relationship body-image , that has been transformed by Benjamin in a completely different shape and the modifications generated by the technologies, in general, on the human field, even those regarding the concrete life as the ones concerning our imagination of ourselves. This could be another way to understand his texts. He may be inviting us to conceive in addition of the exposed ideas of reproduction and register, memory, changing of the experience scale, lost of the sacred and fragmentation of the symbolic universe, the questions we have to pose: what new man would be that one with a new perceptive universe? What affections would be possible to him? How would he live with and after the shock, one of the Benjamin 's key-words? How would it be possible to explore the connections between the function and the form of our images in our society and the organization of our regard? Benjamin is a radical point of encounter between history and esthetics: he opens the way for many different thinkers such as Tom Gunning, Jonahan Crary and Ben Singer. They explore the questions related to the fragmentation of the perception in modern life, the body of this new man which is a field of new experiences and of new discourse. They also have been worried with the social and individual feelings that were emerging on the benjaminian insinuations and appears as the neurologic modernity, named by Ben Singer , confused with the hyper stimulation. Coming closer to our own research, I believe that this relation , body-image,

is now improving the field of medical images and extending his influence to the whole field of cultural images. Therefore, that movement which started with the radiographies, in the same year of the beginning of the movie made the emergence of the cubism possible, in the same way that it generated the first apprehension of the invisible. On the other hand, the movie turns the movement visible. In its development, we had endoscopies, ultrasonographies, pet-scans that allowed to overcome boundaries that were the limit of the phenomenology: to see the organ that think when it is thinking. And, if nowadays medical and artistic images can melt, changing the primary references we have and opening the obscene, the eschatological and the primordial, certainly Benjamin and his followers are fundamentals. Author: PHD Professor Ieda Tucherman Institution: Communication School of the Federal University of Rio de Janeiro Line of Research: Communication Technologies and Esthetics: Technological Imaginary. Schollar Research of The CNPQ (National Committee of Research in Sciences and Technology) <http://lattes.cnpq.br/2710906080404292> Author of many articles and papers, including a book, *Short Story of the body and its monsters*, published in Portugal, Lisbon, Vega Edition on his second edition.

Climate Change Risks and the Mass Media: A Theoretical Conceptualization

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Climate change is one of the major challenges for modern society at the beginning of the 21st century. Various interdependencies, constellations of actors and uncertainties manifest themselves in this particular issue. I will argue that the mass media and their rules are a crucial factor in the definition of the risks of climate change. But also different coding and logics in other systems of modern society, e.g. politics, science and the economy, entail vital aspects in the public debate on climate change and its public perceptions. The aim of this presentation is to conceptualize a theoretical framework for the so-called Mediatization of climate change and its risks. Beside the mass media, we therefore concentrate on the systems of politics and science, knowing that there are many other functional systems, which affect the public debate on climate change. Despite that, we assume that the logics of the media and the media content represent a crucial factor in public's definition of the risks of climate change. We seek to develop a theoretical framework for the processes in the systems of science, politics and the mass media as well as their interplays based on Luhmann's theory of functional systems.

THEMATIC FRAME Today's daily life cannot be imagined without media and mass media in particular. They are omnipresent in politics, economy, education and arts as well as in the public and private sphere. We spend most of our time using the mass media. The concept of "Media Society" and its process of Mediatization argue that the media are a societal phenomenon penetrating all areas of modern, globalized societies. Therefore, societies act more and more according to the logic of the mass media. However, the mass-mediated picture of the world isn't a mirror, mediating real climate events and debates. Instead, it is in particular a construction by the media and their mechanisms of selection and presentation styles. This fact is especially obvious for topics, which are not part of our direct and primary experience. Actually, the field of science and risk communications is full of subjects not approachable in our personal experience. Instead, we depend on mass media coverage to get a picture of scientific debates and certain risks. Modern risks are in many aspects neither visible nor directly sensible for our direct knowledge. Hence these risks and their potential to peril modern societies are constructed via the mass media. So, the modern society notices the climate basically through a socially defined filter, which is constructed and not a mirror of the real climate. In addition to this, the social definition of risks is dependent on scientific uncertainties. Particularly the research on climate change and its findings are often preliminary and hypothetical. Hence, the presentation will be organized as follows: First, we try to identify the thematic frame of our theoretical framework, defining the relevant aspects of Luhmann's concept and integrating therein the concept of Mediatization. Second, we revise some system specifics within the triangle of politics, science and mass media on a macro level, before we enter the discussion of structural couplings of science, politics and mass media within the issue of climate change.

Mobile Family Frames: From the table album to the mobile phone*Catia Ferreira* – Portuguese Catholic University, Portugal · csaferreira@sapo.pt*Carla Ganito* – Portuguese Catholic University, Portugal · carla.ganito@ucp.pt

Family photos remain the primary means of personal memories, of telling a story about ourselves. But we way we tell the story and who tells it may be changing. In an increasingly digital context where print gave way to digital storing what is happening to the family story itself? But also what is happening to the storyteller? Women have been the traditional guardians of family memories. Will the gendered domestication of mobile camera phones inhibit or change the role women play in their families? Archives have a very important social role once it is through them that we are able to preserve our social and collective memories, as well as personal and family ones. With the spread of new and more accessible and interactive media, digital archives are multiplying worldwide. As users are becoming producers personal memories are being compiled and shared in digital archives. Family photos are increasingly digital, and nowadays they are being taken, saved and shared through mobile phones. Mobile phones have been integrated in our daily lives mainly as a personal device that place emphasis on our individual identity. Mobile technologies are not new but what is new in the mobile phone is the possibility to reach directly a person and not a place and thus, the mobile phone is regarded as a highly personal object and an expression of its user's identities. But although the mobile phones are personal they are not individual, they are collaborative and creative tools. They allow their users to create and share their personal contents: pictures, videos, music, games. They are multifunctional and multidimensional objects that induce profound changes in our context: new uses of time and space, new ways of interacting with others and the end of barriers between the professional and private, leisure and work, family and school. They are also affective technologies, objects of mediation of feelings and emotions. This emotional connection has translated into personalization practices that include wallpapers and ringtones. The usage of mobile camera phones as digital family archives is increasing. This new type of family album is organized around the production and collection of photos and not its organization and sharing, which inhibits traditional storytelling and memory production. Thus we will argument that family photos are becoming fragile and fragmented objects, without order or sequence. The main aim of the paper is to understand how the domestication of mobile camera phones is taking place and how it affects the storage and sharing of family memories. We will find our answers in the empirical findings from an exploratory case study of the Portuguese mobile context. A qualitative methodology will be used based on in-depth interviews and focus-groups that will provide more rich descriptive insights than the available quantitative data. We also intend to use the interview data and mobile camera phone usage statistics to explore if the gendered adoption of technologies that is mostly unequal in qualitative terms is changing the role of women as family storytellers and even the story.

Opinion formation by climate change movies*Inês Crespo* – Joint Research Centre - European Commision, · ines.crespo@jrc.ec.europa.eu*Ângela Pereira* – Joint Research Centre - European Commision, · angela.pereira@jrc.ec.europa.eu

This paper is part of a research project analysing the climate change communication through movies that reach international audiences. We hypothesise that the media coverage for these movies reflects the public opinion and at the same time it influences those publics. Hence, opinion formation about climate change is co-produced by the movies' publics and the media. To test our hypothesis we explore the articles published online in the Portuguese newspapers about the movie *An Inconvenient Truth* by Al Gore, which he defines as a documentary. The media analysis focus on 2006- the year of the film's release - and 2007- when Al Gore visited Portugal, received the Nobel Prize, and won the Oscar. We also analyse news and relevant literature regarding the Portuguese publics' opinions for the same period. The results suggest homogeneity of the media discourses. The news use the movie to criticise the USA position regarding the Kyoto protocol, to appeal citizens and politicians to action, to emphasize the scientific consensus on this issue, to address the political position of Portugal regarding climate change and the consequences it has on the country. These findings will be illustrated by a selection of

examples of the analysed news, we will compare them with the movie's content and we will frame them within the social and political events taking place in Portugal. To conclude, we will reflect on the place that movies like *An Inconvenient Truth* have in the formation of opinion about climate change.

Media on social problems: setting agendas, representing voices, providing discussion?

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Social crises sharpen social problems and often polarize public opinion which presents a challenge for democratically oriented media: the goal of “mirroring” the whole spectrum of voices contradicts the goal of eliminating discriminative and “extremist” voices denying democratic values. The goal of providing a forum for discussion contradicts the goal of representing all voices, including those not inclined to dialogous communication. How do media cope with these contradictions? Are there sign in media content of that they find those contradictions important at all? Or their content looks more driven by political and economic pressures? These were some of the key questions of the research whose results are presented in this paper. The research is a part of Swedish-Russian joint study of coverage of social problems in media made within a broader project on the role of media for identity and democracy . The general goal of the Russian part of the research was to reveal and describe discursive strategies used by St.Petersburg print media in coverage of socially important problems and to define whether those strategies could be considered democratic. The research used version of classical / participationalist concept of democracy, as opposed to revisionist / institutional concept. Thus, democracy was understood as ability of all people to take part in making the most important decisions concerning development of their society. The democratizing activity of media, then, was defined as providing a forum where those decisions might be discussed by all interested parties. In relation to coverage of social problems it is particularly important whether different social groups are given possibility to express their definitions of problems and opinions on solutions, and whether a discussion of those issues takes place across the group boundaries. The research methodology combined quantitative analysis of newspaper pieces provided by an on-line database of Russian press, including its tools of automatic data processing, and discourse analysis of small samples of articles. Coverage of three social problems was chosen for investigation: corruption, nationalism and global warming. As the research suggests, huge differences found out in coverage of these problems were connected, first of all, with public opinion and public consensus over the given problem. This includes the position of the authorities, but the authorities by no means were the only ones setting the agenda and channeling the discussion. With corruption the agenda was indeed set by the Federal government, but this agenda setting was already based on social consensus about the high level and great harmfulness of corruption and was preceded by already quite high level of its coverage. These conditions served for moderate and concrete discussion on “measures of struggle” against corruption. With nationalism, the pressure of events was so strong that authorities could not either suppress them being covered or leave them without reaction. Absence of an agreed governmental position on the matter gave quite a lot of room for heated, non-dialogous opinion-expression; it was also reinforced by absence of consensus in the society itself. Finally, it can not be concluded that modest representation of global warming was a result of authorities' conscious plot. Rather, it was not on agenda in society in general and in expert communities in particular.

RESEARCHING ON THE WRITTEN PRESS, A REFERENCE ON THE ELECTORAL BEHAVIOUR

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INTRODUCTION It is investigated through a careful quantitative and qualitative monitoring of the news in Veracruz, to figure out the influence of the press in the electoral behaviour through the analysis of the media tendency of 10 local papers, selected from their regional geographical cover, during the Elections to choose

Federal Representatives in 2009. The State of Veracruz is located in the Southeast of Mexico and it is a characteristic of the states of this region, that there hasn't been an alternance on the electoral profile since the government has always belonged to the same party for the last 80 years, causing traditional squemes on the political culture and the way the media and the local press spread the news. The Theory is based on the paradigm of the electoral behaviour in the psychosocial model that matches with the researches of the mass media, political culture, and public opinion, all these framed in social representations. **OBJECTIVE** Carry out a careful quantitative and qualitative monitoring of the press in Veracruz on ten local papers, news spread by the hegemonic party in the state during three months of the electoral campaign in order to observe its behaviour and the possible influence in the results of the elections on July 5th, 2009. **METHODOLOGY** The monitoring of the press was carried out by using techniques of analysis of content that allow us to "elaborate a repertoire structured by categories derived from a theoretical frame, one hypothesis and two objectives to analyze the information with a sight to the data base, statistical-logical procedures and their subsequent interpretation. (Piñuel y Gaytán: 519)". Following these techniques, a book of codes, (qualitative categories) and a data base, (statistical procedures) was built up to allow the daily and expeditious record of the written press through the web. **RESULTS** During the three months of this monitoring, 2795 electoral news of the hegemonic party, (PRI) was analyzed of 10 local papers on which 84.8% had a positive tendency. More of the half of the news (50.1%) occupied a relevant space on the local press. Similar results were obtained by district and paper. The data base shows positive tendency by journalistic sort, relevance according to the area where the news took place, authors, journalists, spokemen: parties, government, civil organizations, political organizations, and other categories of analysis. The hegemonic party, (PRI) won all the electoral districts (21) in Veracruz State on the Elections of July 5th, 2009. **CONCLUSIONS** The results allow us to appreciate that the modus operandi of the journalism in Veracruz is strongly influenced by the characteristics of the society, -structural processes- and also the characteristics of the media industry where they work. Nevertheless, it is also true, that the way a journalist issues certain news, is a result of a mental or cognitive process that allows the reproduction of the hegemonic power that has ruled the state of Veracruz for more than eighty years. The political culture strength in a region that has not had electoral rotation causes that the behaviour in journalism and society reproduce social-political representations that result, at least, undemocratic. We verify in this way that the electoral behaviour will have reasons and similar relationships, to that on the written press.

PRESENTATION OF AN ANALYSIS SYSTEM OF LOCAL BLOGS

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At a time when the boom that are becoming new techniques for analyzing quantitative and qualitative content, this paper's main purpose is to present a new tool for analyzing web content management, called NOSTRACKER, designed and signed by three researchers at the University of Santiago de Compostela. The purpose of this instrument is to facilitate follow-up comments on social networks, personal blogs and online media in Galicia. In this way, researchers can automatically manage about 3,500 daily Internet sources. Communication is, therefore, intended to introduce this instrument, offering system design, development and early research results through the example of the results obtained after analyzing six objects of local and global level. Nun momento en que están adquirindo gran auxe novas tecnoloxías de análise de contido cuantitativo e cualitativo, este artigo ten como obxectivo fundamental presentar unha nova ferramenta de análise de xestión de contidos en Internet, denominada NOSTRACKER, deseñada e rexistrada por tres investigadores da Universidade de Santiago de Compostela. A finalidade deste instrumento é facilitar o seguimento dos comentarios nas redes sociais, blogs persoais e medios de comunicación online existentes en Galicia. Desta forma, os investigadores poden xestionar automaticamente ao redor de 3.500 fontes de Internet ao día. A comunicación ten, polo tanto, como finalidade presentar este instrumento, ofrecendo a concepción do sistema, o seu desenrolo e os primeiros resultados de investigación a través do exemplo dos resultados acadados tras analizar seis obxectos de ámbito local e global.

Media representations of natural disasters and the role of affect in the public sphere

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According to mainstream theories of the public sphere (influenced by the work of key public sphere theorist Jurgen Habermas), the intrusion of emotions into this realm is inimical to its function as a space for rational, critical debate. Yet there are a number of scholars who argue that affect plays an important role in the contemporary public sphere, prompting a re-conceptualisation of this notion. Jim McGuigan has called into question ‘an excessively cognitive concept of the public sphere’ (1998: 92) and argued that ‘we need a rather softer conception ... that takes due account of affective and not only effective communication’ (1998: 94). The distinction between entertainment and information is becoming increasingly blurred, as entertainment genres (talk shows, reality TV) dominate media outputs. Scholars such as Cunningham (2001), Dahlgren (1995), Lumby (1997) and Lunt & Stenner (2005) argue that the public sphere is consequently being re-defined – popularised, feminised and made more inclusive. Yet considerable ambivalence about the consequences of this apparent transformation remain. Gitlin (1998) fears that the public sphere is becoming more and more fragmented, reducing its ability to function as a space for public consensus and agenda-setting. Mestrovic (1996) charges the media and culture industries with the manipulation of public emotions through the use of emotionally charged representations. The common thread in these arguments is the role of affect as a prominent feature of the contemporary public sphere. This paper shifts attention from the entertainment genres to the news and information genres, and investigates the representation of affect in news coverage of natural disasters. Examples will be drawn from the Australian coverage of the 2009 Australian bushfire disaster and the 2010 earthquake disaster in Haiti. I aim to contribute to the above debates by exploring the precise functions of affect within the public sphere, in particular, how the production of various kinds of affects in the wake of a disaster shapes the public sphere. What type of subjectivity does the intensified affective flows evoked by these media representations constitute, and is it characterised by a sense of collectivity or of private emotional response? Are the two mutually exclusive or does collective grief enhance a sense of public responsibility? Is affect mobilised in the same ways for remote disaster (the Haiti earthquake, for an Australian audience) as it is for a domestic crisis? What challenges does the coverage of such disasters pose for the classical conception of the public sphere as a space in which rational debate occurs?

Understanding Public Opinion: Theoretical Challenges in Spiral of Silence Research

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1. Theoretical starting point Elisabeth Noelle-Neumann’s theory of public opinion (of which the spiral of silence is the most prominent, and the best investigated part) states that public opinion “is the opinion which can be voiced in public without fear of sanctions [...]” (Noelle-Neumann 1974: 44). According to Noelle-Neumann, processes of public opinion are driven by human fear of social isolation and powered by the mass media. Noelle-Neumann’s theses sparked a considerable amount of empirical research worldwide. This research led not only to most intriguing developments in the field of methodology but also fostered the theoretical examination of public opinion. However, there are many open questions left. It is the aim of this paper to shed some light on the theoretical challenges of the spiral of silence and ways to meet these challenges. 2. Common problems The voting booth problem is still unsolved. Why can public opinion influence election outcomes despite the fact that there is no public situation and no social control in the voting booth? Noelle-Neumann’s proposal of a “consciousness of public opinion” that is active even in solitude, has never been operationalised in a suitable manner. The relationship between social groups (friends, colleagues) and the broader effects of public opinion has never been examined in detail. The same is true for the possibility of regional or local processes of public opinion. The relationship between the bandwagon effect (a positive version of the spiral of silence: Not fear, but the wish to be on the winning side, alters people’s opinions) and Noelle-Neumann’s conception is still unclear.

The author of the present paper proposes a continuum of both phenomena: The respective strength of the effects is dependent on how far a social process has developed. The theory of the spiral of silence has been developed to explain election outcomes of the 1960s. Thus, there are huge deficits in theoretical examination of computer mediated communication, e. g. online communities, networking platforms, or Wikipedia. 3. Special problem: mass media Assumptions on the functions of mass media for public opinion processes are mainly based on information-centred media content, but not on entertainment. This constriction is not only unnecessary, in fact it is disadvantageous for understanding public opinion: It is highly plausible that widely used entertainment formats are at least as effective in shaping people's beliefs about acceptable public statements and behaviour, as the news are. However, the exact ways by which entertainment interacts with politics, culture, other media content, and public opinion is still awaiting theoretical examination. The paper closes with three proposals for future development of spiral of silence theory.

Europe's Visibility in Children's Eyes: Only through their Parents' Media Lenses?

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'My Mum works in Italy. I've been there...but I am not European and I have never met a European person. I've heard about Europe on TV but we've never talked about it at home.' The quotation comes from an interview with a 10-year-old girl from Bulgaria and illustrates a few major findings in a cross-national comparative study, which investigates media's influence on children's knowledge of and identification with Europe and the European Union. There is a shortage of studies investigating media's influence on children's national, let alone European identities, but the topic is extremely important not only because media's role is indisputable, yet not entirely explained in its subtleties, but also because the future existence of the EU as a supranational organization depends exactly on establishing a better connection with its citizens – and children are definitely the future of the Union. The study shows that first, there is a major rift in the children's self-categorizations as European and their knowledge of Europe and the EU as a result of their socio-economic status. The importance of class is clearly evident in England where the majority of pupils of lower socio-economic status tend not to know their country is part of Europe and consequently do not define themselves as European. Second, whereas in England knowledge of Europe is often linked to the financial opportunities of the families to travel abroad – there is a strong correlation between knowledge, identification and trips to Europe, in Bulgaria the relationship is more subtle. TV is a major source of information on Europe and the EU for Bulgarians but the extent to which they are not only aware of Europe but can explain what it is and can at least speculate on whether they are European depends on the strength of the parental mediation on the subject. Parents in Bulgaria much more often mediate the media messages on Europe and the EU and by doing that they probably often guide their children's views. The analysis is still in progress, however, and it remains to be seen whether this is case and whether the strength of parental mediation is also linked to socio-economic status as the initial findings suggest. As the opening example shows, it is often the case that children have visited another European country, remember hearing about Europe on the news but cannot explain what it is and do not realize they are part of it unless their parents (or teachers) have alerted their attention to this fact and have helped them make meaning of it. Interestingly enough, there are no major differences in children's media use patterns (apart from Internet access) as a result of class but the parental mediation differences are evident. The study combines qualitative and quantitative methods – face-to-face interviews with children, surveys with parents, content analysis of textbooks and media publications. Theoretically, it draws upon agenda-setting theory in combination with audience-driven and mediation approaches, social identity theory and Bourdieu's habitus.

Social movements, alternative media and the counter-public sphere

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Social movements represent one of the most dynamic phenomena in our society. More and more, in the so-called information age, they are widely using what Castells (2007) called mass self-communication, that is a new form of socialized communication "whose backbone is made of computer networks, whose language is digital, and whose senders are globally distributed and globally interactive". At the same time, they interact with the mainstream mass media, because they try to influence public opinion at large. Downing (2001) defines radical media those media that express the opposition of subordinate groups towards a power structure, engage in lateral communication against policies and power structures, and tend to be more democratically organized than conventional media. Some scholars prefer other labels, such as "alternative media" (Atton 2002), "citizen media" (Rodriguez 2001), "activist media" (Waltz 2005), "autonomous media" (Langlois and Dubois 2005) or "critical media" (Sandoval & Fuchs 2010). Besides terminology, the main point I am focusing on is the crucial importance of social movements for the understanding of alternative media given the dialectical relations between these media and social movements and the connections between social movements, media (both alternative and mainstream) and the so-called public sphere (Downing 2001). This paper draws on the analysis of semi-structured interviews I conducted for my PhD dissertation with 26 students of the Anti-Gelmini student movement. This movement emerged at the end of 2008 in Italy to contrast the so-called Gelmini law on education. Looking at the Internet not as just a medium, but as a complex environment (Barlow 2004), an interconnected infrastructure for multiple forms of communication (Ford and Gil 2001), this paper tries to deepen our understanding of what alternative media mean in this environment by showing hybrid practices (Atton 2002, 2004) of Italian students who combined different sets of Internet tools on different alternative/mainstream platforms in their protest. These hybrid practices on the Internet pose new questions such as: how do we have to deal with and conceptualize an alternative use (like the creation of a student group for protest) of a social network site (for instance, the Facebook, which would be hard not to qualify as mainstream platform)? In what ways does this resemble/differ from using an alternative Internet platform for protest such as the one offered by the Italian Autistici/Inventati Collective, whose aim is "to provide free communication tools on a wide scale, while favoring the choice of free rather than commercial ways to communicate"? The aims of this paper are to deepen our understanding of the different forms that Internet activism can assume, to problematize the alternative/mainstream dichotomy (Atton 2004), to relate these issues to the habermasian public sphere concept and to the formation of a counter-public sphere (Boeder 2005; Fraser 1993; Downey & Fenton 2003; Milioni 2009; Sandoval & Fuchs 2010). A critical approach towards the too often taken for granted participatory nature of the so-called Web 2.0 (Silver 2008, Zimmer 2008) will be adopted, trying to situate the analysis of alternative media inside the analysis of capitalism (Formenti 2008; Sandoval & Fuchs 2010).

"The Work of Art-Image in the Age of Electronic Transnational Reproduction":

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This study focuses mainly on visual analysis of "Operation Cast Lead" Al-Jazeera transnational news from Gaza, its possible deciphering and significations, while attempting to draw some theoretical implications by embedding it in Walter Benjamin's canonic concepts. Analyzing news discourse of the operation revealed that due to strict Israeli military censorship, only Al-Jazeera and a few more Arab satellite channels reported from inside Gaza, while foreign and Israeli media were located inside Israel's border, gazing at Gaza a few kilometers away as "talking heads", mainly combining broadcasting reports aired by Al-Jazeera. The combat zone in "Operation Cast Lead", which lasted about three weeks, included the southern part of Israel, and the Gaza strip. Thus the armed conflict was conducted within dense civilian populations on both sides. As such, the continuous breaking news, is a "Disaster Marathon" which has a special script, a known format, typical actors, and a special mode of address to audiences, so it can be considered as a televised genre (Liebes & Kampf, 2007). Whereas this "marathon" is aired during wartime, it is controlled by means of censorship, and the preferred images are forwarded by the regime as another branch of the fighting, in other words - propaganda; which is in common use by democratic governments only during wartime, in contrast to dictatorships where censorship is absolutely essential (Hallin & Gitlin, 1993). Detecting the time span of "Operation Cast Lead" against Hamas in Gaza (28.12.2008 -

20.1.2009), revealed political and cultural-religious contexts, which could be theorized as liminal phases (Turner, 1969; Van Gennep, 1960 [1909]), at local and global levels. The Bush administration's last days; Abu-Mazen's (Fatah Palestinian authority) official presidency in the occupied territories - similar to Israel's Olmert government - heading for elections. The time also coincided with three monotheistic religions' holy liminal phases: Jewish Hanukah; Christmas and New Year; Moslem Eid Al-Idha – Festival of Sacrifice and 1 Muharram or Al-Hijra - Islamic New Year. These findings led to exposure of deep cultural symbols embedded within news texts: Christian Iconology and Moslem Symbolization. Al-Jazeera's visual images of bloody bodies paradoxically echoed Lippmann's (1922) classic "Pictures in our Heads" and Bourdieusian habitus (Bourdieu, 1984; 1996). Based on Agamben (1998), Bauman (2000), Nossek (2009), a common news "Spectatorship of Suffering" is possibly emerging, framed as "The "Aestheticization of suffering on Television" (Chouliaraki, 2006; 2006); which could be deciphered and legitimized through Christian Iconology and Moslem Symbolization by divergent audiences, leading mainly to convergent significations. These theoretical and empirical frames, which were previously implicated could be enriched by embedding them in Benjamin's conceptualization regarding intertwined processes of technology, ideological regime, and art-image industry apparatuses, presented in his canonic article: "The Work of Art in the Age of Mechanical Reproduction" (1936) and others. The analysis would explore these three combined domains: how the technology of Al-Jazeera news constructs its pattern, format or genre and its possible impact; how the ideological apparatus dispatches and forwards selective images while excluding others; and what are the significations conveyed by these images.

Social Change through the Internet: Evaluating Networked Mobility in Urban China via the Social Web

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The Internet presents a wide variety of capacity-building opportunities for the geographically dispersed people, and the China government's political power suffers from public challenges via the Internet. China attempts to control online dissent via online censorship, but it fails to effectively do that for less politically sensitive issues, especially for the Hukou migrant reform issue in urban places. This study proposes the concept of networked mobility as a way to better construe China's urban migrant networks. By networked mobility we understand a spatialized pattern of information-based migration and place-based networking processes. The institutional and the technological are treated separately in the presumably zero-sum game of migrants versus urban places. How do migrants in urban China build networks, using traditional means and working-class information and communication technologies (ICTs) when facing urban discrimination? What contribute to their potentials for transformation and their pitfalls of alienation in urban places? After exploring these questions, we will develop an analysis of working-class ICTs as openings for future research.

Citizen participation within the context of Intercultural Communication: Does the youth have an answer?

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Participation in political and social life is a fundamental value which is supposed to have a concrete and permanent impact on the quality of people's life" would be the theoretical ideal; especially in a multi-cultural context. However, empirical reality and the principle of heterophily, where "birds of the same feather would rather flock together" predict the opposite. As the media confirms the growing gap between citizens with opposite viewpoints or different ethnic origin in certain European countries, the lack of intercultural interaction within the Rainbow Nation in South-Africa is even worse. Within the social context an opinion poll in 2009 amongst people of different races and ethnicities indicated an unwillingness and even aversion to interact with people of another culture. To get a better insight into the issue regarding social interaction between citizens, research has been

done amongst young South Africans (who grew up in a post-apartheid SA) regarding the willingness and the manner to interact within a multicultural context – a notion that demands a transactional alertness and commitment which would enhance democratic values. Method A questionnaire was administered among 1374 students (50% white and 50% black, represent 9 different ethnic groups) of five different campuses in three provinces. The data regarding the willingness to interact and intercultural accommodation has been analysed within the theoretical framework of the Uncertainty Reduction Theory on the one side and the theoretical principle of heterophily on the other side. The analytical tools of Jensen's model (2008) for intercultural communication are integrated in the reasoning and interpretation of the data. Findings The vast majority strongly agreed that some form of accommodation should take place. Sixty three different suggestions were coded but only the eight with the highest frequency will be discussed: To know or learn more about the other's culture; to show respect and accommodate other's viewpoint; to use English (11 official languages) during interaction; to be able to speak the mother tongue of your communication partner; to adjust the "level" of abstraction of the used code; to ask questions frequently; and to give special attention to nonverbal communication. During apartheid, language was to a certain extent used as an instrument of division and control. In the new democratic dispensation, however, communication and language should become instrumental in the effort to unite its previously divided communities. A model of cultural synergy, with the focus on similarities rather than actual differences, will be argued to enhance equal citizen participation at different stages and levels. All citizens should accept their individual role and collective responsibility within a diverse working environment in striving for intercultural competence. A basic criterion for intercultural competence is the ability to accommodate two opposed ideas or different cultural values, your own and those of the others, and still retain the ability to function while tolerating the differences. The responses from the youth create cautious optimism regarding intercultural communication for a participative democratic future in SA.

Media, creativity and multiculturalism at the Centro Cultural Cartola-Mangueira/RJ

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This abstract describes a research developed by professors and students with teenagers and youngsters at the Cartola Cultural Center (CCC). This non profitable organization was founded in 2001 from the dream of preservation of the extensive musical production of Cartola, one of Brazil's greatest composers. Cartola lived in Mangueira's Favela, a poor community where the CCC is located. The Cultural Center develops many social projects always related to arts and music in the local community, for instance there is: judo, capoeira, dance, flute and violin classes for teenagers and youngsters, this last activity gave rise to the Cartola Petrobrás Violin Orchestra. Those projects generally are founded by public and private organizations. There are also psycho-social projects initiated from the partnership with the Universidade Estadual do Rio de Janeiro, which is the case of this research. During the years of 2008 and 2009 we developed an operative group with teenagers and youngsters centered in the discussion of cultural identity and self-esteem. We observed that although living in a poor community these people have full access to different medias, making daily use of Internet, cable TV and mobile phones. We could note that the group adapts itself in order to find manners to get access to media services and social goods. Nowadays, mainly in poor communities like the Favela of Mangueira, there is a parallel to the decline of social rights, in which we observe the appearance and the growth of the concept of diffuse rights. In the community of Mangueira we found a usual practice of appropriation of the cultural resources to a full citizenship. In these cases the use of those recourses is possible by actions of piracy: in the internet connection, in the cable TV connection, and by mobile phones that are not properly recorded by the big mobile service providers. For instance, the cable TV and internet are surreptitious connections popularly known as *gatos*. The mobile phones, in other hand, are bought in pirate stores without proper record or tax payment, its use is far beyond the phone call, they are for photo, video and gaming and also represent a great social status. Rolkin (2004) relates this consumption to a way found to legitimate an appropriation of time, space and citizenship. In

many activities of the Operative Group teenagers and children expressed the desire to have their own computer at home, and also how they find out different ways to "get connected", using third parties' computers or at lan houses. Other concepts that support the comprehension of the interaction between communication and community can be found in Hall (2000), there are ways to answer this question: one of them is the necessity to discuss the concept of identity and the other is the rescue of the identity archaically built. In this research we also observed that construction of the creativity and the contact with new communication forms and medias consolidate a "new citizenship", a new resistance and a new perspective of Mangureira's youth.

Citizen participation within the context of Intercultural Communication: Does the youth have an answer?

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"Participation in political and social life is a fundamental value which is supposed to have a concrete and permanent impact on the quality of people's life" would be the theoretical ideal; especially in a multi-cultural context. However, empirical reality and the principle of heterophily, where "birds of the same feather would rather flock together" predict the opposite. As the media confirms the growing gap between citizens with opposite viewpoints or different ethnic origin in certain European countries, the lack of intercultural interaction within the Rainbow Nation in South-Africa is even worse. Within the social context an opinion poll in 2009 amongst people of different races and ethnicities indicated an unwillingness and even aversion to interact with people of another culture. To get a better insight into the issue regarding social interaction between citizens, research has been done amongst young South Africans (who grew up in a post-apartheid SA) regarding the willingness and the manner to interact within a multicultural context – a notion that demands a transactional alertness and commitment which would enhance democratic values. Method A questionnaire was administered among 1374 students (50% white and 50% black, represent 9 different ethnic groups) of five different campuses in three provinces. The data regarding the willingness to interact and intercultural accommodation has been analysed within the theoretical framework of the Uncertainty Reduction Theory on the one side and the theoretical principle of heterophily on the other side. The analytical tools of Jensen's model (2008) for intercultural communication are integrated in the reasoning and interpretation of the data. Findings The vast majority strongly agreed that some form of accommodation should take place. Sixty three different suggestions were coded but only the eight with the highest frequency will be discussed: To know or learn more about the other's culture; to show respect and accommodate other's viewpoint; to use English (11 official languages) during interaction; to be able to speak the mother tongue of your communication partner; to adjust the "level" of abstraction of the used code; to ask questions frequently; and to give special attention to nonverbal communication. During apartheid, language was to a certain extent used as an instrument of division and control. In the new democratic dispensation, however, communication and language should become instrumental in the effort to unite its previously divided communities. A model of cultural synergy, with the focus on similarities rather than actual differences, will be argued to enhance equal citizen participation at different stages and levels. All citizens should accept their individual role and collective responsibility within a diverse working environment in striving for intercultural competence. A basic criterion for intercultural competence is the ability to accommodate two opposed ideas or different cultural values, your own and those of the others, and still retain the ability to function while tolerating the differences. The responses from the youth create cautious optimism regarding intercultural communication for a participative democratic future in SA.

Near the reach of children: The role of characters in advertisements for cleaning products.

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From the statement "Keep out of reach of children", limited to the product, and use of children's characters, limited to publicity, we decided to investigate, through qualitative research, the possible deconstruction of the perceived risk to mothers exposed to advertisements of cleaning products that use animated characters. For this,

we interviewed mothers with children between 1 and 5 years old, age when most home accidents occur, with the objective to know related to your everyday cleaning products and their perceptions about three disinfectants advertising films with different levels in use of animation. It explores the contributions to interdisciplinary theoretical form of communication, advertising and social psychology. Furthermore, considerations about risk, public health and regulation were undertaken. As this is a little studied subject in the Communication Sciences field, we found that risk communication studies deserves to make more effective information and warnings. Through regulation discussed and defined by the competent bodies, advertising, plus the various bodies that comprise the social sphere can be used to influence individuals, warning about use of advertised products in order to contribute to society and its organs in preventing accidents.

Internet Communication Motives and Internet Affinity: The Study in Thailand

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Internet motivation is one of the important variables to understand Internet usage behaviors (Katz, Blumler, & Gurevitch, 1974). The Internet motive scale has been developed to measure why people use the Internet, particularly in the Western context within several years. However, little is known on how people in the non-Western context are motivated to use the Internet for interpersonal and social communication. In addition, with the rapid growth and change of the Internet functions, it is noteworthy to explore Internet communication motives to understand people's motives to use the Internet and their usage behaviors. Thus, the purpose of this study were (1) to explore Internet motives for interpersonal and social communication, and (2) to examine the relationships among Internet communication motives, Internet affinity, Internet anxiety, the amount of Internet use, and demographic variables. This study contained 2 phases. The first phase used a qualitative approach to explore Internet communication motives. Content analysis was performed to categorize Internet communication motives obtaining from open-ended questions. The purposive sampling was used to select the sample from Thai people who used the Internet (e.g., e-mail, chatrooms, instant messaging, blogs, and social networking sites). A total of 184 samples participated in the first phase. The second phase used a quantitative approach to verify whether the emerging Internet communication motives existed statistically and to test the convergent validity of the Internet motives scale and the relationships among Internet affinity, Internet anxiety, and Internet usage. A total of 257 samples participated in the second phase. Four research questions and one hypothesis were posed. The results showed seven emerging Internet communication motives among Thai people, which were social networking, convenience, passing time, interpersonal communication, entertainment, economical, and information searching and sharing. In addition, Convenience, passing time, interpersonal communication, and entertainment motives were positively related to Internet affinity. Only social networking motive was positively related to Internet anxiety. The results also showed that Internet communication motives were related to the amount of time spent on Internet functions including instant messaging, blogs/social networking sites, e-mail, and World Wide Web and were related to demographic variables including gender, age, income, and education. Academically, the results of this study would expand the body of knowledge of mediated communication and interpersonal communication. Practically, this research would help us realize people's motivation to use the Internet in their daily lives to communicate and interact with others. The data from Thailand would also provide fruitful information for scholars and professors to learn the differences in Internet communication motives cross-culturally.

Media coverage on the 'Mad Cow Disease' and its ideological conflicts in Korean Society - A Semiotic Network Analysis on the media coverage -

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The purpose of this study was to investigate coverage patterns of Korean media to handle the 'Mad Cow Disease' issue relating with the beef trade between Korea and U.S., figure out differences of coverage tendencies between

progressive media and conservative media, and search for ideological conflicts between them. The beef trade between Korea and U.S. was so controversial that it could be divided severely into two groups; that is, pro-trade group vs. anti-trade group. In the meantime, the 'Mad Cow Disease' issue occurred to be uncovered so that the media conflict became more serious ideologically. The authors constructed research questions; that is, 'what were coverage patterns of Korean media on the 'Mad Cow Disease' issue?', 'what were differences between progressive media and conservative media in covering it?', 'what were ideological meanings in such kind of discrepancy between two media groups?', etc. They collected news items from two TV broadcastings and two Newspapers representing the ideological difference respectively. They analyzed such news items with semiotic analyses and discourse analyses, especially, Seon-Gi Baek's 'Semiotic Network Analysis (SNA)' and 'Discursive Structure Analysis (DSA)'. As a result of this study, it was firstly found that there were severe differences in covering the 'Mad Cow Disease' issue between progressive media and conservative media. While the progressive media tended to cover it under the perspective of anti-trade of beef with U.S., the conservative media had tendency of covering it on the basis of pro-trade of beef with U.S. Secondly, the progressive media tended to consider it with discourse of anti-U.S. and anti-new governmental policy. On the other hand, the conservative media tended to approach it with discourse of pro-U.S. and pro-new governmental policy. Thirdly, the ideological conflict between two media groups would lead the country to separate two ideological groups; that is, 'pro-U.S. vs. anti-U.S.', 'pro-new governmental policy vs. anti-new governmental policy', 'pro-President Lee vs. anti-President Lee', etc. In addition, other different coverage tendencies between two media groups and their ideological meanings would be discussed.

Searching as Social Protest: the Study of "Human Flesh Search" in China

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"Human Flesh Search" is a typical representative of surging new media events, occurring around the world such as United States, Canada and so on. However, because of its extremely special way of searching, it is the one in China provoked most enormous controversy, hottest discusses and even official concerns. In spite of its illegal threats, for example violating privacy, which may be involved in human flesh search, it is actually far more than to expose privacy for fun. This paper is looking into the human flesh search in China, arguing that it is, as a matter of fact, social protest demonstrated by citizens with the help of new media in the context of social transition that China has been going through nowadays. Citizens who are basically powerless search in this alternative way to protect themselves, protest unfairness and supervise authorities. From this specific usage in China, we could better understand the links between new media application and social contexts, then exploring the significance and status of new media in China during the periods of social transition.

Hierarchical Attitude and Mediated Communication – the Micro-translation of Globalization in China

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The tension of "global vs. local" has been a hidden driving force in shaping the process of globalization. To investigate the micro-foundation of such tension, the study examines how an individual perceives the idea of globalization and explores impacts of mediated communication – through family ties, mass media and latent social environment – on developing the hierarchical attitude on globalization. Analyzing the survey data on urban Chinese, we argue that the global-local tension is also embedded in individuals' cognitions so that their attitudes on globalization are not homogenous but hierarchical. Urban Chinese in general think more positive on globalization at the national level and least positively at the personal level. When individuals translate the macro globalization phenomena into micro events that they can make sense of, different mediated communication mechanisms vary their impacts on attitudes on globalization at different levels. In addition, society-oriented values

tend to facilitate positive attitudes on globalization while the self-oriented values tend to generate negative attitudes on globalization. These empirical findings at the individual level offer implications on understanding the social construction process of globalization in Chinese context.

Spain in the Europe of the elderly. Its construction in the Spanish press journalistic reference.

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The developed world has chosen to apply aid to reconcile work and family life, with the lack of birth is recorded yearly. And, like other European countries, Spain is fully immersed in the demographic involution of the "Europe of the senior citizens". The future of the country is forecast by the UN Population Fund. Its director, Joseph Chamie, claims that Spain will be the world's oldest population country in 2050. In the debate on the State of the Nation of 2006, the President of the Spanish Government, José Luis Rodríguez Zapatero, agreed that in the second year of legislation, the action of his government would focus on reconciling work and family life. Since 2007 with financial aid of 2,500 Euros for each child born or adopted in a family legally established in Spain, the government attempts to get a closer approach to practices developed in other European countries, although it remains far from them. The Eurostat data confirm it. Spain is the EU country that less money spends on family and childhood-with 0.7% of GDP, as compared to the EU average of 2.1%. That is three times less. Even the Spanish maternity permits are the lowest in the entire continent. Recently the European Commission warned that the Spanish pension system will, together with the Belgian and Irish, be one of the mostly affected, if the economic crisis drags on. According to the Commission, Spain has neither improved the situation nor controlled the increase in expenditure linked to aging. The lack of birth is becoming a concern in many countries, even more serious than its excess in the nineties. This creates new needs to arise as well as changes and social trends in the welfare state: family and labour market. The impact of these changes is leading to the reformulation of social policy across Europe, which increasingly sets the family as a reference point. Gradually the family policies, which have traditionally had little impact on the introduction of our not so recent welfare state, begin to appear on the political agenda of various governments. Following Niklas Luhmann, we will analyse the theming on the demographic aspects most relevant in the newspaper in Spain and more critical in its history between 1990 and 2000. The newspaper *El País* develops different themes on population policies. It claims what one author has called Malthusian policies and little support in favour of policies to reconcile work and family. Erving Goffman defines frames as interpretive schemes that simplify social reality. *El País* draws up a first frame of population growth as a threat to global survival, highly consistent with the population policies of the UN. Later, facing a future in which Spain will have the oldest population structures in the world, a speech is delivered to request the State to intervene urgently. Its frame emerges as the need for state intervention to defend the family life-work reconciliation.

Media configuration and construction of collective memory

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The question that we intend to approach is leagued with the media modalities of configuration and/or construction of the collective memory, as well as of its appropriation and transmission next to the public. For such, and departing of the media configuration of public events and of the selection of determined events as relevant, we will place the question to inquire until point we should considered if they go today in the terrain of the history in terms of a "duty of memory-remembrance" and, in certain way, of a "duty of history". We will inspect the mechanisms they are helped today to create the participation of the public, in what it will be able to approach to an act of civic participation and constitution of an active public opinion. Such research will oblige a reflection on the event notion, time and memory; on the temporality of the narration event, the media construction of the journalistic event and the social memory; the discussion if the collective memory not only

passed to integrate the territory of the historian, but equally to find in media a place of appropriation and narrative rewrite. We will also examine if, as the proper memory, the media have selection principles that intervene or modify the ways of transmission of the public memories. We will still inquire on the mechanisms of media selection and configuration of the relevant events for a historical community and on the media processes of construction and transmission of the collective memory, as well as on the devices of participation of the public, departing of the notion of public opinion and one brief reflection on the constitution of the publics.

The Problem of Measuring Social Distance as an Influence Factor on the Third-Person Effect

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After nearly 30 years of research it seems to be an empirical law “that people will tend to overestimate the influence that mass communications have on the attitudes and behavior of others” (Davison, 1983, p.3). Furthermore people will change their behavior due to the presumed media influence (Gunther & Storey, 2003). Several studies identified the perceived social and psychological distance as a key variable predicting the third-person perception (cp. Andsager & White, 2007, pp.78; Meirick, 2005; Reid & Hogg, 2005). The study at hand focuses on the measurement of the social distance corollary. In nearly all studies social distance is measured via nominal categories set by the researchers (cp. Andsager & White, 2007, pp.84). It seems implicit clear that the categories used in present research literature vary in distance or are at least clearly distinct to each other in the sense of self-categorization (Reid & Hogg, 2005). Hereby, social distance is regarded as a multidimensional concept including dimensions such as abstractness, group heterogeneity, group size or geographical distance. Although the combination of these dimensions obviously generates categories distinct from each other, it remains unclear what distance exactly is measured with each category as well as their degree of inhomogeneity. Therefore, the validity as well as the reliability of the social distance measurement is strongly limited. Neither does it seem clear whether each respondent refers to the same distant other – e.g. other Princeton University students – nor does it seem plausible that the distance is equal even if the distant other referred to is the same. Finally the predictive power of the established nominal measurement of social distance was not compared to a metric measurement, yet. To face these shortcomings, we conducted a survey among a 119 people quoted by age (below 45 years/above 45years) and gender. 44% of the respondents had a high school degree and their mean age was 44 years old. The questionnaires were randomly distributed to the participants, asking them to estimate the media effect of a magazine article on self, family, friends, colleagues and other Germans in general. Half of the participants were also asked to estimate the perceived distance to each of the target groups on a metric scale. It appears consistent with the theory that the participants perceive their family as closest followed by friends, colleagues and other Germans at last. But it could also be shown that the distances between the target groups are not equal sized. It rather seems as the participants distinguish between a broader ingroup including family and friends and an outgroup including colleagues and other Germans. Although the metric measurement better reveals the theoretical assumptions of self-categorization in the data its predictive power regarding to the third-person effect is less compared to the nominal measurement. References: Andsager, J. L. & White, H. A. (2007). Self versus other. Media, messages and the third-person effect. Mahwah, NJ: Lawrence Erlbaum. Davison, W. P. (1983). The third-person effect in communication. *Public Opinion Quarterly*, 47, 1-15. Gunther, A. C. & Storey, J. D. (2003). The influence of presumed influence. *Journal of Communication*, 53, 199-215.

Notions of Mediated Connectivity - Critical Media Connectors vs. Critical Media Disconnectors

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Discourse about quality and intensity of mediation or mediatisation in different parts of the life world and the political sphere are flourishing. Especially the quality of mediation in the political context has been critically reviewed in recent years. The assessment of the relationship between democracy and the potential of mediated communication for democracy follows two rather dominant positions: on the one hand there are euphoric claims celebrating connectivity over (social) distance fostered by mediated communication, on the other hand sceptics draw attention to fragmentation, convergence and marketization. Instead of taking one of the positions for granted the paper discusses forms of mediated public connection from an audience perspective critically and asks how do media characterised by commercialisation, convergence, negativity and dominance of entertainment still contribute to a sustaining mediated public connection (Couldry, Livingstone, Markham 2007) in general? And how do young adults in a (post-) transitional society like Estonia characterised by a strong consumer oriented culture cope with those media in particular? How do they connect with their surroundings and the society they are living in? Empirical findings of an online diary study with twenty young adults from Tallinn, Tartu and Narva reveal that the diarists have a strong and critical perspective on the media as institutions. The online diarists consciously formulate and question the role of the media for a democratic society. At the same time they are strongly disappointed by “the” media not meeting their expectations and not enacting the attributed role of providing diverse information. In the online diaries participants discuss different coping strategies. These strategies could be conceptualised on a continuum varying between two poles: critical media connectors and critical media disconnectors. Whereas critical media connectors prefer to actively engage with media and are characterised by the will to contribute to a vivid public discussion through own content production especially online, do critical media disconnectors prefer other sources of information besides media in general and search alternative points for connectivity. The paper establishes the idea of critical media connectors and critical media disconnectors, especially in the context of new media and their possibilities. Therewith possible forms of mediated connectivity as a critical assessment of the role of the media for society by young adults in Estonia are presented.

Citizen perceptions and media agenda in the

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The study analyzes the way of the media and how they shaped in the public opinion to the economic uncertainty by the crisis in the central-south region of Mexico. In the same line, explain how this mediatic representation has affected the presidential acceptance level after the adverse outcomes of federal elections between. The research includes an analysis of governmental communication strategies address the crisis, the contribution of the newspapers references in setting the public agenda and the citizens perceptions about the reforms adopted.

The rise of celebrities in the age of mediatization: the role of experience

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This paper aims at discussing the construction of celebrities in the age of mediatization, considering the role of experience in this process. We assume that the idols' with great repercussion and visibility are those that, in some way, affect people's experience in everyday life. In order to highlight this point, the paper discusses the emergence of celebrities in contemporary social life, marked by mediatization. It also discusses the role of

charisma in idols' characterization. It seeks to evince that the configuration of celebrities should be aligned with the everyday experience. The paper starts with the idea that idols have always existed in different cultures. The attribution of a glamorous status to individuals is not a distinguishing feature of contemporary society (ROJECK, 2008). The process of mediatization, nonetheless, affects these processes of glamour attribution. Mediatization is understood here as the ongoing process through which the media is becoming the central reference to the structure of social interactions (FAUSTO NETO, 2008; BRAGA, 2007). It steers other social processes, thus changing the way celebrities emerge in public scene. In this scenario, some individuals stand out due to their charisma. In Max Weber's canonical perspective, charismatic persons are holders of "specific gifts of the body and spirit, not accessible to everybody" (WEBER, 1963, p. 283). However, it is important to emphasize the social and cultural dimensions of charisma, which is always built within specific contexts (GEERTZ, 1997). More than holders of special gifts, celebrities should be seen in relation to people's life experiences. In order to understand the notion of experience, the paper discusses Walter Benjamin's work. It seeks to point out some contradictions and ambiguities in his thought. He systematically emphasizes the centrality of a type of experience that transforms the subjects, but he also points to the decay of this sort of experience in capitalist societies. By discussing Benjamin's notion of experience, the paper aims at showing a central aspect: the link between experience and the actual life of individuals. Based on this concept of experience, we aim at demonstrating its role in the fabrication of celebrities in contemporary society.

Communicative Action and new publics. On the relevance of current theories of the public sphere for emerging media.

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The rapid innovation of new technological channels modifies existing forms of sociality into new patterns of communicative action, challenging the theoretical approaches available. Our aim is to assess the impact of new technologies and practices of communication on the relevance and explanatory power of existing theories of the public sphere. We explore how new technological possibilities are socio-systemically implemented and culturally institutionalized. We examine what new forms of communication actually emerge, and as a consequence, what new public spheres and social spaces with unique features are created. We argue that a medium's form and organization shape the content and quality of communicative practices. It is in these developing social spaces that structuring patterns emerge and new social roles take shape. Some public forms are recreated, yet hybrid forms, and altogether new forms of publicness are created as well. We examine these forms, and critique existing theories of the public and private vis-à-vis these new social formations. We conclude by answering the following questions: to what extent do existing theories adequately explain new forms of sociality, and to what extent, and how, must these theories be revised, extended, or abandoned in light of the current changes in technological, interactional, and more broadly, societal adjustments. The theories of the public sphere that we examine are: the discursive model (Habermas 1996; Cohen 1989; Calhoun 1992; see also Gamson/Modigliani 1989), the representational-liberal approach (Neidhardt 1994; see also Luhmann 1996), and the participatory-liberal model (Dahlgren 1991; Curran 1991; see also Norris 2000). We analyze these theories according to their explanatory potential with regard to the standard concepts in public sphere studies: actors, issues, form and quality of communication, capacity/function, and performance/output pertaining to a public sphere (Ferree et al. 2002). In addition to these categories, our research indicates that respective societal frames of reference (of social action) and specific forms of social action (communicative actions) must be examined as well. We discuss the potential of these conceptions using three recent examples: a) Europeanization as an instance of the trans-nationalization of the state and the public sphere that brings about unprecedented frames of reference for social action (Downey/Koenig 2006; Klaus 2006; Seethaler 2006; Adolf/Wallner 2005; Koopmans/Erbe 2004). b) Internet forums as an example of new technology-based social spaces that serve the exchange of opinion and information (Graham/Witschge 2003; Koopmans/Zimmermann 2003; Gimmler 2001; Gerhards 1998; Herbst 1993). c) Twitter as an instance of the latest technical possibilities that results in changes of communicative action,

creating a new hybrid mode between one-to-many and interpersonal communication. Using these examples of different forms of media based public communication, we conclude by proposing two theses: (1) the explanatory potency of available theories is maintained to the degree that the communicative social actions of the actors remain the same (regardless of the media technology used). (2) Building thereupon, we go on to argue that their continued use is legitimized to the degree to which the societal frames of reference of the involved participants remain the same even for new publics.

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TV Political Discussion Program as an Information System: A Luhmannian Perspective*Shih-che Tang*— National Chung Cheng University, Taiwan · shihchet@gmail.com

The article seeks to employ Niklas Luhmann's theory of self-observing social system to examine the role television political talk shows plays in democratic politics. According to Luhmann, social system is constituted in communication. As a sub-system, the mass media communication is distinguished from the other sub-systems in its creating the 'conditions' for further communication. Operating with the code that each act of communication is designated to begets further opportunities of communication, the mass media conveys information which is both fresh and recursive: fresh in a sense that new information provides constant irritations that stimulate the system to draw boundaries or to make distinctions between the system and the outside environment; recursive in a sense that communicative capacities are impregnated ever anew by the 'reuse' of the necessary units of information. The mass media contributes to the social system as a whole, therefore, not because they convey information from those who know to those who do not know. Media are autonomous to the extent that they make available background knowledge and carry on rewriting it as a starting point for further communication. Facts or events only become information when they are subject to the principle of everlasting communication. Mass media communication is therefore characterized by its operational closure: communication serves only as an indicator of successful test of consistency in the system. Luhmann's system-centered view does not see communication as a direct transmission of meanings between persons. Instead, information becomes reified as an act of self-reinforcement and distinction. What remains at issue is to what extent this recursive system of information impinges upon politics and policy-making in a democratic society—a key issue that I intend to explore in my paper. Using television political discussion programs in Taiwan as a critical case in point, the article identifies this genre of program as an institutionalized political practice, or, according to Luhmann, an autonomous system of political information. Focusing on the format of presentation such as the selection of issues, the guests, and the style of deliberation, the article will explicate how these programs have failed their anticipation as an electronic forum of deliberative democracy. Resolving conflict or increasing political transparency has apparently been secondary to the program's rating concerns and routine broadcast. The "program" format has set up a horizon of what Luhmann terms "self-generated uncertainty" which seeks to instigate the need for ever more information. The autopoiesis, i.e., self-generating and self-referential capacity, of the television information system represents a departure from television's ideal role as a forum of deliberative democracy.

Walter Benjamin: changing culture and society in the context of the change of media.*Friedrich Krotz*— University of erfurt, Germany · friedrich.krotz@uni-erfurt.de

Walter Benjamin was one of the first thinkers, who was concerned with the analysis of media development. He did so not on a general and abstract level, like for example Adorno and Horkheimer of the Frankfurt School, but by studying concrete media like photography and the film. His main question was, in which way the new media of his time have been of importance for the people and for the forms how they live together. Especially his famous "Kunstwerk"-essay has been influential for the development of a theory of the media and still seems to be relevant for us today, as we – like Benjamin – live in an era of an upcoming of more and more new media. The following three aspects of Benjamins work are of specific interest: • In analyzing the new media of his time, Benjamin in general introduced a lot of ideas and concepts into the debate that may helpful to understand the importance of what is specific for a media and any change induced by it, for example the role of the media as technology, its influence on the form and the content, and the reception situation. • He developed the idea that media generate an own reality, and that new media have an influence on the perception of the people and thus on their experiences and world views. Here he preceded for example McLuhan, but one can reconstruct his ideas also in relation to Bourdieus concept of habitus. • Benjamin parallelized the change of the media with the social and political development of society and culture of his time. Here he mainly referred to Marx and in some

aspects was close to the Frankfurt School. But in addition to them, he underlined the political role of media. He here followed the author Bertold Brecht in taking into consideration that media may have an emancipatory political potential or at least may be used by some people in that sense. As it is well known, Benjamin died early as he could not escape from the Nazi occupation of France. Thus, he could not finish his work. In addition, it is to say that Benjamin did not work empirically but only operated with arguments. Nevertheless, frequently his texts were essays and consisted only in statements without deeper going arguments. Also, probably a lot of his ideas today need a more detailed discussion. But in spite of all these problems with his texts, his ideas played an important role for the development of communication and media studies. The presentation will give an overview about Benjamin's life and development. Then, it will elaborate the above resumed three aspects of his work and bring them into a relation with open questions about the social and media change of today, with the interest to find out what we can learn from Walter Benjamin for today.

Media and Popular Belief Systems: Race for TRP and its Impact on People of Karnataka

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Mass media is not just a mirror of the society but also cultivator and agenda setter. People socialize themselves with the media. Among all mass media Television plays very important and effective role in narrating history, delivering the present and informing the future. In the globalised, competitive world all television channels are running behind audience rating. Media is no more social services; it has grown as giant business enterprise. Media in the context of democratic country like India suppose to uplift the constitutional values. This study looks into the aspect of media's role in spreading the popular belief system, also emphasizes on how media is creating fear psychosis among the viewers in the race of TRP (Television Rating point). Today's media is romancing with audience superstitions through the programs on Reincarnation, astrology, rituals and religious practices. Programs like Raj pichle Janm Ka (Reincarnation: Program is all about knowing the previous birth of a person by hypnotizing and relating present life's psychological and physical problems) which is telecasted by national channel NDTV Imagine and many similar kind of programs in regional language channels are acquiring first positions in TRP and TAM ratings. When world is growing out of information age and becoming scientifically sophisticated, the citizens are becoming more ritualistic and following superstitious believes, always questions the media's ability to lead the process of development. This study concentrates on Karnataka, a state in South India which has 10 regional language channels and out of which 6 channels are producing the regular programs on magical and invisible power of god, relating all mental and physical problems to horoscope and programs on astrology. Bangalore being fastest growing city of Asia is having maximum TRP for these programs. This research examines the TRP dynamics of Indian Media with reference to Media's treatment in redefining the entertainment in Indian entertainment and news channels. The survey will be conducted with fixed questionnaire and in-depth interview among television Audience of Karnataka to find out dominant images and culture cultivated by the media in the minds of audience of Karnataka. Survey will be conducted with the Independent variables like educational background, Age and sex, and dependent variables like television viewing habits and TRP. This research summarizes people's meaning, reaction and adoption of dominant cultural symbols presented by the Television channels through religious related programs. Three fundamental areas are taken for the investigation in this study are the public acceptance of the issues presented in the television programs, creation and presentation of the religious programs as entertainment, publicizing the private aspect and transforming class belief system into mass belief system. This study will initiate the new spectrum for the discussion on media ethics and social obligations. It will also help in critical analysis of media's reaction to audience expectations and cultivating the good sense of social well being. Author: Mrs. Vahini, Assistant Professor, Dept Studies in Electronic Media, Bangalore University Bangalore, India. Email ID: vahinias@gmail.com, Contact No. : 9109482218980

The transition in American campaigns

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The traditional political model of campaigns in the United States of America is living a transition. This public sphere is changing from a video-politics stage to a virtual-politics 2.0 stage. This article shows the way of Web 2.0 is transforming the campaign technologies in America. This research uses the presidential Obama campaign as a case analysis to show the work of politics in the era of Web 2.0. The paper analyses the way in which Barack Obama used online social networks for the crucial campaigning issues, such as: 1) collecting private funding, 91% of the 640 millions of dollars was collected through the Internet; 2) The dirt land campaign was promoted through Facebook, Hi5, Twitter, etc. 3) The way that Obama supporters used the Internet to broadcast the Obama proposals through social networks, Youtube, emails; and actively engaged in tracing and signaling out defamatory advertising which found on internet. Often this Internet advertising was picked up by the TV news. This kind of campaign represents a very different model about the traditional videopolitics model. In the former TV moguls are the key for campaigning, whereas in the Web 2.0 model, Internet-based social movements based in the online social networks could replace this moguls. The article argues there has been a transition rather than a replacement because neither the videopolitics model has died nor the Web 2.0 model has fully consolidated as means of political campaign. Indeed, Obama collected 640 millions of dollars mainly for his TV advertising, but actually, it was his efficient use of social networks which ultimately. The methodology of this research is based on a case analysis of Obama's 2008 electoral campaign in the United States and examines key empirical reports of the 2008 campaign such as content analysis and polls, as well as on close evaluation of the use of Internet by politicians.

PUBLIC OPINION AS A NETCLUSTERING

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This paper discusses the mechanics of netclustering as the operations that gives shape to the public opinion on the internet. This hypothesis understands the electronic media matrix as a gathering of different media interconnected by digital networks. The concept of public opinion is revisited, on the one hand, by the theories of Niklas Luhmann, Jürgen Habermas, Niels Ole Finnemann and Dirk Baecker. The concept of a media matrix and the its particular dynamics, henceforth called netclustering, is on the other hand discussed together with the theories of Lewis Dexter, David White, Claude Elwood Shannon and Kurt Lewin. The aim of this paper is to describe the information coding between electronic peers, which no longer comprise only senders and receivers, but rather a group or cluster of peers. As a result, the paper offers a diagram of distribution and consumption of information that is not based on a peer to peer exchange, but on electronic networks. This general diagram, together with the discussion on the netclustering particulars, might be able to describe the clustering of electronic peers on the internet known as public opinion.

News and Center-Periphery Relationship: Pernambuco on Brazilian's Media

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The stereotypical nuances of peoples, countries and cultures become more pronounced on television, not only through soap operas and series, but also through newscasts. Except that with the news, the construction of characters and regional archetypes is associated to their credibility. Accordingly, the news from Pernambuco – Northeastern Brazilian State and this paper's target – on national television programs contributes to the construction of the State's image, reinforcing some stereotypes. This discussion is based on the expansion history of local television channels into national networks, the constructionist paradigm and studies on hegemony, power and culture. This paper intends to take a look at the problematics, so to identify the

representation of Pernambuco on the media and which elements of TV reports contribute to maintain such image. The analysis began following for three months the two most watched national news casting programs, transmitted by Rede Globo. The chosen network was only a categorical example – as it is the fourth biggest television network in the world, its format is largely copied. One aspect was observed with greater caution: the recurrence of cultural themes that exploit the comical, picturesque or naive image of the people from Pernambuco and contribute to reinforce a notion of Pernambucanidade (“Pernambucanity”). The aspects taken in account to understand how the image of Pernambucanidade is constructed are basically the most frequently reported themes and the idea that these programs build about Pernambuco. Another relationship established is the insertion of popular culture in the media, especially in Latin America and Brazil. On this topic, the studies developed by Jesús Martín-Barbero in his classic book “De los Medios a las Mediaciones”, is essential to form the foundations in which the concepts of popular developed and got closer to the notion of massive. Also, it offers theoretical subsidies to the discussion about fixation of folkloric and regional themes as typical subjects when referring to Pernambuco. According to the main theories about the criteria of what is newsworthy, the “tyranny of the time factor” imposes certain order (geographic or thematic) – news would tend to take place in some places more than others, which makes the “news periphery” appear only in cases of natural, technological, social or moral disorder. The concentration of the largest communication vehicles in the country and of the national broadcasting networks in the Southeast, the Northeast region’s historical dependency towards the Southeast and the recurrence of cultural and folkloric themes point towards a State perceived from a picturesque point of view, remainder of a center-periphery relationship in which Pernambuco finds itself underdeveloped. This paper proposes a critical perspective about what is considered marginal to the media, not to go against the most viewed national news, but to understand why millions of Brazilians still maintain a certain perception about the Northeast and Pernambuco, which is consensual and therefore adopted, but it’s also adopted because it’s been permanently consensual.

The influence of Using SNS on Social Mobility of "Ant Tribe"

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Significance of the Study "Ant Tribe" (Yizu), a very popular word which is searched about 200 million times in 2009, was deemed as the "Boiling Social Events in 2009" in China. This definition of "Ant Tribe" was first put forward by LianSi, a post doctor in Peking University. "Ant Tribe" is "the inhabited by groups of low-income college graduates in the fringe of urban," a typical summary, following the three vulnerable groups (farmers, migrant workers, laid-off workers) as the fourth-largest vulnerable groups: highly educated, temporary work, and some even unemployed or underemployed; average monthly income of less than two thousand yuan, they are like the ants because ants are smart but "weak strong" just like themselves: well educated but making a miserable life full of the wishes for better future. It was estimated that there may be about 100,000 people can be called as "Ant Tribe" in Beijing. Putting emphasis on such kind of group is undoubtedly meaningful. Furthermore, as a "Ant Tribe", it is typical to live such kind of life for about 4-5 years, after that they will leave the tribe. In this process the Internet Media must play some kind of important role, because unlike the other three kind of vulnerable group, "Ant Tribe" can use Internet skillfully. This study will focus their usage of SNS. Research Questions This research will focus on their usage of SNS, such as Kaixin001 or Myspace and etc., to explore the function of SNS in helping them to have a good job hunting, have some kind of socail support, have a better opportunity so that they can enter a more successful life or to go upward into an higher class. Social support can be composed with four categories, emotional support, instrumental support, informational support and appraisal support. Did all these support can be provided by using SNS? To what extent it will help "Ant Tribe" to hold on and working harder until they succeed? Is there other form of support existed? Method: Lyman finds that young people's experiences online are shaped by a range of social factors, including class, age, gender, race, nationality, and point of access. In the research of SNS, the user's age, class and other context are also very important variables. Therefore, this article choose "Ant Tribe" as the research object for they are at the relatively low-level class of the society and most of them are about 22 to 29. I will apply two methods, ethnographic

approach and survey. A typical community in Beijing, Haidian district will be my research area. I will investigate the exchange of information here, as well as the views' interactive process, in order to understand their interactive situation, and the influence of online behavior on the real-life. Since such kind of people are reluctant to tell their family about their real life, so the support from friends are vital for them. SNS as one of the popular communication tool must will play a role in this process.

Mediatization and the Cultural Capital of the Family

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Mediatization and the Cultural Capital of the Family– A Theoretical Framework for Empirical Research The paper will suggest an integrated theoretical framework and empirical tools for the study of the question what are the implications of Mediatization processes on the Cultural Capital of the family. According to Bourdieu (1990) cultural capital is forms of knowledge, skills, education, and advantages that a person has, which give him/her a higher status in society. Parents provide their children with cultural capital via socialization from an early age by means of the familial environment and status group, which Bourdieu defines as Habitus. Couldry (2004) emphasized the role of the media in structuring contemporary domestic space, and the need to study how media might work as habitus. Although theoretical approaches to the study of the family may differ on the motives and roles of the family in recent decades, they all view the family as a socialization agent with the main responsibility of providing a social structure that mediates between the individual and society. Resources of personal human capital are developed through and within the family and provide its members the basis on which they build their life in their society. Mediatization as defined by Hjarvard, (2008) and Krotz, (2009) applies media logic to all life spheres. Livingstone, (2009) and Lundby (2009) suggest the merging of Mediatization at the micro level with Mediatization at the macro level. Following these approaches, we suggest that an integrated approach that contains the day to day life of the family on the one hand and the implications on potential change in the socialization role of the family following the adoption of new technologies on the other hand, might provide a suitable theoretical framework for studying the implications of the media presence on the Habitus. We argue that some of the structures and behavior patterns of the family as an agent of socialization follow the adoption of media logic, whereas part of the media integration is based on patterns inherent to the family as a social institution. Schulz (2004) suggested four processes of change associated with Mediatization that are relevant to a comparative research on mediatization and the cultural capital of the family. The processes suggested by Schulz (2004): Extension; Substitution; Amalgamation; Accommodation) may be associated with the ways families contend with Mediatization in relation to their cultural capital and could be elaborated as an empirical tool for studying the implications of mediatization processes on the cultural capital of the family. The proposed theoretical framework and the empirical tools may provide a basis for case studies among different socio-cultural communities that have different family values. Cooperative studies based on this framework, conducted in different countries may reveal common features and differences stemming from different structures of families and different nation states and cultures.

The orthographic (des)agreement and the imperial neurosis: the “Brazilian Agreement” and the Portuguese identity threat

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This paper aims at analyzing the Portuguese' opinion on the orthographic agreement recently approved among the eight countries members of the Portuguese Speaking Countries Community (CPLP). Brazil was the first country where the agreement was adopted (2009) and its adoption will become compulsory in Portugal this year. This agreement aims to homogenize Portuguese orthography by reducing substantially the discrepancy between

the Brazilian and Portuguese versions. However these changes are not symmetrical, since the orthographic agreement implied more changes in the Portuguese spelling than in the Brazilian one. We conducted a survey about this issue last October in Portugal. Our hypothesis is that the Portuguese people will reject this agreement since it will be seen as an identity threat: the agreement is considered as a kind of submission by the former colonizer (Portugal) towards the former colonized (Brazil), which is perceived as leading the Agreement outcomes (the reason why some people label it as the “Brazilian Agreement”). As expected, the level of rejection of the Agreement was very high (79%). This paper seeks to analyze the discourse of rejection of the Agreement and the kind of motives invoked by Portuguese respondents. In their answers they generally argue that Portugal should not submit to the agreement because it benefits the Brazilian version of Portuguese language (Brazilian language), which is seen as a simplified and distorted version of the “authentic” and “original” Portuguese language. Results show a lack of information about the benefits of the Agreement, and the discourse is around the maintenance of the existing rules by the refutation of the new ones and the indisposition to change the spelling habits. None of respondents mentioned the importance of the Portuguese worldwide, sixth language most spoken in the world, but which has not got to be formalized between international bodies yet. The biggest problem up to now is the inconsistency between the Portuguese of Brazil and Portugal. According to the experts the unification will increase the influence of the Portuguese language internationally. Taking into account these and other aspects we consider it is important to study the discourses of non-acceptance of the Agreement, in order to demystify it. The pattern of results obtained will be discussed by integrating the contributions of Social Identity Theory and Social Representations Theory.

Self portraiture: Camwhores, Privacy and Punishment.

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The self portrait occupies an important position within the 'fine arts'. Stemming from the Renaissance, comes the will of the creator to be identified, which dominated the later interest in portraiture throughout contemporary times. With the adoption of new technologies, it became easier for everyone to try their hand at this format, not necessarily as a fine arts practice, but as a means of expression and documentation of being alive. From the stretched-arm pictures of self shooters overflowing facebook, to the cellphone-and-mirror shoots linked to the 'camwhore' [young people seeking attention by posting naked pictures of themselves] phenomena, there has been an emergence of a new self portraiture produced by the average user that has spread virally within the internet, not without palpable consequences. A ludic society empowered by technology and made up by millions of teenagers, tries to be 'taught' by their elders in the consequences and risks of such practices, while online imageboards like 4chan et. al. are flooded with the aforementioned pictures in order to interface with their known world, through prevalent tactics in our consumer society, which tends to overemphasize the sexual component in everyday life. These acts convey the Deleuzian concept of immanence in the sense that the vast majority of individuals practicing this self portraiture, are teens experiencing this as an act of life 'in the making', first understanding and establishing an identity, congruent to the perceived values of the society we live in. In his book: 'Pure Immanence: Essays on A Life.' Deleuze says about children ' Through all their sufferings and weakness, [they] are infused with an immanent life that is pure power and even bliss'. Let us note that he speaks about young children 'yet unformed as individuals', but for the sake of this argument, an individual ends her formation at the time of death. Such practices, however, have been deeply questioned by the 'moral fabric' of a [mostly] conservative western society, which is deeply preoccupied by such actions and therefore threatening to infringe punishment onto the other. A disciplining agenda lies within. Jamais Cascio talked about the possible dangers of the 'distributed panopticon', where the state needn't to monitor or movements and behaviors anymore because we are doing it ourselves... willingly. Some other groups including lawyers and activists advocate for a system of licensing personal information, as a bottom- up act of countering the excessive abuse netizens take from organized power structures which use such user- generated information at will, while the real implementation of these ideas has been difficult to attain, we should be aware of the increasing importance of

the information we, willingly or not reveal online has. Our understanding of portraiture as a means of self expression is changing and we should understand it as a practice that has been mutating since ancient times and has had the power of reinvention, mutation and adaptability, specifically based on the time and location of its practitioners.

“The times they are a changing”: emergence of new media and evanescence of the habermasian public sphere

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A relatively recent event in a Portuguese secondary school, recorded by a mobile phone and uploaded to YouTube is the starting point for a reflective text aiming to answer the following question: are the proposals of Jurgen Habermas on the public sphere still appropriate to the current age characterized, among other things, by the emergence of new media? Thus, we discuss the views of Habermas on the development and consolidation of what the German thinker calls public sphere and we carry out its confrontation with other authors including Howard Rheingold, Mark Poster, and Douglas Kellner. The analysis leads to the conclusion, or at least admits the possibility, that the emergence of new media can be a fundamental tool for a greater citizen participation in the process of deepening and consolidation of democracy. At the same time, calls into question some of the more conservative and critical perspectives on the relation between media, power, and democracy, and, finally, notes that the habermasian public sphere concept is, as of today, outdated.

Online Cosmopolitanism or Self-Affirming Narcissism? Online engagement with public broadcasting and cultural diversity

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The Special Broadcasting Service (SBS) is Australia’s national multicultural public broadcaster. It broadcasts 68 language programs on radio and extensive television content in languages other than English, as well as programming aimed at ‘all Australians’ intended to reflect Australia’s multicultural society. SBS facilitates citizenship in a culturally diverse society by ‘centralizing difference’ in programming; creating forums for intercultural dialogue; and encouraging common ownership of cultural diversity. As media engagement increasingly involves audience participation online, SBS faces the challenge of how to translate its ethos into audience-led fora. This paper examines contributions to an online moderated participatory space – webchat, ‘your say’ comments and twitter contributions on SBS’s current affairs forum program Insight. These sections of the Insight website include contributions from a range of cultural, religious and political perspectives following each themed television forum (on, for example: recent attacks on Indian students in Australia; asylum seekers; or unemployment). This study seeks to explore the kinds of participation in the public sphere that SBS can facilitate in its user-led online discussions. SBS’s multicultural brief encourages elements of participatory cultural citizenship: dialogue; self-representation; and the articulation of individual views. Participation is a central element of cultural citizenship (Miller 2007: 35). It does not, however, guarantee democratic agency given the uneven weight of voices in public discourse. Across the world public institutions, including public broadcasters, have come to recognise that officially prescribed national culture does not have relevance for many citizens. ‘Dominant’ public debate often fails to engage with the dynamic cultural diversity of contemporary societies. Georgina Born describes the importance of diversity in public broadcasting thus: ‘the goal must be to ensure the existence of channels for counter-public to speak to counter-public, as well as their integration into an (always imperfect) unitary public sphere’ (Born 2004: 515). Interactive platforms create possibilities for this kind of exchange. Online fora have the potential to reflect perspectives which are rarely represented in traditional media. They also, however, frequently act as platforms for an ‘echo chamber’ of self affirming views (Deuze 2007), vilification and anonymous bullying (Curtis 2007). Additionally, while increasing availability of information and

content online has allowed 'the engaged' to become more engaged (Norris 2000), there is also potential for many to be left out of national conversation. Beyond the polarised debate about the impacts of online media – in which traditionalists bemoan the loss of quality journalism (Simons 2007) and enthusiasts herald the democratisation of media (Rosen 1999) – this study seeks to explore the possibilities for the exchange of diverse perspectives under the remit of a public service broadcaster. The increasingly evident move from 'public service broadcasting to public service media' (Debrett 2007; Lowe and Bardoel 2007) requires a new kind of engagement with audiences and a new conception of the public sphere. SBS draws on multilingual capabilities and ongoing connections with Australia's diverse communities and, as such, provides a useful case study of the possibilities for a pluralist approach to this challenge. references Born, G. (2004). *Uncertain Vision: Birt, Dyke and reinvention of the BBC*. London, Secker & Warburg. Curtis, A. (2007). Interview. *The Register*. Debrett, M. (2007). *Reinventing public service television: From broadcasters to media content companies*. ANZCA 2007. La Trobe, Melbourne. Deuze, M. (2007). *Media Work*. New York, Polity. Lowe, G. F. and J. Bardoel, Eds. (2007). *From Public Service Broadcasting to Public Service Media*. RIPE@2007. *Research Anthologies and Monographs*, Nordicom. Miller, T. (2007). *Cultural Citizenship: Cosmopolitanism, Consumerism and Television in a Neoliberal Age*. Philadelphia, Temple University Press. Norris, P. (2000). *A Virtuous Circle: Political Communications in Postindustrial Societies*. Cambridge, Cambridge University Press. Rosen, J. (1999). *What are Journalists For?* New York, Vail-Ballou Press. Simons, M. (2007). *The Content Makers: Understanding the media in Australia*. Camberwell (Victoria), Penguin Books.

Mediating Emerging Climate Regime

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The scientific, political and economic attention curve on climate change (ICPP 1988-2007, UNFCCC 1997-2012, Stern Review 2006 etc.) came to one climax in the Copenhagen Summit at the end of 2009. Instead of an inclusive global deal on carbon emissions, the political process so far ended in a division between few strong players and country groups. This result can be seen as a potential turning point in the politics of climate change. The "consciousness raising" phase, ending in a fairly broad global consensus on the urgency of the problem, is now past us in several ways. The forthcoming concrete action for mitigation and adaptation brings out specific problems and particular political tensions, sharpening the local positions and turning climate change into background "framing" device of public discussion. But more importantly, one of the lessons of Copenhagen is that political steps towards climate change mitigation and adaptation will take place within a new kind of international order where emerging economic powers (such as China, India and Russia) will become key players in deciding how, in what ways (with what measures and with what kind of schedule) the mitigation and adaptation policies and action progress. Moving towards concrete actions (laws, regulations, new carbon restrictions and trade offs etc.) and moving towards a multi-polar world order, relations between political actors will change. This paper looks at how journalism around the world interpreted the expectations, final bargaining and final results of the Copenhagen Summit. The paper draws from a 18 country comparative research project on the Summit coverage as well as looks at changes in the coverage from the Bali conference. It looks dominant news frames in different geopolitical locations, and more specifically, analyses a set of editorials and columnists from elite newspapers. The paper aims at two kinds of knowledge: 1) a sketch on how transnational elite journalism mediates the emergence of the new, multipolar world order (here, through the climate change) and 2) an insight into the different relationships between elite journalism and national political decision makers in different locations, i.e. how journalism challenges or adapts to the public opinion articulated by local political elites. 3) The framing of the Summit as a reference of the public's perception of the risk involved in climate change for different countries as a basis for non-government local and global organizations' action.

Mediated play contexts

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Language acquisition is a long lasting mediated process in which a major role is ascribed to the connection between environmental and educational stimuli and the individual's own learning skills. It is taken for granted that a strong stimulus derives from the development of play contexts which, in turn, follow the inspirational guidelines provided by media communication. Following former research developed within the television advertising context addressing children, this paper will try and show the extent to which conceptual metaphor can be taken as an important learning process regarding language acquisition and fostering the development of communicative interaction through play. Moreover, it will cover the issue of television infantile addiction, on the basis of the analysis of some visual characteristics. A sample of television spots that address social representations of health / illness as expressed by toy advertisers will be presented and analyzed in order to provide for some evidence of the abovementioned connection between mediated communication environments and language acquisition regarding young children.

The role of new media in promoting citizenship in Egypt

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This Study aims at examining the role of the Internet in general and blogs and online newspapers in particular in promoting human rights, citizenship in Egypt. It will probe to what extent the new media functioned as a tool to reflect needs and rights of different segments of the society particularly the Copts, representing a new era of breaking taboos that were never covered by Egyptian traditional media. It is a comparative study that tries to analyze the online newspapers ,news sites and blogs experiences as a new and effective medium in political communication and to what extent it helped democratization in Egypt, and by putting the Coptic issues on the political life agenda It also aims to present a modified model that can be applied in Egypt on how the new media can create new relationships among different segments of the society and promote democracy in Egypt baring in mind its unique characteristics. In the last few years, Egypt has witnessed many tension events between Muslims and Copts that coincided with technological mobilization that appears in the rapidly increasing numbers of Internet users. In 1995, there was only 300,000 Internet Users. In 2005, their number was six millions. During last year r (2009), the number of users has reached about 16 millions with expectations to reach about 40 millions by (2015) At the same time, the Egyptian political parties and political movements have begun to use the Internet to achieve different political and social goals. The strike of 6 April 2008 is considered a result of both political and technological mobilizations in Egypt as it used the Internet to make the announcement for participating. The strike received great support from different trends in the society and it was followed by announcements for other strikes. Blogging is also another result of socio-political and technological mobilization in Egypt. Number of blogs has exceeded 160,000 most of which have opposing political, NGOs ,human rights groups , so bloggers use their blogs to express their opinion about violating their citizenship rights and criticizing the performance of the government and the state in that sphere. Also the on-line newspapers, news sites opened up the opportunity to readers comment on the issues raised on the new media and bloggers agenda On the other hand Egypt has been witnessing escalating tensions between Muslims and Copts an issue that was probed in main stream media and new media as well investigating citizenship rights and raised the question to many scholar on : who is setting ,building the agenda This new phenomenon has led to question the ability of the Internet, especially blogs, on-line newspapers ,to play a role in challenging the silence (which is an opposing hypothesis to what Elizabeth Noelle Neuman has previously called “Spiral of silence” hypothesis Consequently, this study aims to explore the role of the Internet in democratization and promoting citizenship in the society challenges and opportunity , how the new media would open up for potentials on one hand or enhance more possibilities of risks of intolerance and aggressiveness in dealing with the issues In dealing with skeptical

assessments and concerns visions and expectations the study will try to probe how the new media would function as a tool towards democracy and political reform and how it can help the process of empowering people as it can form a meeting place for citizens to converse or inform themselves, and to carry out individual or collective action. Research Objectives: We can classify the objectives into; societal, and theoretical : 1- The societal objectives: - Investigate the role of the Internet and blogs in promoting democratization and human rights and activating citizens' participation. - Understand the techniques interpreting the relation between social and technological aspects in the Egyptian society. - Evaluating the blogs and on –line newspapers experience in Egypt in employing the Coptic issues and determining how can we benefit from these changes in achieving the reform and democratization in Egypt. 2- Theoretical Objectives: - Testing the hypotheses of the Spiral of Silence theory in a society with rapidly changing social circumstances. - Determining the theoretical and empirical variables affecting the mechanism of blogs and on line newspapers in the social life in Egypt Significance: The significance of this research can be underlined in two aspects;; (1) Theoretical frame: In the last few years, blogs have been influential primarily because of the growing amount of attention they get in the mainstream media, and consequently they have drawn the attention of researchers all over the world to study their effects on the political and social life. As blogs are a new phenomenon, they need developing and utilizing a unique methodology to analyze their content and study their audience. Also there is a need to elaborate theories that interpret the effects of this phenomenon in different parts of the world. (2) Empirical application In Egypt, there are about 160000 blogs. Most of them are criticizing the performance of the government so they attract opponents of the political system, so it is important to study the effects of this phenomenon on the political life in Egypt and how it affects political participation as it is considered a prerequisite for democracy and fulfillment of political citizenship, and consequently for political reform. Also, the need for such a study increases as there are very few studies that investigated this phenomenon, all of them dealt with it partially and none of them covered it thoroughly, and this what the current study aims to do Furthermore, the proposed research will help in solving some political problems, such as the low percentage of political participation, by presenting a practical frame work through this new medium (the Internet). All in all, the proposed research will present the future possibilities of employing this new medium to achieve the social reform and citizenship in Egypt Methodology: (1) The first part aims at surveying the highest accessible Coptic and Islamic blogs and comparing them with on –line newspapers, news sites determining to what extent these tools are used in promoting citizenship in Egypt. (2) The second part aims at analyzing the content using link analysis, term frequency analysis and human coding of individual blogs (including the most accessible Copt and Muslim blogs and on-line news papers and news sites). This part will also depend on discourse analysis which adds qualitative insight to the analysis Research Questions: - How the new media with it's the technological possibilities can promote democratization and citizenship participation? - How are civil society actors use the new media and blogs in exploring the concept of citizenship to public? - What happen when we increase access to information or expand the arena of free speech? - Can the new media, especially blogs, play a role in Challenging the Silence (which is an opposing hypothesis to what Elizabeth Noelle Neuman has previously called “Spiral of Silence” hypothesis? - What visions and potentials of the new media for democracy? - How can we best measure the political and social impact of the new media (especially blogs), and what are the insights provided by different research methodologies? - With the new media who is building, setting the mainstream media agenda?

Producing culture, empowering citizenship: interrogating the role of the digital media artist as a catalyst for social change

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Being an artist in the 21st century is challenging. Artists encounter new technical and institutional opportunities for creative expression and practice, including promises of real and virtual spaces in which to critique existing ideologies of society. But artists also encounter barriers. The current economic crisis is impacting on the cultural sector alongside a spectrum of other sectors. Art markets are suffering a downturn with galleries also being

encouraged to become commercially oriented and populist. Furthermore, artists also encounter much 'rhetoric of the technological sublime' – discourses describing the techno-centric zeitgeist in the first decade of a new century (Carey, 2005). Digital tools of the 'knowledge society' are lauded for their transformative properties, their abilities to transcend cultural divides, transform spatial and temporal borders, or to create a 'new economy' (Castells, 1996; 2000; Galloway, 2004; Kelly, 1998; Negroponte, 1995). Such rhetoric is not new; similar discourses existed during the transition from the 19th to the 20th century (Carey, 2005; Lovejoy, 2004). We seek to explore the parallels and differences of artistic production in today's 'knowledge society', and a previous era of similar change and crisis - the 'age of mechanical reproduction' - as Walter Benjamin described the era of high modernism. Frankfurt School theorists such as Benjamin and Adorno significantly contributed to our understanding of the relationship between artists as citizens and social agents. Situating artists within the context of industrial, urban and socio-cultural change, they drew attention to the new technological tools and media being afforded to them in the era of high modernism (Lovejoy, 2004). Benjamin, whilst encouraging artists to explore new technologies, advised against being overcome by the striking aesthetic effects of those tools, challenging the artist to employ them as socially aware and politically astute citizens (Benjamin, 1936). Adorno critiqued the 'culture industry' for being profit-driven and non-innovative as it disseminated conformist ideologies, perpetuating an 'affirmative culture' (Adorno, 1991). However, this analysis has been marginalised in contemporary work on cultural production and digital technologies. This paper suggests that Benjamin and Adorno's approaches have continuing merits. The tensions highlighted by them are entirely pertinent to contemporary artistic production, despite the multiple changes signalled by notions of 'knowledge-based' economies, 'network societies', and 'globalisation'. We believe that the insights afforded by those authors warrant fresh explorations due to the digital media tools being afforded to artists today, and the unfolding economic crisis. In this paper we consider how this 'moment' of crisis is impacting on artistic production. We critique the tendency of existing theories of cultural production to emphasise change over continuities, thus 'flattening out' the potential rewards of adopting a historical perspective. The Frankfurt School engaged with questions of citizenship, cultural production, technology and culture industries at a historical 'moment' in social, economic and technological development not dissimilar to the current 'moment' of crisis. We suggest that a new look at this school yields insights into the potential for new media artists to provide a space for a discourse of citizenship, societal relationships and the role of culture.

Communicating in the Age of Online Participatory Media: Benjaminian Reflections on Computer-Mediated Communication and the Digitalization of the Public Space

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In his analysis of the rise of the information industry at the beginning of the twentieth century, Walter Benjamin criticizes the extent to which newspapers have contributed to impoverished communication and atrophied experience (*Erfahrung*) in the public space. As can be seen from his short essay "The Newspaper" (1934) as well as from some of his unpublished fragments, Benjamin illustrates how "information" replaces communication and how "the reader's impatience", which demands both excitement and remarkable events, ends up constituting a kind of occurrent, superficial experience (*Erlebnis*) typical of consumer culture. Furthermore, Benjamin also identifies unintended consequences in the way publishers have exploited audiences' impatience: by allowing people to get their ordinary lives and opinions described, reported and presented to the public in new columns, publishers have put forward an indiscriminate assimilation of readers who are directly granted the status of collaborators. Benjamin sees here a dialectical moment in which the decline of writing in the press as well as the destruction of the demarcation between author and reader, turns out to be the formula for its restoration in a different way. Readers become writers and the literary competences necessary to carry out reporting are now based not on specialized training, but on "polytechnical education". In this sense, news writing becomes a popular activity and a public property. Such a dialectical moment has given rise to what Benjamin calls the "literarization of living conditions" which reflects "the impatience of people who are excluded and who think they have the right to see their own interests expressed" (*Selected Writings 2(2)*, p. 741). Based on Benjamin's insights into this dialectics of citizen participation in the press, this paper analyzes computer-mediated communication and the digitalization of the public space in online participatory media. It will be argued that the

communication affordances provided by blogs, citizen journalism websites and other news collaborative platforms, can be examined in terms of the “digitalization of living conditions” according to which public participation in the process of co-construction of news has been possible by the production and consumption of “digital representations”. Digital representations will be understood here as computer-based, culture laden, and socially shared tools through which individuals communicate their identities, values, beliefs, opinions, etc., within the infosphere (e.g., blogs, personal websites, individual profiles in social networks, personal broadcasting sites, wikis, etc.). This twofold process of production and consumption of digital representations has given rise to digital niches inhabited by individuals willing to communicate with each other and engaged in different forms of collective action. Furthermore, it will be argued for the relevance of Benjamin’s approach for theorizing the digitalization of the public space as a technology-based reconfiguration of the public arena which reflects citizens’ need to communicate both authentic experiences (Erfahrung) and exciting or noteworthy events (Erlebnis).

Media practices of anti-globalization activists. The example of a Local Committee of ATTAC.

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The process of globalization involves changes on various levels: cultural, social, economic, political upheavals that affect not only our behavior but also and especially the social relations in which individuals and groups undertake and strategies media implemented to achieve membership, organization and mobilization. Such transformations are both in the pattern of spatial relationships between local and global, as well as in the territories of the imaginary cyberspace and virtual communities are a part. We analyze how "anti-globalization movement" justify their existence by the will to seek redress injustices caused by globalization and demanding differentiated policies of general interest which are to develop projects more global. Among the actors of this movement, the Association for Taxation of Financial Transactions for the Aid to citizens, "ATTAC" is often presented as a model for new forms of social organization and democracy. The Local Committee ATTAC-54, located in Nancy, France, is our field of study to measure the local impact of ICTs on traditional practices activists. Influence of technological practices, particularly the Internet, the forms of social engagement in anti-globalization movements, can be studied independently of actors' strategies, a situation and a socio-historical context. This means that the empirical study can not be limited to uses of Internet activists, therefore, to understand how the tool can take place in the overall structure of the association, we considered it necessary to approach the movement from below and give voice to those directly affected by the new organization that supports the use of ICT. Since the introduction of the Internet undermines the issue of representation of identity that requires new thinking and new benchmarks image of the collective. By analyzing the motivations and attitudes followed by a militant group in particular, we wish to show the effects of ICT on the active commitment and the way individuals appropriate them to replace and make communication practices previously established. **METHODOLOGY** : We conducted a questionnaire survey and interviews with grassroots activists and leaders within the association ATTAC-54. From these interviews we wanted to highlight the place taken by the use of ICT in the process of social construction of identity activist. Initially, we set up an investigation traditional participant observation: observations made in situ at the headquarters of the Association to develop an evaluation of the actual use of ICT in activism and define the relationship between resources and their use. A second approach has been conducting a survey in line intended to identify effective practices computer militants. To enrich the survey, a series of semi-structured interviews were conducted.

COMMUNICATION, CITY AND TOURISM: A STUDY ON THE REPRESENTATIONS OF VIOLENCE TO TOURISTS IN SPECIAL EVENTS IN RIO DE JANEIRO

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This article aims to contribute to tourism and social communication disciplines about the different types of social representations constructed by media on urban violence. In order to do this, we will work with the narratives built

on the theme of violence in the newspapers during the period of New Year's Eve and Carnival in Rio de Janeiro. The referred city is one of the most important stages of large-scale events in the world. Generally associated to Carnival and New Year's Eve, Rio de Janeiro attracts thousands of tourists during all months of the year. However, the image of being a violent and dangerous city is one of the main characteristics remembered by foreign and Brazilian tourists. Interestingly, this fear does not diminish the importance and grandiosity of large scale-events held in Rio de Janeiro. In this paper, we will work specifically with the narratives about violence to tourist during New Year's Eve and Carnival, reported in O Globo newspaper during December 2008 until March 2010. Our goal is to better understand the actual context of tourism, leisure and violence as well as identify and describe the most presented aspects in the media speech in these situations. Therefore, we aim to study the differences in the narratives about violence to tourists in the aforementioned large-events in different periods in the same newspaper due to the change in the speech since the Government of Rio de Janeiro started to apply large scale police interventions in the communities in which the drug traffic dealers led the local rules and norms. These communities are located near Praia de Copacabana, which is just the local where takes place the largest New Year's Eve celebration known in the country. This work is inspired on Maffesoly who, instigated by Durkheim, understands the needs of the people in celebrating the being together as something inherent to life in society. Other contemporary thinkers as Canevacci, Canclini, Baudrillard and Morin constitute part of the theoretical framework of the debate.

Media influences and effects on experiences of uncertainty and fear in urban public spaces

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From the point of a normative idea of equality, all citizens are entitled to equal access to the cities public spaces. In the public debate, the media have often been blamed for contributing to peoples fear and insecurity and the avoidance of public places, especially after dark. In this paper I address the question of how and to what extent experiences of risk and threats in the media, perceptions of crime coverage in the media and third-person-effects of risk and threats influence the degree of avoidance of public places and the variation in people's experiences of the sensation of feeling fear and insecurity in public places. The main results presented here are primarily based on survey data from a well known regional survey (Western-SOM) performed in 2001–2007 on approximately 3000 inhabitants in the local region of Gothenburg, Sweden. Experiences of risk and threats through the media are of minor importance for the independent effect on the experiences of the sensation of feeling fear and insecurity in public spaces. The main role of the media is through the perceptions the respondents have on media coverage on crime and media influence on their own and others experiences of threats and risks. Those that believe that media coverage on crime is underrated have to a greater extent avoided public places and experienced the sensation of feeling fear and insecurity than those that believe that media coverage of crime is coherent with reality or overrated. The third-person-effects that occur also have consequences. Those that believe that media influence (both others and their own or others more than their own) experiences of threats and risks, have to a greater extent experienced the sensation of feeling fear and insecurity than those that doesn't believe in media influence (on both others and themselves). The main conclusion presented in this paper is that the avoidance of public places and variation in people's experiences of the sensation of feeling fear and insecurity in public places is more related to people's perceptions of media content and media influence regarding risk and threats than to experiences of risk and threats through he media. This however doesn't mean that the experience of risk and threats through the media doesn't matter. Experience of risk and threats through the media matters, but do so through reinforcing personal and social experiences of risk and threats.

The contribution of the Portuguese press to the shaping of the Public Opinion concerning a fracturing issue: the same-sex marriage

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Changes in democracy are much done through the media discourse, mainly when the issues have no consensus among the population. After the legalization of the voluntary interruption of pregnancy, the same-sex marriage became one of the social issues most discussed by the Portuguese Public Opinion. Portugal, still known as a Catholic country, became the sixth European country that allows, since January 2010, the marriage between two people of the same genre. This decision of the Portuguese Parliament that tries to promote equality before the law originated many journalistic and opinion articles in all the different media. This paper analyses the articles that were published, during one week, in the six daily Portuguese newspapers (Público, Diário de Notícias, Jornal de Notícias, i, Correio da Manhã, and 24 Horas) about the law that legalises same-sex marriage, but rejects proposals to allow same-sex couples to adopt. The aim of this paper is to identify the trends of the discourse(s) that allows the shaping of the Public Opinion. Namely, there are some questions that should be answered:

1. What importance does each newspaper give to the issue?
2. Depending on the type of newspaper that a person reads, what type of information does he/she get about the gay marriage?
3. Who are the main players that each newspaper chooses to listen to?
4. Which are the most significant approaches of each newspaper to the issue?
5. Does each newspaper try to be balanced in what concerns opinion articles?
6. Did the different newspapers take a position in their opinion columns (editorial)?
7. Overall, is the Portuguese press supporting a change in society or is it still attached to the conventional values?

In a certain way, the approval of the same-sex marriage is an historical moment. It matters to conclude if the press also felt this way or if, on the contrary, it just reported the issue as regular news. More, since all the six national daily newspapers are analysed, it is important to identify different editorial options. Doing so, this analysis hopes to contribute to categorize the Portuguese newspapers, in a period that some of them are changing from the category of quality to popular, when a popular is trying to be quality and when a new one is still waiting to be put under a category.

How undergraduate students describe their homeland: the Internet's agenda setting effect in China

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Chinese Internet users reached 384 million, undergraduate student is one portion of the big number (CNNIC, 2009). Some recent studies suggest that agenda-setting processes are not composed of mechanistic responses based on accessibility but are likely to include deliberate judgments and inferences. The purpose of this study was to explore both first and second levels of agenda-setting effect of the Internet. We randomly choose 950 undergraduate students from 19 universities in Shanghai in China, and use an open-ended questionnaire to get their description of homeland as their mother. Through the web mining technology, we use homeland and mother as key words to get the Chinese web description of homeland. We analyze the relationship between the description of students and the web, and factors would make effects to the relationship, to explore the internet's agenda setting effect in China.

Public sphere practices: An analysis of mediated communication of late-night talk shows of Pakistan TV channels

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Media plays a vital role in public opinion formation. Public opinion is not solely ideologically driven media dissemination but also of ruling ideas. The rapid expansion in media as industry that has taken place in Pakistan

during last few years has changed the paradigm of public opinion forming through news towards late-night talk shows. The purpose of this research is to critically employ Jurgen Habermas's discourse-based theoretical approach combined with empirical research to assess as to what extent these late-night talk shows facilitate participatory communication and its nature and whether they provide discursive potential to open up a public sphere on various forms of political knowledge and participation for a democratic citizenship. A study was, therefore conducted in Pakistan to delineate the detailed critical discourse analysis of two highest viewed last-night talk shows ("Merey Mutabiq" and "Live with Talat". "Merey Mutabiq" is aired at 11:00p.m. from Saturday to Sunday while "Live with Talat" is aired at 10:00p.m. from Monday to Friday. Both talk shows are being done in Urdu Language). The study was conducted during the period from 15th December, 2007 till 18th February, 2008 i.e. the preparatory period for general elections 2008 which were held on 18th February, 2008 by daily analysis of conversation of the selected talk shows. The selected time period for this research is very crucial as Benazir Bhutto (Ex-Prime minister of Pakistan and Chairperson of Pakistan Peoples Party) was assassinated on 27th of December, 2008 which had postponed elections for a month. In this study content analysis method (both quantitative and qualitative) along with critical discourse analysis method is employed. The quantitative data reveals that a total of 66 late-night talk shows were aired from 15th December, 2007 till 18th February, 2008. There are three main themes in the talk shows: politics (82% of talk shows), religious (10%) and social (8%). The further work on the analysis of qualitative variables is underway.

Building an integrated model to examine how intrapersonal communication, interpersonal communication, and mass communication create pluralistic ignorance

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The term pluralistic ignorance refers to erroneous beliefs held by a group of individuals about the attitudes or behaviour of others. In this study, we examined the degree to which young people in Singapore misperceive their peers' attitudes toward material possessions. We suggest that intrapersonal communication, interpersonal communication, and mass communication can each contribute to young people's misperception of peer norms. We propose an integrated model to discuss how the three types of communication activities interact and jointly create pluralistic ignorance. Two datasets were analyzed in this study. One came from a paper-and-pencil survey involving a random sample of 497 college students in Singapore and the other came from paper-and-pencil survey involving a random sample of 1162 junior college students in Singapore. The results indicate widespread evidence of pluralistic ignorance; that is, young people in Singapore believed that their peers were significantly more materialistic than was actually the case. The data also suggest that the students formed such erroneous impressions of peers on the basis, in part, of the students' intrapersonal communication about advertising influence, interpersonal discussions with peers, and the students' advertising consumption. Specifically, after being exposed to advertising, young people in Singapore undergo a process of intrapersonal communication with which they infer advertising influence on peers. Their advertising exposure also induces their discussions about consumption issues with their peers. Through the process of intrapersonal communication and the process of interpersonal communication, young people infer their peers' attitudes toward materialistic possessions. In addition, cumulative exposure to advertisements that emphasize the importance of materialistic possessions also cultivates young people's misperception of peers' materialistic values in reality.

TOWN SQUARES' DYNAMICS FROM THE VIRTUAL BIRD'S EYE VIEW: GOOGLE EARTH AND THE TAKSIM SQUARE

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Google Earth, dependent on the NASA satellite data and images, is one of the Geographical Information Systems (GIS) operating on the Internet which is very popular since its launch into the Internet market. Even if it works as

a functional tool which enriches the virtual interaction among the cities and the users, it can be said that it might also discourage people from discovering and wandering around in a city. The city images in Google Earth contain the photographs of the buildings, the streets, the 3-Dimensional (3D) models and even the weather forecast for that specific city on a specific day. It resembles a virtual tour in the city without even going out, or moving away from a device (PCs, notebooks or even smart/mobile phones) connected to the Internet. In this study, the ideology behind this software is proposed to be the ideology of freedom as it is the case with Internet. This ideology allows the Internet users to browse in a city, write comments or make descriptions of specific locations and places. It is argued that this sense of freedom diminishes the effect of consensus and public opinion. In light of a case study that will be conducted on the most famous and lively town square in Turkey; Taksim, the dominating ideology behind this technology and specifically Google Earth will be analyzed. The research bases its main argument on the analysis of the strategy of de-politization and how this political implication affected the way people interact with the cities online. Taksim Square is known to be a political arena for various communities and parties in Turkey. Most of the protests and demonstrations have been taking place at this specific square. Even if Taksim Square has a very symbolic value for the citizens, the only way it is represented in the Google Earth is through only one 3D modelling of a statue located at the center of the square. The restaurants, cafés, pubs and the hotels near the square give ads to Google Earth and users comment on these links as typical as in a democratic platform, but there is no historical or cultural narrative on the events took place at Taksim. This study will try to identify the relationship among the city-citizens and democracy in terms of the ideology behind this latent GIS technology, Google Earth. The issues of citizenship and public opinion will be discussed according to the case study.

The Illusion of the European Public Sphere: British Political Actors and their Perception of Citizens' Political Participation in EU Politics

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The adaptation of the normative concept of the public sphere—and the deliberative democracy that concept evokes—to the European polity in the making has been the subject of heated academic debates over the past decades. At the same time, the pursuit of a European Public Sphere has also been the main driving force of EU's communication policies. The unprecedented embrace of contemporary political theory by political institutions can probably be explained as an attempt to remedy the acknowledged remoteness of the EU (European Governance: A White Paper, 2001) that affects the democratic legitimacy of the Union. Research on the European public sphere has reconceptualised the original Habermasian notion in different ways, often underplaying the participatory aspect of the public sphere, instead equating it with European content in national and/or transnational media. While most scholars reject the possibility of a pan-European arena where EU citizens deliberate due to the linguistic, cultural, and national barriers within the EU, as well as to the low influence of pan-European media, other researchers suggest that a European public sphere emerges whenever the same topics are simultaneously discussed in the national media of different European countries with a similar frame of relevance. In any case, and regardless of the different understandings of the concept in the academic realm, the central purpose of a political public sphere is to bring citizens together so that they can deliberate about matters of public interest. Research on the public sphere has generally focussed on the necessary conditions / hindrances for such a sphere to exist. Less is known, however, about the channels through which political actors get informed about the deliberations of the public sphere, let alone about the extent to which political actors are interested in listening to such deliberations (if at all). This paper addresses the perceptions of British political actors working on EU-related topics on the present and the future of citizens' political participation in European politics. Drawing on 42 in-depth interviews with political elites—including MPs, MEPs, Welsh Assembly representatives, journalists, political activists, and researchers affiliated with think tanks—, this paper explores, amongst other things, the discourses about citizens' participation in European politics circulating amongst British political actors, their different understandings of the European public sphere, and their perceptions about its

vitality. Our research reveals a great deal of scepticism about the idea of a European public sphere, perhaps rooted in conventional British Eurosceptic approaches. Depending on their definitions of the concept, most actors believe that the European public sphere either “does not exist”, or that it is an elite space which only includes policy-making actors and/or other privileged groups or individuals, and has little relevance to the lives of ordinary British and European citizens. The lack of an authentic, bottom-up European public sphere is sometimes presented as a matter-of-fact reality, whilst some interviewees see it as a problematic indicator of the democratic deficit of the EU. To most interviewees, it also seems that questions of organisational collaboration are entirely conceptually distinct from issues around the European public sphere. Overall, then, in the British context the notion of the European public sphere as a viable space for citizen participation remains problematic and debatable, rather than taken for granted as an empirical reality and/or normative ideal.

Media & Violence in Mexico: a discourse-analysis perspective

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Perhaps one of the most controversial areas in media studies has to do with the relation between the media and violence. In Mexico, where the figures of violence –especially those related to organized crime and drug dealing– constitute crucial issues covered by front pages and prime time news programmes, the discussion about the relation between media and violence has been dominated by prejudice, shallow argumentation and poor research. In this sense, regarding the specific areas of news and information, usually the discussion ends up in a dead-end alley where sides are taken between those who argue the –mostly negative– effects of the programming on different aspects of the social life, and those who, from within the media organizations, defend that the news items depicted only show reality “as it is”. The proposal of this work is to analyse the relation between media and violence from a perspective different from the intrinsic difficulties of the “effects debate”. Thus, following the methodology elaborated and tested by the Glasgow Media Group (GMG) and its studies on media content, this work proposes a discourse analysis approach (Philo, 2006). From an analysis of the news on different forms of violence covered by the nation-wide printed press in Mexico between 1997 and 2009 this work shows that the media discourse on violence is defined by two dominant characteristics: 1) A strong unbalance that favours the coverage of the violence that occurs in the public space (homicide, kidnapping) without proper stories on other forms of violence that occur in the private sphere (rape, domestic violence, etc.). 2) A shallow coverage of the “crime scenes” that derives from strong stereotypes the images presented of the “criminals” and the “victims”. The consequences of such coverage for daily life may be reflected on vicious circles between sensationalist coverage and fear (as the surveys show), and on the strong-hand discourses of irresponsible politicians and public officials seeking public notoriety, especially during electoral times. The research takes as its units of study the total number of news items published between 1997 and 2009 covering five types of crime by the nationally distributed printed press for a first quantitative analysis, and then goes for a sample of news items in order to make an in-depth qualitative analysis following the work developed by the GMG. The outcomes are interesting for reconsidering the image of criminal violence in Mexico.

Mediated Collective Memories of the Political Transition in Spain

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In this study we analyze the relationship between collective memories and the media in Spain. The main purpose of this study is to describe the socio-political debate on the past proposed by the media. Our approach seeks to

explain how different publics interpret the discourses of the media on historical events such as the dictatorship and the Spanish political transition. Therefore, we distinguish eight different ideal discussion groups that correspond to as many types of public, according to their socio-political environment, generational cohort and degree of politicization.

Relationship between Entertainment Television and Citizenship: Analysis of the potential uses of the hearing on programs like Reality Show for visibility of social issues

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This work focuses on the analysis of the language of TV reality shows and its relation to communicative and social issues. These programs have been discussed through academic analysis and journalistic criticism from ethical and cultural points of view, as its leitmotif - the overexposure of people on television - provides a series of critical gender, since they are clearly involved issues related to the "making of" real. In this context, viewers who appreciate watching this kind of program are engaged and have much of his attention focused on reality shows. Most criticism is focused precisely on the "waste of reflection" that this type of program causes, and has been occupied with a sense of opportunity for merchandising of popular brands. The focus of analysis of contemporary media advertising has turned to unconventional actions, classified in categories ranging from classic merchandising (product placement) to "advertainment" (entertainment content designed to promote a brand in audiovisual productions). In other way there is a huge effort on the part of institutions concerned with civic actions to provide a reflection of both the individual and society, through television. However this kind of educative programs is guided by standard educational information in television programs with their own characteristics usually derived from educational channels which often do not get the people hearing. In the context of these issues, this paper aims to discuss the dichotomy between education for citizenship versus popular programs on television contemporary, from the observation that programs like reality show have great hearing, and therefore, opportunities exist in using the television space for the introduction of topics related to citizenship, as has happened in some of the soap's most watched station in Brazil, Rede Globo. Taking characters and situations of the plot, are placed real problems, with the clear intention to create understanding and solidarity in the viewing audience, "teaching" citizen behavior. Thus, they were treated, for example, issues such as the disappearance of children, anorexia among young people, and various types of prejudice. For the TV reality show, there seems to be a space similar to the soap for inclusion of social issues, in a less didactic and more daring way. The program Big Brother Brazil 10, that Globo Channel are taking to the air, included three openly gay members. Common sense has expressed different opinions on this fact, showing that, far from having a large social mobilization to discuss the issue of sexuality, there is a focus that has led to some level of discussion about sexism. The Brazilian Public Ministry itself has expressed concern about discrimination, and daily there are news in newspapers and magazines about possible behaviors of homophobia. This case attracted research interest, because it sets there something unheard of in television, since the way the issue will be not be entirely controlled by the TV station, as are individuals with different experiences from those experienced by characters in soap operas. The question that this paper proposes, therefore, if it is possible to overcome the dichotomy between "entertainment X social discussion" on TV programs like reality shows. As methodology, the research part of an analysis that compares bibliographic data on the issue of representation - a concept discussed in areas such as sociology of communication as well as semiotics (Hall, 2004; Santaella, 2003, Bourdieu, 2000 Machado, 2000, among others) - their relationship with data from the press and journalistic criticism, and as corpus analysis, the program Big Brother Brazil in its 2010 edition. As partial results - because the work is in process and requires a longer time to obtain conclusions that are more comprehensive - there's the fact that using this kind of program strategies for integration to ethical issues and citizenship can be feasible at some level, if the viewer can recognize himself and recognize their own life experiences in the program. Far from appearing simplistic to solve relevant social problems, it is possible to hypothesize that the reality show can serve

at least to draw attention to a large audience for some of these issues and be a trigger for some kind of public debate.

Covert ideology, conceptual metaphor and economic press discourse: The case of financial crisis

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This paper analyses the conceptual metaphors that structure the press journalistic discourse as regards the financial and economical crisis, therefore making this a communicatively efficient discourse. The analysis uses corpus-based methodology and relies on a corpus of news and opinion articles extracted from Portuguese and American/English general and economic newspapers published between September 2008 and March 2009. It follows the framework of Conceptual Metaphor Theory (Lakoff & Johnson 1980, 1999) and other research areas of Cognitive Linguistics (Geeraerts & Cuyckens 2007). The paper investigates the experiential and cultural motivations of the metaphors of crisis as well as their ideological functions. The corpus-based analysis shows that there are three main conceptual metaphors used in the Western press for crisis: • CRISIS IS ILLNESS: the crisis is a heart failure, it is a contagious and epidemic disease, it has pathogenic causes and agents such as famous toxic investments and requires various types of therapy and medication • CRISIS IS STORM/EARTHQUAKE: crisis is an atmospheric turbulence, a storm, a hurricane, a tornado, a cyclone and a geological earthquake, a shake-up or a tsunami • CRISIS IS ENEMY: to solve the crisis is to fight the enemy through war. These organic, natural and bellicose metaphors are grounded on conceptual image schemas from bodily experience, like 'in-out' schema (crisis is a force that comes from the outside to the inside of the container and invades a delimited area), 'up-down' schema (crisis is a loss of balance, from which results the collapse of the system) and a number of 'force dynamics' schemas (crisis is an irresistible and destructive external force and reacting to the crisis implies a superior counter-force). The embodiment of crisis metaphors turns them into cognitive models with important ideological functions. These metaphors are used in order to say that nobody knows anything about the current world financial crisis, to blame external and uncontrollable causes, to take off responsibility from Western policies, financial and economic systems, to reduce the responsibility of economic and political agents, to focus on the negative aspects of free market economies and hide their benefits, and they also serve to prone economic catharsis or the promise of a radical change. We will argue that the corpus-based study of metaphor provides empirical evidence about the covert ideological functions of conceptual metaphor in the mediated discourse. References Geeraerts, Dirk & Hubert Cuyckens (2007). *The Oxford Handbook of Cognitive Linguistics*. Oxford: Oxford University Press. Lakoff, George & Mark Johnson (1980). *Metaphors We Live By*. Chicago: The University of Chicago Press. Lakoff, George & Mark Johnson (1999). *Philosophy in the Flesh: The Embodied Mind and its Challenge to Western Thought*. New York: Basic Books.

Is the Internet Bulletin Board a New Platform for Democracy?

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Seoul, the capital of Korea, had never seen a series of protests like the ones that started on May 2008 when the government announced its decision to resume import of American beef whose consumer confidence was at the lowest because of BSE crisis, also known as mad cow disease. The bewilderment caused by the government's somewhat hasty decision to embrace the American import with tainted reputation was soon replaced by uproars and outcries for food safety, transparent decision making in the government, and even an equal relations of Korea and the States. While lasting for about three months, it deployed a variety of tactics, being not only a politically motivated hard-line demonstration to attempt to repeal the government's decision, which physically and brutally clashed with the police on the street, but also a cultural festivity demanding for choices, self determination, cultural diversity and so on. The unprecedented level of organization and participation from a wide variety of groups which include teenagers and young mothers with their babies in the prams, was attributed to a self-

centred post baby boom generation emerging out of its cocoons of work, family, success and financial management into political battlefields of individual rights and public interest, and also to a failure of a representative politics pivoting around the parliament and the president, which appeared to have lost touch with real people and real agenda. But, most notably, the fingers were pointing to the Internet where a number of sites for 'discussion and information share' provided a space for making public the up-to-the minute information on the protests and putting forward views and statements. Some even argued that the Internet shaped the issues and gave momentum to the protests, steering the whole process to a certain direction. Is an era of the Internet democracy in which cyber space is a public sphere arriving? The aim of this paper is to examine whether the Internet communities are capable of fair discussion, taking a close look at the strategies of the Internet bulletin board users. Turning to a method of discourse analysis based upon a linguistic branch of pragmatics, I will attempt to analyze the postings on Agora, a bulletin board operated by the Internet portal, Daum. A purpose of applying pragmatics is to classify the postings according to their syntactical traits and communicative intentions. A preliminary finding is that most of the users resort to a strategy of speaking less, so to speak, on the headlines, intentionally making what is going to be communicated ambiguous. This strategy seems to attract those who are able to read hidden meaning, and so willing to click for the main body. However, it has an effect of warding off those who do find the ambiguous headlines just ambiguous, with the hidden meaning readers forming an ever so tighter bonding. Democracy on cyber space may still be far away.

The New Normal', Media and Communications Post Global Economic Crisis

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Today, many developed and developing countries are working to recover from the latest economic crisis while at the same time working to repair the damage of the crises. Although, the global crises which broke out in 2008 fall, seems to have created a new argument in the second half of 2009. Indeed, while this argument is a step taken towards understanding the causes of the economic crisis, it mostly covers the new lifestyle of the society resulting from the crisis, as well as the the new economic understanding and approaches. Mainly in the US and Europe, the lifestyles and perceptions of those that are from the low and middle income groups living in developed and developing countries, changed based on the outcomes of the crisis. We may define this as the world is shifting from wealthy, spoiled, intense and exhausting to more normal economy and lifestyle. The 2010 agenda of the economy summit, organized every year in Davos, Sweden by World Economy Forum, was set around this normalization process and was named 'The New Normal', as the world has already started to discuss the new normal. The leading politicians, economists, industrialists and the business world in general discussed the financial, economic, social aspects of consuming habits and the psychological aspect of 'The New Normal', which arose as a result of the crisis and expected to continue increasingly. In general the shared opinion was that the crisis will pass, the depression will eventually become normal but the old understanding of economy and lifestyle will not be reached for a long time. In short, it is expected that the world will be normalized in a renewed and changed way. The New Normal includes, with its many aspects a new lifestyle, a new economic approach, a new political approach, a new social life and a new media and communications approach. Just like all corporations, media is to change its pre-crisis publishing policy and approach. Media, which is among the cornerstones of the economy, should transcend to a new normalization considering its duties, functions and responsibilities towards the society. Media is one of the most important morale and motivation resources for enabling the societies to live the "New Normal" and given that media is a social establishment; it has to pull itself away from the commercial concerns. There is great need for "more responsible" media, which is aware of the depression the society is experiencing and acting accordingly. Media and Communications should also be discussed in frame of this new process the world has been experiencing that is called 'The New Normal'. As apparent as it is, communication is an indispensable means of sharing for both the individual and the society. Today, aside from individual or national, communication is no longer a need but a global and vital necessity. Without communications, information, transportation, trade, solidarity and anything alike is not possible in a

global scale. Thus, in a sense, the sustainability of the new normal, communication is also possible to connect sustainability.

On-line music recommendation platforms as implementations of ontologies of musical taste

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Internet users do not only share their knowledge on-line or form communities, but social software can also be used to manage musical preferences. On platforms such as last.fm, Pandora or Musicoverly, users are recommended tracks or artists, partly with the opportunity to listen to the respective music and to disclose their musical taste to others. The present study analyses which particular approaches to musical taste are implemented in music recommendation platforms and how these objectifications may in turn influence musical taste. In informatics, formalized concepts of entities and relations used to store information are called ontologies (Gruber, 1995). In the philosophy of music, “ontology” refers to the analysis of what is meant by a “musical work”, a “successful performance” etc. (e.g., Davies, 2009). We refer to the concept of ontology as the way music as a socially constructed object is institutionalized in society or in a subculture, then constituting the potential objects of musical taste, and investigate how these social structures are transformed into technical structures. One of the results is that the platforms under analysis mainly implement the conventional ontology of popular music. Other genres such as jazz, traditional and classical music do not fit readily into their data structures. Musical taste does not only refer to “objects” such as works, albums, composers and musicians. The concept’s dimensions include emotional associations and evaluations of these entities (cf. Lewis, 1992), the homology of taste to social structures (Bourdieu, 1979), and situational influences on preferences, e.g. mood (Schramm, 2005). Finally, conceptions of musical taste may emphasize the determination of perceptions and judgments by the musical object or the subjectivity of interpretation and evaluations of musical works. All of these dimensions can be selectively implemented by the platforms. Paradigmatic cases include: last.fm’s (and, similarly, Amazon’s) recommendations based on correlations between the use of pieces by different persons, but partly using a work-immanent terminology Pandora, using some kind of content analysis of popular music to recommend similar pieces, i.e. a conception that strictly attributes musical properties to the musical object Musicoverly can be used to play pieces that fit a certain mood as indicated by the user on a two-dimensional field. The platform thus implements the situational mood-management function of music based on a two-dimensional concept of mood (arousal and valence). Another level of analysis consist in the question of how and why the platforms “work”, why their recommendations are plausible (i. e., the user would agree that two pieces are similar or whether she or he will like the music proposed by the system). It is, for example, interesting to note that both Pandora and last.fm seem to work well despite their obviously contradicting conceptions of aesthetics. Work and receptions aesthetics converge if there is a homology between social groups and the cultural objects they like. Finally, we propose different theses on the effects of these platforms: will they restructure or reproduce existing patterns of musical taste? Will they lead to more individualized tastes? References Bourdieu, Pierre (1979). *La distinction. Critique sociale du jugement*. Paris: Minuit. Davies, Stephen (2009). *Philosophy of music, §IV: Anglo-American philosophy of music, 1960-2000*. In Grove Music Online, Oxford Music Online. Available on-line: <http://www.oxfordmusiconline.com/subscriber/article/grove/music/52965pg4#S52965.4.1> Gruber, Thomas R. (1995). *Toward principles for the design of ontologies used for knowledge sharing*. *International Journal Human-Computer Studies*, 43. 907-928. Lewis, George H. (1992). *Who do you love? The dimensions of musical taste*. In Lull, James (ed.), *Popular music and communication* (2nd edition). S. 134-151. Newbury Park: Sage. Schramm, Holger (2005). *Mood Management durch Musik. Die alltägliche Nutzung von Musik zur Regulierung von Stimmungen*. Köln: Herbert von Halem.

The evolution of the citizen's behaviour towards the process of transition to the DTT in the Region of Murcia (2006-2010)

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The Region of Murcia experimented last June 30, 2009, the first phase of transition to the DTT in 18 municipalities. The second stage, which will include the rest of populations, will produce next April, 2010. The research group DIGITALAC initiated in June, 2006 a longitudinal study that, like barometer, comes measuring annually the degree of awareness, perception and penetration of the DTT in the Region of Murcia, taking into account that which the citizen is one of the principal agents of the unfolding of the DTT. The Region of Murcia presents certain singularities as for television that they are determining the citizen's behaviour towards this new technology and influencing, definitively, on the process of adjustment the homes into DTT in the Region. The principal aim of this communication is, on one hand, identifying the factors that are determining the way and pace of the migration to the DTT in the Region of Murcia and its consequences and, on other hand, analyzing the evolution of the citizen's knowledge and perception of the DTT in the last five years (June, 2006 to April, 2010). To reach this goal, the information of the studies conducted by the research group DIGITALAC in the Region of Murcia in the interval of time 2006-2010 used. Although the methodology has been completed along the different editions of the studies, since it is a work in progress, all the studies use the same methodological instrument: the opinion survey. The opinion survey was designed using normal methodology from quantitative, distributive projects: a polyetapic representative sample was selected from the universal study object (population of the Region of Murcia -1.200.000 in habitants-) made up of samples by sex, age and geography; the questionnaire was designed, the survey carried out and the data displayed. The number of selected individuals was 1.111 which supposes working with a sample mistake of $\pm 3\%$. The works developed in this line of research are helping to orientate the policies of the regional Administration, materialized in the Plan de encendido digital 2008-2010. Plan para la implantación de la television digital terrestre en la Región de Murcia, designed by the Secretariat of Audiovisual and Digital Contents of the Council of Presidency.

Asian Identity and Global Media: Malaysian Children Negotiating with 'Local' and 'Global' Through Satellite Television

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In the backdrop of the spread of the global media, it is now more crucial than ever before to analyse the mediated cultural conditions, in which the complex processes of children's identity constructions are informed and shaped. In the context of the changing media ecology in Asia, there is even a greater need to explore the role and function of satellite television in children's interpretations of and negotiations with various elements of opposing value systems, which in multifarious ways are contributing to the construction of self and collective identities. Since 1980s the discourses of Malaysia as representing 'Asia' have tremendous bearing upon the social and emotional learning of a generation of children and young people in the realms of a nation-state. Although children's access to satellite television has widened their frames of references which go beyond Malaysia, it has at the same time, put children in a situation where they are in the continuous process of negotiations with the 'local' and 'foreign'. In search of identities, it is a process of selection either for assimilation or rejection of value systems, which are judged in the light of a nation-state's principles and practices claiming to be Asian. A study conducted with the children in selected areas of the Klang Valley in Malaysia. explores the purpose of using satellite television, and its perceived influence on the children. It then moves to look into the potentials of applying foreign ideas in reshaping and deconstructing those of the local 'Asian Values'. It also attempts to answer the question whether satellite television would provide children with any further space for negotiating identity transformations. Findings of the study show that the use and functions of satellite television in

negotiating with the 'local' and 'global' in relation to Malaysian children's individual and collective identities are multi-layered. Due to their active participation as audience, children are capable enough to negotiate with the outputs of transnational broadcasting in different macro and micro contexts. Findings also suggest that children may attempt to apply the mediated-knowledge within the permissibility of Malaysian society and the acceptable principles of the nation-state. Malaysian traditional values and state ideologies play key roles in accepting, rejecting or incorporating 'new', 'other' and 'global' in self and collective identity constructions. Moreover, it has been evident in the findings of the study that the spread of global media, including satellite television, new information and communication technologies and social media would provide children with wider spaces for further negotiations in the processes of identity transformations.

Cyberbullying among Portuguese university students: an exploratory study

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The cyberbullying has become a major social concern raising questions about the ethical use of technology or technoethics. Because of this, in recent years has been the subject of research, information and prevention activities for different groups such as governmental and non-governmental organizations, schools and parents' associations to protect against the misuse of technology. This issue has become so important that the media also understood the importance of encouraging the debate about it. Based on its magnitude, our paper is based on an exploratory study about the sociological phenomenon of cyberbullying among Portuguese university students. The current paper stresses the connection between the concepts of bullying and cyberbullying. It promotes a flexible epistemological model that highlights the emerging nature of these phenomena, based on the theoretical contribution of Gregory Bateson. In the end, we present the main conclusions of the empirical study.

Rethinking the rhetoric of remix

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Is remix a defining characteristic of digital culture as many scholars have asserted? This paper presents an analysis and critique of the contemporary rhetoric of 'remix' with a particular emphasis on the work of legal scholar and copyright reform activist Lawrence Lessig. Drawing on 4 years of qualitative research on music cultures undertaken as a part of my doctoral thesis on the status of copies in creativity, communication and the production of knowledge, I argue that the conceptualisation of remix as any media made from pre-existing media is problematic for a number of reasons. First, because the rhetoric is founded upon a misunderstanding of the technical process and historic origins of remix in multi-track audio production. Secondly, it fails to adequately acknowledge the analogue origins of remix as a compositional technique in dance music and by doing so obscures its significant aesthetic, cultural and social contributions since the 1970s. Thirdly, it denies agency to the many individuals who took a supposedly closed fixed system—analogue records and tapes—and liberated them through use and reuse. This discussion will also revisit Marshall McLuhan's ideas about fragmentation and 'points of view' and ask whether our understanding of digital culture might be better served through a reappraisal of these ideas in relation to digital production.

"The Social Advertising on Road Safety: through the socio-semiotics"

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In the present work we try to understand the techniques of persuasion of road safety publicity campaign television road safety through analysis of their verbal and visual dimensions. For this analysis data were collected from the campaign "Death On The Road - more haste, less speed", held by the Directorate General for Traffic (DGV) and the Portuguese Road Prevention (PRP) in 2001. The material analyzed corresponds to the spots of Helder and Rosa (according to the magazine Media and Advertising "the movie Helder of BBDO for the Portuguese Road Prevention remains the benchmark for all ads with a social or pro-bono aims"). Besides Helder's video, we can also cite the testimony of the hard daily life of Teresa, Henrique, Salvador, Rosa and Isilda. Based on the Social Semiotics of Theo van Leeuwen and Gunther Kress, we can also show how verbal and nonverbal are pre-built and organized, aiming to induce viewers' change of behavior. We will take into account not only what is presented in such publicity, but we will also discuss what is not said to the viewers. From then on we try to answer the main issue of our online research: What are the semiotic strategies, used in a television campaign to prevent "Death on the road", to achieve change in drivers' behavior? RESUMO No presente trabalho pretendemos compreender as técnicas de persuasão latentes numa campanha publicitária televisiva de prevenção rodoviária, através da análise das suas dimensões verbal e visual. Para esta análise foram levantados dados da campanha "Morte na estrada - Quanto mais depressa mais devagar", realizada pela Direcção Geral de Viação (DGV) e pela Prevenção Rodoviária Portuguesa (PRP), no ano de 2001. O material analisado corresponde aos spots de Helder e Rosa (de acordo com a revista Meios e Publicidade "o filme de Helder da BBDO para a Prevenção Rodoviária Portuguesa continua a ser uma referência entre os anúncios com fins sociais ou "pró-bono"). Além do vídeo de Helder, podemos citar o testemunho do difícil quotidiano de Teresa, Henrique, Salvador, Rosa e Isilda. Tendo por base a Semiótica Social de Theo van Leeuwen e Gunther Kress queremos mostrar como a comunicação verbal e não-verbal são previamente construídas e organizadas, ambicionando induzir uma mudança de comportamento por parte dos telespectadores. Teremos em conta não só o que está presente na referida publicidade, como também abordaremos o que fica por dizer aos visionadores. A partir de então, surge a questão principal respondida nesta investigação: Quais as estratégias semióticas utilizadas na campanha televisiva de prevenção rodoviária "Morte na estrada" para conseguir uma mudança de comportamento dos condutores?"

The relationship between the media, the State, the civil society and citizens in Brazil: a case study of the national crisis in air transport system

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The aim of this study is to observe and understand the strategies, discourses and the mechanisms involved in the communication processes that are practiced in the public sphere, in the managing of the relationship between state, civil society organizations, the media and citizens in Brazil, and about the communicative impact of the crisis in air transport system located between 2006 and 2007 after the most serious accidents in commercial aviation in this country. This research was developed in the Observer Research Center on Public Communication of the Master of Communication at the Universidade Católica de Brasília (Catholic University of Brasília). The methodology was based on content analysis of news published in two leading national newspapers, Folha de Sao Paulo and Correio Braziliense, on the discourse analysis of the main actors involved in the issue and mapping of networks of cooperation and competition on theme. The issue of communication grows in the public interest in academia, in the organs of state and society. One reason may be the relationship between contemporary democracies and the question of representation caused by the new configuration in the exchange of information between government, civil society and citizens. Since the second half of the twentieth century, the concept of citizenship is increasingly important, given the view that the state is the legitimate representative of the interests of citizens. We witness, yet, the development of social movements and civil society participation in

decision-making processes. In this context, public communication in democratic societies is presented in three dimensions: communication in the relationship (to the citizen-user of public services), communication of the image (the citizen-defender of the heritage of State) and political communication (to the citizen-voter). A challenge that arises is the articulation of public communication, as well as political communication, in a civic dimension. In theory, it is intended to incorporate new theoretical and methodological approaches capable of taking into account the diversity of these areas and to make communication characterized by dialogue. Approaches that contribute to understanding the complex relationships between government, civil society and citizens at the same time marked by transactional processes (determined by feedback) for control strategies (when the measure of the competence of the organization or community is directly linked to its ability to select appropriate strategies for achieving the objectives of the organization with the public interest), the balance between creativity and constraint / coercion (which States and organizations are seen as those that dominate their audiences), and dialogue (expressive equilibrium that exists between all parties).

Mapping the Communication Research field in Spain (2000-2009)

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Communication Research is a growing field in the Spanish academy. The ceaseless expansion of the offer of Communication studies at the higher education level requires an increasing community of scholars. In 2010 there are 47 schools offering Communication degrees in Spain and the community of lecturers and professors is most of the times giving priority to teaching than to research activities. Consequently, this research field is still demanding a higher presence and there are only some initial approaches (Martínez Nicolás, 2009) to the state of the art of the Spanish research activities: Meta-communication studies are giving their first steps, although the production levels are solidly growing. Actually, one of the conclusions of the International Conference of the Spanish Association of Communication Researchers (AE-IC) pointed out the urgency of completing this kind of analytical studies in order to strengthen the institutional position of Communication studies in the overall scientific policy. This paper offers a preliminary overview of the Spanish scientific production in the Communication Sciences' field during the first decade of the 21st century (2000-2009). By means of a detailed analysis of the papers included in four of the main Spanish journals ("Revista Latina de Comunicación Social", "Comunicación y Sociedad. Revista de la Facultad de Comunicación", "ZER. Revista de Estudios de Comunicación" and "Comunicar. Revista de Medios de Comunicación y Educación"), empirically grounded information is provided about diverse features of the scientific approaches. These four scientific publications are on top of the national rankings of impact index, like In-Recs. However, only two of them ("Comunicar" and "Comunicación y Sociedad") has recently joined the Journal Citation Reports, although their results have not been published yet. Nevertheless, these four journals are clear references for the Spanish Communication research community. One of the main goals is to analyze the dominant research methods in these papers, identifying the more extended research techniques among the Spanish scholars. Furthermore, the selection of different objects of study will complete an interesting and useful overview of the published topics, allowing the comparison with other dominant trends in Communication Research all over the world. Finally, the distribution of the authors, faculties and departments completing papers will provide a picture of the current statu quo of the Spanish academy in 2010. So this paper will be divided in four main and interrelated parts. First, the focus will be displayed on the more established research methods. Second, the main topics of study will be presented. Third, a comparison with other scholar traditions will lead the paper to a conclusion drawing a general map of the Spanish Communication research.

Journalism and the circulation of myth

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Journalism legitimation relies on the pursuit of values such as truth, objectivity or impartiality. As a consequence, journalistic discourses are or should be produced through processes of reflexivity which (should) include the close verification and confirmation of the presence of 'news values' on given events. Such processes would involve, then, the use of time as maturation and a critical ability to analyze each given case. This is what should be. But, is it? Today's journalism is under pressure from all sides: economical and technological constraints, media industry competition, an increasing race towards the synchronous time of global information. The aim no longer seems to be the production of news as instruments of social knowledge and public awareness: on the contrary, news can be seen as plain sellable items, with their own market value, if they are provided in faster, cheaper and more digestible simplistic ways. 'Reflexion' and 'time' are, then, out of the question when it all comes down to the production of news as consumer-friendly goods. This brings us to the main question we want to develop: isn't contemporary communication a main vehicle for the circulation of modern myths, such as the technological mythology that keeps promising us a new world of individual autonomy, well being, comfort and abundance, through means of the constant 'revolutionary' and 'innovative' processes that seem to embody all-things tech? What is the role journalism is playing here? In this paper we intend to explore an hypothesis pointing out to the visible danger of a 'demise' in journalism, based on the augmented speed of nowadays journalistic productive routines that is undermining and diminishing its reflexive processes. By bringing it all down to a nearly automatic decision-making, they mean a growing tendency to a direct identification between random story elements, present in the majority of the technological narratives, such as 'revolution', 'innovation' or 'autonomy', and its direct correspondance to the once reflexive 'news values', finally transforming journalism into a friendly field for myth circulation which, in consequence, means the increase of an acritic and dormant environment. Our aim is to understand how this tendency towards a demise of journalism can, thus, be seen as a sweet surrender of the traditional journalistic critical thought to a mythical way of modern thinking identified, throughout different works, by authors such as Roland Barthes, Claude Lévi-Strauss, Mircea Eliade, Jean Baudrillard or, more recently, Marc Augé.

Catching youth's drift : Citizen Engagement Among a Web 2.0 Driven Generation

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In the context of today's Information Societies, the Web 2.0 is a fundamental component of numerous projects for social change. While the exact nature of the transformations led by information and communication technologies (ICTs) still foments a great deal of academic debate, scientific, political and economical discourses nevertheless popularize the idea that new social media are transforming opportunities of citizen engagement; especially among younger cohorts of the population (Youniss, 2002; Livingstone, 2007; Pasek, 2006). Yet, it is difficult to grasp how and if the web is changing young people's sense of citizen engagement. On the pessimistic hand, the "Information Age Generation" is often considered apathetic, irresponsible and drifting from its civic obligations. As public and educational programs seek to reach youth through Web 2.0 initiatives, little results seem to indicate a restitution of their participation: specialized websites and chat-room remain inactive, and surveys still indicate poor levels of electoral participation among younger cohorts of the population (Canada, 2003). On the optimistic hand, other studies imply young adults get involved in their own terms: supporting movements trough e-mail lists, creating poof-sites, orchestrating flash mobs and forwarding counter-cultural information through YouTube, Twitter, and Facebook (McCaughy and Ayers, 2003; Terranova, 2004). Focusing on innovative uses of ICTs by transnational movements and cyberactivists, these studies suggest "online activism" has deeply transformed the meanings and definitions associated with "collective action", "engagement" and "social change". Yet, very little attention has been given to the understanding and analysis of

these meanings. This communication thus aims to bring new thoughts to a growing field of study. Drawing on empirical work conducted through qualitative interviews with young adults (20-35 years old) in the year 2008-2009, our study looks beyond the typical deterministic characterization of a technology savvy generation. Calling for a multidisciplinary approach, we take into account the role played by social networks in the circulation and diffusion of everyday meanings and actions, while trying to understand how the Web 2.0 might alter youth's perception of social values and civic participation. As informational and relational paradigms quickly transform, we suggest the need to rethink what we analyze and define as citizen engagement and social change. Further research should pay attention to the ways in which actors choose to bring shifts in collective ways of thinking, acting and perceiving – on, or off the Web.

Mediatized humanitarianism. Moral agency in the age of suspicion.

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Gradually since the 60s, humanitarian organizations have become increasingly dependent upon the mass media as interface with stakeholders whose financial and moral support their existence depends upon. As the number of NGOs grows and government support declines, competition for visibility is sharpened and distinctiveness is made a key concern. As a consequence, communicative practices become increasingly professionalized, humanitarian staff comes to include journalists and other communication specialists and humanitarian campaigns are designed and implemented by commercial advertising agencies. The reliance on the media increasingly pertains to more than mediating suffering, that is, bringing distant suffering into the living rooms of those more fortunate. It becomes about creating transparency and accountability, about corporate branding and the cultivation of brand communities. Due to these new mediatized and commercialized practices of humanitarian institutions, criticism abounds that humanitarian organizations are losing their function as cornerstones in civil society. Rather than promoting engagement and activism for social justice, according to critics, humanitarian organizations offer attitudes for consumption and identity construction as if marketing a life-style product. To assess the validity of this criticism, 40 years of humanitarian communication is examined with a focus on the nature of the subject positions they construct and the moral agency involved in them. A content analysis of all brochures from three international case organizations from 1970 to 2005 is combined with discourse analysis to identify and periodize discourses of moral responsibility and responsabilization. The result is a trajectory of humanitarian communication, which shows a continuous focus on moral agency throughout the period but shifts in the loci of legitimation for the moral claim. Where early in the period reasons for social action were bound to alleviating the physical suffering of distant others, increasingly reasons for action become associated with alleviating the moral suffering of Western spectators. This development is discussed as an effect of mediatization, where this is understood as the open-ended and multidirectional process by which institutional practices are pushed in new directions due to direct and indirect effects of the ubiquity of media. Issues of trust and legitimacy are considered crucial indirect effects in relation to the mediatization of humanitarian organizations and, I argue, driving influences in the discursive shifts that can be observed in the past 40 years of humanitarian communication.

the medial space

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The purpose here is to analyse the nature of the medial space as conceived by Walter Benjamin. This medial space appears to be an activity of unctio, an activity that reveals or brings present, it is darstellend, and takes part in the gesture of creation. This means that the medial space contains all things it links, what brings us to a difficulty because the medial space must be present in the things it is related to, so it is as the physician says the element that seeks to produce itself in the evolving of languages. The argument leads us to the problem of the

figure it takes and of the symbolic representation, of the signs in which the medial space appears. It is the creation plan that depends on the context and it is seen as opposed to the immediate that in a sense is the term that subsists on its own. The medial serves the mediation or in some sort it is middle to an end. It represents the place and the law to the intermediary or hybrid technology. When Walter Benjamin describes the effects of the photography and the cinema he intends to show some aspect of the nature of the medial space. It seems he wants to present the communicative as passage, comparing it to a sound, a voice or a language that remains in addition to the medium. Or he discovers that in all medium and creation remains this very nucleus of pure space. In his engagement with questions of media, the scope of Benjamin's medial space can demonstrate something about the strong sense that is lodged in the medium. A receptacle, what is said maybe by *chōra*, that is the ontological feature that remains always negatively, the thing that is nothing of what it gives place, the equivalent of *es gibt*, gives movement to the picture or the city. In this sense, what is the importance of the medial space, the sense of the receptacle, to the media nowadays? Sources: *On Language as Such and on the Language of Man* (1916); *The Task of the Translator* (1923); *Art in the Age of Mechanical Reproduction* (1936).

Justice, Truth and Icon: Efforts for a critical diagnosis of the present times of the public sphere in an information society

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This paper aims at a suggestion of dialogue between the views of Jürgen Habermas (esp. in *Structural Change of the Public Sphere*, 1962, *Habermas and the Public Sphere*, 1996, and *Ach, Europa!*, 2008), Yochai Benkler (*The Wealth of Networks*, 2006) and Gilson Schwartz (*Principles of Iconomy*, 2006) on the theoretical and practical conditions for the identification of an emancipatory political public sphere in the context of an “information society”. The social-theoretical perspective of the analysis will be that of Critical Theory - with focus on Habermas's communicative critical paradigm -, which entails the identification of emancipatory potentials of society in social phenomena that can be empirically identified by means of positive or negative normative diagnosis of the present times. In this case, the social phenomena studied will be the idea of the possibility of the emergence of a democratic political public sphere within a diagnosis of the present times of an “information society”. The argument starts on the effort of discussing what each author conceives as a “free”, or emancipatory political public sphere - with Habermas's focus on its philosophical, democratic and political aspects, Benkler's interest in its new forms of social production and institutional organization, and Schwartz's reflections on its psychoanalytical and iconic aspects -, which will give normative and theoretical ground for a following attempt of identifying how each author describes the impact of the information and communication technologies (ICTs) in the present times of the political public sphere. This diagnosis of what can be called information society will enable the identification of limits and possibilities of the present public sphere's emancipatory potentials. In the end an attempt of a theoretical composition among the three authors will be made, in order to possibly better critically identify the present times of the political public sphere, suggesting brief interpretations on concrete examples such as the outcomes of the World Summits on Information Society and the Internet Governance Forums.

Communication, Infrastructure and the Political in Walter Benjamin

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Prior to his canonical media texts *Little History of Photography* from 1932 and *The Artwork in the Age of Mechanical Reproduction* from 1935/1938 Walter Benjamin was deeply involved in German broadcasting. In the

late 1920ies and the early 1930ies Benjamin worked for the radio stations in Frankfurt and Berlin and during this period wrote a number of radio texts, mostly for children. In 1932 Benjamin started working on a critical essay on the political implications of broadcasting with the title “The Situation in Broadcasting” [Situation im Rundfunk]. Only a fragment of this text and the correspondence about the text with Ernst Schoen, the artistic director of Radio Frankfurt, exist today. If the later essays on photography and on mechanical reproduction investigate the relation between art, technology and politics, Benjamin would extend this perspective in his radio texts raising much more general questions related to communication, infrastructure, and the history of technology. Reading the fragment “The Situation in Broadcasting” and the essay “The Railway Disaster of the Firth of Tay” (1932), where Benjamin explicitly links the history of the railway with broadcasting technology and infrastructure of the nationstate, the paper will suggest that Benjamin’s early media approach points in a different direction than the later media texts and offers a new understanding of politics, technology and the collective notion of the citizen.

Child Immigration in the Portuguese Press – outlining the phenomenon

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Although immigration is an old phenomenon, in western societies it has become a social problem, giving rise to economical, social and cultural issues. This is particularly true with regard to the displacement of children, especially when not accompanied by adults. Media representations of children immigrants are most commonly related with risk, may it be in terms of security, poverty, sexual or labor exploitation. These images are thought to have a negative impact on public opinion, contributing to generate a negative social attitude towards these people and thus hindering their full inclusion in host societies. Bearing in mind the framework of children rights, this paper intends to explore when, how and why children immigrants are news topic, taking into account their provision, protection and participation rights and the different domains of their lives – health, education, housing, economic status, family, behavior and social inclusion, among others. This study will bring together different approaches to the study of the corpus (linguistics, psychology and media studies). Starting by drawing an extensive overview based on the quantitative data gathered during the calendar year 2008, it will enrich this analysis by looking thoroughly at paradigmatic news articles on child immigration in Portugal.

The media in the electoral context and the transformation of public-private relationship: theoretical reflections on reports of qualitative empirical research

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It has become classic the debate about the power reduction of traditional institutions, such as family, church and school, in the production of opinion and in custody of public debate, after the emergence and capillarization of electronic media in societies. In the line of critical theories, concepts such as fragmentation of everyday experience, disenchantment of the world and overcoming logocentrism, among others, have become highly valued, in the search for explanation of the new types of social relationships that were revealed in mediated societies. Among the theoretical framework relevant to this critical debate, it should be noted as paradigmatic the contribution of the Frankfurt School, since the notion of culture industry, Adorno / Horkheimer, to the postulation – then abandoned – of the public sphere decadence, by Jürgen Habermas. This article aims to challenge these theoretical assumptions, from the reflection on some grounds brought through the qualitative empirical research conducted in the electoral environment, in some cities in central Brazil. In this context, some theoretical results become apparent. The media assume the post of the production of public visibility, shifting the square and the platform to the interior. They act, in this sense, not only as means, but as active subjects of the process. And, to

some extent, they submit other fields of symbolic production, including the classic institutions responsible for the socialization and social control. It was noticed in the cases studied, the interpenetration of public and private spaces, suggesting that the media made itself present in the center of the public-private relationship. Privatization of public senses and the transformation in public of symbolic elements traditionally private are, therefore, constant movement of this new public-private sphere. Within the limits of the context of empirical research, it was observed, in the first case, that electoral decisions are taken based on limited and manipulative criteria of the private moral, whose categories become inalienable structuring elements of the concept of public image. And, in the second case, it was found that the emergence of these categories turned out to be ordering elements of cultural identity and the concept of citizenship through which the state operates, in an ambiguous way, as the guarantor of the private legitimacy and as responsible for setting and monitoring its own limits.

The Rise of Internet News Media and the Emergence of Discursive Publics

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This paper presents an account of ‘an emergence of discursive publics’ within the context of transitional democracy of South Korea. The aim is to explain the ways in which Internet users’ reading and writing about common issues influence their civic competence and democratic virtue and to draw an implication for making a public. Where a substantial number of individuals are actively engaged in reading and writing about common issues on the Internet, which sometime evolve into massive civic participation on the street, the activities of reading and writing on the Internet seem to contribute to a heightened sense of collective engagement. Do these activities of reading and writing on the Internet contribute to democracy? Do the individuals with this sense of collective engagement constitute a public? This paper attempts to answer these two interconnected questions hoping that the answers should lead to an understanding of the nature of the subject of democracy.